Assoc.prof.Patchararin Sirasoonthorn, Ph.D
Faculty of Social Sciences
Naresuan University

Culture and Health
Why culture matters?

• Paradigm shift
• Getting to know culture
• Culture and health
• Case studies.
Paradigm shift

holistic

Epistemology
Value
Methodology
Ontology
Culture

- Material
- Symbolic
- Perception
- Artifact VS Social Relation
- Communication
Material Culture

- Perception
  - Impression form
  - Physical appearance

- Value
  - Attribution
  - Belief

- Relationship
  - Material
  - Human
Attribution

- Observation social environment
- Information
- Understanding
- Rationalization
Material Culture

- perception
- norms
- value
- relationship

coffee
Material Culture

- car
- norms
- perception
- value
- relationship
Types of culture and health

• Folk culture

• Organization culture
Folk culture
Folk culture
Folk culture
Types of culture and health

• Folk culture

• Organization culture
Folk culture
Folk culture
Folk culture
Organization culture
Organization culture

Please take off your shoes

[Image of shoes and a sign]

[Image of shoes arranged on the floor]
Organization culture
Symbolic culture
Communication

• Verbal: Words
• Non-verbal: speech/ tone/ stop
• Symbolic: color/ class/ sign.
What is he saying?
Level of verbal communication

• Vulgarism: Daily living language
• Informal Language
• Formal Language
  • Personal
  • Conversation
  • Semi-formal
  • Formal
  • Very formal.
Non-verbal communication
Proxemics: control level of relation

• Physical Context
• Object/ material
• Distance
• Social Position
• Patron-client relationship.
How far?

- Intimate Distance: < 8” (ex. husband/ wife/ son)
- Personal Distance: 1-2 Feet (ex. party)
- Social Distance: 4-6 Feet (ex. stranger/ work colleague)
Chronemics: Time

• Duration
• On time.
Smell tells story!

• Natural smell
• Artificial smell: Perfume
• Bad smell.
Oculesics: eye communication

• Eye contact
• Civil inattention
• Gazing
• Looking down gazing
• Direction VS Size of eyes.
Kinesics: communicate by manners

- Sitting position
- Standing position
- Hands/Arms/Foot
- Greeting: Licking/ bounding/ shaking hands
- Moving/ shaking/ ticking.
Kinesics: about manners
Haptics: touching

• Hand shaking
• Hugging
• Touching
• Patching
• Holding hands.
Love is…?
Objectics
Paralanguage/Vocalics: Talking and Voice

• Element of talking and voice
  • Mean voice
  • Slow/quick
  • High/low tone
  • Loud/whispering.
End of Lecture