



# CULTURE AND COMMUNITY HEALTH

**ASSOC.PROF.DR.PATCHARIN SIRASOONTHORN**

**FACULTY OF SOCIAL SCIENCES**

**NARESUAN UNIVERSITY**

# CULTURE

- the integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations
- the customary beliefs, social forms, and material traits of a racial, religious, or social group.

# COMMUNITY

- the people with common interests living in a particular area
- an interacting population of various kinds of individuals in a common location
- a group of people with a common characteristic or interest living together within a larger society
- common history or common social, economic, and political interests
- professional interests scattered through a larger society.

# TYPES OF CULTURE (1)

- Folk culture
- Organization culture
- Community culture.



# FOLK CULTURE





# FOLK CULTURE





# FOLK CULTURE



# ORGANIZATION CULTURE

- **Organizational culture:** a shared perception of reality, knowledge sharing... "the way it is around here."
- **Organizational culture determines values and beliefs which are an integral part of what one chooses to see and absorb (Davenport & Prusak 2000).**







## TYPES OF CULTURE (2)

- Material culture
- Non-material culture.



# CLIFFORD GEERTZ (1926-2006)

- **The study of culture**
  - Cultural changes
- **Semiotic**
  - web of significance
  - The structures of significance
- **Human behavior as symbolic action**
- **Symbolic as systems of meaning related to culture**
- **Theatre state.**

# THICK DESCRIPTION APPROACH

- The social science method of explaining human behaviors
  - The meaning to an outsiders
  - The context (when, where and how)
  - means of understanding culture, organizations, historical settings
  - symbolic forms by means of which men communicate, perpetuate, and develop their knowledge about and attitudes toward life
- Descriptive ethnography
  - Participant observation.

# MATERIAL VS NON-MATERIAL

- **Material Culture Study**

- The study of physical objects or belongings of human being
- how they take on meaning in a culture

- **Non-material Culture Study**

- symbolic aspects of a culture
- ideas, beliefs, habits and values of a people.



# ETHNOCENTRISM

แม่ง โค้ดลาวเลยยย #ตากล้องฝั่งลาว !!



ຫາງການໄທແລະຜູ້ຈັດງານຟັງໃຫ້ຮູ້ຊື່ພາບຮັບບ້ານແລ້ວ!



23 นาที · ๑

ผมขอโทษนะครับ ที่ผมพิมพ์ไป ผมไม่ได้คิดอะไร และไม่ได้มีเจตนาไม่ดีใดๆทั้งสิ้น ผมทำอะไรผิดไป ผมขอโทษนะครับขอโทษจริง



www.komchadluek.net



kom\_chad\_luek



คมชัดลึก

คมชัดลึก

# CULTURAL RELATIVISM

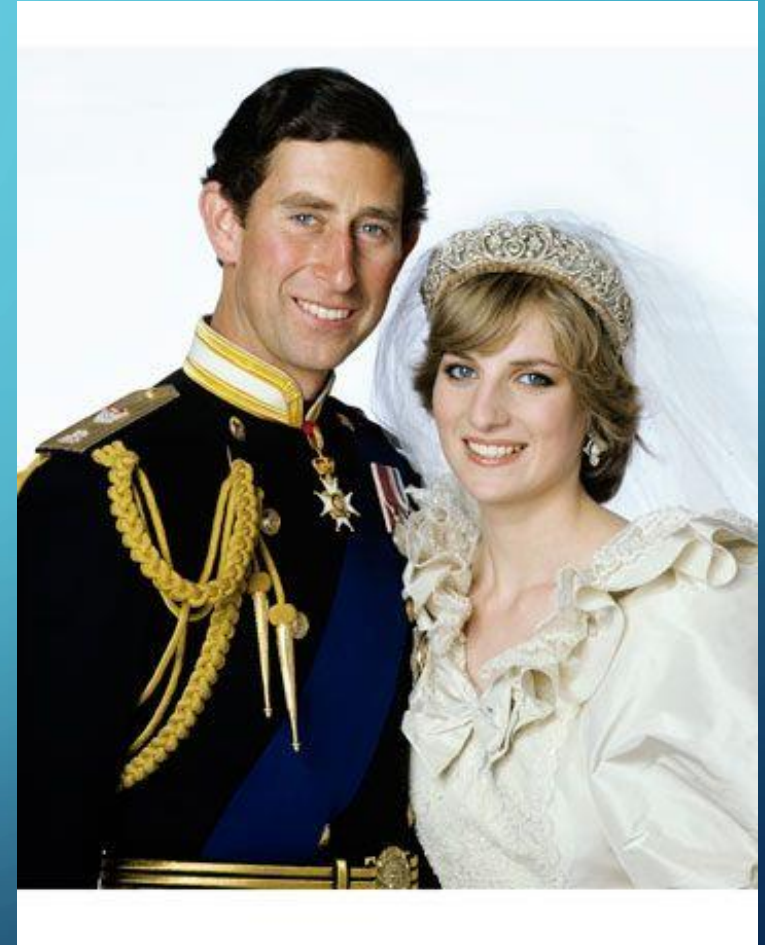
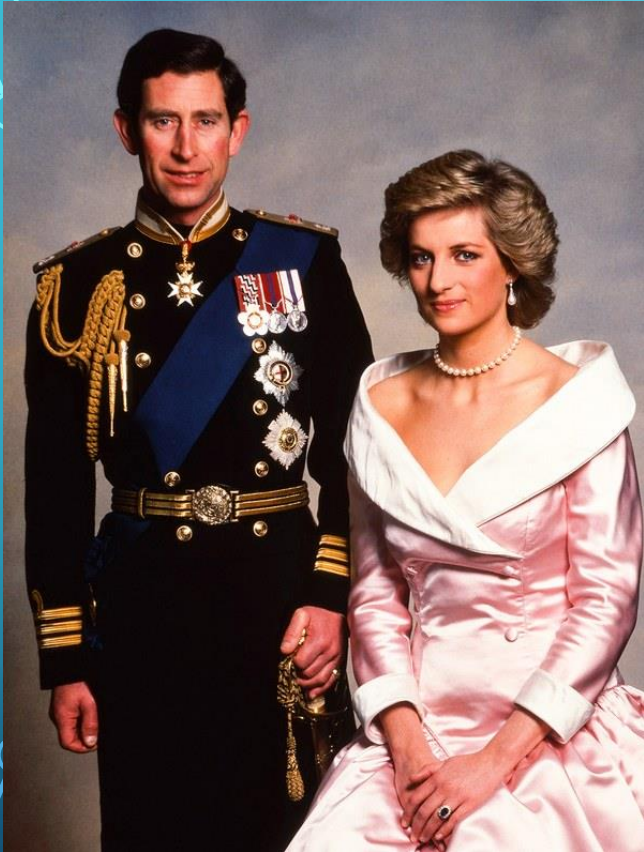
- Observing aspects of material culture without judging them based on our own society's standards
- Meaning of objects is changing over time.



**WHY THINGS MATTER?**



What's wrong of these photos?



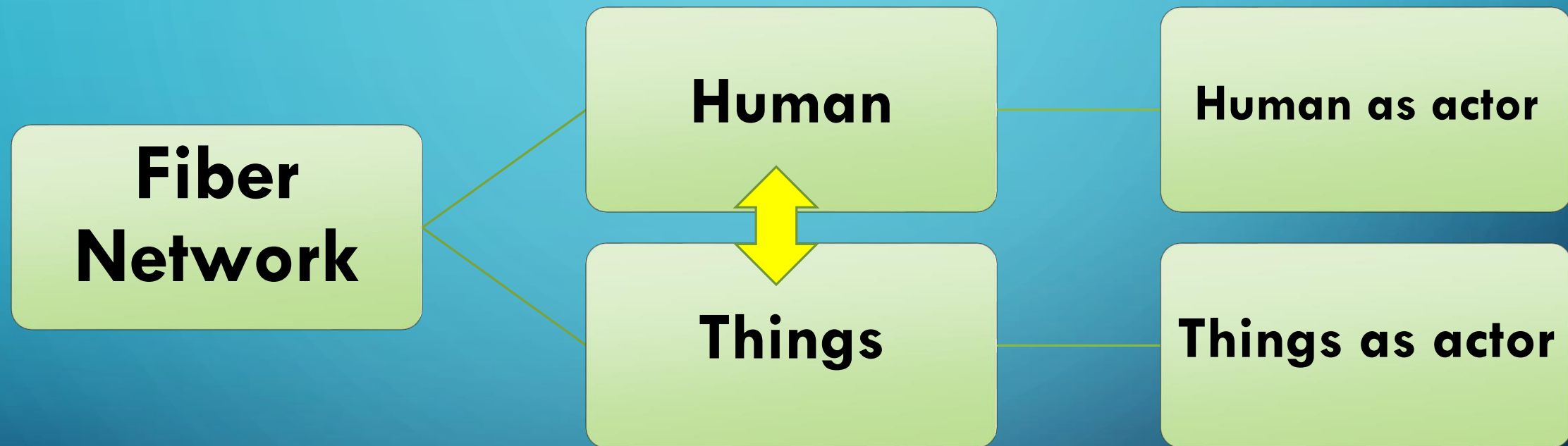












# HUMAN AS THE ACTOR





# THING AS THE ACTOR



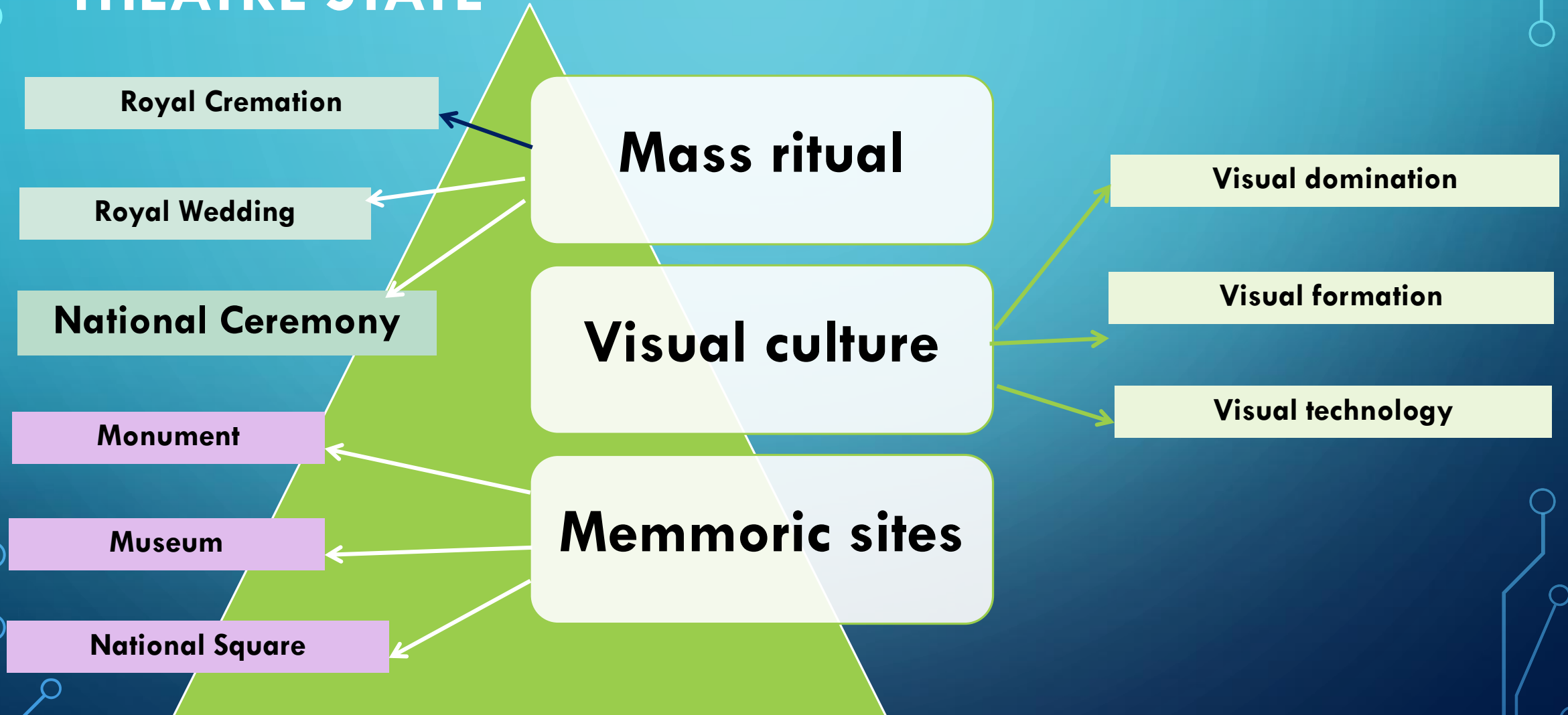
**Yasukuni Shrine, Chiyoda Tokyo**



# SHINTO FESTIVAL @ YASUKUNI



# THEATRE STATE







Theatre State







# MONUMENT





# MUSEUM



Laos People's Army Museum



Art Science Museum, Singapore



# MECHANISM OF THEATRE STATE

## Mass Rituals

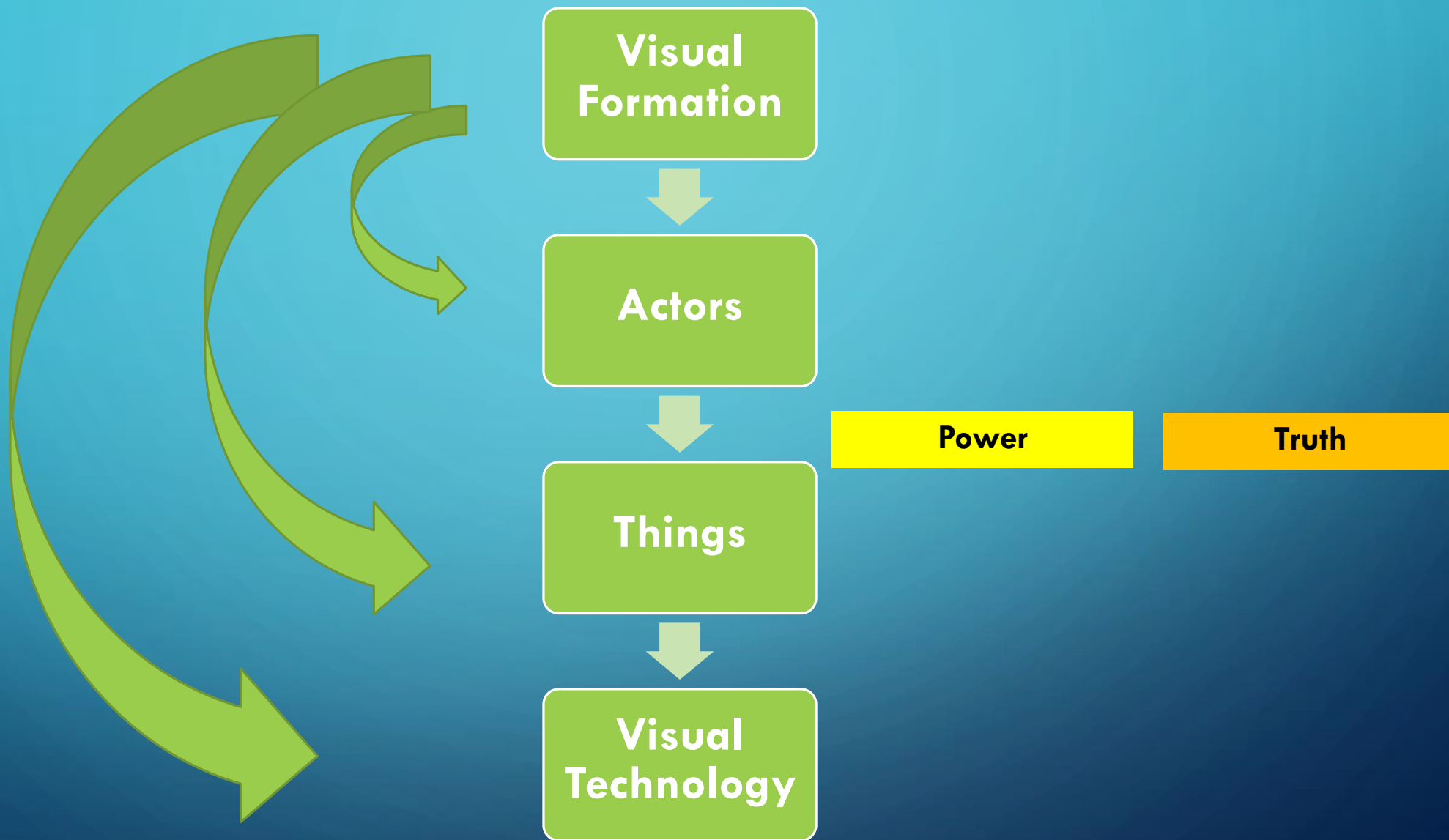
**\*Functions**

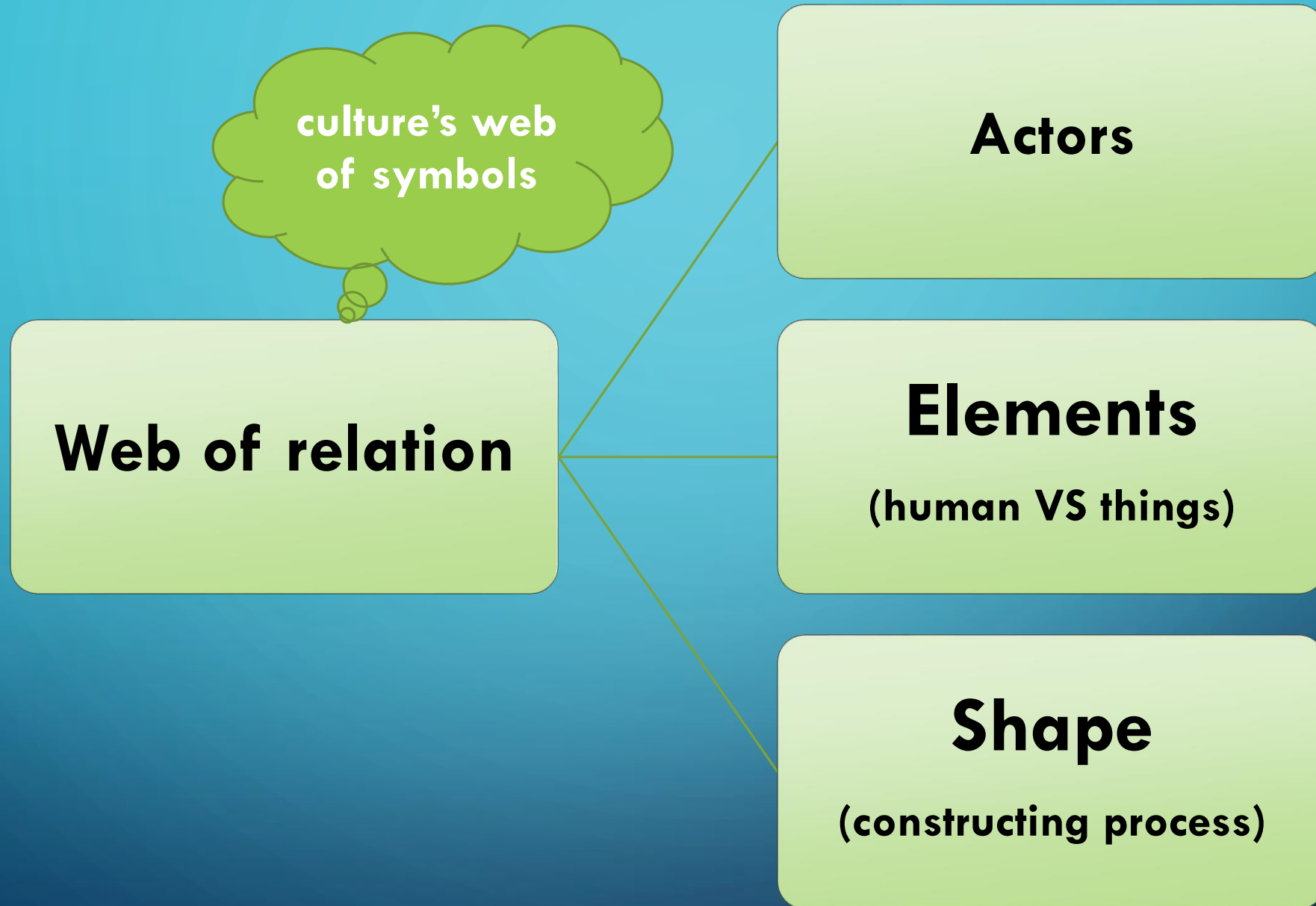
**Display  
Epistemology**

**Re-socialization**

**Reflex/Presenting  
Ontology**

**Visual  
domination**







# HOW “THINGS” WORK?

- ความหลากหลายของเอกลักษณ์ทางปรัชญา (**Entity**)
- การแปลความหมาย (**Translation**)
- การหลอมรวม (**Assemble**)
- การสมมาตร (**Symmetry**)
- การจำกัด (**Limited**)
- สวย หู สไตล์ (**High-end**)
- ความเป็น “พวกเรา” “คนของเรา” (**Collective Representation**).

# THE HURLINGHAM CLUB, LONDON (1945 -): IT'S ELITE INSTITUTION



**Fees:** \$50,000 registration fee + \$15,000 per year





# DUCATISTA: "IT'S NOT MOTORCYCLE, IT'S DUCATI".



## DUCATISTA THAILAND MotoGP SEPANG PACKAGE

28 - 30 OCTOBER 2016



แพคเกจสำหรับชาวดูคาติस्ता  
ร่วมเชียร์การแข่งขัน **MotoGP**  
ณ สนามเซปิงๆ ประเทศมาเลเซีย

**DUCATI**  
VIBHAVADI  
Tel. 02 5133333



**DUCATI**  
RATCHAPHRUEK  
Tel. 02 432 6433-34



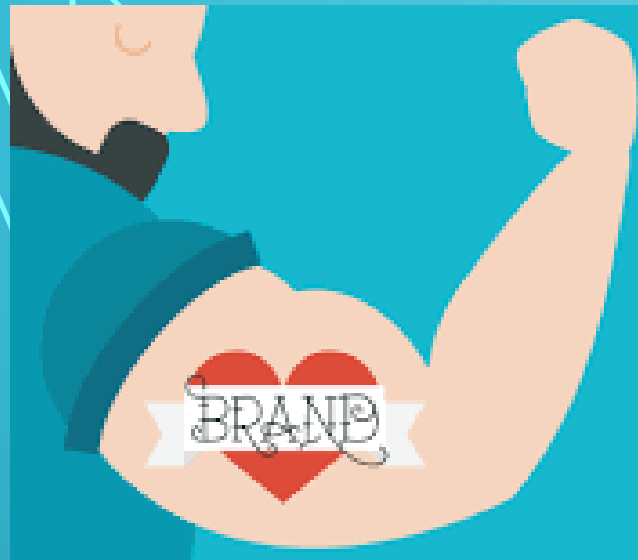
**DUCATI**  
HATYAI  
Tel. 02 682 8082-87



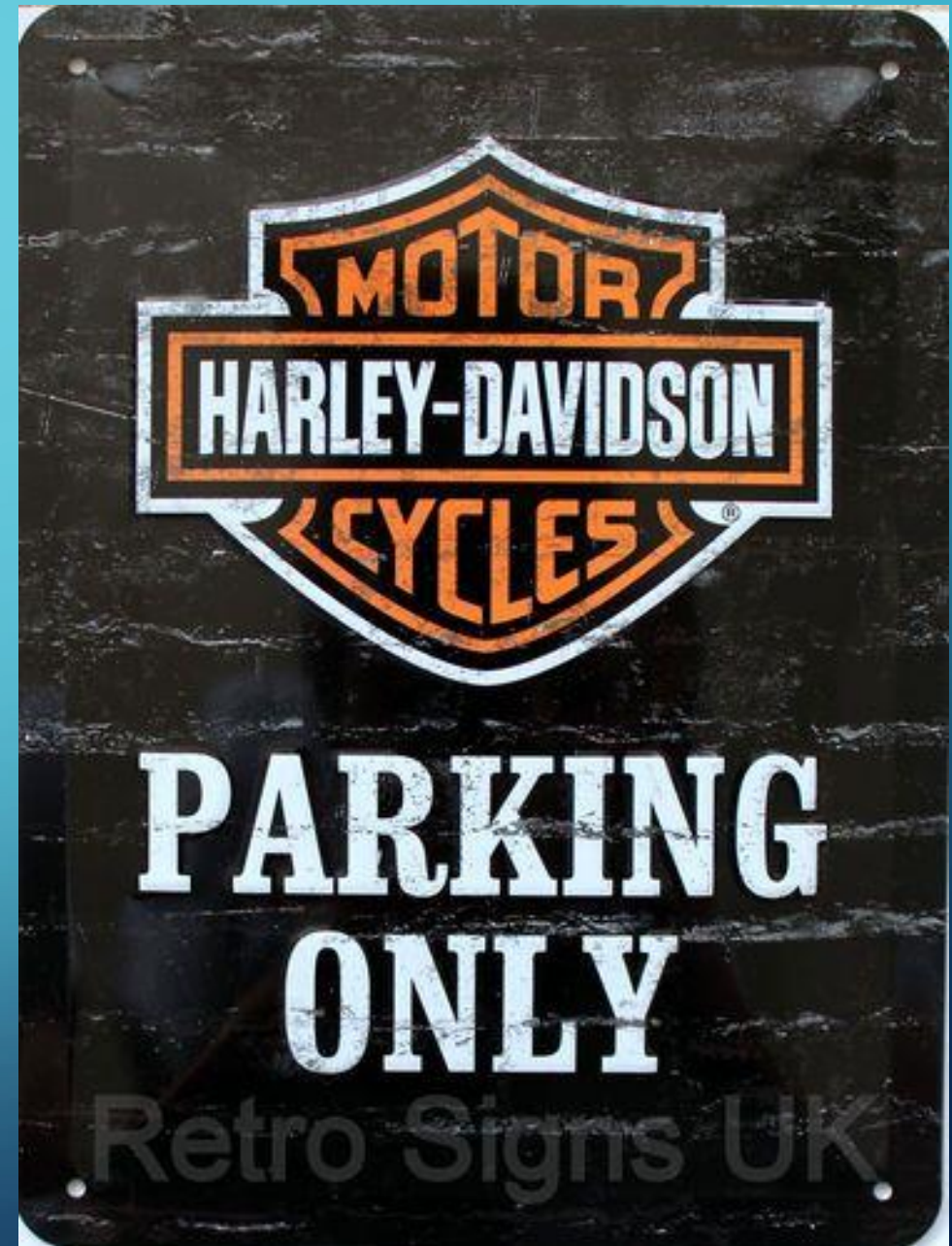


# HARLEY DAVIDSON COMMUNITY: TOWARD BRAND ROYALTY





Build Brand  
Loyalty Through  
Social Media





# AMISH HAS NO CANCER



# LAGOM/ "AROUND THE TEAM." : WORD OF THE YEAR 2017





# MINIMALISM: JAPANESE CULTURE





# JAPANESE CENTENARIAN



# AMISH LIFESTYLE





# AMISH CULTURE



# RECOMMEND READING

- Clifford Geertz
  - Religion of Java (1960),
  - Agricultural Involution (1963)
  - Peddlers and Princes (1963)
  - The Interpretation of Cultures (1973)
  - The Theatre State in Nineteenth Century Bali (1980)
- Daniel Miller
  - Materiality: an Introduction in Materiality (2005)
- Pierre Bourdieu
  - The Logic of Practice (1990).





THANK YOU