CULTURE AND COMMUNITY HEALTH

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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
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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

แหล่งทุ่มนุษย สูบมิตรกับบ้านดอน
เฉพาะสไตล์ในเครื่องแบบไทย ศิลปะ

เมืองไทยจะรับ ที่ผ่านมาพบปะ ไม่ได้คิดอะไร และไม่ได้มีเจตนามาติดใจๆทั้งสิ้น แม้ว่าจะมีผิดต่อ ผ่านไทยจะนับถือไทยจริง
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
MONUMENT
Laos People’s Army Museum

Art Science Museum, Singapore
MECHANISM OF THEATRE STATE

Mass Rituals

*Functions

Re-socialization

Reflex/Presenting

Ontology

Display Epistemology

Visual domination
culture’s web of symbols

Web of relation

Actors

Elements
(human VS things)

Shape
(constructing process)
HOW “THINGS” WORK?

• ความหลากหลายของเอกลักษณ์ทางปรัชญา (Entity)
• การแปลความหมาย (Translation)
• การหลอมรวม (Assemble)
• การสมมาตร (Symmetry)
• การจำกัด (Limited)
• สวย หรู 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

แพ็คเกจอุ่นหัวใจดูการ์ดิติส้า
ร่วมแข่งขัน MotoGP
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HARLEY DAVIDSON COMMUNITY: TOWARD BRAND ROYALTY

Rituals and traditions

Community

Sense of moral responsibility

Consciousness of kind
Build Brand Loyalty Through Social Media

Get Rewarded for Your Loyalty

PARKING ONLY

Retro Signs UK
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)

- Daniel Miller

- Pierre Bourdieu
THANK YOU