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for sincere commitment toward life.*

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# Foreword

It gives me immense pleasure to write the foreword to the *Textbook of Sociology for Physiotherapy Students* by Vandana Pakhide.

This book, I am sure, is like a boon for the students of physiotherapy. It will be undoubtedly a great help to the teachers of physiotherapy. The book has 12 chapters. Each chapter covers various aspects of socialization and its relevance for a healthy society.

I am sure after going through this book a student will gain a comprehensive and holistic knowledge of how relevant this information is for a physiotherapist and shall equip him/her with the required skills to provide better services to clients.

More importantly, the author has ensured that the book conforms to the curriculum of all the universities of India as well as the curriculum put forth by the Ministry of Health and Family Welfare.

I congratulate Vandana Pakhide for the great efforts in bringing out this useful and wonderful treatise.



*S Srinivas Rau*

**S Srinivas Rau**

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*The names of the reviewers are arranged in an alphabetical order.*

# Preface

In a society, most of the health issues and diseases have social causes and consequences. Sociology as a subject is included in the curriculum of medical field because health is a fundamental right of each and every individual. Studying Sociology provides proper understanding and knowledge to medical personnel and enables them to deal with the patient by understanding their culture, habits, behavior, customs, traditions and norms. It provides them with better understanding of their social surroundings as India is a transcultural society. Sociology focuses on social relationships; and how those relationships influence the people's behavior. The physiotherapists need to understand the necessity of changing environment. A physiotherapist provides health care services to people; covering all age groups, and helps patients in managing acute or chronic pain and preventing disease or deformities.

*Textbook of Sociology for Physiotherapy Students* has been designed as per the syllabus of various reputed Universities of India, under the CBS-PhysioBrid Series. It covers all-inclusive course in Sociology which will definitely benefit students who are interested in obtaining degrees in Physiotherapy. The book briefly explains the meaning of Sociology and explains how sociology is different from other social sciences.

The study of Sociology is extremely useful to all, especially in medical field of social welfare. The health care professionals, like physiotherapists, must have in-depth knowledge of Sociology as they spend most of their time with the patients in providing continuity of care as well as they are also responsible for providing holistic care in a comprehensive manner.

A physiotherapist should have thorough knowledge about society, social structure, and impacts of environmental factors, situational factors, influencing areas, and situational support system of the patient during the priority needs. The content of this book clarifies very well the role of social workers, and discusses the importance of their role for the welfare of community or general public. I am pretty sure that this book will help the students in the teaching-learning process.

**Vandana Pakhide**

# Acknowledgments

Writing a book means filling up an empty container with the best of ideas, thoughts and inspiring content. I express my sincere thanks to the God Almighty for giving me an idea of writing a book on my favorite subject.

At the outset, I would like to express my sincere thanks to the members of administrative departments of Indian Institute of Science Education and Research (IISER), Bhopal, Madhya Pradesh, especially Mr Yeshraj Singh Pal (Administrative Officer) for giving approval and allowing me to proceed further to complete this commitment. I express my sincere gratitude to Mr K V Satya Murty (Registrar, IISER, Bhopal) for heartfelt words of encouragement.

I am thankful to Dr Sanjeev Shukla (Head of the Department, Health Center IISER, Bhopal) for his appreciation and trust in my work. I express my sincere thanks to Dr Krishna Jain (CMO, Health Center) for her constant motivation and support. I also convey my sincere thanks to Dr Aslam Khan (Senior Medical Officer, Health Center) for great support and inspiration to work honestly. I owe special thanks to my colleague Mr Rameshwar Mewada (Nursing Officer) for timely support and encouragement. I sincerely thank Dr Neeraj Singh (Senior Sports Physiotherapist, MPT Sports) for guidance and rationalization about core of physiotherapy. I am really thankful to all health care team members who always stood in my support directly or indirectly.

Family is like branches of a tree, they all grow in different directions yet their roots remain the same. I express heartiest gratitude to my family members for their hearty support, appreciation and motivation.

I extend my special thanks to Mr Satish Kumar Jain (Chairman) and Mr Varun Jain (Managing Director), M/s CBS Publishers and Distributors Pvt Ltd for their wholehearted support in the publication of this book. I have no words to describe the role, efforts, inputs and initiatives undertaken by Mr Bhupesh Aarora [Sr Vice President – Publishing & Marketing (Health Sciences Division)] for helping and motivating me.

Finally, my special thanks are due to Ms Annu Raina and Dr Divya Gupta and associates for their valuable support, suggestions and advices that have helped me in refining the text and making it more comprehensive.

Last but not least, I sincerely thank the entire CBS team for bringing out the book with utmost care and attractive presentation. I would like to thank Ms Nitasha Arora (Assistant General Manager Publishing – Medical and Nursing), Dr Surbhi Jain (PT) (Content Strategist – Scientific), Ms Daljeet Kaur (Assistant Publishing Manager), Dr Anju Dhir (Product Manager cum Commissioning Editor – Medical) for their support. I would also extend my thanks to Mr Shivendu Bhushan Pandey (Sr Manager and Team Lead), Mr Ashutosh Pathak (Sr Proofreader cum Team Coordinator) and all the production team members for devoting laborious hours in designing and typesetting the book.

# Special Features of the Book

## LEARNING OBJECTIVES

*On completion of this chapter, the students will be able to:*

- Discuss historical perspectives of sociology including major theoretical perspectives.
- Define sociology.
- Explain sociology as science.
- Express relationship of sociology with other social sciences.
- Discuss nature of sociology.

**Learning Objectives** in the beginning of every Chapter help readers understand the purpose of the chapter.

**Chapter Outline** gives a glimpse of the content covered in the chapter.

## CHAPTER OUTLINE

- Introduction
- Historical Perspectives of Sociology
- Modern Developments of Sociology
- Sociology in Indian Context
- Major Theoretical Perspectives
- Definition of Sociology
- Relationship of Sociology with Other Social Sciences
- Nature of Sociology
- Significance of Sociology
- Scope of Sociology
- Fields of Sociology
- Subfields of Sociology
- Relevance of Sociology with Physiotherapy

## KEY TERMS

- **Applied sociology:** The application of scientific knowledge in solving the contemporary social pathologies through practical means.
- **Conflict perspective:** A sociological approach that assumes that social behavior of any person is best understood in conflict situations.
- **Dramaturgical approach:** It is a form of social interaction in which people are assuming their role as theatrical performers.
- **Dysfunction:** It means loss of functional provisions that disrupt the effective functioning of social system and ultimately reduce stability.

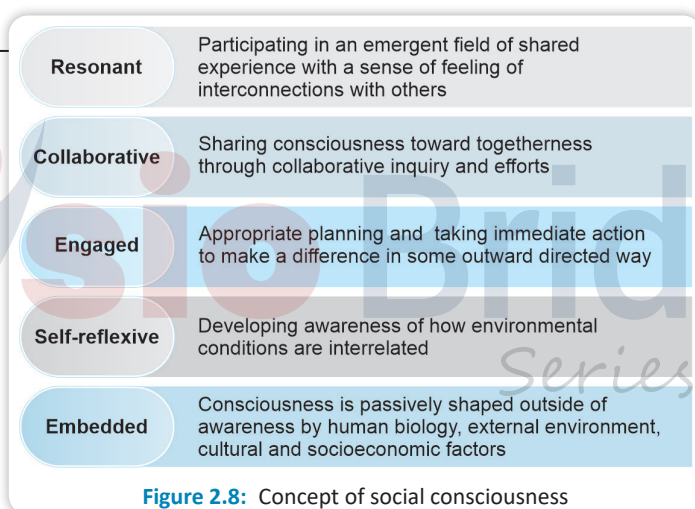
**Key Terms** are added in each chapter to help the readers understand difficult scientific terms in easy language.

**MUST KNOW**

**Illness** is the inability of an individual's adaptive responses to maintain physical and emotional balance or equilibrium that subsequently results in an impairment of functional abilities. About illness, structural or functional explanations draw primarily from the work of Talcott Parsons—who viewed illness as behaviorally 'deviant' entity (rather than being related to a physical or psychological condition) in the sense that it disrupts normal behavior and social relations.

**Must Know** boxes give an overview of important facts and terms of the concerned topic.

**Images** and **Flow Diagrams** have been used to simplify the concepts for the students.



**Table 1.3:** Differences between psychology and sociology

Psychology	Sociology
Psychology is concerned with the mental aspects of an individual.	Sociology is concerned with the social aspects like social structure, social process, and social system.
Psychology studies the interrelationship of different activities of an individual.	Sociology studies the interaction among different persons.
The subject matter of psychology is restricted, since it studies only mental or intellectual aspects of an individual.	The subject matter of sociology is boundless, it studies the whole society, like social relationships, social interactions, etc.

Numerous **Tables** have been used in the chapters to facilitate learning in a quick way.

## CASE STUDY

### A case study on difficult adaptation of changing social roles

According to a report published in 2017, 16 citizens are killed and 53 are injured every hour on Indian roads. The ratio is continuously increasing every year.

**Applied sociology:** Difficult adaptation of changing social roles

**Skills required:** Effective listener, educator, evidence-based knowledge impartation.

**Explanation:** Main role of physiotherapist is to make thorough assessment of patient's physical conditions. Formulate treatment plans to address the present physical condition and priority needs of patients.

**Case Study** demonstrates example(s) of specific clinical scenarios that are often encountered by Physiotherapists.

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Important takeaway points of respective chapters have been highlighted under **Summary boxes**.

## SUMMARY

- Sociology means systematic study of society. It focuses on influence of social relationships on people's behavior.
- Sociology is general social science; the areas of investigations of sociology are general such as study of human life and human interactions or communications.
- Significance of sociology: It is the science of society; it studies social relationships; study of human behavior in group situation; enrich human culture; important for solution of social problems; social planning, etc.

## ASSESS YOURSELF

### Long Answer Questions

1. Define health. Explain the factors affecting health.
2. Explain stages of illness.

### Short Answer Questions

1. What is health?
2. Define health care.

### Multiple Choice Questions

1. **The society means:**
  - a. Group of people
  - b. System of relationships
  - c. Beliefs and values
  - d. Laws

At the end of each chapter, **Assess Yourself** section is given which contains frequently asked questions in exams and multiple choice questions to help students attain mastery over the subject.

# Syllabus

## THEORY

Time: 45 Hours

- **Introduction**
  - **Meaning:** Definition and scope of sociology.
  - Its relation to Anthropology, Psychology, Social Psychology.
  - **Methods of sociological investigations:** Case study, social survey, questionnaire, interview and opinion poll methods.
  - Importance of its study with special reference to health care professionals.
- **Sociology and health:** Social factors affecting health status, social consciousness and perception of illness, social consciousness and meaning of illness, decision making in taking treatment. Institutions of health, their role in the improvement of the health of the people.
  - **Social factors in health and disease situations:**
    - ♦ Meaning of social factors.
    - ♦ Role of social factors in health and illness.
- **Socialization**
  - Meaning and nature of socialization.
  - Primary, secondary and anticipatory socialization.
  - Agencies of socialization.
  - Influence of social factors on personality.
  - Socialization in hospital.
  - Socialization in rehabilitation patient.
- **Social groups:** Concepts of social groups, influence of formal and informal groups on health and sickness. The role of primary groups and secondary groups in the hospital and rehabilitation setup.
- **Family**
  - The family, meaning and definitions, influence of family on human personality.
  - Functions of types of family.
  - Changing family patterns.
  - Change in function of family.
  - Influence of family on the individual's health, family and nutrition, the effects of sickness in the family and psychosomatic disease and their importance to physiotherapy.

- **Community**
  - Concept of community.
  - **Rural community:** Meaning and features—Health hazards of rurality's, health hazards to tribal community.
  - **Urban community:** Meaning and features—Health hazards of urbanities.
  - Role of rural and urban communities in public health.
  - Role of community in determining belief, practice and home remedy in treatment.
- **Culture and Health**
  - Concept of health.
  - Concept and components of culture.
  - Culture and health.
  - Culture and health disorders.
  - Impact of culture on human behavior.
- **Social Change**
  - Meaning of social changes.
  - Factors of social changes.
  - Human adaptation and social change.
  - Social change and stress.
  - Social change and deviance.
  - Social change and health program.
  - The role of social planning in the improvement of health and rehabilitation.
- **Social Problems of Disabled:** Consequences of the following social problems in relation to sickness and disability, remedies to prevent these problems.
  - Population explosion.
  - Poverty and unemployment.
  - Beggary.
  - Juvenile delinquency.
  - Prostitution.
  - Alcoholism.
  - Problems of women in employment.
  - Geriatric problems.
  - Problems of the underprivileged.
- **Social security:** Social security and social legislation in relation to the disabled.

- **Social Worker**
  - Meaning of social work.
  - The role of a medical social worker.
- **Caste system:** Features of modern caste system and its trends.
- **Social Control**
  - Meaning of social control.
  - Role of norms, folkways, customs, morals, religion, law and other means of social control in the regulation of human behavior.
  - Social deviance and disease.
- **Development and Social Problems**
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  - Social problems of development.



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# 3

## CHAPTER

# CULTURE AND HEALTH

CBS

### LEARNING OBJECTIVES

***On completion of this chapter, the students will be able to:***

- Recognize the development of culture around the world.
- Explain the concept of culture.
- Define culture and explain its characteristics.
- Discuss the cultural components.
- Examine cultural impact on human behavior.
- Explain cultural meaning of sickness.
- Describe cultural influence of health and diseases.

### CHAPTER OUTLINE

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Introduction</li><li>• Development of Culture Around the World</li><li>• Concept of Culture</li><li>• Evolution of Culture</li><li>• Elements of Culture</li><li>• Major Theoretical Perspectives on Culture</li></ul> | <ul style="list-style-type: none"><li>• Cultural Components</li><li>• Nature of Culture</li><li>• Culture and Health</li><li>• Cultural Influences on Health and Diseases</li><li>• Role of Culture as Social Consciousness in Determining the Perception of Reality</li></ul> |
|--|--|



## KEY TERMS

**Acculturation:** Acculturation refers to the assimilation by one group of the culture to another which modifies the existing culture and so changes group identity.

**Belittling:** Unfair criticism; dismissive of the importance of a person or thing, or to make another person feel as though they are not important.

**Cognitive rudiments:** Culture of all societies, whether preliterate or not, carries a vast amount of knowledge about the physical and social world. The possession of this knowledge is referred to as a cognitive component.

**Counterculture:** When a subculture evidently and deliberately opposes certain definitive aspects of the larger culture, this condition is known as a counterculture.

**Cultural area:** The societies or communities having similar cultural traits and complexes constitute a cultural area.

**Cultural beliefs:** Belief constitutes another component of culture. Cultural beliefs are viewpoint that are learned and shared across large groups of people from that same culture.

**Cultural evolutionism:** Cultural evolutionism means permanent interplay between the evolution of social order, pattern, cultural achievements and cognitive development.

**Cultural lag:** The term cultural lag means imbalance between material and nonmaterial culture, the term refers to the period of maladjustment when the nonmaterial culture is still struggling to adapt to new changes according to new material conditions.

**Cultural pattern:** A cultural pattern is formed when cultural trait and cultural complexes be converted into or related to each other in functional roles.

**Cultural relativism:** Cultural relativism refers to the principle that an aspect of culture can be evaluated or judged only in terms of culture as a whole.

**Cultural shock:** Anyone who experiences a sense of disorientation, uncertainty, being out of place, or even fear when immersed in an unfamiliar culture may be experiencing culture shock.

**Cultural traits:** Cultural traits are the single element or smallest unit of culture. Cultural traits are called the "units of observation" which when put together constitute culture. Traits are the elemental unit of culture. For example, shaking hands, touching feet, holding close, cuddling, etc.

**Cultural universals:** All societies throughout the world have developed certain common practices, values and beliefs, known as cultural universals.

**Cultural values:** Cultural values mean collective beginning of what is considered good, desirable, and proper or bad, undesirable, and improper in a culture.

**Culture complex:** Larger clusters of traits organize some nuclear points of references and form cultural complexes. For example, folding hands, singing prayer song, touching feet of old person, taking Prasad from the priest form a religious complex.

**Culture:** Culture is a dynamic network of knowledge, customs and beliefs, patterns of behavior, ideas, attitudes, values, and norms that are very exclusive or unique to a particular group of people.

**Ethnocentrism:** Ethnocentrism means the tendency to evaluate one's own culture superior to other culture.

**Folkways:** Folkways are norms governing everyday behavior. Folkways play an important role in shaping and designing the daily behavior of members of a culture.

Contd...



**Formal norms:** Formal norms generally have been written down and there must be provision for specific strict punishments for violators. Laws are just one of the most common examples of formal norms.

**Informal norms:** Informal norms are generally understood but not precisely recorded or documented anywhere. Standard of wearing proper dress is a common example of informal norms.

**Material culture:** Material culture reflects the physical or technological aspects of our daily lives, including food, shelter, houses, industrial plants, occupational units, and raw materials.

**Mores:** Mores are governed by morality; mores are norms deemed highly necessary to the safety or well-being of a society.

**Nonmaterial culture:** Nonmaterial culture reflects the ways of using material objects and refers to customs, beliefs, philosophies, governments, and patterns of communication.

**Norms:** Norms are the well-known standards of behavior maintained by a society for its effective functioning.

**Stoicism:** Stoicism means experiencing pain without showing emotions or pain in a state of extreme happiness or in a state of severe injury.

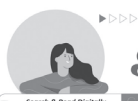
**Technology:** Sociologist Gerhard Lenski has given definition of technology as, 'cultural information about how to use the material resources of the environment to satisfy human needs and desires.'

**Xenocentrism:** Xenocentrism is the belief that the products, style, or ideas of one's society or culture are inferior to those that originate elsewhere.

## INTRODUCTION

Culture is a way of life. Culture is a system of learned behavior shared by and transmitted among the members of a group. Culture can be considered the most essential characteristic of human society. Our highly developed brain, ability of verbal communication, learning and our imaginative thinking have resulted in the development of culture. Our society is the largest form of human group. A shared or collective culture helps to define the group or society to which we belong. Society consists of people who share a common heritage and culture. Members of society learn this culture and transmit it from one generation to the next. People even preserve their distinctive culture through literature, art, video recordings, and other means of expression. Individual encompasses a common culture and also simplifies many day-to-day interactions. Language is the most critical element of culture that sets humans apart from all other species on earth. A member of each and every society generally shares a common language, which facilitates day-to-day exchanges with others.

Globally, health is a cultural concept because culture frames and shapes our behavior that recognizes how we perceive the world differently. In a society, health is a common theme or matter of subject in most cultures. All communities have their concept of health, as part of their culture. So in this context, we can say that sociology and health of a person are correlated. There are so many social factors existing within society that affect health of a person. Culture also influences our day-to-day life experiences and pattern of noticeable thinking or Judgment.



## DEVELOPMENT OF CULTURE AROUND THE WORLD

We have come a long way from our prehistoric heritage. A quite large number of people are said to constitute a society when they live in the same territory, are comparatively independent of people outside their area, and participate in a common culture. Each person has a distinctive culture with his own peculiar characteristic ways of gathering and preparing food, constructing homes, patterns of wearing clothes, structuring the family, and promoting standards of right and wrong. Cultural values are based on religion, tradition or custom. It may vary from society to society.

- **Cultural universals:** All societies throughout the world have developed certain common practices, values and beliefs, known as **cultural universals**. Many cultural universals are, in actuality, adaptations to meet essential human needs, such as people's need for food, shelter, and clothing. Anthropologist George Murdock compiled a list of cultural universals, including athletic sports, cooking, funeral ceremonies, medicine, marriage and sexual restrictions. Some cultural practices listed by Murdock may have been in practice universally, but the manner in which they are expressed varies from society to society and culture to culture. For example, one society may allow its members to choose their own marriage partners, while others may encourage marriages arranged by the parents. Not only does the expression of cultural universals vary from one society to another; it also may change dramatically over time even within the same society. Each generation, and each year for the matter, most human cultures change and expand through the process of innovation and diffusion.
- **Innovation:** The process of introducing a new idea, inspiration or object to a culture is known as **innovation**. Man is creative in nature and always wants changes to avoid monotony. Innovation interests sociologists because of the social consequences of introducing something novel or fresh. There are two forms of innovation; discovery and invention. **Discovery** entails making known or sharing the existence of an aspect of reality. For example, the finding or pronouncement of the DNA molecule and the identification of a new moon of Saturn, both are regarded as work of discovery. A significant factor in the process of discovery is the sharing of innovatively found knowledge with other members. By contrast, an **invention** means creation; occurs when existing cultural items are combined into a form that did not exist before. The bow and arrow, the automobile, and the television all these are the examples of inventions, as are protestantism and democracy.
- **Globalization:** Globalization means the worldwide integration of government policies, trials, cultures, social movements, and financial markets through trade and the exchange of ideas. Not just in China, but in Vietnam, South Korea, and the Philippines, the observance of Western holidays is one more sign of the rapidly escalating globalization of culture. While public conversation of globalization is relatively recent, intellectuals have been pondering its social consequences for a long time.
- **Diffusion:** Sociologists always use the term **diffusion**; it refers to the process by which a cultural item spreads from group to group or society to society. Such as the observance of Western holidays shows, more and more cultural expressions and practices are crossing national borders



having an effect on the traditions and customs of the societies exposed to them. Diffusion can occur through a variety of reasons, among them investigation, military conquest, missionary work, the influence of the mass media, tourism, and even through the internet.

- **Technology:** Technology in its many forms has increased the speed of cultural diffusion and broadened the distribution of cultural elements. Sociologist Gerhard Lenski has given definition of **technology** as, “cultural information about how to use the material resources of the environment to satisfy human needs and desires.” Today’s technological developments no longer look out for publication in journals with limited circulation. Press conferences, often carried simultaneously on the internet, broadcast the new developments.

### MUST KNOW

Sociologist William F Ogburn (1922) made a useful distinction between the elements of material and nonmaterial culture. **Material culture** reflects the physical or technological aspects of our daily lives, including food, shelter, houses, industrial plants, occupational unit, and raw materials. **Nonmaterial culture** reflects the ways of using material objects to customs, beliefs, philosophies, governments, and patterns of communication. Generally, the nonmaterial culture is more resistant to change as compared with material culture.

Sociologist Ogburn also introduced the term **culture lag** to refer to the period of maladjustment when the nonmaterial culture is still struggling to adapt to new changes according to new material conditions. According to W F Ogburn, “the imbalance of adjustment between material and nonmaterial culture is defined as a cultural lag.” The term refers to the change in material culture that takes place quickly but the nonmaterial culture may be slow to follow change in contrast to the material culture; this leads to gap or imbalance between material and nonmaterial culture. This gap or imbalance is called cultural lag.

**Acculturation** refers to the assimilation by one group of the culture of another which modifies the existing culture and so changes group identity. There may be pressure or tension between the old and new cultures which shows the way to the adaptation of the new as well as the old cultures.

## CONCEPT OF CULTURE

Culture is a way of life. **Culture** is a dynamic network of knowledge, customs and beliefs, patterns of behavior, ideas, attitudes, values, and norms that are very exclusive or unique to a particular group of people.

The word ‘culture’ comes from a French term, which in turn derives from the Latin word ‘colere’, which means to cultivate or tend. The Sanskrit term for culture is **Sanskriti**. Both **Sanskrit** and **Sanskriti** are derived from **Sanskar** meaning ritual performance of ceremony practices which is a process of refinement. Man is born as a social being, he attains social ability and becomes a cultured man after going through the **Sanskars**. The way in which we adapt to our environment is collectively called culture. Culture is man-made part of the environment. Culture is the totality of learned,



socially transmitted customs, belief, knowledge, material objects, and behavior. Human culture is constantly advancing, expanding through the process of innovation.

## Definitions

The culture is normally related to the moral values, honesty, truth and good behavior. Different explanations given by different sociologists are discussed as follows:

According to **E B Taylor**, “Culture is a complex whole, which includes knowledge, belief, art, morals, laws, customs and any other capabilities and habits acquired by man as a member of particular society.”

Culture means, “the body of thoughts and knowledge both theoretical and practical which only man can possess.”  
—**E V Roberty**

Culture consists “the instruments constituted by man to assist him in satisfying his wants.”

—**C C North**

“Culture is a totality of ways of thoughts and action duly accepted and followed by a group of people.”  
—**A F Walter Paul**

**William and Ogburn** has stated, “Culture has both material and nonmaterial elements.”

“Culture is the complex whole that consists of everything we think and do and have as a member of society.”  
—**Robert Bierstedt**

“Culture is the handiwork of man and the medium through which he achieves his ends.”

—**Malinowski**

“Culture is the sum total of man’s efforts to adjust himself to his environment and to improve his modes of living.”  
—**Koening**

According to **Herskovits**, “Culture is a man-made part of environment.”

According to **Leglic A Y White**, “Culture is a symbolic, continuous, cumulative and progressive process.”

Culture is the characteristics and facts of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. A member of each and every society generally shares a common language, which facilitates day-to-day exchanges with others.

## EVOLUTION OF CULTURE

Culture is one of the most important concepts or perceptions within sociological context because sociologists recognize that it plays a vital role in the social lives. Culture is important for influential social relationships; it helps in maintaining and challenging social order within society; culture determines how we make sense of the outer world and our place in it and it helps in shaping our everyday behavior, actions and experiences within society. **Cultural evolutionism** means permanent interplay between the evolution of social order, pattern, cultural achievements and cognitive development.



Evolution of culture means the evolution of beliefs, ideas, values, morals and knowledge in society. Cultural evolution is a continuous process but cultural changes are subtle.

### MUST KNOW

Certain distinctive characteristics of human being enable him to develop culture which are:

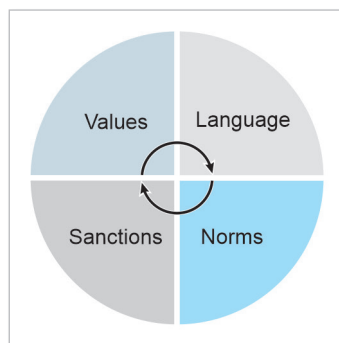
- Highly developed brain and nervous system which enable man to think, learn and act according to situation or circumstances.
- Ability to communicate
- Upright posture
- Fine motor activity
- Manual dexterity; because of the erect posture, arms and hands of a man are free and he can make use of them for various actions. The position of fingers and thumb makes him capable of doing things in which any amount of manipulation is required.

Man lives in a world of ideas. He acts and reacts in terms of ideas about object and organism, and simultaneously inhibits past, present and future. Only man has the capacity to vocalize, to respond, to represent, articulate and to learn from the stimulus response relationship. These peculiar elements in the make-up of man provide a background against which culture arises.

The rudiments of culture developed by one generation; serve as a foundation stone for the next generation. “As a man when an individual is born in the stream of culture, one must repeatedly revolve in it if he is to live or survive within society as a member of society itself.”

## ELEMENTS OF CULTURE

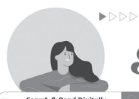
Each culture considers its own distinguishing ways of handling basic societal tasks to be “natural.” Other than, in fact, methods of education, marital ceremonies, religious doctrines, and other aspects of culture are learned and transmitted with the help of human to human interactions within specific societies. Parents in India are accustomed to arranging marriages for their children; while parents in the United States leave marital decisions up to their offspring. The most important aspects of culture that shape the way of the members of a society are language, norms, sanctions, and values (Fig. 3.1).



**Figure 3.1:** Elements of culture

### Language

**Language** is an intangible or indefinable system of words, meanings and symbols for all aspects of culture. Language includes speech, written characters, numerals, codes, symbols, and nonverbal gestures as well as expressions. Because language is the foundation or establishment of every culture, the ability to speak other languages is crucial to build intercultural relations. While language is a cultural universal or basis of every humanity, outstanding differences in the use of language are



evident around the world. Language is, in reality, the foundation or basis of every human culture. Language does more than simply describing reality; it also serves to shape the reality of a culture. Ultimately, language is the only prime means of expression of culture.

Language can shape our perception; how we see, taste, smell, feel, and hear. Language also influences the way we think about the world; people, ideas, and objects around us. Language communicates a culture's most significant norms, values, and sanction to people. That is why the introduction of a new language into a society is such a sensitive issue in many parts of the world.

**The Sapir-Whorf hypothesis**, named after two linguists, describes the role of language in shaping our interpretation of present actuality. According to Sapir and Whorf, since people can conceptualize the world all the way through language; language precedes thoughts and ideas. Therefore, verbal expression (the words), symbols and grammar of a language organize the world for us. To a certain extent, it is culturally determined and encourages a distinctive interpretation of reality by focusing our attention on certain social phenomena. In an honest and factual sense, language may color how we see or vision the entire world. The ultimate fact is that the 'Language' is the chief vehicle of every culture.

## Norms

In sociology, we are most concerned with ideals or standards that are directly involved in social relationship. Each and every society has ways of encouraging and enforcing what it views as appropriate behavior while discouraging and punishing what it considers to be inappropriate behavior. For example, 'everyone should wash their hands before eating anything each and every time.' 'Respect your elders in the family or outside the home.' **Norms** are the well-known standards of behavior maintained by a society for effective functioning. For a norm to become significant, it must be widely shared and understood by everyone. For example, in movie theaters in the India, we typically expect that people will be quiet while the film is shown. Exactly, the application of this norm can vary, depending on the particular film and type of audience. People who are viewing a serious artistic film will be more likely to insist on the norm of silence than those who are watching a slapstick comedy or a horror movie.

## Types of Norms

Sociologists distinguish between norms in two ways. First, norms are classified as either formal or informal. **Formal norms** generally have been written down and there must be provision for specific strict punishments for violators. Laws are just one of the most common examples of formal norms. In contrast, **informal norms** are generally understood but not precisely recorded or documented. Standard of wearing proper dress is a common example of informal norms.

Norms are also categorized by their relative importance in society. When categorized in this way, they are being known as mores and folkways. **Mores** are governed by morality; mores are norms deemed highly necessary to the safety or well-being of a society, often because they embody the most cherished principles of people. Each society demands conformity to its mores; violation can lead to



severe penalties. **Folkways** are norms governing everyday behavior. Folkways play an important role in shaping and designing the daily behavior of members of a culture. Society is not as much likely to formalize folkways than mores, and their violation raises comparatively little concern. For example, walking up a 'down' escalator in a department store challenges our standards of appropriate behavior, but it will not result in a punishment or a jail sentence.

## Sanctions

**Sanctions** are authorized penalties and rewards to carry out concerned social norm. Conformity to a norm can lead to positive sanctions for instance a pay raise, a gift, a medal, a word of gratitude, or a pat on the back. Negative sanctions take account of fines, threats, imprisonment, and states of contempt. The entire basis of norms and sanctions in a culture reflects its values and priorities.

For example, **belittling** is unfair criticism; means dismissive of the importance of a person or thing, or to make another person feel as though they are not important.

Correlation between norms and sanctions are shown in Table 3.1.

## Values

Cultural values are based on religion, tradition or custom. **Cultural values** mean collective beginning of what is considered good, desirable, and proper or bad, undesirable, and improper in a culture. Cultural values indicate what people in a given culture prefer as well as what they find important and morally right (or wrong).

Values may be specific, such as honoring one's parents and owning a home, or they may be more general, such as health, love, and democracy. Obviously, the members of a society do not uniformly share its values. Values influence people's behavior and provide criteria for evaluating the actions of others. The values, norms, and sanctions in every culture are often directly related.

Every person has the system of his/her own values, beliefs and customs. Health care personnel must take these things into consideration while planning individualized patient care. Health care professionals must respect the cultural values of a patient.

**Table 3.1: Correlations between norms and sanctions**

Norms	Sanctions	
	Positive	Negative
Formal	<ul style="list-style-type: none"> <li>• Salary bonus</li> <li>• Testimonial dinner</li> <li>• Medal/honor</li> <li>• Diploma/certificate</li> </ul>	<ul style="list-style-type: none"> <li>• Demotion</li> <li>• Firing from a job</li> <li>• Jail sentence</li> <li>• Expulsion/elimination</li> </ul>
Informal	<ul style="list-style-type: none"> <li>• Smile</li> <li>• Compliment/praise</li> <li>• Cheers</li> </ul>	<ul style="list-style-type: none"> <li>• Frown</li> <li>• Humiliation</li> <li>• Belittling/unfair criticism</li> </ul>



**Table 3.2:** Major theoretical perspectives on culture

	Functionalist perspectives	Conflict perspectives	Interactionist perspectives
<b>Norms</b>	Norms reinforce social standards	Norms reinforce patterns of dominance	Norms are maintained through face-to-face interaction
<b>Values</b>	Values are collective conceptions of what is considered good	Values may perpetuate social inequality	Values are defined and redefined through social interaction
<b>Culture and society</b>	Culture reflects a society's strong central values	Culture reflects a society's dominant ideology	A society's core culture is perpetuated through daily social interactions
<b>Cultural variation</b>	Subculture serves the interests of subgroups; ethnocentrism reinforces group solidarity	Countercultures question the dominant social order; ethnocentrism devalues groups	Customs and traditions are transmitted through intergroup contact and through the social media

## MAJOR THEORETICAL PERSPECTIVES ON CULTURE

Culture is a form of social support or social comfort. Music, fashion, technology, and values—all are artifacts of culture. Functionalists study culture in terms of values. Functionalists view the different categories of culture as serving many functions. Conflict theorists believe that a society's system of material production has an effect on the rest of culture. Major theoretical perspectives on culture are enlisted in Table 3.2.

## CULTURAL COMPONENTS

The components of culture are as follows:

- **Cognitive rudiments:** Culture of all societies whether preliterate or not carries a vast amount of knowledge about the physical and social world. The possession of this knowledge is referred to as a cognitive component.
- **Cultural beliefs:** Beliefs constitute another component of culture. Cultural beliefs are viewpoint that are learned and shared across large groups of people from that same culture. For example, Christian missionary provides medicines, advises rest as well as has belief in prayers for speedy recovery.
- **Cultural traits:** Cultural traits are the single element or smallest unit of culture. Cultural traits are called the 'units of observation' which when put together constitute culture. Traits are the elemental unit of culture. For example, shaking hands, touching feet, etc.
- **Culture complex:** Larger clusters of traits organize some nuclear points of references and form cultural complexes. For example, folding hands, singing prayer song, touching feet of old person, taking Prasad from the priest in a religious complex.



- **Cultural pattern:** A cultural pattern is formed when cultural traits and cultural complexes are converted into or are related to each other in functional roles.
- **Cultural area:** The societies or communities having similar cultural traits and complexes constitute a cultural area.
- **Signs:** Signs include signals and symbols. A signal indicates the existence of things, events or conditions.

## NATURE OF CULTURE

Culture is a system of socially learned behavior shared by and transmitted among the members of a particular group or community. Culture can be considered the most essential characteristic of human society. Culture is everything that man has to acquire for healthy living and satisfaction of his daily needs or desires. As a member of a group we are obliged to follow culture.

According to **Robert Bierstedt**, “Culture is the complex whole that consists of everything we think and do and have as a member of society.”

Culture is the totality of learned behaviors, socially transmitted ideas, customs, beliefs, knowledge, and material objects. Society mainly consists of people who share a common heritage and culture. Members of society learn this culture and transmit it from one generation to the next generation.

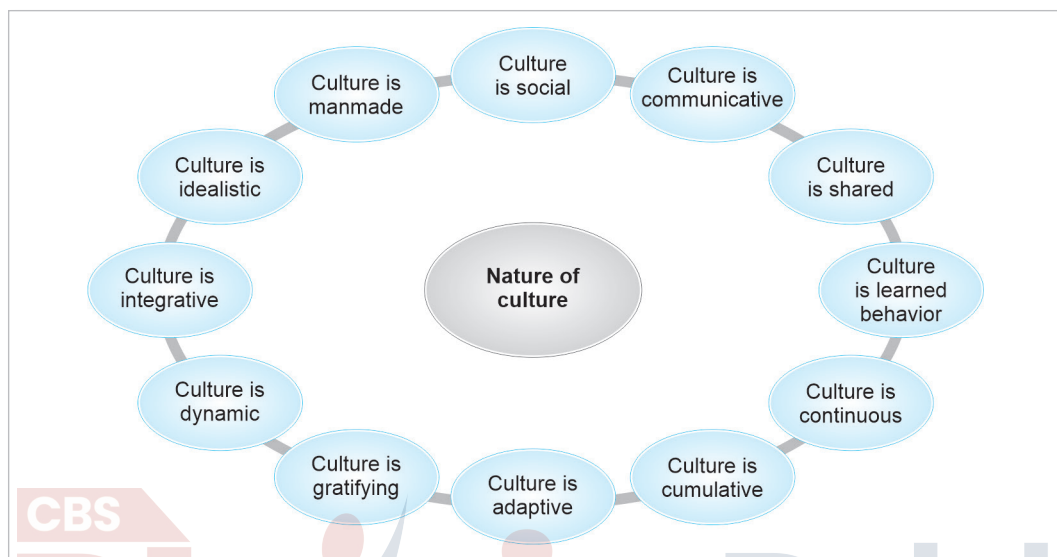
Culture includes the ideas, values, and artifacts of a group of people apart from the materialistic outlook according to Indian culture. It has quite a lot of characteristics; it is learned and adaptive human behavior. It is mainly transmitted from generation to generation; totally based on symbols. Changes may take place as the time passes. It is ethnocentric in nature. It is human tendency that makes one always feel proud in representation of our culture.

Thus, culture includes many societal features; language is the chief vehicle of every culture, including customs, traditions, values, norms, mores, rules, regulations, tools, technologies, products, organizations, and institutions are other specific features.

The detailed descriptions about nature or characteristics of culture are discussed as follows (Fig. 3.2).

- **Culture is social:** Culture has social quality. Culture is a social product which is shared by most members of the group. Cultural traits are the result of group life. Individual behavior does not become a part of culture unless it is acquired by a large group. In other words, no single person can create culture. It is the product of group life. Thus, culture is social but not individual heritage of men.
- **Culture is communicative:** Culture is transmitted vertically or horizontally and thus, it is communicative in nature. The meaning of vertical transmission is from one generation to the succeeding generation. Horizontal transmission means from one group to another group within same period.

Language is the chief vehicle of culture. Our facial expression, body movements, gestures, feelings, attitudes and thinking also exhibit the culture. Language is the medium



**Figure 3.2:** Nature of culture

of communication; people can easily transmit their ideas, feelings, thoughts, and emotions accurately with the help of appropriate language.

- **Culture is shared:** Culture is shared by members of the particular group. A collective culture helps to define the group or society to which it belongs. It is the product of society and belongs to human groups. Values and norms are also the products of culture; and evolve in groups. It happens over time when people develop expectations from each other, and these become important and acceptable to people. All the elements of culture depend upon people's interactions.
- **Culture is learned behavior:** Cultural behavior is not inherited but it is learned through experience, imitation, communication, thinking and socialization process. Hobel said that culture is a learned behavior, not inborn or instinctive behavior.
- **Culture is continuous:** Culture is a continuous process. In human beings, the learning process starts as they are born and it never stops. We learn things continuously from birth till death from our social surroundings. Human culture always expands through the process of innovation.
- **Culture is cumulative:** Every generation receives culture from its previous generation. It adds something of its own and then transmits it to the succeeding generation. It is passed by means of customs and traditions and it is continuous expanding. Thus, culture is cumulative in nature.
- **Culture is adaptive:** Culture is constantly changing according to the human needs and the varying environment. Individuals are always adjusting to changing situations and adapting new trends so culture is adaptive in nature. This is the only way that culture can survive as its purpose is to accomplish the need of the people.



- **Culture is gratifying:** Culture is satisfying; it provides opportunities and means for gratification of our basic needs (social, biological and ethical) and desires. So in this way, we must say that culture is gratifying in nature created by human beings only.
- **Culture is dynamic:** Culture has dynamic features. Changes take place slowly but constantly. It is the process of adjustment with the present physical environment. Change and growth are the specific characteristics of culture. Culture is responsive to the constant changing conditions around the world. Human culture is constantly advancing and expanding through the process of innovation, which includes both the course of action of discovery and invention.
- **Culture is integrative:** A culture is made up of cultural traits and complexes and these cultural traits are interrelated to each other to make a cultural complex whole. The individual units are so organized and integrated with each other that they cannot be understood solely or in isolation.
- **Culture is idealistic:** Culture symbolizes the ideas and norms of a particular group. Members of a group accept their culture as their ideal and they transfer their ways of thoughts and behavior according to it. They believe in the superiority of their culture and are ready to defend their culture at any cost. For example, Indians feel that their culture is superior to that of other western countries.
- **Culture is manmade:** Because of man's special qualities; he is able to create culture and transmit culture. The ability to stand straight, use hands freely, ability to speak and communicate; highly developed brain and intelligence are all the special traits of humans by which they are able to create culture. Materialistic outlook is not at all the feature of Indian society. For example, some habits followed by a large number of people consciously or unconsciously; after sometime become culture thus we can say culture is manmade.

#### Culture has some precise characteristics such as:

- Culture has the characteristics of adaptability and adjustability.
- Culture varies from society to society; every society has its own culture, physical and social environment of every society differ from each other. Cultural elements are not uniform everywhere, such as customs, traditions, morals, values and beliefs vary from society to society and time to time.
- Culture is self-motivated and an essential human necessity.
- Culture represents group norms.
- Culture means power of livelihood.
- Culture is the means of identification of an individual. The group members are recognized with their culture. It reflects unique specifications of that group.
- The dominant ideology of a culture is the set of cultural beliefs and practices that help to maintain powerful social, economic, and political interests.
- Culture satisfies human need; it is shared by members of a group.
- Culture is composed of Ethos (formal appearance of culture) and Edos (cognitive process of culture).



- Culture is independent of physical and physiological properties and characteristics of human beings. For example, people are proud of their cultural heritage such as 'flag' representing the nation, thus culture is super organic.
- Culture has primarily influence on individual's social aspect of life.

## Cultural Diversity and Uniformity

Culture is an essential ingredient of human society. Society and culture are mutually related concepts. There is no culture without society and without individual. Not all societies have same norms and customs. Culture does not have a uniform pattern everywhere. There are regional differences in culture. Culture varies according to the physical or geographical environment from society to society.

## Factors of Cultural Uniformity

Every cultural group varies from one another. Culture varies by values, norms, symbols, languages and even gestures. Culture is totality of learned, socially transmitted customs, knowledge, material objects, and behavior.

- **Family:** Family is a fundamental social unit universally but differs in terms of marriage. Family and marriage are often thought to be almost a combined universal institution. There are variable forms of family in terms of joint or nuclear family. The major forms are patriarchal and matriarchal in terms of property authority and residence.
- **Religion:** Religion is an important cultural pursuit in human society. Religion is a universally observable fact. It cannot be considered an artificial state of human nature, but it is something permanently embedded in men's psychology. Each religion believes in some supernatural forces—means the power outside man and his observable world. Each religion provides some outward acts like Prayers, Kirtans, etc., and other forms of reverence. Man needs some methods by which he can regain harmony with the God through removal of guilt.

Anthropologist George Murdock compiled a list of cultural universals, or general practices found in every culture, including marriage, sports, cooking, medicine, as well as sexual restriction or boundaries.

**Kimball Young** suggested 13 factors as universal pattern of culture; these are:

1. Pattern of communication—gesture and language.
2. Methods and objects for providing physical welfare:
  - Food habits
  - Personal care
  - Shelter
  - Utensil, tools, etc.
3. Resources or techniques of travel and transportation of goods and services.
4. Exchange of goods, services and occupation.
5. Forms of property.



6. Family pattern
  - Inheritance
  - Marriage and divorce
  - Guardianship
7. Social control and institution of government
  - Public opinion
  - Law
  - Court
  - Political organizations
  - War
8. Artistic expression, architecture, painting, music, dancing, literature, etc.
9. Recreation and leisure time activity.
10. Religious practices.
11. Mythology and philosophy.
12. Science and knowledge.
13. Cultural scrutiny of basic interaction processes.

On a daily basis for fulfillment of life, a quantity of cultural traits is necessary for all members of the society.

## Cultural Diversity

Each culture has a unique character. Culture adapts to meet specific sets of conditions or situations, such as climate, level of technology, population and geography. This adaptation to different conditions shows up in differences in all elements of culture, including norms, sanctions, values and language.

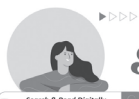
Thus, despite the presence of cultural universals such as courtship and religion, great diversity exists among the world's cultures. Moreover, even within a single nation, certain segments of the general public develop cultural patterns that differ from the patterns of the dominant society.

### Aspects of Cultural Diversity

- **Subculture:** A **subculture** is a segment or division of society that shares a distinctive pattern of mores, folkways, and values that differ from the pattern of the larger society. It is a part of a dominant culture, but has little different values and norms. In a sense, a subculture can be reflection of a culture existing within a larger, dominant culture.

#### MUST KNOW

A member of a subculture participates in a dominant culture while at the same time engages in unique and distinctive forms of behavior. Conflict theorists also discuss that subcultures sometimes emerge when the dominant society unsuccessfully tries to suppress a practice, such as the use of illegal drugs.



- **Counterculture:** This is the culture which is deviant against the society. When a subculture evidently and deliberately opposes certain definitive aspects of the larger culture, this condition is known as a **counterculture**. Countercultures typically flourish or succeed among the young, who have the least investment in the existing culture. In most cases, a 20-year-old can adjust to new cultural standards more easily than someone who has spent 60 years following the patterns of the dominant culture (Zellner, 1995).
- **Cultural shock:** Anyone who experiences a sense of disorientation, uncertainty, being out of place, or even fearfulness when immersed in an unfamiliar culture, may experience **cultural shock**. There is feeling of surprise and disorientation that people experience when they encounter cultural practices different from their own. For example, a resident of the United States who visits certain areas in China and wants local meat for dinner may be stunned to learn that the speciality is dog meat. Similarly, someone from a strict culture of Islamic religion might feel uncomfortable to see the comparatively provocative dressing styles and open display of love and affection common in the western cultures.

### Attitudes toward Cultural Diversity

- **Ethnocentrism:** It means the tendency to evaluate one's own culture as superior to other cultures. Many everyday statements reflect our attitude that our own culture is best from every culture. We use terms such as underdeveloped, backward, and primitive to refer to other societies. What 'we' believe is about religious conviction; what 'they' believe is tradition, superstition and mythology. It is interesting to evaluate the practices of other cultures on the basis of our own perspectives. Sociologist William Graham Sumner (1906) coined the term **ethnocentrism** that means the tendency to assume that one's own culture and way of life represent the norm or are superior to all others.

Functionalists, on the other hand, point out that the word **ethnocentrism** serves to maintain a sense of solidarity by promoting group pride or superiority. People from India may be repelled by the practices of living in the same household with dogs and cats. Many Islamic fundamentalists in the Arab world and Asia view the United States as crooked, decadent, and doomed to destruction. All these people may feel comfortable by becoming members of that culture which are superior to them.

- **Cultural relativism:** It is a process of analytic cultural comparison. Cultural relativism is to view or observe the people's behavior from the perspective of their own culture. One should compare his/her own culture with other cultures, and try to understand other cultural values and norms. *Cultural relativism* refers to the principle that an aspect of culture can be evaluated or judged only in terms of culture as a whole. Cultural relativism places a priority on understanding the pattern of other cultures, rather than dismissing or isolating them as 'strange' or 'exotic'. Unlike ethnocentrism, cultural relativism occupies the kind of value neutrality in scientific study takes, something that sociologist Max Weber saw as important. Cultural relativism points out that different social contexts give rise to different norms and values. Thus, we must examine practices, such as polygamy, bullfighting, and monarchy within the particular context of the



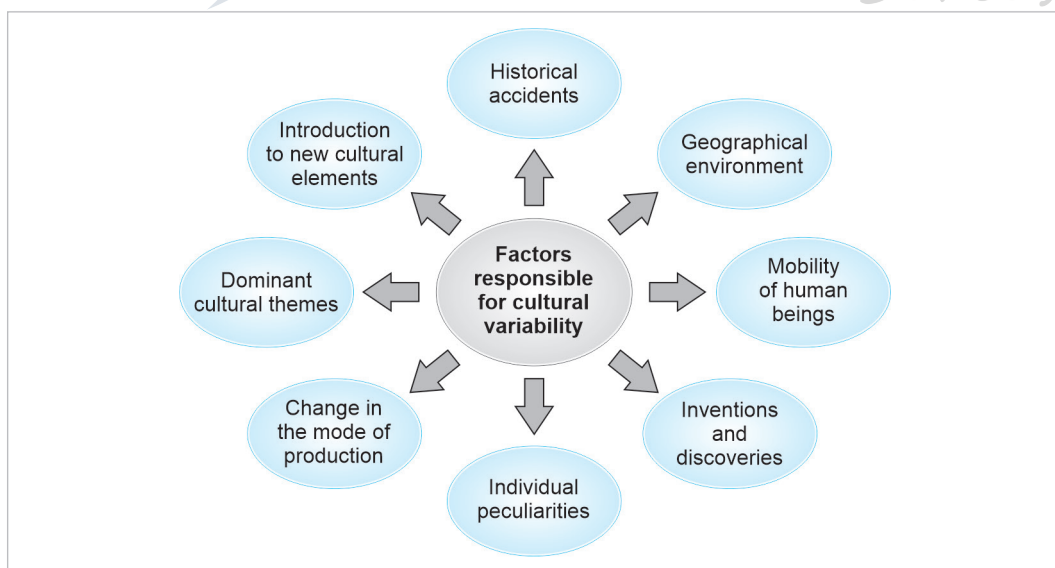
cultures in which they are originated. While cultural relativism does not suggest that we must unquestionably accept every cultural variation, it does require a serious and unbiased effort to evaluate norms, values, and customs in light of their distinctive culture.

- An interesting development of cultural relativism is referred to as **Xenocentrism**. **Xenocentrism** is the belief that the products, style, mode or ideas of one's society or culture are inferior to those that originate elsewhere. Xenocentrism means tendency to evaluate other cultures more highly than one's own. In a sense, it is a reverse or overturned ethnocentrism. When a person gives more preference to products, styles, fashion or ideas of a different culture instead of his/her own culture, this is called feeling of Xenocentrism. For example, people in the United States often assume that French fashion or Japanese electronic devices are superior to their own. Americans believe that members of European countries produce superior automobile vehicles. For example, Indians always like foreign products but not culture.

### Factors Responsible for Cultural Variability

Factors responsible for cultural variability are shown in Figure 3.3.

- **Historical accidents:** Some customs must have originated due to some personal or group unconscious behavior. A man might have done unconsciously a particular action; others imitated him and through imitation this spread to larger group of members and turned into a part of culture.
- **Geographical environment:** There are similar cultures within variable geographical areas and there are also different cultures in the same geographical environment. The topography of a



**Figure 3.3:** Factors responsible for cultural variability



country affects the human beings such as habitation, diet, dress, etc. **Topography** means the physical characteristics of a region or area of land, especially the position of its rivers, mountains, etc. Our dietary patterns or habits are also affected by topography. For example, the rice is the diet of Bengali while the wheat is the diet of Punjabi. People living in mountainous region wear thick and woollen clothing while those living in plains wear cotton attire. Even particular animals are reared according to particular geographical environments. Camels are found in desert, goats and sheep in the hills, and cows and buffalos in the plain areas. The topography also affects the physical appearance of a person like color of the skin, structure, shapes, and color of the hair, etc.

- **Mobility of human beings:** Man is flexible and mobile that is why people can easily move from one place to another leading to cultural variability. The integration of people belonging to different parts of the country leads to the removal of misunderstanding and growth of liberal ideas. For example, Indian people like Chinese food, Italian food, etc., whereas other country people like Indian food.
- **Inventions and discoveries:** Inventions and discoveries also bring about cultural variability. Technology causes a variation in some institutions; changes in the agricultural technologies have affected the life of rural community. Material aspects of culture means things like tools and technology, machines and dwelling, etc. The manufacture of goods and transportation affects the society. Traditions vary from historical social experiences. It may change according to the needs and social inventions.
- **Individual peculiarities:** Sometimes individual peculiarities also influence cultural behavior. For example, people follow the activity of great men like hairstyle of A P J Abdul Kalam.
- **Change in the mode of production:** The culture of the capitalistic countries differ from that of socialistic countries. Any change in the mode of production has an effect on the culture. Nonmaterial aspects of culture such as family, government, religion and education; all are responsible for cultural variation.
- **Dominant cultural themes:** In the past decade, the superiority of men over women is the main cultural aspect of Indian society. The woman fulfills functions within the household, while the man undertakes the responsibilities outside. Because of educational awareness, this old concept changed and now both cooperate each other and lead a happy family life. Urbanization and modernization are responsible for this cultural variability.
- **Introduction to new cultural elements from other cultures:** Various modes like diffusion and civilization or many a time external elements brought into a culture change drastically.

The important aspects of culture are universal including language, food collection and processing, house building, fine art, family, religious beliefs, transport, recreation and government.

We can conclude though man is same everywhere, differences in culture are observed due to various reasons. Man everywhere has certain common needs. First of all he needs food and shelter, for this some types of economic activities become essential; for the satisfaction of basic needs family is essential. This gives rise to the institution of religion. Though human beings are social by nature,



they need some form of social organization and control, for this purpose political institutions are developed. For becoming an effective social being, he needs to communicate with his fellow beings and this is done through language.

In order to control and manipulate his environment, he needs some sort of knowledge and skills, and also tools and techniques. These needs are universal, and in every human society some sort of expression of all these needs are found. These patterns constitute the basis for the great universal institution of culture.

## CULTURE AND HEALTH

The influence of culture on health is vast. Culture affects individual perceptions about health, illness, dying process and death. On the other hand, culture also affects beliefs about causes of disease and approaches to health promotion. Cultural influence also observes how illness and pain are experienced and expressed by individual patient, where the patients seek medical help and consultation, and the types of treatment according to his or her own wish or preference. The incidence, prevalence and response to different diseases vary from culture to culture.

Man as a social being has to perform various functions in his social life and these functions only give basis to the cultural traits. **Cultural traits** are the single element or smallest unit of culture. They are called the 'units of observation' which when put together represent culture.

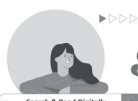
Sociologist **Clark** discussed some cultural traits which have impact on every aspect of human life as well as on health and sickness behavior. These traits are:

- Verbal communication and language
- Material traits such as our food habits, shelter, transportation, dressing pattern, occupation, goods and materials and weapon, etc.
- Art and music
- Mythology and scientific knowledge
- Religious practices
- Family and social system
- Governmental organizations
- War or battle

Health is a cultural concept because culture frames and shapes our behavior that is how we perceive the world. Culture also influences our experiences and patterns of thinking.

## Cultural Impact on Human Behavior

Culture is a totality of human behavior. Positively it is having great impact on human personality and behavior.



**Beside determinants of health and disease, on the other hand, culture helps to define:**

- **Perception of health and illness:** How patients and health care providers view health and illness in terms of transcultural society. For example, in some cultures being obese is considered healthy, but evidences show that obesity is a prime risk factor for certain diseases like cardiac diseases, hypertension, diabetes mellitus, etc. How patients and their care providers perceive the chronic disease and various treatment opportunities differs from culture to culture.

How illness and pain are experienced and expressed differently by different people is influenced by culture. In some cultures, people are following the norm of stoicism, even though in the stage of severe pain. In other cultures, people openly express feelings of minimal or moderate pain. The degree to which pain should be examined or investigated and their management or treatment may differ.

**MUST KNOW**

Stoicism means experiencing pain without showing emotions or pain behavior, in both conditions in a state of extreme happiness or in a state of severe injury.

- **Theory of disease causation:** What patients and health care providers believe about the theory of disease causation? For example, some patients are not aware of germ theory and may instead believe in fatalism. In rural or tribal India, evil spirits that get hold of infants are responsible for tetanus-like illness. They may not accept the actual diagnosis and may even believe that they cannot change the course of such events. Instead, they can only accept current circumstances as punishment by God.
- **Diseases as social stigma or burden:** Some diseases or conditions are considered stigma or shame. Even in modern era in many cultures, depression or other psychiatric conditions are viewed as common stigma and seeing a psychiatrist means a person is “crazy or mad.” For example, in some culture women avoid seeking medical help for small breast node until the condition becomes severe.
- **Daily lifestyle or health promotion activities:** Culture defines what type of daily lifestyle or health promotion activities are practiced, recommended or ensured by particular group of people. For example, in some Hindu cultures, females fast excessively leading to adverse effects like vitamin deficiency disorder.
- **Perceptions of youth and aging:** Culture describes variations in the perception about youth and aging process. In some cultures, people do not talk or avoid discussion openly about sexual characteristics as it is not considered good. In some cultures, older people do not allow medical treatment because people think old age is inevitable and results in death only. Whereas in some cultures for minor ailment or sickness, people take help of older people from their family, and treat the illness with home remedies. Where patients seek help, how they ask for help and, perhaps, when they make their first approach and with whom, also differ from culture to culture. In other cultures, people tend to consult allied or similar health care providers first nearby their surroundings, saving a visit to the doctor and money also. They consult doctors only when a problem becomes very severe or extreme.



- **The pattern of communication and interaction:** Culture describes the pattern of communication and patient's interaction with health care providers. For example, in some cultures, people do not make direct eye contact and do not give proper answers to health care providers related to the patient's condition. It is a sign of respect for them, but a care provider may need proper assessment data to formulate the provisional diagnosis and start with the appropriate treatment soon.
- **Acceptance of illness or treatment options:** Culture classifies the degree of understanding the disease and compliance with treatment regimen recommended by health care providers or doctors. Some patients believe that a physician who does not give an injection or intravenous fluid for symptomatic management may not be taking their symptoms seriously.
- **Perceptions of death, dying:** Religious beliefs and attitudes about death have many cultural variations. Elisabeth Kübler-Ross, recognized as a Swiss American psychiatrist, performed pioneer work or studies on dying people and led the way on mental status of dying people. She proposed the patient-focused death-adjustment pattern in a book written by her, 'On Death and Dying' in the year 1969 in which she discussed about the 'Five Stages of Grief'. The phases or stages are denial, anger, bargaining, depression and finally stage of acceptance. This is normal human tendency but people of different cultures perceive death and dying in a different way.

Cultures of the individuals determine human behaviors because culture can influence individual's psychological processes, development of self among individuals, as well as motivation. The culture to which we belong, impacts our identity and even our beliefs and attitude toward the present natural world.

### Culture-Induced Symptoms and Disease

Some specific diseases that have very limited distributions around the world due to physical environmental circumstances and peculiar cultural practices are called culture specific diseases. Some cause relatively minor health problems but sometimes may be fatal or leading to life threatening complications. Culture-induced symptoms are clusters of symptoms and attributions that tend to co-occur among individuals with specific cultural groups, communities, tribes or contexts.

A combination of psychosomatic symptoms are considered to be a familiar disease pattern only within a specific society or culture.

In India, the Saora tribe of Odisha; especially young men and women sometimes exhibit abnormal behavior patterns. They cry and laugh at inappropriate times and situations, have symptoms of memory loss, and claim to experience the sensation of being repeatedly bitten by ants when no ants are present, this is called hallucination.

Dhat (India): It is a semen-loss related physical and psychological distress seen mainly in Indian men. It is characterized by weakness, anxiety, and sleeplessness.

An example of a relatively harmless culture specific medical condition was 'rave rash' or rashes over the breast area; in England during the late 1990's. This condition is purely related to women; mainly due to aggressive pop dance without wearing supportive innerwear.



## Cultural Meaning of Sickness

Illness and suffering are the universal human experiences with different cultural meanings and perceptions. The perception of physical pain and psychological distress varies from culture to culture and affects the attitudes of patients as well as their care givers and ultimately affects the effectiveness of treatment.

Sociologist Erving Goffman, in 1963, described how social stigmas hampered individuals from fully integrating within society. The stigmatization of illness often has the greatest effect on the patient and type of care they receive.

Sociologists have investigated that there is a great connection between spread of disease and influence of socioeconomic status of the individual, ethnicity, or cultural factors.

### Examples on Cultural Meaning of Sickness

- African Americans believe illness can be prevented by nutritious meal, rest, cleanliness and pure air as well as through hygienic environment.
- Asian Americans view a healthy body as a gift from ancestors. They believe health is a state of physical and spiritual harmony with nature and a balance between positive and negative energy forces such as yin and yang.
- European view health as an absence of disease or illness. They believe people have a tendency for long-suffering or tolerance when they express physical concern. They primarily rely on modern Western health care delivery system.
- Hispanic Americans believe health may be a reward from God or a result of good luck. Health results from a state of balance between 'hot and cold' forces and 'wet and dry' forces. They view illness as a result of God's punishment for sins. They primarily rely on tradition of folk medicines.
- Native Americans view health as a state of harmony between the person, the family, and the environment. Illness is caused due to supernatural forces and disequilibrium between person and environment.
- Ancient Chinese believe in superstitions such as certain diseases are due to evil spirits in the patients.
- Persians are a group of Iranian tribes. They believe in concept of 'evil spirit theory of disease'.
- Ancient or the early Greek believed in medicine of divine origin which was represented by many Gods. Hippocrates was known as father of medicine. He spent much time in observation of signs and symptoms of diseases and thus was able to teach that evil spirit did not cause disease and it was due to breaking the law of nature. Prevention of disease depends upon obedience to the law of nature, this was the beginning of scientific medicine.

**Culture also affects health, attitude and behavior in other ways, such as:**

- Acceptance of level of anxiety and coping mechanisms arise due to illness.
- Acceptance of a final medical diagnosis, including who should be told, when and how.



- Acceptance of preventive services through health promotion activities or measures (e.g., vaccines, antenatal care, birth control measures, screening tests, etc.)
- Acceptance of health care services accessible through health care setting.
- Acceptance of changes in family dynamics, including traditional gender roles, changes in the roles and responsibilities, and patterns of support system among family members.

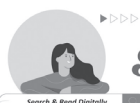
## CULTURAL INFLUENCES ON HEALTH AND DISEASES

Man is a product of his social environment. It is a well-known fact that our health is influenced by our culture. Culture is the product of human society and is handed down from one generation to the next. Culture influences the human behavior and health of the population. Health beliefs and practices are part of every culture and vary from society to society.

Ancient as well as modern people consider disease is due to the worth of supernatural power. Sickness is considered misfortune. In India, small pox was considered to be due to anger of Goddess Shitla Mata. Diseases such as leprosy, tuberculosis, and venereal diseases are considered punishment from supernatural power.

### Factors of Cultural Influences on Health and Diseases

- **Geographic factors:** Geographic location or conditions influence health and physical parameters.
  - Certain epidemic diseases like malaria, dengue, and goiter are linked to geographic conditions.
- **Nutritional factors:** Culture influences food practices, such as how people use seasoning and how often they consume foods, all these things affect health.
  - Foods such as meat and egg are considered hot and they will increase heat production in the body and lead to boil formation.
  - Cold foods such as fruit, curd and cucumber cause cold and sore throat.
  - Pica, eating clay by pregnant women help in normal development of fetus.
  - Garlic increases milk production in lactating women.
  - Fruits like mango, eaten in excessive amount cause boil formation.
  - Papaya in pregnancy causes abortion. Brinjal and cauliflowers are allergic substances.
- **Mother and child health:**
  - Certain foods such as eggs, meat and fish are forbidden during pregnancy.
  - In some parts of India, newborns are not breastfed during the first three days after birth because people think colostrum is harmful to the baby.
- **Women's health:** Cultural practices influence women's health too.
  - Still in many communities in families, male members are fed first and then whatever is left is consumed by the female members of the house. This is applicable to male child also; boys



are given choicest of food and girls are forced to eat whatever is given. Due to this, women are more prone to health problems like anemia and calcium deficiency.

- Cultural practice of early marriage in many states in India leads to anemia in women and increases risk of complicated pregnancy, low birth weight babies and even death of women.
- **Personal factors:**
  - Eating paan or tobacco is a common social custom; smoking hukka is another social custom leading to head, neck and lung cancer.
  - Alcoholism; people think alcohol is a symbol of prestige and social status; excessive consumption of alcohol harms the human body in different ways, causes cirrhosis of the liver, gastritis and stomach cancer.
  - Cigarette smoking is also a prestige issue leading to lung cancer and cancer of the larynx.
- **Familial factors:** The family influences a person's habits and lifestyle and psychosocial development.
  - Certain diseases such as asthma, cardiac diseases, endocrine disorders, cancer are linked to genetic inheritance.
- **Environmental factors**
  - Rural people practice open defecation resulting in water and soil pollution. Some rivers are considered 'Holy' river, people drink raw water which is responsible for cholera and gastroenteritis.
  - Overcrowding or poor quality of housing in rural areas and urban slums is also a cause for many diseases like tuberculosis due to poor ventilation.

## Positive Effect of Cultural Practices on Our Health

- Getting up early in the morning and going for walk are helpful to refresh our body and mind and preventing risk of many noncommunicable diseases like hypertension and diabetes mellitus.
- Drinking Tulsi water or eating Tulsi leaves is good for health and boosts immunity.
- Chicken pox affected child is bathed with Neem leaves, which in turn helps in early recovery.
- Some people apply turmeric on wound; it has been proven to be an antibiotic and anti-inflammatory.
- Some societies practice application of honey on burn injury; it has proven to help in quicker healing.
- Periodic fasting is good for health; it is important for gastrointestinal system.
- Culture of meditation increases concentration and attention span and reduces stress, conflicts and tensions.
- Some cultures place very little stigma on mental illness like schizophrenia or psychosis, thus better enabling patients in seeking assistance and support.
- People of every culture worship or have faith in different Gods, this helps in relieving mental tension and enhancing peace, harmony and mental stability.



- In some cultures, people eat satvik, less spicy food or consume kadha for cold and cough; it has been proven to be immunity booster.

### Negative Effect of Cultural Practices on Our Health

- People only eat vegetarian diet having risk of vitamin B<sub>12</sub> deficiency.
- Excess periodic fasting is responsible for poor immune system and weakness in our body.
- Some societies do not allow women to use contraceptive methods; which is a cause of poor maternal and child health as well as responsible for population explosion.
- In some societies, during pregnancy, the women are advised not to take healthy diet for easy childbirth; this further leads to low birth weight babies.
- In some cultures, it is practiced that girl child will eat leftover food in the family which can lead to malnutrition and iron deficiency anemia.

### ROLE OF CULTURE AS SOCIAL CONSCIOUSNESS IN DETERMINING THE PERCEPTION OF REALITY

Culture plays an important role in shaping or molding our personality. It molds us into the people that we are today. Culture creates an environment of shared beliefs, values, conduct, way of thinking, and methods of interacting among group of people or reflects our behavior in a group. One of the most peculiar characteristics of culture is that it is dynamic in nature and constantly changes as time passes.

The culture in which we take birth; shape our eating behavior, such as what we eat, when we eat, and even how we eat. Culture influences the pattern of clothes we select or choose to wear and even the sports we play. Social norms determine how we interact in a particular situation with family members, friends, or with strangers.

Culture is all around us, shaping our mental ability and behavior. Ultimately, people from various cultures around the world process the world differently.

Language is the chief vehicle of culture. Language influences the cognitive ability, impacts the manner in which we are able to think.

Culture affects our attention and judgment and ultimately the information we process. Many studies have shown that people in Asian cultures recall background context and relative size more accurately. On the other side, people in Western culture are able to more accurately perceive the absolute size of objects and remember more accurately the focal objects of images. Psychologists Goh and Park (2009) found that the brains of people from Asian and Western cultures activate different areas when they perform a figure-ground recognition task.

Cultural variations influence our perception by creating live experiences that teach certain beliefs, values, norms, behaviors, and even pattern of interaction or communication. These variations influence the way that people view the world differently around them.



Social consciousness enhances social unity and may also stimulate people working toward a common goal. According to Karl Marx, for necessity of survival, stability and for effective functioning of society, human beings enter into certain productive, or economic relationships and these relationships lead to a form of social consciousness.

For example, to keep our city clean; it is a social conscious behavior and united effort of all individuals who reside in a particular city. To achieve this goal, collaboration or coordination of all people from higher to lower is required (from a people of higher social roles to a common man).

Differences in our cultural values influence our perception of reality by creating live experiences. These live experiences teach us to follow certain beliefs, values, behaviors, and even communication styles and way of life. All these live experiences motivate social consciousness among individuals and change our viewpoint toward life.

## CASE STUDY

### A case study on cultural myths about disease condition

In comparison with other countries, India has greater burden of noncancer lung pathology such as chronic obstructive pulmonary disease, asbestosis and other lung diseases which need thoracic surgical interventions.

*For example, Rohini is a 58-year-old Indian female, admitted in postoperative ward after chest surgery. She is still in intensive care unit (ICU), with one intercostal drain in place. On the second day, Doctor started early ambulation and advised her to perform diaphragmatic breathing or deep breathing exercises in assistance with physiotherapists. During assessment, physiotherapist came to know that patient understands only her regional language. She has been admitted for the first time in hospital in her lifetime. With her expression, physiotherapist assessed that patient is anxious. A physiotherapist took the help of her family members, but patient totally refused to perform the procedure.*

**Applied sociology:** Cultural myths about disease condition.

**Skills required:** Effective listener, evidence-based knowledge impartation.

**Explanation:** Main role of physiotherapist is to make thorough assessments of patient's physical condition. Formulate treatment plans to address the present physical conditions and priority needs of patients. Involve family members while communicating with patient and planning patient care. Make sure that the patient and their family members are well aware of her health or illness. Discuss a treatment plan based on shared understanding and agreement. Explain the meaning and importance of early ambulation, help or assist the patient in early ambulation. Demonstrate the deep breathing exercises and assist the patient to perform exercises with adequate support to the surgical incision. If necessary, she should take the help of nursing staff available in the unit. Physiotherapists must explain to the patient that deep breathing exercises facilitate the respiratory function by helping in removing secretion from airway tract and help in reducing postoperative complications and enhance recovery. If they are not performed as advised, further complications occur such as postoperative pneumonia, atelectasis, etc.



## SUMMARY

- Culture is a way of life. Culture is a system of learned behavior shared by and transmitted among the members of a group. Culture can be considered the most important characteristic of human society.
- Elements of culture are language, norms, sanctions, and values. Language is an important element of culture.
- Culture is composed of both nonmaterial and material things. The nonmaterial aspect of culture includes the values and beliefs, language, communication, and practices that are shared in common by a group of people. Material culture is composed of the things that humans make and use. This aspect of culture includes a wide variety of things, from buildings, technological gadgets, and clothing, film, music, literature, and art.
- Factors responsible for cultural variation are historical accidents, geographical environment, and mobility of human beings, inventions and discoveries, individual peculiarities, change in the mode of production, dominant cultural themes, and introduction to new cultural elements.
- Besides, determinants of health and disease, culture helps to define perception of health and illness; theory of disease causation; diseases as social stigma or burden; daily lifestyle or health promotion activities; perceptions of youth and aging; the pattern of communication and interaction; acceptance of illness or treatment options; perceptions of death, dying.
- Role of culture as social consciousness in molding the perception of reality: Culture is all around us, shaping our mental ability and behavior. Language influences the cognitive ability, impacts the manner in which we are able to think. Culture affects our attention and judgment and ultimately the information we process. Some specific diseases that have very limited distributions around the world due to physical environmental circumstances and peculiar cultural practices are called culture specific diseases.
- Factors of cultural influences on health and diseases are nutritional factors, personal factors, environmental factors, myths related to women's health, maternal and child factors.

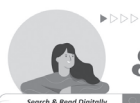


## Assess Yourself

### Every Step Counts

It's time to do self-assessment. Are you ready for the competition!

<b>Mini Test</b> <i>(Topic-wise)</i> Tests based on important topics of the respective subjects	<b>Semester/Year-wise Test</b> <i>(All subject)</i> Tests based on all the subjects of particular semester/year	<b>Mega Grand Test</b> <i>(All subject)</i> Tests based on the subjects
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## ASSESS YOURSELF

### Long Answer Questions

1. Explain differences between material and nonmaterial culture.
2. Describe components of culture.
3. Write in detail about 'Culture and health disorders'.
4. Describe positive effect or negative effect of cultural practices on our health.
5. Discuss cultural influence on health and disease.
6. Explain culture as universal phenomena.
7. Explain role of culture as social consciousness in molding the perception of reality.

### Short Answer Questions

1. Define culture.
2. Write about the elements of culture.
3. Define the term cultural lag.
4. What is the relationship between culture and health?
5. What are the characteristics of culture?
6. Write about the cultural meaning of sickness.
7. What is the meaning of culture-induced symptoms?
8. Write short note on culture.

### Activity Questions

1. Identify sub-cultural group existing in your community and explain its characteristics.
2. Compare two cultures with which you are familiar. Is it difficult not to be ethnocentric?
3. Give two examples for each ethnocentrism and xenocentrism.

### Multiple Choice Questions

1. **The term 'Cultural lag' was introduced by:**
  - a. E B Taylor
  - b. E V Roberly
  - c. A F Walter Paul
  - d. W F Ogburn
2. **This is not the characteristic feature of culture:**
  - a. It is inflexible
  - b. It is manmade
  - c. It is social
  - d. It is learned behavior
3. **The chief vehicle of culture is:**
  - a. Knowledge
  - b. Beliefs and values
  - c. Language
  - d. Laws

**4. Culture has influence on:**

- a. Mental aspects of life
- b. Social aspects of life
- c. Political aspects of life
- d. Economic aspects of life

**5. Following is not a classical feature of Indian culture:**

- a. Spiritualism
- b. Freedom
- c. Materialistic outlook
- d. Social control

**Answer Key:**

1. d    2. a    3. c    4. b    5. c



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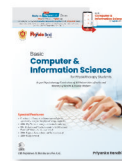
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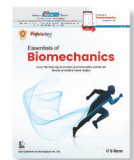
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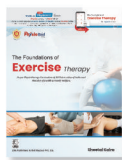
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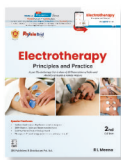
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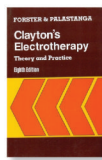
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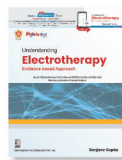
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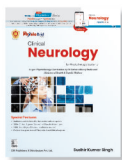
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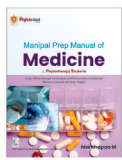
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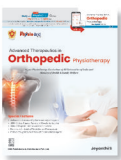
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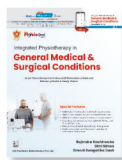
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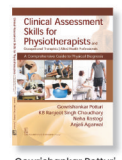
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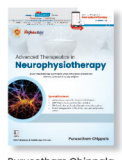
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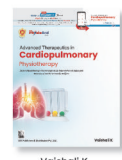
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# Textbook of **Sociology** for Physiotherapy Students

**Learning Objectives** indicate the competencies that a student will achieve after reading the chapter.

**LEARNING OBJECTIVES**

On completion of this chapter, the students will be able to:

- Discuss historical perspectives of sociology including major theoretical perspectives.
- Define sociology.
- Explain sociology as science.
- Express relationship of sociology with other social sciences.
- Discuss nature of sociology.

**Chapter Outline** provides a glimpse of the content discussed in the respective chapter.

**CHAPTER OUTLINE**

- Introduction
- Historical Perspectives of Sociology
- Modern Developments of Sociology
- Sociology in Indian Context
- Major Theoretical Perspectives
- Definition of Sociology
- Relationship of Sociology with Other Social Sciences
- Nature of Sociology
- Significance of Sociology
- Scope of Sociology
- Fields of Sociology
- Subfields of Sociology
- Relevance of Sociology with Physiotherapy

**Must know** boxes give an overview of important facts and terms of the concerned topic.

**MUST KNOW**

**Illness** is the inability of an individual's adaptive responses to maintain physical and emotional balance or equilibrium that subsequently results in an impairment of functional abilities. About illness, structural or functional explanations draw primarily from the work of Talcott Parsons—who viewed illness as behaviorally 'deviant' entity (rather than being related to a physical or psychological condition) in the sense that it disrupts normal behavior and social relations.

**Case Scenarios** based on real-time cases have been summarized for better practical overview.

**CASE STUDY**

**A case study on difficult adaptation of changing social roles**

According to a report published in 2017, 16 citizens are killed 53 are injured \*every hour on Indian roads. The ratio is continuing increasing every year.

**Applied sociology:** Difficult adaptation of changing social roles

**Skills required:** Effective listener, educator, evidence-based knowledge impartation.

**Explanation:** Main role of physiotherapist is to make thorough assessment of patient's physical conditions. Formulate treatment plans to address the present physical condition and priority needs.

**Key terms** are added in each chapter to help understand difficult scientific terms in easy language.

**KEY TERMS**

- **Applied sociology:** The application of scientific knowledge in solving the contemporary social pathologies through practical means.
- **Conflict perspective:** A sociological approach that assumes that social behavior of any person is best understood in conflict situations.
- **Dramaturgical approach:** It is a form of social interaction in which people are assuming their role as theatrical performers.
- **Dysfunction:** It means loss of functional provisions that disrupt the effective functioning of social system and ultimately reduce stability.

**Images and Flow Diagrams** have been used to simplify the concepts for the students.

<b>Resonant</b>	Participating in an emergent field of shared experience with a sense of feeling of interconnections with others
<b>Collaborative</b>	Sharing consciousness toward togetherness through collaborative inquiry and efforts
<b>Engaged</b>	Appropriate planning and taking immediate action to make a difference in some outward directed way
<b>Self-reflexive</b>	Developing awareness of how environmental conditions are interrelated
<b>Embedded</b>	Consciousness is passively shaped outside of awareness by human biology, external environment, cultural and socioeconomic factors

Figure 2.8: Concept of social consciousness

**Summarized one-liners** at the end of every chapter for quick revision.

**SUMMARY**

- Sociology means systematic study of society. It focuses on influence of social relationships on people's behavior.
- Sociology is general social science; the areas of investigations of sociology are general such as study of human life and human interactions or communications.
- Significance of sociology: It is the science of society; it studies social relationships; study of human behavior in group situation; enrich human culture; important for solution of social problems; social planning, etc.

**ASSESS YOURSELF**

**Long Answer Questions**

1. Define health. Explain the factors affecting health.
2. Explain stages of illness.

**Short Answer Questions**

1. What is health?
2. Define health care.

**Multiple Choice Questions**

1. The society means:
  - a. Group of people
  - b. System of relationships
  - c. Beliefs and values
  - d. Laws

**Assess Yourself** section has been included to help the students in assessing their understanding of the discussed topics.

## About the Author



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