

Veterinary Medicine and Public Relations - II



INDIVIDUAL AND SOCIAL ORGANIZATION

The concept of personality

- The term **personality** is derived from the Latin word **persona** meaning a mask.
- It is the physical, biological and psychological characteristics which help to distinguish one individual from another.



Many of these characteristics are the results of interactions between individual and social environment. That is why sociology is interested in the psychological characteristics, habits, attitudes and trends of the individuals.

Self - Social Self - Social Identity

- **Self** is the answer of the the person's question by himself: "What am I ?"
- **Social self** develops as a result of the



recognition of social aspects of individual's own self.

It is the state of knowing a person's social functions, social role and social meanings of his feelings, thoughts and reactions by himself.

- **Social identity** is the collective answer of the question of society "Who is he?"

Position – Status - Social Role

- In the social system, the defined tasks which are determined independently from one's personality form the **social position** of the person.
- **Status** is a term describing the value carried by the position of the individual.
- **Social role:** All of the social functions expected from a person.

These roles are determined by the social system.

Social roles are expected to be performed effectively

Socialization

- **Socialization** is individual's learning process of his/her social role.
- In this process, the person obtain the feelings, thoughts, behavior and responses patterns designated by the society and become a member of this society.
- The most important agents for socialization are called as **reference groups**.

Agents of Socialization (Reference Groups)

- The primary agents of socialization are the family, the peer group, the school, and the mass media.
- As the principal socialize of young children, the family is the most important agent of socialization in most societies.
- As children grow older, forces outside the family -such as friends, school, and mass media- increasingly influence them.
- Re-socialization, or the process of learning new values and norms, can be voluntary or involuntary.

Primary Agents

The Family

- Most important agent in most societies
- Usually first agent
- Can be intentional or unintentional
- Reflects the social groups family belongs to

The Peer Group

- Composed of individuals of roughly equal age and similar social characteristics
- Particularly important during pre-teen and early teen years
- Socialization focuses on values of the **peer group**

The School

- Planned activities for the deliberate purpose of teaching skills
- Extracurricular activities intended to prepare for a life in society
- Transmit cultural values
- Unintentional socialization comes from teachers and peer groups



The Mass Media

- **Mass media:** instruments of communication that reach large audiences without personal contact between those sending and those receiving the information, such as films, television, and radio
- Television is most common mass media
- Both positive and negative behaviors and beliefs are learned from television

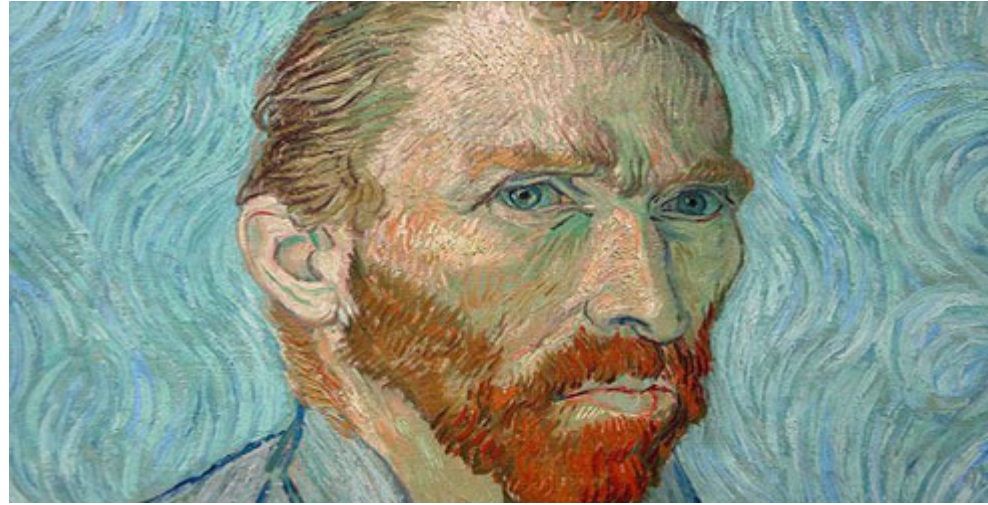
Cultural Diversity and Socialization

Primary agents of **socialization**—**family, peer group, education, and mass media**—tend to be the same in different cultures. The importance of each can vary across cultures, however.

- Some East Asian cultures emphasize the importance of education.
- “Cram schools” claim to help students get accepted to top schools.

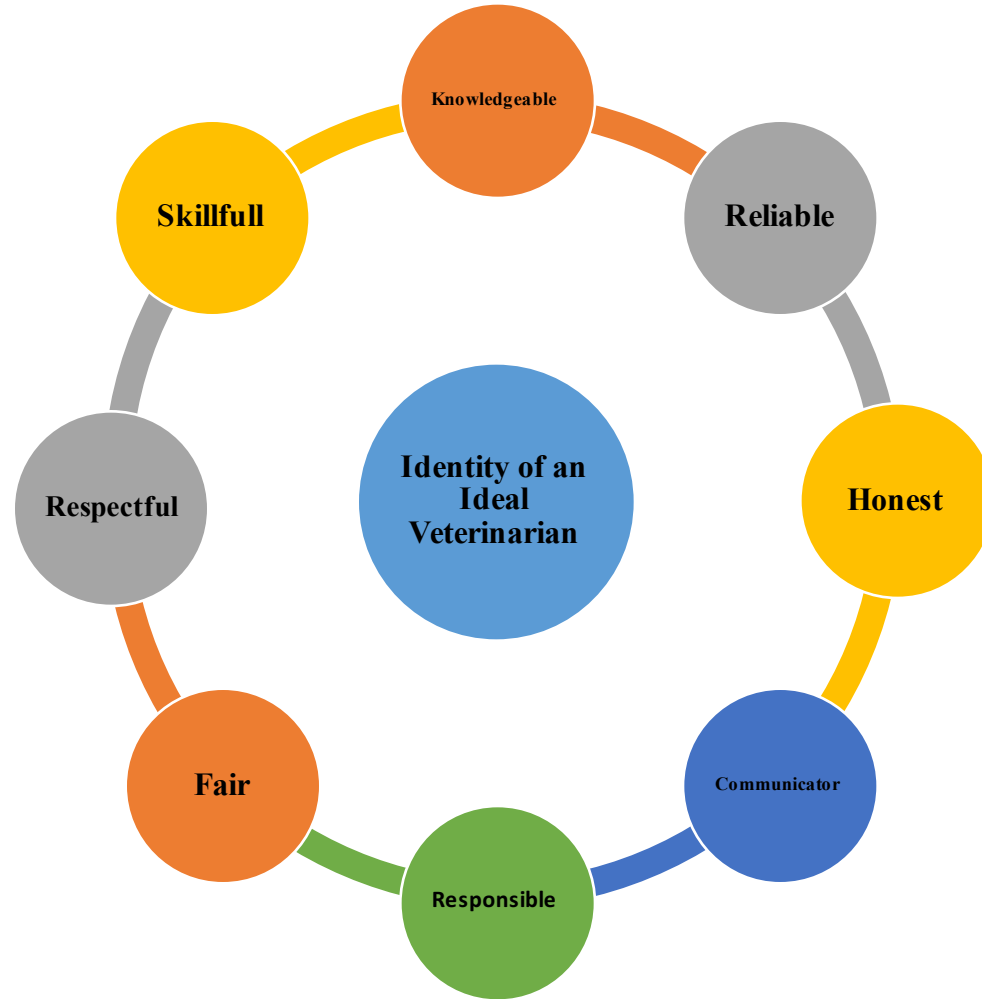
- The Amish of North America control education closely.
- Amish children are isolated from modern mass media.

- Television arrived in the South Pacific nation of Fiji in 1995.
- The body image of teen girls changed dramatically after being exposed to American, British, and Australian television.



Some persons can conflict with society standards during their socialization process. This type of person are called as **disorganized personality.**

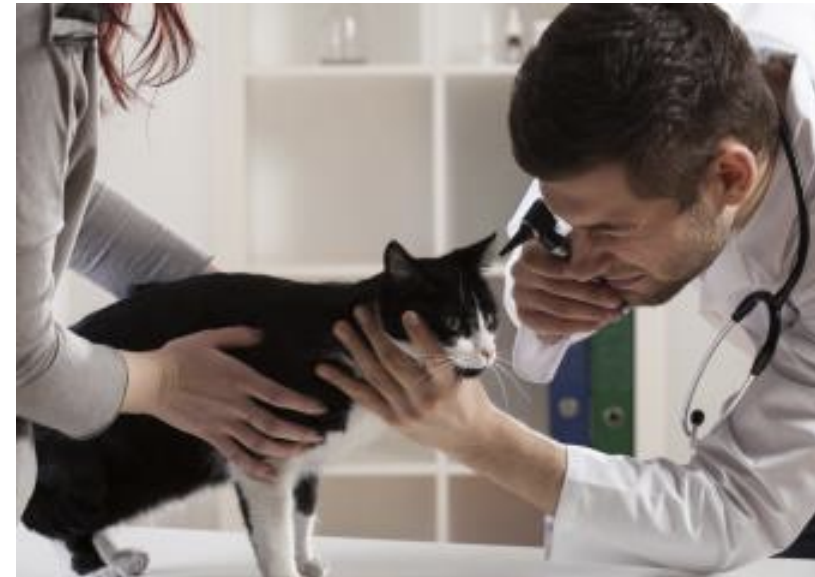
The professional Identity of the Veterinarian



Social Roles of a Vet.

- Animal Health
- Public Health
- Environment Health

Services



There are two employers in veterinary practices ! And this can make troubles in public relations.



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