

Veterinary Medicine and Public Relations - I



TURKISH VETERINARY OATH

Being admitted to the professions of veterinary medicine, I solemnly swear to use my scientific knowledge and skills for the benefit of society !

....

I work in a full understanding and cooperation with colleagues.

....

I respect the feelings of patient owner.

....

I will not do social, political and religious discrimination against my clients.

....

I will keep the secrets of them.

....

I will carry out my profession within the scope of scientific methods,
deontological rules and ethical principles...

Related Concepts

- Sociology and Medical Sociology
- Society
- Personality
- Self - Social Self - Social Identity
- Position – Status - Social Role
- Socialization
- Communication

Sociology – (Sociologist) and Medical Sociology

The word sociology (or "sociologie") is derived from both Latin and Greek origins.

Socius = (Latin): companion, associate, member or friend

Logia = (Greek): study of, speech, science

Sociology: The scientific field, which deals with the patterns of social relationships, social interaction, and culture.

According to Auguste Comte

(the father of sociology and the founder of the doctrine of positivism)

“sociology, both explain the past
development of mankind and predict its future
course”

Sociology examines the community and its relationship patterns within the contexts of:

1-Individual

2- Interactional

3- Organizational

4- Cultural

During this process it uses specific methods (such as observation, social experiment, survey etc.) and collaborates with some disciplines such as social sciences, behavioral sciences, human sciences and cultural sciences.

Sociologist: Sociologists study society and social behavior by examining the groups, cultures, organizations, social institutions, and processes that develop when people interact and work together.

Sub-disciplines of sociology in the 20th century

- Sociology of Family
- Sociology of Religion
- Sociology of Law
- Linguistic Sociology
- Sociology of Industry
- Urban – Rural Sociology
- Sociology of Economy
- Sociology of Education
- Sociology of Environment
- Sociology of Sociology
- **MEDICAL SOCIOLOGY**

I have a question fo you 😊

Why a veterinarian wants to
become a sociologist or
medical sociologist ?



- Medical sociology is simply the study of the effects of social and cultural factors on health and medicine.
- Medical sociology is concerned with the relationship between social factors and health, and with the application of sociological theory and research techniques to questions related to health and the health care system.
- Medical sociologists are interested in the phenomena at the intersection of the social and clinical sciences.

CONCEPT OF SOCIETY



Society is a system, formed by humans who characteristically have specific qualities in a specific time period and place.

- The main feature of the society is **individuals' interaction** with each other.



- **Can the individuals coexist be regarded as a society?**

The individuals at the seaside at 11p.m. ! Can this image be accepted as a society?



No because there are limited interactions between each individual here and this is not a society this is **aggregate** (human agglomerate).

Types of Societies

- From early times till today societies have used different instruments to survive.
- These instruments which were and are the basics of the economic activities have been used as reference to differentiate the types of societies.



Types of Societies

From Primitive to Civilized Societies

- Hunter – Gatherer Societies
- Nomadic – Gardener Societies
- Agrarian Societies
- Industrial Societies
- Post-Industrial Societies



Social Conversion and Changing Profile of Veterinarian

(Veterinary medicine was born in nomadic-gardener societies with the domestication of animal, it had formed as a profession in agrarian societies and it has got its scientific identity in industrial societies.)

Nomadic



Informatics Society



Veterinarian – Animal Owner Relation

References for Figures

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