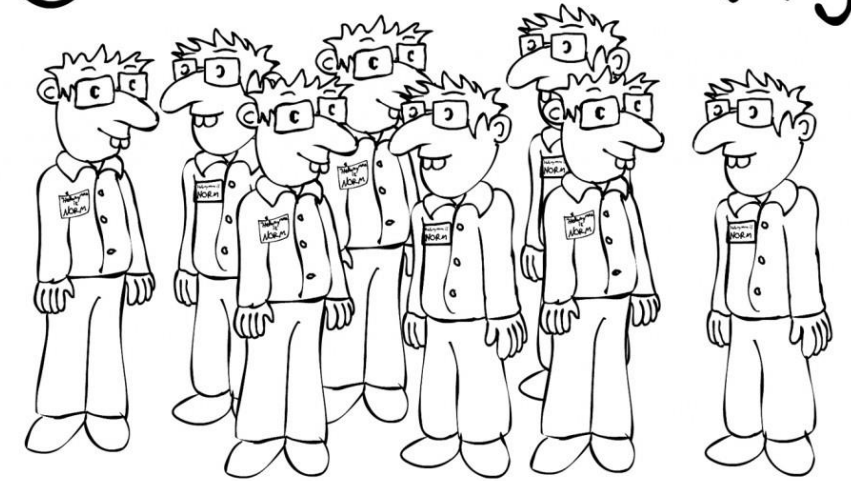
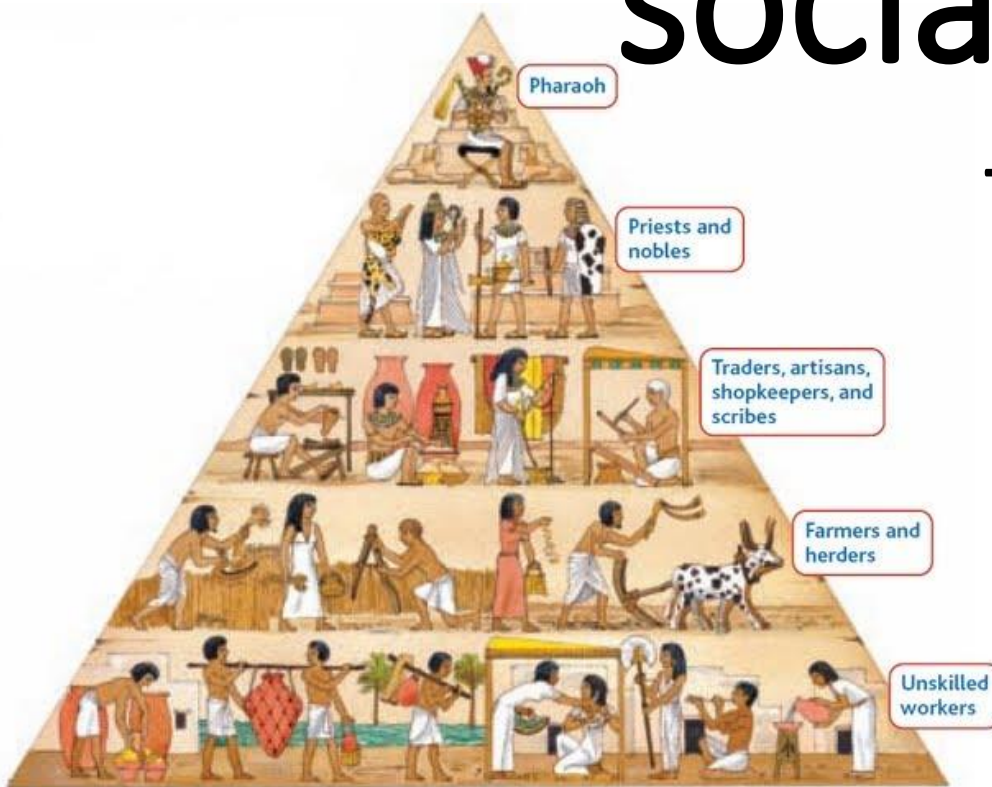




Social roles and rules of social behaviour

Topic no. 3. SOCIAL NORMS








SOCIAL STATUS

- **Social status:** the relative rank that an individual holds, with attendant rights, duties, and lifestyle, in a social [hierarchy](#) based upon honour or [prestige](#).
- Status may be **ascribed**—that is, assigned to individuals at birth without reference to any innate abilities (HRH prince William)—or achieved, requiring special qualities and gained through competition and individual effort. Ascribed status is typically based on sex, age, race, family relationships, or birth, while **achieved status** may be based on [education](#), occupation, marital status, accomplishments, or other factors.



SOCIAL STATUS

Relative States of Status

Equal	Inferior	Superior
Same as those you are interacting with (i.e. friend, roommate)	Of a lower social status (i.e. student/teacher)	Of a higher social status (i.e. CEO/employee)
		



SOCIAL STATUS

Ascribed

Assigned to a person by society regardless of the person's own efforts



Achieved

Due largely to the individual's efforts





SOCIAL STATUS

- Status is closely correlated with etiquette and morality and in many societies rises with the liberal use of wealth.
- The members of a status group interact mainly within their own group and to a lesser degree with those of higher or lower status. Perhaps the most striking manifestation of status groups is found in the caste system of India. In Hindu villages there are usually members of a number of small subcastes based on traditional occupations, arranged from Brahmans to Untouchables. Contact with a person of lower caste (such as eating or drinking from his hands, bodily contact) pollutes the member of a higher caste and necessitates ritual purification.
- **Master status:** the status that plays the greatest role in determining your social identity.



SOCIAL STATUS

- **Elite** - the most privileged group in the UK, distinct from the other six classes through its **wealth**. This group has the highest levels of all three capitals
- **Established middle class** - the second wealthiest, scoring highly on all three capitals. The largest and most gregarious (social) group, scoring second highest for *cultural capital*
- **Technical middle class** - a small, distinctive new class group which is prosperous but scores low for social and cultural capital. Distinguished by its *social isolation and cultural apathy*
- **New affluent workers** - a young class group which is socially and culturally active, with *middling levels of economic capital*
- **Traditional working class** - scores low on all forms of capital, but is not *completely deprived*. Its members have reasonably high house values, explained by this group having the oldest average age at 66
- **Emergent service workers** - a new, young, urban group which is relatively poor but has *high social and cultural capital*
- **Precariat, or precarious proletariat** - the poorest, most deprived class, *scoring low for social and cultural capital*

Class has traditionally been defined by occupation, wealth and education. But BBC research argues that this is too simplistic, suggesting that class has three dimensions - economic, social and cultural.

<https://www.bbc.com/news/uk-22007058>

<https://www.bbc.com/news/magazine-22000973>





SOCIAL STATUS

- [STATUS](#)
- Exposing higher [Social Status](#)
- **Expose confidence.** For social status it means the right way to do something is the way you are doing it. Pretend you have no errors. If someone points to an error – ignore it with even more confidence.
- **Ignore others around you.** The highest [social status](#) goes for someone who is followed by all others of the group. Leader looks forward beyond the borders or a particular follower. However this is only to fool a strayed sheep. when you are not the leader de facto, but wants to use it's privileges of high social status person.
[how to get rid of submission](#)
- **Keep your shoulders down and legs together.** Eliminate all submissive gestures off of your image.
- **If you gaze away first – don't look back,** ignore that person to save your status and your life if that's a polar bear.
- **Keep your head still when talking.** Stillness is the sign of confidence.



SOCIAL STATUS

- **Building social status**
- **Don't share your attention** with an attention demander outside your focus and your social group. Even it is a gratitude towards you, it might be just a deliberate emotional attack to make you overconfident and act like fool. Keep focused on your aims no matter what.
- **Never be defensive** or binge on proofing your ideas. Ignore, attack or show your loyalty to opponent.
- **Create steady pressure** to others by taking their attention to you.
- **Give presents and share attention** to your followers and your leader as well. Otherwise they might fall into the ADHD. Blocking attention to followers is widely practiced social tactics in black psychology used by wizards, healers, fortune-tellers and other social magic staff.
- **Gestures; how to read gestures; signals of body language**



SOCIAL STATUS

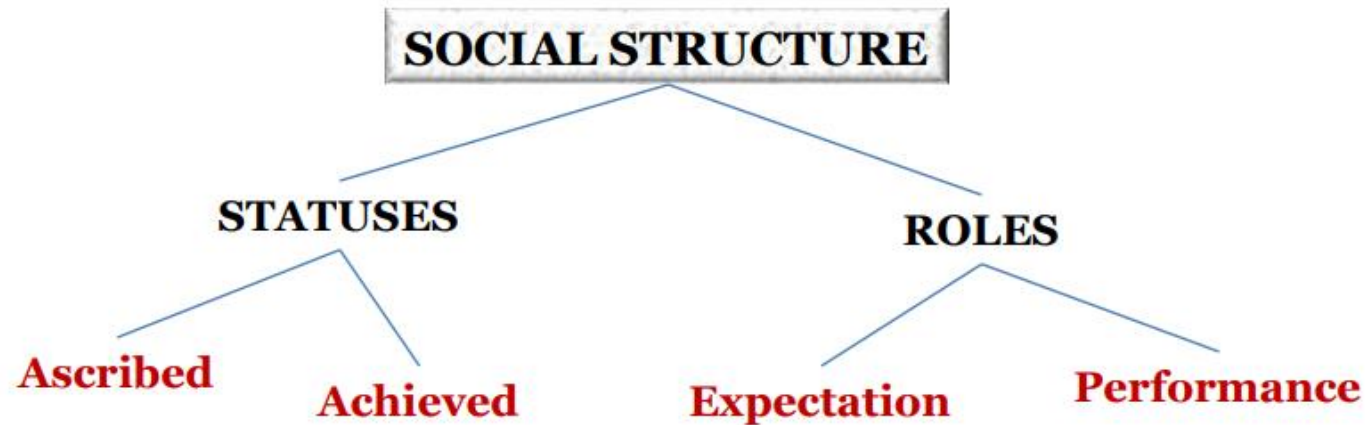
Statuses

- **Master Status-** the most important status someone occupies (as perceived by others)
- **Status Symbol-** material sign that indicates someone's status.





Social Structure



- **Social structure** refers to the way society is organized.
- **Status** = is a position in a social structure.
- **Role** = how we (generally) expect members of a status to behave.
 - Statuses and Roles exist independently of their ‘incumbents’ or ‘occupants’



SOCIAL ROLE

- [Social role](#)
- [Status role](#)
- **Role**, in [sociology](#), the behaviour expected of an individual who occupies a given social position or status.
- Social roles refer to the set of behaviors that are expected of individuals within social institutions. Each individual hold different status within distinct institutions of society. They have to perform set of roles associated with their ascribed or achieved status within a particular institution. For instance, within institution of family one may hold the status of brother or sister, son or daughter, father or mother. However, at work he/she could be a bank manager, janitor or president of the country.

SOCIAL ROLE



► Role

- **Social roles** are expectations for people of a given social status
- Three concepts within social roles include:

Role conflict	Role strain	Role exit
Conflict in society's expectations for multiple statuses held by the same individual (i.e. male nurse, female hockey player)	A single status results in conflicting expectations (i.e. "too gay")	Process of disengaging or transitioning from one role to another (i.e. high school student, retirement)





SOCIAL ROLE

- **Role set**

Sometimes, more than one role is associated with an individual status in a given institution; which is called as role set in sociology. For example an individual who occupy the status of field supervisor within a non-governmental organization is supposed to conduct awareness sessions, baseline survey, focus group discussions, and training sessions and formulate new strategies for the prevention of particular problem within a given community. These responsibilities are the role set of field supervisor within non-governmental organization.

- **Role conflict**

Individual play different roles in different social institutions. When these roles come in conflict with one another is known as role conflict. Suppose if the Owner of an oil factory hires his friend to manage his business. Due to his friend maladministration company profit declines. As a businessman or owner he ought to fire his manager but as a friend he could not take away his friend livelihood.



SOCIAL ROLE

- **Role strain**

When individual is stressed out due to excessive responsibilities associated with his statuses within different instructions of society is called role strain. Suppose a women may hold the status of teacher and single mother with in a society. As a teacher at school her role expectations are to prepare and submit progress report to the school board, train new hired staff, prepare notes and teach students. She might be stressed due to her overlapping roles and may not get enough time to manage both her social and professional life. Which implies that, she is experiencing role strain. [Role strain](#)

- **Role exit**

Each individual plan to achieve a certain social status within a society, it might be to become a lawyer, doctor or engineer. He starts preparing to achieve that status via anticipatory socialization. However, after attaining desired status he may not get satisfaction and may decides to quiet his current status and try to obtain new status. For the attainment of new status an individuals has to perform new roles as well as abandon old ones. Abandoning old roles and initiating new responsibilities is known as role exit. For example a lawyer may not be happy with his current job and want to join Private Corporation as a business's development officer. In order to attain new status he has to join business school and obtain professional degree in business administration. As well as, he has to quit his law practice or job.



SOCIAL RULES - Etiquette

- **Etiquette**, system of rules and conventions that regulate social and professional behaviour. In any social unit there are accepted rules of behaviour upheld and enforced by legal codes; there are also norms of behaviour mandated by custom and enforced by group pressure.
- The royal court was the natural home of etiquette, because it centred upon a monarch around whom niceties of behaviour spread in expanding circles.
- The Middle Ages was a golden period for Western etiquette, since the feudal system was strictly stratified.
- In Britain standards of conduct were greatly affected by the publication in the 16th century of certain Italian works known as courtesy books.



Social Behaviour

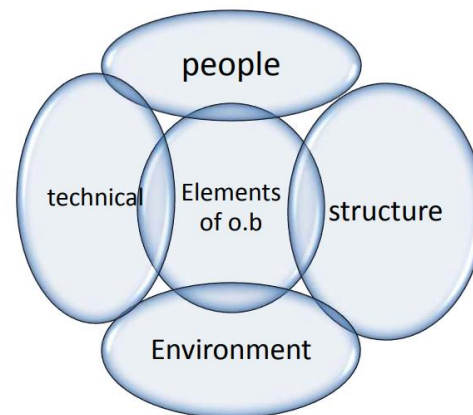
- MEANING OF SOCIAL BEHAVIOUR
- In physiology and sociology, social behaviour is behaviour directed towards society, or taking place between members of the same species. Behaviours such as predation—which involves members of different species—are not social.
- Rules and regulations dictate how we live and behave with our fellow man. There are some social rules which are unwritten, unspoken, yet everyone is expected to know.



Social Behaviour - ORGANIZATIONAL BEHAVIOUR

- DEFINITION:
- Organizational behaviour is a field of study that investigates the impact that individuals, groups and structure have on behaviour within organizations for the purpose of applying such knowledge towards improving an organization's effectiveness. (Stephen p. Robbins)

Elements of o.b



Social Behaviour

- Pro-social
behaviour: positive
social behaviour

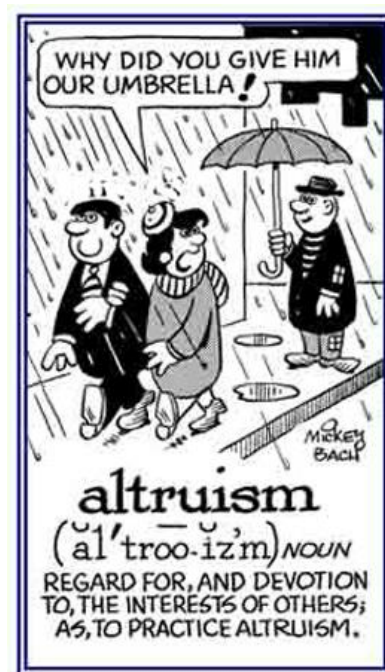


- Anti-social
behaviour: negative
social behaviour



Social Behaviour

- Among specific social behaviours are regarded, e.g., aggression, altruism, scapegoating and shyness.
- Altruism can be distinguished from feelings of duty and loyalty.





Social Behaviour

MORE AND MORE, RESEARCH SUGGESTS THAT PRACTICING
ALTRUISM ENHANCES OUR PERSONAL WELL-BEING



Altruism makes us happy

Giving to others makes people feel happier than spending money on themselves.



Altruism is good for our health

People who volunteer tend to experience fewer aches and pains, and less depression.



Altruism is good for our love lives

Kindness is the single universal requirement for a mate across all cultures. Altruists also have more sex.



Altruism fights addiction

Addicts who help others, even in small ways, can improve their chances of staying sober and avoiding relapse.



Altruism promotes social connections

When we give to others, they feel closer to us, and we also feel closer to them.



Altruism is contagious

When we give, we also spur a ripple effect of generosity through our community.



- **1. When you are over at someone's place and they say, "I have a lot of work tomorrow" or "It's getting late."**



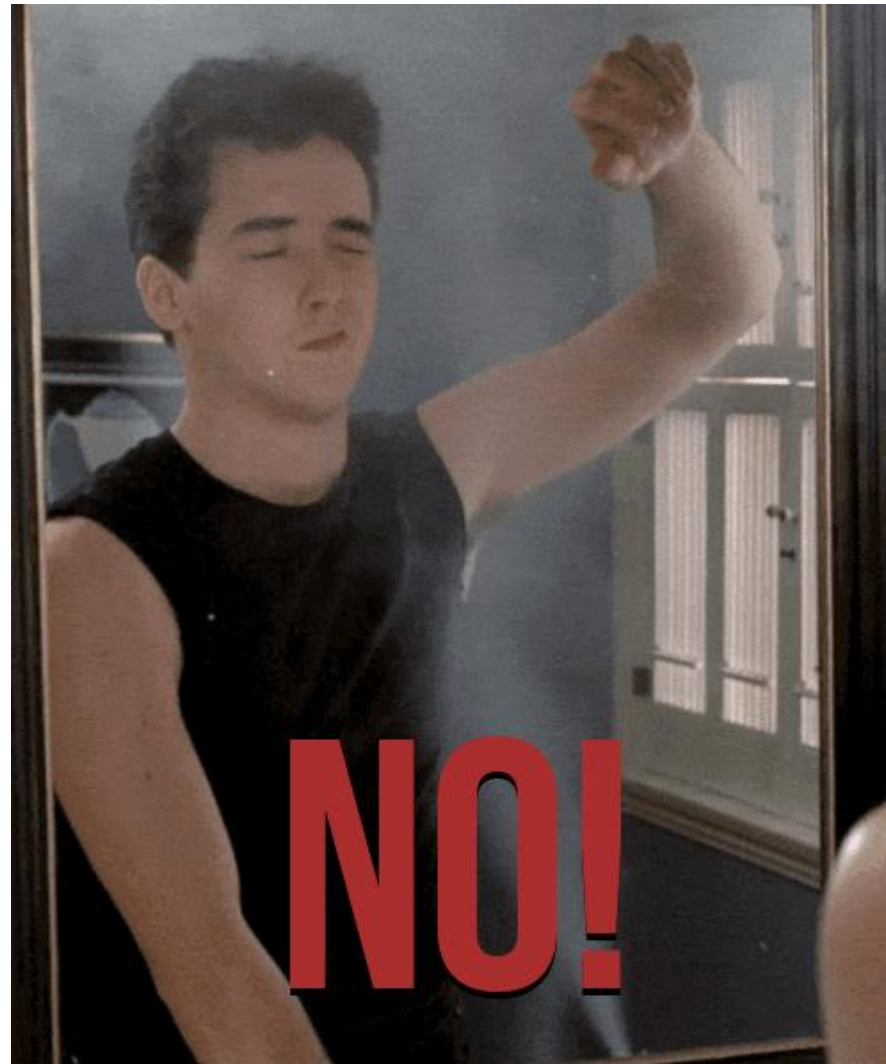


2. When you're riding with someone in their car for a considerable distance.





3. Your fragrance/cologne has to be discovered, not announced.



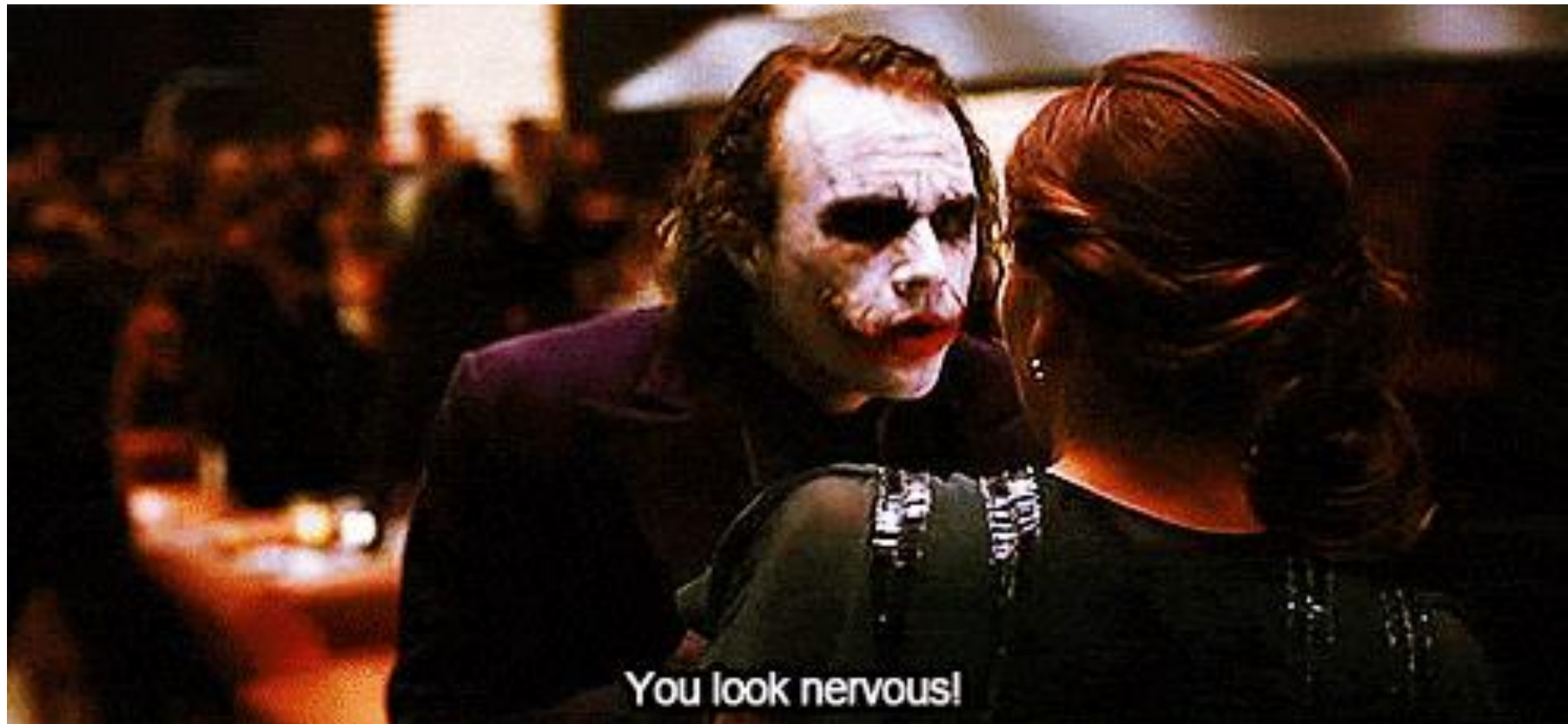


4. Holding the door open or pulling the chair out for people is kind, regardless of gender.



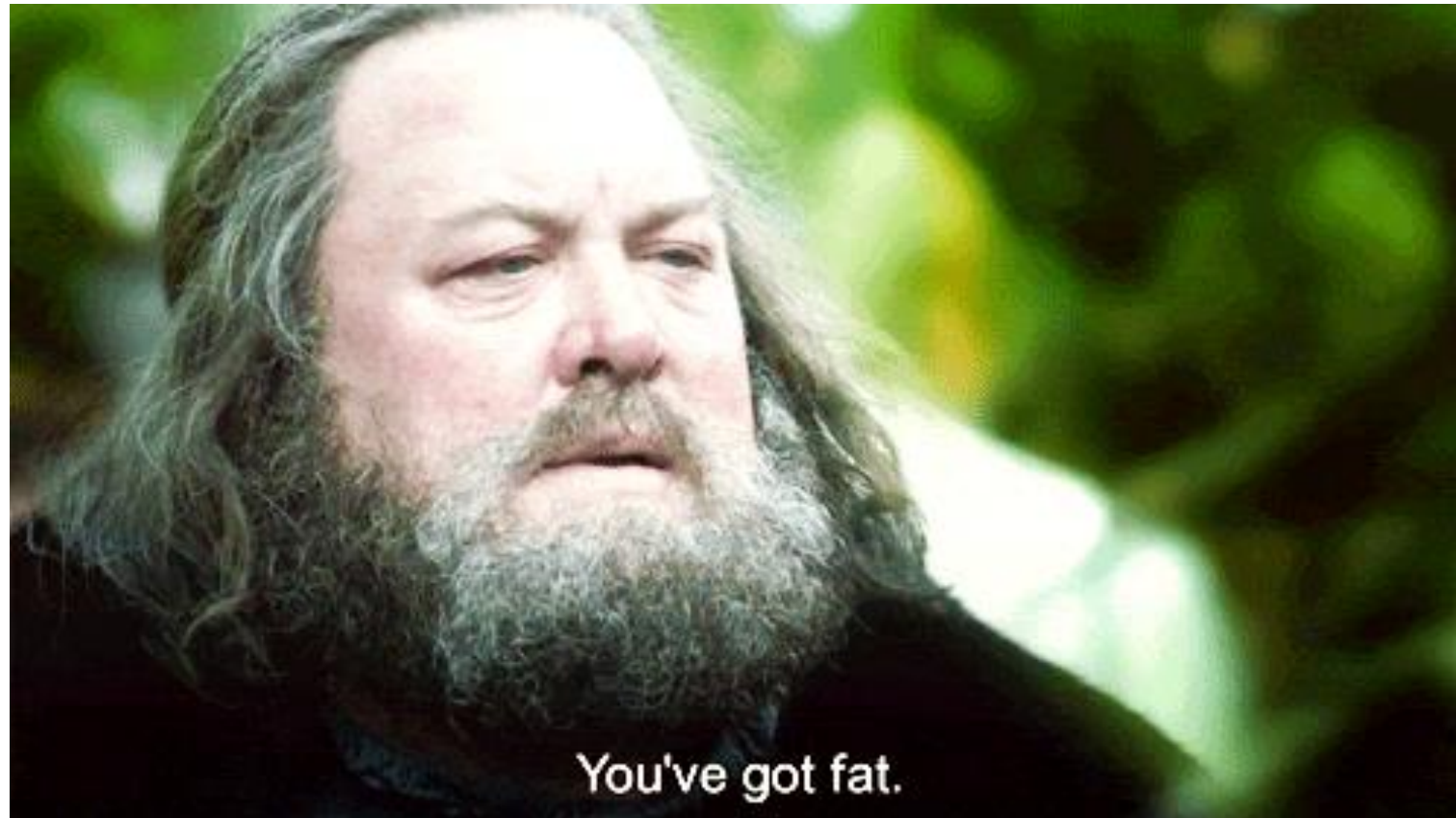


When someone is nervous or shy in a social scenario, DO NOT point it out to them.





When someone you know has an obvious change in appearance, e.g., weight gain/loss, bald spot, acne.



It is rude and none of your business to comment on it



Silence doesn't have to be awkward.



When in a social situation, always having something to talk is never necessary.



An opinion is a very sensitive issue with many.



It's okay for others to offer their opinions as much as it is okay for you to express yours.



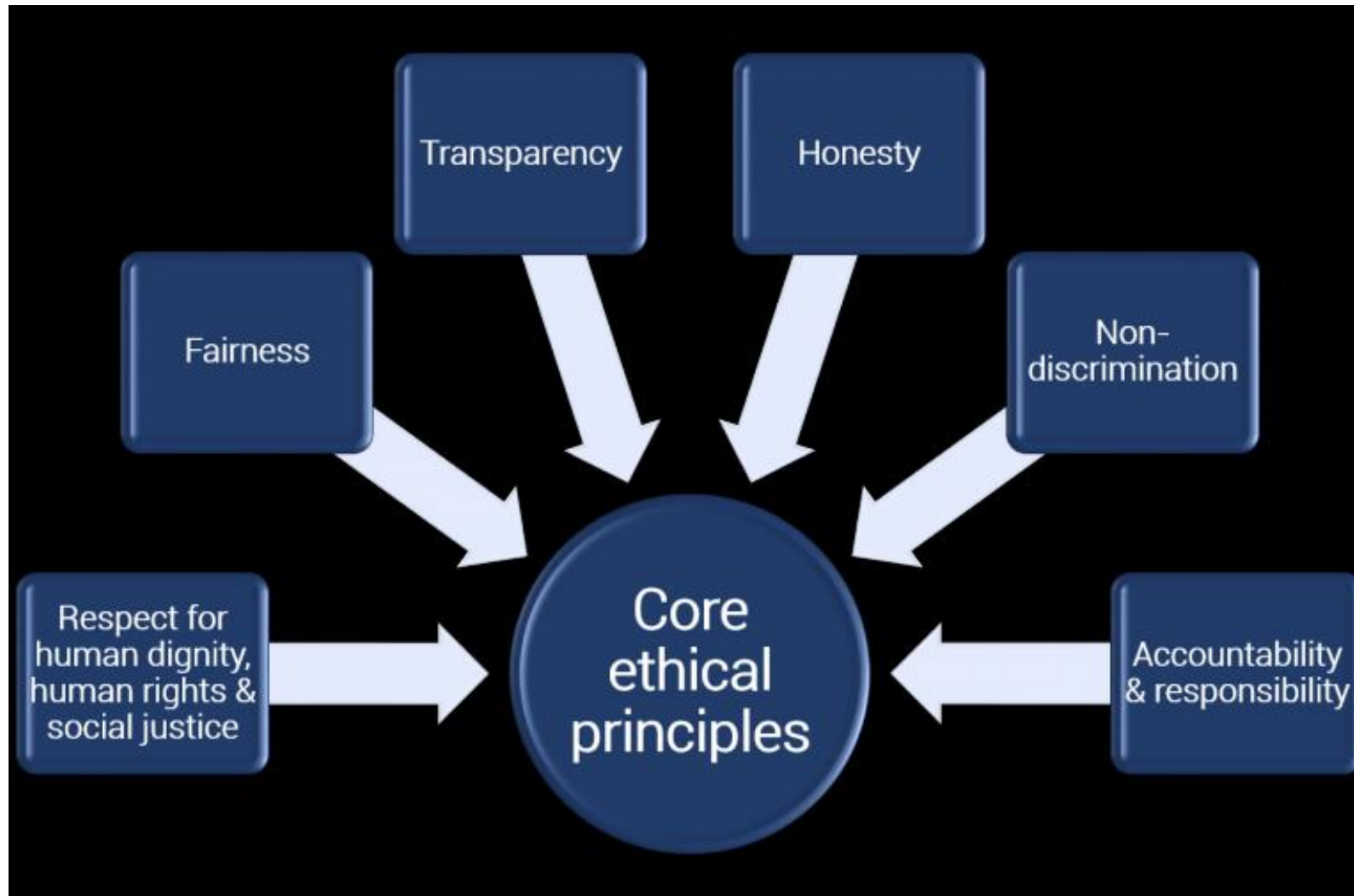
If all else fails, remember, “When in Rome, do as the Romans do.”



Observe. Follow people’s cues and do what they’re doing.



ETHICAL PRINCIPLES





ETHICAL ASPECTS OF PHARMACY

- Ethics is the branch of philosophy that is concerned with moral values of right and wrong human conduct.
- The principle of ethics includes *beneficence, least harm, respect for autonomy and justice*.
- **Pharmacy ethics** are the values and ethical principles governing pharmacy practice encouraging right human conduct.
- **Pharmacy ethics guides pharmacists for patient care with moral obligations and virtues.**



ETHICAL ASPECTS OF PHARMACY

Rules of moral conduct in pharmacy/ Principles of code of conduct

- The practice by a pharmacist must be directed to maintaining and improving health and wellness of the patient.
- A pharmacist must employ professional competence.
- A pharmacist must never abuse trust regarding patient's right, dignity, autonomy and confidentiality.
- A pharmacist must conduct to enhance service effectively and efficiently.
- A pharmacist should not breach the code of conduct.



ETHICAL ASPECTS OF PHARMACY

- Pharmacy is defined as the science and art of preparing and dispensing medicines in patient care. It includes prescription handling, compounding and labelling drugs, monitoring patient's drug profile and providing patient care. Pharmacy profession is different than other profession because:
 - Pharmacy person requires knowledge in pharmaceutical sciences and health sciences.
 - The main aim of pharmacy is safe use of medicines and provide drug consultation whenever necessary.
 - Pharmacy profession covers broader area involving from preparing and dispensing medicine to counselling and clinical services to the patients.
 - Pharmacist can also actively participate in health education and awareness to the public.
 - Pharmacist has a link between patient and health care professional.



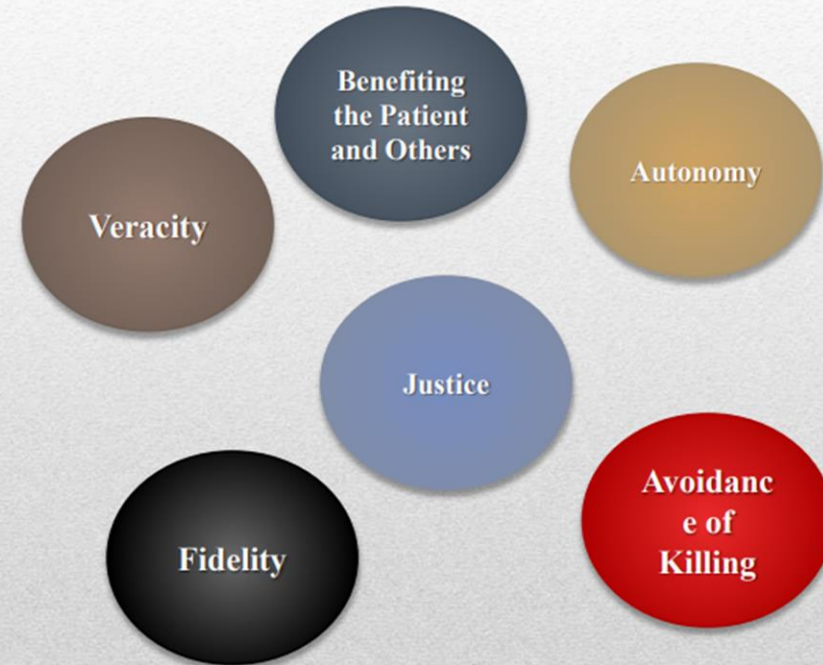
ETHICAL ASPECTS OF PHARMACY

IMPORTANCE OF ETHICS IN PHARMACY

- Maintains the covenantal relationship between the patient and pharmacist.
- Promotes the good of every patient in caring, compassionate and confidential manner by pharmacist.
- Makes environment to respect the autonomy and dignity of each patient by pharmacist.
- Makes pharmacist to act with honesty and integrity.
- Maintains professional competence by pharmacist.
- Respects values and abilities of colleagues and other health professionals.
- Helps the pharmacist to serve individual, community and societal needs.
- Helps to seek justice in distribution of health resources.



Pharmacy Ethics Principles





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in Hradec Králové

