

The role of culture economics in social health: the case of cultural diversity in Iran

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Abstract

Background: The culture economy usually deals with the economy in the field of art and culture, and due to the cultural diversity in Iran, its effects on the social health have always been controversial. The purpose of this study was to determine the role of the cultural economy on social health with respect to cultural diversity in Iran.

Methods: A comprehensive search had been done in the following databases: web of science, PubMed, SciVerse Scopus, Google scholar and MEDLINE, using keywords including, culture economics, social health, and cultural diversity. Library research was carried out either. A total of 48 articles related to the topic of the study were found. Among them, 24 articles were found to be precisely related to the topic of the study. Findings were criticized and analyzed.

Results: The economy of society could be affected by any changes in culture. On the other hand, cultural diversity also obviously affects the various aspects of mental health, including health and disease perceptions, coping styles, treatment patterns, the impact of history, racism, bias and stereotypes, gender and family, shame and discrimination. Cultural diversity provides many opportunities for working in a unique and effective way in the field of positive mental health.

Conclusion: If the economy of society moves on the basis of the development of profit and social capital, it will create a context for growth and development of culture. Cultural diversity is also in line with the economics of culture as a motivating factor for the development not, only in the economic arena but also in the expansion of intellectual and creative spheres and social health.

Keywords: Cultural Diversity; Culture Economy; Iran; Social Health

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Introduction

In all societies, economics and culture are two important areas that have many points of intersection. The science of economy study shows resource allocation of limited features to unlimited needs and desires. On the other hand, culture is a complex set of values, customs, traditions, norms, morals which has become commonplace among human groups and in the society (1).

Due to the climate condition and strategic location, Iran has always been a destination for the diverse tribes and flourishes of various cultures. The result of these interactions is the gathering of people with diverse cultural and biological characteristics (2).

the culture term, although used in the modern age by social scholars, has a long history and ambiguity (3).

In terms of cultural diversity and mental health, there is considerable evidence that shows culture does not only play an important role in understanding of health and disease, but these differences play contrasting roles in different cultures (4). In a firm society, equality, education, respect for human rights and the fulfillment of the basic needs of social health is one of the fundamental requirements (5). Social health should be considered in terms of the content structure based on a systematic attitude. On the other hand, it must be examined with a pathological approach either. Since there is different cultural diversity in different societies, there may be a difference in social health indicators. The purpose of this study was to determine the role of the cultural economy on social health with respect to cultural diversity in Iran.

Methods

A comprehensive search with a pre-determined strategy has been done in the following databases: web of science, PubMed, SciVerse Scopus, Google scholar and MEDLINE, using keywords including, culture economics, social health, and cultural diversity. Library research was carried out either. Bibliographies of all papers were searched by hand to identify any further, relevant references. A total of 48 articles related to the topic of the study were found. Among them, Editorials, newspaper articles and other forms of popular media were excluded. Finally, 24 articles were found to be precisely related to the topic of the study. Findings were criticized and analyzed.

Results

Generally, four points of intersection for economy and culture (economy of culture, economic culture, the impact of the economy on culture and the impact of culture on the economy) could be considered. The culture of economy usually deals with economics in the field

of art and culture, and sometimes it examines money-making practices, income generation and employment in cultural and artistic arenas.

In the category of economic culture, economic considerations are viewed from the cultural perspective and, in this context; they seek to modify the methods of money-making, income generation and employment in the right direction with the promotion and development of society.

Study about the impact of the economy on culture will help politicians and decision-makers to measure its effects on the society before any action and be able to control and plan before it comes into contact with specific social and cultural crises.

in the present period, in the context of the impact of culture on the economy, even small cultural change such as cultural exchange, cultural invasion, cultural confrontation and cultural interactions; can affect the political, economic, social, and even health arenas. In the same way any economic change in the context of society could affect culture. Furthermore, any cultural change could also affect the economy of the society. Also, any economic and cultural changes in society will affect the social health of that society. In the case of the culture of the economy, this category usually refers to the economy in the arts and culture. Money-making, income generation and employment are also considered in cultural and artistic arenas. This will help to keep the culture alive

The danger that threatens the culture of the economy is that livelihood may be forgotten in the name of culture of the economy or that the livelihood dimension becomes authentic. Since cultural and artistic activities are performed with pleasure and profitability; superficial and vulgar works may be produced. On the other hand, when it comes to economics, the ideological and cultural task of governments is neglected. That is, the state in charge of the economy is only

responsible for securing people's livelihood and security, and it will not be responsible for the people's cultural rights. If the economy is supposed to be a cultural one, we must try to create an economic culture that conformance could govern it. Furthermore, culture must give a clue to policy and economy. An artist in the granting of authenticity to cultural intuitions should never be captured by the economy and do anything for economic profit.

The fact is that one of the most important aspects of cultural activity is its diversity. From the economic point of view, cultural diversity can be considered as one of the elements of cultural capital. Cultural diversity is one of the intangible assets which helps to provide a range of important and valuable services (6).

The set of activities referred to as the activities of the culture section have a very wide range. Considering the culture of economy and adopting an economic attitude in analyzing the status of cultural activities and its products, is necessary to analyze future perspectives for producing them. In the context of controlling culture with economy, economic activists can play a key role by controlling the market and community transactions. This control can be voluntary or planned for special profit or social health, or not be planned. But in any case, for market control, it needs to be cultural madding commensurate with the goods or services provided by the firm. The influential and progressive artists with the help of producers can deliver a variety of goods to promote a specific culture. When the economy is considered as a factor for controlling or changing the culture of society, it means those economic interactions that are somehow planned for deduction or cultural development.

The culture of a society is influenced by history and beliefs and the general way of thinking and daily life of individuals. The sum of these features can form the type of economic activity or, conversely, be the trifle of certain types of economic

activities. Typically, businesses that are in line with abuse and dispute do not have any activity in the direction of entrepreneurship but are formed based on the inappropriate use of the poor culture and cause a self-generating of a new kind of culture. Given the social and cultural context created faced to a community which there is no social support and people are below the poverty line, violence and aggression are its result and cannot observe any social health components. Cultural value, thinking about culture in each of the defined meanings, is included thinking about value. Therefore, the agenda of the cultural theorist and economists of value and valuation is highly similar to each other. But the sources of value in the cultural realm are completely different from the economic realm. Culture is the lifestyle of people and the way they use it in their work.

Every region of each country can have a different culture from the other parts of the country. Therefore, the definition of culture is a complex set of knowledge, beliefs, arts, rules, morals, habits, customs, whatever the individual learns as a member of his community. Culture is transmitted from generation to generation through education. Culture is similar to a window which human sees and knows not only within himself but also sees his outside world and other human and will have good connections with them via their cultural views and insights.

Culture is the most basic means of knowing, exchanging and developing relationships between humans. In one hand in today's world, the existence of very diverse different cultures, and widespread communication, on the other hand, has led the discussion of "cultural diversity" and attention to its survival to be the concern of many planners and policymakers. In any case, finding a logical tool for calculating the cultural value and economic value is prerequisite for proper policy-making (6).

To achieve this goal, first, it is necessary to know the characteristics of culture.

There are seven characteristics of culture, culture is taught. Culture goes from Culture is subject to change (non-static, dynamic, and expanding). Culture is: seamlessly, racist and adaptive. There have always been threats and opportunities for subcultures.

The threats posed by the diversity and of ethnicities' diversity and subcultures, including ethnic conflicts, separatism or self-determination, the weakness of national cohesion, the security threats posed by the conflicts of similar peoples in neighboring countries.

In cultural identity of Iran, we must consider continual history, religiosity, cultural convergence, common language, foreign enemy, social customs, celebrations, rites, and dresses. These elements are the starting point for convergence and the formation of a national identity. It is imperative that all individuals and subcultures have fair access to culture and its tackle and tools.

Social health is a situation in which, equal opportunities for cultural choices on the basis of individual and social scales could be available

In social health conditions, government structures are active in protecting the individual and local communities in achieving cultural growth based on global standards. Social health is also experienced through moral and aesthetic life, and what is usually presented in the community in such a framework appears in areas such as literature, music, theater, visual arts, cinema and cultural behavioral styles. Finally, it also manifests itself in thoughts, tendencies, attitudes, emotions, conscious and knowledge too.

According to classical organizational definitions, social health is not only discussed in the context of various cultural productions but is also debatable in other parts of society such as family, social groups and organizations. Culture changes our coping styles or the ways we face with daily problems. (7).

generation to generation. Culture is based on symbols.

One of the reasons for the difference in social health is cultural, ethnic and religious differences. its likely that people obey their ethnic heritage and traditional behaviors in social health issues (8). Gigar et al. have identified six cultural phenomena that are different in various cultural groups and can affect health. These are environmental control, biological change, social organization, communication, space and time orientation (9).

There is a relationship between health practices with cultural groups, beliefs and cultural heritage and. Studies related to cultural diversity and its effect on social health have shown that cultural polarization has occurred for example traditionalism versus modernization (10).

the complex ways in which forms of economic and non-economic discrimination are related to each other, and their influence on health are not well known (11).

Although, one of the strongest and most well-known patterns in the distribution of health status in the United States, presented by the National Center for Health Statistics, shows that blacks have higher rates of mortality, illness, disability and mental distress in compare with their white peers (12), and also have lower levels of mental satisfaction than whites (13). Other studies have also shown that ethnic discrimination has a significant impact on health (14-16)

Since Iran is a country with different ethnicities, cultures, subcultures and languages; this made Iran's society more complex in identifying cultural patterns. The phenomena such as migration and the media, had induced the dispersion and breadth of beliefs, behaviors, customs and creativity (17). although, human is a sociable inventory and living along with other human is his intrinsic needs, on the other hand existence of ethnic, religious, social, economic, cultural and political

differences always constitutes as a threat to this essential (18). The existence of various religious and ethnics had caused conflicts. The only way to avoid this situation is to expand the range of social tolerance among different societies (19, 20).

Issues of social order, social cohesion, standardization of behaviors, as well as development and cultural richness are always considered by sociologists. Existence of different cultures and their relationship, while preventing social challenges and conflicts, lead to social and cultural development (21). The possibility of constructive participation of ethnic groups and minorities (i.e., participation in educational, economic, political and official institutions) should be developed satisfactorily. This prevents the establishment of parallel institutions and organizations within societies (22).

Social health infrastructures that can be considered in the political, economic and social spheres are among the main determinants of social health. The economic infrastructure is one of the most fundamental factors in the formation of social health, (23). Although economic development cannot be separated from the culture, the main problem is to persuade local, national and even international decision-makers to consider cultural diversity in planning. Political sovereignty can be effective on the structure of culture through different ways. Which is happening within the framework of governance and power management through political institutions to determine the development of civil society, party structure, political participation, political legitimacy, and political sense of belonging.

Social health on a large scale relies on the roles of political power and the organizations that hold, manage and control the power. Social structure is important in social health by providing social opportunities, forging social participation and expanding the

development of social capital and finally leading to social satisfaction (24).

In the light of social structure, social ties are strengthened and of social cohesion develops (25).

Therefore, cultural capital that has both material and immaterial matters can also be converted into social and economic capital. The social and educational documents as well as the domination and possession of cultural goods are also manifestations social capital. In social health conditions, various creative and socializing creations are realized. Cultural creations made by cultural innovators are both a sign of social health and an important factor in creating it. These types of creations are a function of the prevailing scientific, technical and artistic conditions in society. Cultural creativity develops cultural empowerment, at the same time the community can expand cultural creativity through cultural empowerment and make it public.

Social respect, as a social value, is also linked to social trust. Respect is a situation in which people restrict their freedom of action, by doing so, they provide self-esteem. Honorability is considered to be the most important social value. Cultural safety provides conditions under which cultural exchanges can be freely and constructively streamed between cultural and creative creators. On the other hand, unsafe cultural conditions contribute to the development of pathological complications cultural challenges in society, especially where cultural management is not based on transparency. Nowadays, the achievement of cultural safety and the fight against cultural threats is becoming more difficult and complicated than before.

Within the societies there is a hierarchy of social class, gender and age. Also, race-based hierarchy leads to domination and discrimination.

Concepts such as freedom and justice, individual freedoms, collective responsibility, tolerance, fairness, the role

of government, democracy and justice have particular importance. Government policies must define cultural definition as a fundamental human right.

Since justice requires economic recognition and redistribution of wealth, cultural justice should be promoted as part of efforts to achieve economic, political and social justice. Cultural pluralism is the concept of granting the right to diversity to cultural groups in the public domain. This requires the identification of a degree of political self-government for such groups. This is the concept of a type of governance. Kuhn offers five ways to reduce the contradiction between globalization and identity claim. The first step is to push public opinion to globalization. Secondly, continuing to move to commercial liberalization. Third, to accept the growing role of public opinion, which seeks to limit the influence of laws and markets. The fourth search a solution for agreement at the political level. The fifth way is to delegate responsibility for resolving disputes to international organizations and to regulate the hierarchy of approved templates. Kuhn describes the debate on cultural protest as an "extremely unimportant economic issue" and accepts that, new international agreement for cultural affairs requires the supremacy of a democratic state. Kuhn suggests that the United Nations Educational, Scientific and Cultural Organization should define what deserves cultural diversity against cultural protest and denial to prevent monopoly control of market forces.

Along with the registration of tangible cultural effects, registration of immaculate traditional cultural works, such as languages, handicrafts, customs and medical practices should be considered (26). The economy at both micro and macro levels can provide plenty of insight into how to deal with art and culture for use in the formulation and implementation of policy. Cultural diversity is a missing link that can link economy with culture

and play a key role in promoting social well-being.

Discussion

The culture of the economy is responsible for the costs of the cultural sector. This include the costs that must be spent for human resources and tools that are tailored to other needs of the culture. What is certain is that investment to produce different cultural instruments is different from the investments to produce tools for other sectors of society. As a result, the production of cultural contents and products (software, articles, educational materials, books and magazines) in Iran can be formed through Islamic tourism, fashion, clothing of Iranian, computer games, media activities, Iranian handicrafts, as well as the creation of culture-based businesses, the design of cultural software and the launch of digital media.

Based on the social and cultural needs assessment of the community, the market will be launched using the latest findings from the humanities and social sciences and as a result, the development of the market for production and consumption in new branches. This can create new habits and orders against the economy. If the economy of a society moves on the basis of the development of profit and social capital, it creates a context for the development of culture and the promotion of social health, as a result culture becomes the feature of investment. Cultural diversity, along with the culture of economics, will be a driving force for development not only in the economic arena but also in expanding intellectual and creative spheres and social well-being.

Conflict of interest

Authors declare no conflict of interests.

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