

CHAPTER 48

SOCIOLOGY

Ph.D. Theses

447. BHARDWAJ (Ruby)
Sociological Study of Health Care and the Rise of Complementary Therapies.
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Abstract

Examines the reason for the rising demand for complementary therapies among the urban middle class in contemporary India. It focuses on therapeutic demand by investigating into the macro-level factors ushered by the socio-demographic and socio-cultural changes together with the micro-level decisions of the patients that are influenced by their individualistic circumstances. The burgeoning conceptions of health and healthism, medicalization, anxiety concerning risk involved in urban lifestyle and the alarming awareness of the side-effects of allopathic medicines have also been highlighted in mapping their popularity. The study also examines the nature of therapeutic pluralism as an aspect of the dialectic between the dominance of allopathy and the subjugation of the indigenous systems.

Contents

1. Introduction. 2. The changing demographic and epidemiological scenario. 3. Health and healthism. 4. Lifestyle:Risk perception and negotiation. 5. The interface with allopathy: Perception of allopathy as risk. 6. Complementary therapies and their users. 7. The practice of complementary therapies:A profile of the practitioner. 8. Conclusion. 9. Bibliography.