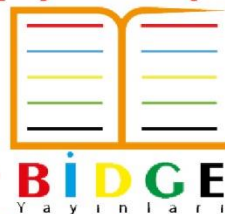




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The Phenomenon of Public Health: Sociocultural Analytics

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Abstract

Society's long-term viability depends on its ability to maintain health. Recognition of the social importance of public health and its value is necessary for the efficacy and replication of the social system. Contemporary semantics of philosophy employs socio-philosophical instruments, public health research theory, and methodology, socio-cultural assessment. Since medicine is becoming a paradigm of philosophy, societal challenges study is unlikely without regard to permanent development in medicine. The crisis of Ukrainian society affected public health detrimentally. Correspondingly, resolving it should become a priority for authorities and national security programs. Applying a socio-cultural study as a starting point of the Ukrainian nation's public health analysis demonstrates that the existential attitude toward health is grounded in Christianity. It historically underlined the establishment of exceedingly efficient for its time Zemstvo medicine. The personality of the Zemstvo district physician served as a role model in which professional and moral virtues blended. During the Soviet era, paternalism toward medicine emerged. Later it crystallized as the prominent socio-cultural feature of Ukrainian state development. The state became the source of all benefits and the leader for the Ukrainians. Consequently, under capitalism's systemic crises, state medicine focused on the market-driven pursuit of profit views a person as a means rather than a goal. Modern medicine is not interested in keeping people healthy: the sicker people are, the wealthier the medical-pharmaceutical insurance conglomeration becomes. Thus, progressive humanity is actively considering the transition to post-capitalist social and public cohabitation models, in which the principles of justice and adaptive wealth redistribution gain relevancy. Health seen as a form of wealth can improve exceptionally inside the institutional framework bypassing cultural experience down generations. Education should impose the ideology of a healthy lifestyle to restore public health in the perspective of Ukraine's progressive development.

Keywords: health, analytics, Zemstvo medicine, paternalism, socio-cultural factors

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