

Linguistics and Understanding Smokers as a Sub-Culture for Medical Anthropology

Course Project in Dr. Messing's
Language and Culture Course (USF)

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Data Collection

- o Observation and field notes ~ 15 hours
 - o Majority at USF and Four Green Fields
 - o Plaza in Sante Fe, New Mexico

Data Collection (cont)

- o Participant Observation
and field notes ~ 20 hours
 - o USF
 - o Four Green Fields
 - o Gray's College Bookstore (Tampa, FL)
 - o Sleeping Dog (Sante Fe, NM)
 - o Albuquerque, NM

Data Collection (cont)

- o (Very) informal interviews ~ 5 hours
 - o Snowball technique

- o Linguistic style of transcription

No smoking indoors

- o Constructed outside defined spaces
 - o An excuse to get out of earshot

- Right now, .. I have a peer in management.. .. and the both of us, the only time we get to talk about strategy is when we go out and have a cigarette. ##### Because in the building we're constantly slammed with projects and issues going on.. it's like.. I do one of these (holds two fingers to lips to signify a cigarette break) and she says okay! And in that 15-20 minutes we get more accomplished that we do in four hours in the building.

- Jen: What do you think is the main difference between smokers and non-smokers?

Other ways smoking is used

- o Chance to converse
- o Occupy your time

Dave: uh, ..smokers want to quit,
but smokers, uh.. ..typically..
I think anyway are more <relaxed>.
Relaxed only because they have
something going on,
versus other people who
don't, their mind is moving a
little quicker.

Smokers as a Subculture

- o Camaraderie
 - o Verbal and non-verbal cues
 - o Shared behavior
 - o Commonly used words

Areas to expand upon

- To what extent does smoking contribute to the identity of the individual
- How do individuals cope with not being able to smoke in terms of taking breaks, meeting people, and passing the time

How this could be applied

- Making a more culturally relative and therefore more successful smoking cessation campaign and smoking cessation program.