

**“Investigating the Essentially Contested Concept of Immunity in
Healthcare Marketing Posters”**

**Key words: Concept, Essentially Contested Concept theory ,Gallie’s model
and Immunity .**

M.A. Thesis Extracted Paper

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Abstract

This study aims at investigating the essentially contested concept of immunity which is linguistically used in healthcare marketing posters. It is hypothesized that the concept of immunity is an essential contested concept that fulfilled the seven conditions of Gallie’s model and there is a frequent occurrence due to the concept (Immunity) which is used in healthcare marketing posters. The researchers collect the data from different sources of internet which is concerned with healthcare marketing posters during the Corona Virus period.

After analyzing the collected data, the findings have shown that the concept of immunity is an essentially contested concept and met the seventh conditions of Galile's model , so the concept has received the frequency which is (12) and the frequency and percentage (58%) . Also, using language concepts like immunity as essentially contested concept by users to promote healthcare marketing posters linguistically, so it can be used either to help people in order to strengthen their immunity by taking healthcare products, or to deceive them in order to buy useless products.

1. Introduction

In fact, the interest in studying essentially contested concept has increased, especially in philosophy ,politics and social sciences etc., in terms of healthcare marketing posters, the essentially contested concepts utterances are also used. An utterance or concepts made in a poster is used to deliver particular purposes, thus the question which is raised here: are the users of healthcare posters affected by the use of marketing concept?" A concept is still a contested , so one does not need to use the concept as it has one meaning but it has described in a variety of ways . The dominant concept of "**immunity**" used in healthcare posters is promoting for some healthcare product. There is more than one form for marketing the product. The intention of using such concept may be useful or deceivable thus , the way of contestation or diabetes about the concept by different users are different and progressive competition about which product will help increasing immunity and the function of the concept of immunity here is for the purpose of marketing.

2. Theoretical Background

Over the years, several theoretical models have been created to describe what a concept is and how concepts work, both cognitively and sociologically. Concepts, according to the classical approach, are mental representations of world categories. (Adcock, 2005 :3).Clearly , the concept is related to the mental conception of the components of the world from classical view point . They are also defined as theories about the underlying constituent aspects of a reality, according to the realism perspective (Goertz,2006 :5). According to Ekawati et al. (2020:2), the concept " has a specific information about one or several objects, events, or processes; the object is a part or group of certain objects or related to another group of objects"

Scholars have utilized a language-focused paradigm to investigate concepts as linguistic and cultural phenomena (Freedden,1994: 146), which exist independently of specific persons and cannot be expressed without the use of vocabularies in language (Farr,2004:9). Concepts become complex systems of language-based meaning that are both shared and disputed by groups of persons in this linguistic framework (Adcock, 2005:15). Unlike the traditional model, the diversity of meanings is not regarded as defective or arbitrary, since "everything becomes a question of who is in power of the definition" (Goertz,2006:4). Scholars that utilize the language-focused approach tend to ascribe concepts to groups rather than individual cognitive processes, and they examine the collective dynamics of concept usage, such as conceptual contestation between groups (Adcock, 2005:26). Conceptual history is described as a historical sociology of concept creation, in which concepts are seen as words in their locations (Somers,1995b:113). It is a kind of history that focuses

on the disputed and historical nature of the application of concepts (Palonen, 2002:103).

Constructivist epistemology, in which concepts are contextualized, located, and socially created, underpins conceptual history. In the midst of a language revolution (Van Vree et al.,1998:229). Conceptual history provides a set of analytical tools for comprehending the political, social, and cultural context in which conceptions are produced and change across time as a result of human action. As a historical concept, according to Farr (1982:689), it is either one whose scope is temporally limited to a single historical era or one whose meaning is changeable and evolves in parallel with changing political practices and ideas. So concepts' sense are not static but changeable with possible manners.

Researchers employ sentences to express and communicate ideas (truth-conditional content), and words to express and communicate concepts (thought components) (hence contributing to truth-conditional content). It is now commonly acknowledged that the meaning (or semantic content) of a word as it is used to convey or communicate on the occasion of utterance is frequently different from the meaning it has as an expression type in a linguistic system (that is, its standing or encoded meaning) (Carston, 2012 :607).

In sum, concepts have different meanings in different situations and contexts , as well as in the understanding and interpretation of human thought. This is because people differ in the interpretation of these concepts, and often the degree to which learning has a direct impact on one's interpretation of the concept.

3. Theory of Essentially Contested Concept

The Scottish philosopher W. B. Gallie (1956:169) proposed the concept of essentially contested concepts (ECCs), which invariably lead to unending debates among users over their appropriate applications. Gallie provides a seven-criterion analytic approach for assessing the degree of concept contestation: **Appraisiveness** (strong normative valence- the concept is appraisable and has valued achievement), **Internal complexity** (multiple components or features), **Diverse describability** (different users may describe meaning in different ways), **Openness** (subject to periodic revision depending on context), **Reciprocal recognition** (contending parties recognize their disagreement), **Exemplars** (one or more archetypal instances), and **Progressive competition** (the better arguments of contestant users may eventually lead to agreement).

Above the ancient periods, concentration in the ECC structure has grown-up rapidly in disciplines ranging from political theory to business ethics, in order to analyze pervasive concepts endlessly open to argument and disagreement (Ball ,2002:21): democracy and social justice (Collier et al. 2006:211), the rule

of law (Waldron, 2002:137), stakeholders (Miles, 2012 :285) ,corporate social responsibility (Okoye, 2009:613), corporate citizenship (Moon et al. 2005:429),and social entrepreneurship (Choi and Majumdar, 2014:1).

The ECC framework, in principle, is well-suited to account for conceptual change. Collier et al. (2006:236) believe that the ECC framework is useful for providing a realistic account of complex concepts and the dynamics of concept development, and that change over time in the political, economic, and social systems being compared is a fundamental component of openness (Collier et al. 2006:224). Some later argued that temporary actual closure (Care 1973:14) or decontestation (Freedman 1994:157) might be accomplished at particular times, based on Gallie's distinction between contested and contestable concepts. As it has shown in this research that the concept of immunity is open and dynamics ,each individual will interpret the concept in posters differently.

3. Gallie's Model

Gallie (1956:169) states that there are notions which are essentially contested, concepts whose appropriate application necessarily leads to unending debates among their users. Since the contestant users of the concept have various viewpoints about the concept so still there is disagreement whenever there is inquiry concerning some concept there will be dispute between people whose one opinion is better than other one and that is why such linguistic concept may be deceivable; if such concept have been used for specific and personal purposes as in marketing poster and trade their product maybe benefit or not but the concept still have been used. So he defines an 'essentially contested concept' as "one in which there is a general consensus that a concept exists, but that there is no agreement upon what the meaning of the term is. Moreover, all meanings of the term have inherent issues, whether they maybe conceptual, practical, or operational, and this is why there is no agreement on the meaning of such a term"(de Bhal, 2014:1). So the dispute about the meaning of the concept as in politics that are some concepts just like democracy are used for specific purposes and deceive people just through linguistic concept how such concept interpreted and used remain a double – edged sword the same thing may happen in marketing healthcare posters .

W.B. Gallie, as a philosopher, made a surprising assertion regarding the terms employed by social scientists in 1956. Gallie claimed in his article "Essentially Contested Concepts" that while some arguments over concepts are caused by misunderstanding or linguistic imprecision, certain concepts are essentially contested, meaning their structure allows for various interpretations. Gallie (1956:171-180) discovered seven conditions that he believes are required for a concept to display essential contestedness when investigating the nature of these concepts as stated by Schwartz (1992:13), which are:

- (I) It must be appraisive in the sense that it represents or accredits some type of significant achievement.
- (II) For all that its significance is given to it as a whole; this achievement must be internally complex.
- (III) The recognized achievement is originally described in a variety of ways.
- (IV) They are open-ended and subject to significant change in response to changing circumstances, and such change cannot be foreseen or specified in advance.
- (V) To utilize an essentially contested concept implies to use it in opposition to other uses while also acknowledging that one's own use of it must be maintained in opposition to these other uses. To put it another way, using an essentially contested concept aggressively and defensively.
- (VI) The development of any such idea from an original exemplar, the authority of which is acknowledged by all competitor users of the concept.
- (VII) Progressive competition means the continuous contestation must contribute to sustaining and/or developing the concept in an optimum manner.

Gallie offered both "artificial" and "live" instances of essentially contested concepts. The notion of "champions" was his made-up example. Imagine a competition in which each participating team has its own particular style or method of play, and the teams are assessed on the level of style they exhibit, wrote by Gallie. This judgement is done by fans of each team, whose allegiances change depending on the quality of the teams' performance and the cheers of the other fans. Assume, therefore, that the games that determine the champion are played on a continual basis, and that the "champion" changes from day to day (Schwartz, 1992:14).

4 . Analysis and Discussion

The below table shows the analysis of essentially contested concept of immunity in healthcare marketing posters according to the seven conditions of Gallie's model .

Table (1) Analysis of Concept Immunity

No.	Concept	Frequency of concept	Apparisi veness: Accredita valued achievement	Internal complexit y: Concept denote essentiall y internal complex activity	Diverse describability: concept varuiosly describe d and differenc es among users occur	Opennes s: concepts allow for modific ation hat unpredic table /unprescrib ed changes over time in advance	Reciproca l recognitio n: to use a concept agressivil y and defensivil y agenst other uesers	Exemplar s: Must be a concept derived from an original exemplar acknowle dged By all disputants	Progress ive competit ion: Concept s must be sustaine d or develop ed in an optimu m manner.
1	Immuni ty	12	✓	✓	✓	✓	✓	✓	✓

Table (2) The Frequency and the Percentage of Immunity

Concept's name	Total poster	Frequency of concept	Percentage
Immunity	7	12	58%

4.2. Discussion

In the discussion of the concept immunity as essentially contested concept in healthcare marketing posters, the following results are concerned:

- 1- As shown in table (1) that the concept immunity is essentially contested concept that the application of seven condition of Gallie’s model have been met as firstly immunity (1) is appraisive. To have immunity is a good thing Immunity is a wonderful thing since it is apprasivness with a valuable accomplishment as a notion. Immunity is an internally complicated notion with features and characteristics, that make it possible to have immunity or to have elements that promote immunity .The concept of immunity is itself a complex internal structure, because ,there are activities within ,the body that are carried out by the human immune system . Competition speakers can organize immunity internal components or types in a variety of ways that means it is described diversely in a different way according to the speaker or competitor point of view Individuals explain it in various ways. There is debate on the relevance of immunity and its relative worth. This extent is manifested differently by different people, so it depends on the concept and why they use it. On these posters, there are different types of immunity, whether it is naturally occurring or enhanced or supported by vaccines or other healthcare products. There is disagreement among

contestants about which product or vaccine is more important or effective than others. Immunity is an open accomplishment, which means that it may be altered or updated throughout time. Users of immunity concept are aware that others use it in a different way, implying that the notion is contested, implying that it is used both offensively and defensively. Immunity as an essentially contested concept is derived from an exemplar, maybe a schematic idea, that all disputants recognize as properly underlying the concept they are contesting. Immunity has progressive competition that is always being disputed, which shows that it is being preserved and developed in the greatest possible way throughout time and optimum manner .

- 2- The frequency of the concept immunity in healthcare marketing seven posters is (12) due to the word of immunity which is maybe either recurrent one time or repeated more than once in the seventh posters, while the percentage (58%).

5. Conclusions

According to the results discussed in the current study , the following conclusions are summarized :

1. The wide use of linguistic concept of immunity in healthcare marketing posters due to the seventh conditions of Gallie's Model. So it can be used either to help people in order to strengthen their immunity by taking healthcare products, or to deceive them in order to buy useless products.
2. The concept of immunity that is elicited in the seventh healthcare marketing posters is essentially contested according to the seventh conditions of Gallie's model. Accordingly, the first hypothesis adopted in this research is verified.
3. There are different frequencies and percentages are found due to the concept of immunity that is used in seventh healthcare marketing posters, e.g. it is received a frequency that is (12) and a percentage (58%). Consequently, the second hypothesis adopted in the present research is verified.

استقصاء مفهوم ذاتية التناقض للمناعة في المنشورات التسويقية للرعاية الصحية
 بحث مستل من رسالة ماجستير

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تهدف هذه الدراسة إلى استقصاء مفهوم ذاتية التناقض للمناعة لغويا في المنشورات التسويقية للرعاية الصحية . تنص فرضيات البحث الحالي على أن مفهوم ذاتية التناقض يجب ان يفي بالشروط السبعة لنموذج جالي بالاضافة الى ان هذا المفهوم (المناعة) مستخدم بشكل متكرر في المنشورات التسويقية للرعاية الصحية، حيث قام الباحثين بجمع البيانات المتعلقة المنشورات التسويقية للرعاية الصحية خلال فترة فايروس كورونا. بعد تحليل البيانات التي تم جمعها ، أوضحت النتائج أن مفهوم المناعة هو مفهوم ذاتي التناقض وقد استوفى الشروط السبعة لنموذج جالي ، لذلك تكرر المفهوم (١٢) مرة وعلى نسبة المئوية (58%). في المنشورات التسويقية السبعة ، حيث تم استخدام مفهوم المناعة كمفهوم ذاتي التناقض من قبل المستخدمين للترويج للمنشورات التسويقية للرعاية الصحية لغويا ، إما لمساعدة الأشخاص من أجل تقوية مناعتهم عن طريق تناول منتجات الرعاية الصحية ، أو لخداعهم من أجل شراء منتجات عديمة الفائدة .

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Appendix

Healthcare marketing posters



Poste number (1)



Poster number (2)



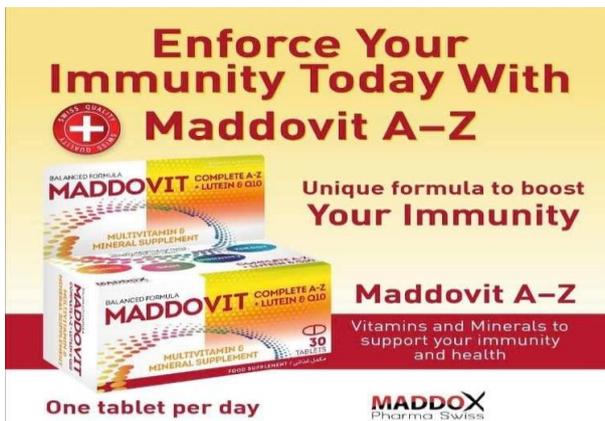
Poster number (3)



Poster number (4)



Poster number (5)



Poster number (6)



Poster number (7)