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SUPERSTITIONS REGARDING ANIMALS: MUTATION AND REINCARNATION IN A THAI CONTEXT

Abstract:

This paper deals with the semiotic meanings of animals which are implemented in terms of social communication, traditional & cultural aspects, literature and psychology & emotional effect. Data was collected from July to December 2015 by using documentary analysis and Google Alerts with the key words " animal mutation and reincarnation", interviews with two villagers. (female, age 62 from Nonthaburi and male, age 72 from Nakhon Sri Thammarat). Data were analyzed with a content analysis which involves considering all available information on the subject matter. The superstition concerning animal mutation and incarnation plays an important role in Thai society for two reasons, namely it fulfills the social and psychological needs . It appears that superstition offers semiotic support for believers. The main analysis focuses on Hofstede' s principle of the avoidance of uncertainty and Buddhism which shed light to numerous kinds of superstition in a Thai context. It is hoped that the data now available will be incorporated into a curriculum by those researchers interested in textual, social, culture studies and religions as well.

Keywords:

Superstitions, animal mutation, reincarnation, beliefs in animals in a Thai context

JEL Classification: N95