

ERC BodyCapital & Wellcome Collection Conference 2018

## Broadcasting health and disease. Bodies, markets and television, 1950s-1980s

19-21 February 2018

Wellcome Trust, 215 Euston Road, London, UK

### PROGRAMME

Attendance is open, please register by email: [tkoenig@unistra.fr](mailto:tkoenig@unistra.fr)

#### Monday, February 19th

10:30-11:00 *Welcome and General Introduction*

**Angela Seward** (Wellcome Collection)

**Christian Bonah** (Université de Strasbourg)

**Anja Laukötter** (MPIHD-Berlin)

11:00-12:00 Keynote lecture

**Isabelle Veyrat-Masson** *French television: Between attracting audiences and meeting public service needs*

LUNCH

#### Panel 1 – Television portrayals: What subjects are shown (or not shown)

Chair: Christian Bonah

1:00-1:30 **Fabiola Creed** *'A visual feast [of] muscle builders': Men, Sunbeds and Television in Thatcher's England*

1:30-2:00 **Ana Tominc** *Helping "the troubles of fat people": Health, body and food on the Slovene socialist television*

COFFEE BREAK

2:30-3:00 **William Fowler** *Doctor Who, The Trial of a Time Lord: An exercise in corporeal identity and keep-fit*

3:00-3:30 **Pascale Mansier** *Portraying victims in French television health magazines: a survey from the fifties to the eighties*

3:30-4:00 Commentary & Discussion

4:30-6:00 Projection *TBA*

6:45 Opening reception, Reading room, Wellcome Collection

#### Tuesday, February 20th

10:00-11:00 Keynote lecture

**Susanne Vollberg** *Health magazines in FRG and GDR television, 1960s to 1980s*

#### Panel 2 – Television portrayals: How subjects are shown (or not shown)

Chair: Tim Boon

11:00-11:30 **Robert Stock** *(Dis-)Abling images of public health. Broadcasting the thalidomide body – challenges and transformations since the 1960s in Germany and the UK*

12:00-12:30 **Jessica Borge** *Clarifying the code: Mid Twentieth-Century British Commercial Television Regulation as a Gateway for Understanding Contraceptive Products and Practices in Mass Media*

COFFEE BREAK

12:30-1:00 **Hannah Elisabeth Kershaw** *'Private things affect other people': Depictions of HIV, antibody testing and sex education in Grange Hill*

1:00-1:30 Commentary & Discussion

LUNCH

**Panel 3 – Television discourses: messages (to be transmitted)**

**Chair: Virginia Berridge**

2:30-3:00 **Elisabeth Toon** *Visualising bodily agency: Women and breast cancer treatment on British television in the 1970s, 1980s and 1990s*

3:00-3:30 **Anne Masseran and Philippe Chavot** *Graft on the screen, 1950s to 1990s. Televisual, social and technomedical contexts*

3:30-4:00 **Stefan Offerman** *Responsibility for One's Own Heart. Health Education Films on Cardiovascular Diseases in the German Democratic Republic, 1960s to 1980s*

COFFEE BREAK

4:30-5:00 **Ayesha Nathoo** *Broadcasting therapeutic relaxation in Britain, 1960s-1980s*

5:00-5:30 **Sylvie Pierre** *Quand la télévision explore la sexualité. L'amour en questions : une série d'émissions sur l'éducation sexuelle à la 5ème chaîne (1995-1996)*

5:30-6:00 Commentary & Discussion

## Wednesday, February 21th

10:00-11:00 Keynote lecture **Tim Boon and Jean-Baptiste Gouyon** *Doing the Work of Medicine? TV and museum display across the era of social revolution*

COFFEE BREAK

**Panel 4 – Social forms and functions of television**

**Chair : Anja Laukötter**

11:30-12:00 **Sheryl Hamilton** *Screening Hygiene/Spraying Health: Disinfectant Commercials and the Governance of Contagion*

12:00-12:30 **Angela Seward** *Television Discourses: A critique of the University of London Audio-Visual Centre's educational video programme*

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1:30-2:00 **Camille Boubal** *Building health campaigns in nutrition: limited rationality and communication constraints*

2:00-2:30 Commentary & Discussion

2:30-3:30 Round table discussion



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