

Locating Medical Television: The Televisual Spaces of Medicine and Health in the 20th Century

18-20 MARCH 2020

Science Museum Dana Research Centre

165 Queen's Gate, London, UK

Medical television programmes, across their history, have had specific relationships to places and spaces:

On the one level, they have represented medical and health places: consulting rooms, hospitals, the home, community spaces, public health infrastructures and the rest. As television-producers have represented these places, there has been an interaction with the developing capabilities of television technologies and grammars. Moreover, producers have borrowed their imaginaries of medical and health places from other media (film, photographs, museum displays etc.) and integrated, adjusted and reformulated them into their work.

But medical television has also worked spatially in the political sense of being broadcast internationally, at the national level, and locally, interacting with differing regimes and polities. It may include regional and local broadcast as well as straddling public-private divides, including pay television, advertisement and audience measurement.

At both levels, medical television has served to represent familiar and unfamiliar locations and medical modes back to patients and medical or health practitioners.

This third conference on medical television in the framework of the ERC funded [BodyCapital](#) project¹ and in a joint venture with the Science Museum London intends to locate medical television more precisely – it intends to engage (medical) TV history with recent questions concerning the relevance of space within and beyond national borders. By comparative approaches, or under consideration of (sometimes contradictory) local, national and global developments, the conference intends to address the following themes:

- Locating medical television within global, national or local markets, politics and polities.
- Locating medical television as a means of new globally influenced medical communication in the public sphere from publicizing medical breakthroughs and frontier research to disseminating public health messages
- How television has represented medical location, and how that has depended on available technology and technique.
- Locating medical television within health communication and mediation including fairs, museums and collection displays.
- Comparisons with and transitions to other medical media, including exhibitions and displays, and film.

Papers and discussion will focus on national, regional or even local frameworks and aims to consider the history of health-related (audio-) visuals from entangled comparative perspectives or as a history of transfers.

¹ Following [Broadcasting health and disease](#) organised with Wellcome Collection in 2017 and [Tele\(visualing\) Health](#) organised with London School of Hygiene and Tropical Medicine in 2018.

Wednesday 18 March 2020

13:00-14:00 Registration (with tea/coffee)

14:00-15:00 Tour of the Science Museum's Medicine Galleries

OPENING

15:00-16:00 **Christian Bonah** (Université de Strasbourg), **Anja Laukötter** (Université de Strasbourg/MPIHD-Berlin) and **Tim Boon** (Science Museum): *Introduction*

SESSION 1. MEDICAL TELEVISION: EXPLORATIONS BEYOND THE SCREEN

16:00-16:45 **David Cantor** (Instituto de Desarrollo Económico y Social (IDES), Buenos Aires): *Pollution and Purification: Media and the Metaphors of Cancer and the Gangster, 1930-1970*

16:45-17:15 TEA/COFFEE BREAK

SESSION 2. LOCATING THEMES OF MEDICAL TELEVISION

17:15-17:45 **Lukas Herde** (PhD candidate, Université de Strasbourg): *"There will be more about older lovers..." Television and the promotion of health and sexual wellbeing in later life*

17:45-18:15 **Amélie Kratz** (PhD candidate, Université de Strasbourg): *When children come into the kitchen. Children's cooking shows in the 1950's and the televised kitchen*

18:15-18:45 **Stephen Gene Morris** (PhD candidate, University of Kent): *Televisual accounts of mindfulness: Locating meditation as therapy*

19:00 EVENING RECEPTION AND BOOK LAUNCH, Dana Centre Research Centre Foyer

Thursday 19 March 2020

KEYNOTE LECTURE

10:00-11:00 **Jérôme Bourdon** (Tel Aviv University): *Liveness and the theatre of emotions: the televised body in media history*

SESSION 3. BODIES, MEDICAL SPACES AND TELEVISION TECHNIQUES

11:15-12:00 **Karen Lury** (University of Glasgow): *Locating 'The Human Body' on the BBC: inside and out*

12:00-12:45 **Laura Niebling** (Regensburg University): *The camera in the operating room: Early medical television as a telemedicine device in the United States, 1920s-1950s*

12:45-13:30 LUNCH BREAK

SESSION 4. HEALTH COMMUNICATION AND ITS MEDIATION

13:30-14:15 **Tim Snelson** (University of East Anglia): *Shock Treatments: televising electroconvulsive therapy (ECT) during the long-1960s*

14:15-15:00 **Hannah Selby** (University of Brighton): *Locating the treatment of mental health on British Public Service television*

15:00-15:45 **Sandra Schnädelbach** (Université de Strasbourg/MPIHD-Berlin): *(Un)Healthy Tunes: Evaluations of Body, Mind and Music in Socialist Television*

15:45-16:15 TEA/COFFEE BREAK

SESSION 5. TELEVISION BETWEEN LOCAL AND NATIONAL POLITICAL FRAMINGS

16:15-17:00 **Patricia Holland** (Independent researcher): *The politics of medical television across the 1980s*

17:00-17:45 **Jean-Philippe Heurtin** (Université de Strasbourg): *Television staging and reception of medical scenes in the French telethon*

17:45-18:30 **Christian Bonah & Joël Danet** (Université de Strasbourg): *On the road again. Car travel, the televisual narrative of medical practices in rural regions*

19:00 FILM SCREENING, Dana Centre Library and Research Centre

Friday 20 March 2020

KEYNOTE LECTURE

10:00-11:00 **John Ellis** (Royal Holloway, University of London): *What Television Could and Could Not Achieve: Lessons from the Hands-on History of Television Technologies*

SESSION 6. MEDICINE AT THE FRONTIER OF TELE-COMMUNICATION

11:15-12:00 **David Freis** (University of Münster): *Televising the Future: The 1970 Houston–Davos TV Broadcast and the Future of Medicine in the Space Age*

12:00-12:45 **Sheryl Hamilton** (Carlton University): *When the medium really is the message: CDC-TV, health promotion and the hybrid televisual*

12:45-13:30 LUNCH BREAK

CLOSING

13:30-14:00 **Virginia Berridge** (LSHTM, London): *Commentary*

Attendance is open, but registration is necessary.

To register or for further information: tkoenig@unistra.fr / bodycapital.unistra.fr

The healthy self as body capital: individuals, market-based societies and body politics in visual twentieth century Europe

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