

ERC BodyCapital international conference

Broadcasting Health and Disease:

Bodies, markets and television, 1950s–1980s



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PROGRAMME

19-21 February 2018

**Wellcome Trust
215 Euston Road
London NW1 2BE**

PROGRAMME

Monday, February 19th

9:30-10:30 **Registration and coffee**

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

Angela Saward (Wellcome Collection)

Christian Bonah (Université de Strasbourg)

Anja Laukötter (MPIHD-Berlin)

11:00-12:00 **Keynote lecture**

Isabelle Veyrat-Masson (Laboratoire Communication et Politique-IRISSO UMR7170, Paris)

French television: Between attracting audiences and meeting public service needs

LUNCH

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

Chair and commentator: **Joël Danet** (Université de Strasbourg)

1:00-1:30 **Fabiola Creed** (University of Warwick)

'A visual feast [of] muscle builders': Men, Sunbeds and Television in Thatcher's England

1:30-2:00 **Ana Tominc** (Queen Margaret University, Edinburgh)

Helping "the troubles of fat people": Health, body and food on the Slovene socialist television

2:00-2:30 **William Fowler** (BFI National Archive, London)

Doctor Who, The Trial of a Time Lord: An exercise in corporeal identity and keep-fit

COFFEE BREAK

3:00-3:30 **Pascale Mansier** (LCP-IRISSO UMR7170, Paris)

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 **Film projection**

Intimacy on television. Kitchen sink dramas, 1960s presented by Joël Danet and Tricia Close-Koenig

6:45 **Opening reception**

Venue: Reading room, (level 2) Wellcome Collection, 183 Euston Road, London

Tuesday, February 20th

10:00-11:00 **Keynote lecture**

Susanne Vollberg (Martin-Luther-Universität Halle-Wittenberg)

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

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

Chair and commentator: **Alex Mold** (LSHTM, London)

11:00-11:30 **Robert Stock** (Universität of Konstanz)

(Dis-)Abling images of public health. Broadcasting the thalidomide body – challenges and transformations since the 1960s in Germany and the UK

COFFEE BREAK

12:00-12:30 **Jessica Borge** (University of London)

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

12:30-1:00 **Hannah Elisabeth Kershaw** (LSHTM, London)

'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 (transmitted)

Chair and commentator: **Sandra Schnädelbach** (MPIHD-Berlin)

2:30-3:00 **Elisabeth Toon** (University of Manchester)

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** (Université de Strasbourg)

Graft on the screen, 1950s to 1990s. Televisual, social and technomedical contexts

3:30-4:00 **Stefan Offermann** (Universität Leipzig)

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** (University of Exeter)

Broadcasting therapeutic relaxation in Britain, 1960s-1980s

5:00-5:30 **Commentary & Discussion**

Wednesday, February 21th

10:00-11:00 **Keynote lecture**

Tim Boon (Science Museum, London) and **Jean-Baptiste Gouyon** (UCL)

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 and commentator: **Lutz Sauerteig** (University of Newcastle)

11:30-12:00 **Sheryl Hamilton** (Carlton University, Ottawa)

Screening Hygiene/Spraying Health: Disinfectant Commercials and the Governance of Contagion

12:00-12:30 **Angela Saward** (Wellcome Collection)

Television Discourses: A critique of the University of London Audio-Visual Centre's educational video programme

LUNCH

1:30-2:00 **Camille Boubal** (CSO-Sciences Po, Paris)

Building health campaigns in nutrition: Limited rationality and communication constraints

2:00-2:30 **Commentary & Discussion**

2:30-3:30 **Round table discussion**

Virginia Berridge (LSHTM), **Christian Bonah** (UdS), **Anja Laukötter** (MPIHD)

Throughout the age of television health and body-related subjects have been presented and diffused into the public sphere via a multitude of forms, ranging from short films in health education programmes to school television, from professional training to TV ads, from documentary and reality TV shows to TV news, but also as complementary VHS and similar video formats circulating in private and public spheres. From live transmission of daunting surgical operations or accounts of medication scandals in the 1950s and 1960s to participatory aerobic workouts or militant AIDS documentaries, bodies and health on television and more genuinely the interrelationship of the history of health and bodies and the history of the various TV formats has not been extensively researched. Our assumption is that such audio-visuals are not conceived merely as a mirror or expression of what is observed, but that visuals should be regarded as a distinct, interactive performative power of mass media societies.

The three-day conference aims to investigate how television programmes in their multiplicity approached issues like medical progress and its limits, healthy behaviour or new forms of exercise by adapting them to TV formats and programming. A telling example of this is the US born aerobics movement as it was brought to TV in Europe, in shows such as *Gym Tonic* (from 1982) in France, *Enorm in Form* (from 1983) in Germany or the *Green Goddess* on BBC Breakfast Time (from 1983) in Great Britain. Contemporary, similar and yet differing in national broadcast contexts, the conference seeks to analyse how television and its evolving formats expressed and staged bodies, health and in the above example fitness from local, regional, national and international perspectives. How spectators were invited not only to be TV consuming audiences, but how shows and TV set-ups integrated and sometimes pretended to transform the viewer into a participant of the show. TV programmes spread the conviction that subjects had the ability to shape their own body.

The conference seeks to better understand the role that TV, as a modern visual mass media, has played in what may be cast as the transition from a national bio-political public health paradigm at the beginning of the twentieth century to societal forms of the late twentieth century when better and healthier lives were increasingly shaped by market forces.

The healthy self as body capital: individuals, market-based societies and body politics in visual twentieth century Europe (BodyCapital) project is directed by Christian Bonah (Université de Strasbourg) in collaboration with Anja Laukötter (Max Planck Institute for Human Development, Berlin). The project is funded by the European Research Council (ERC) under the European Union's Horizon 2020 research and innovation programme (Advanced Grant agreement No 694817).

The conference has been organized by the ERC funded research group BodyCapital and hosted by Wellcome Collection.

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<https://dhvs.unistra.fr/recherche/bodycapital/>

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