

1. Record Nr.	UNINA9910772088803321
Autore	Chaney Sarah
Titolo	Communicating the history of medicine : perspectives on audiences and impact // edited by Solveig Julich, Sven Widmalm
Pubbl/distr/stampa	Manchester, UK : , : Manchester University Press, , 2019 ©2020
ISBN	1-5261-4248-1
Descrizione fisica	1 online resource : illustrations (black and white); digital file(s)
Collana	Social histories of medicine
Disciplina	306.461
Soggetti	Social medicine Communication in medicine - History History Of Medicine MEDICAL / History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	List of figures -- List of tables -- 1. Introduction: audiences and stakeholders in the history of medicine / Solveig Julich and Sven Widmalm -- 2. Creating reflexive citizen-physicians: teaching medical history to medical students / Frank Huisman -- 3. Feeling great? Practice, institutionalization and disciplinary context of history of medicine in Germany / Ylva Soderfeldt and Matthis Krischel -- 4. Writing history as it happens: the historian's dilemmas in a time of health-care reform / Beatrix Hoffman -- 5. The audiences of eugenics: historiographical and research political reflections / Lene Koch -- 6. Striking a chord: physician-publics, citizen-audiences and a half-century of health care debates in Canada / Sasha Mullally and Greg Marchildon -- 7. Mansions in the Orchard : architecture, asylum and community in twentieth-century mental health care / Sarah Chaney and Jennifer Walke -- 8. Swedish sex education films and their audiences: representations, address and assumptions about influence / Elisabet Bjorklund -- 9 On 'the use and abuse' of medical history 'for life': a disrupted digression on productive disorder, disorderly pleasure, allegorical properties and scatter / Michael Sappol -- 10. Audiences and the history of medicine / Ludmilla Jordanova -- Index.

Communicating the History of Medicine critically assesses the idea of audience and communication in medical history. This collection offers a range of case studies on academic outreach from historical and current perspectives. It questions the kind of linear thinking often found in policy or research assessment, instead offering a more nuanced picture of both the promises and pitfalls of engaging audiences for research in the humanities. For whom do academic researchers in the humanities write? For academics and, indirectly, at least for students, but there are hopes that work reaches broader audiences and that it will have an impact on policy or among professional experts outside of the humanities. Today impact is more and more discussed in the context of research assessment. Seen from a media theoretical perspective, impact may however be described as a case of 'audiencing' and the creation of audiences by means of media technologies.

"This collection explores the history of medicine's relationships with its audiences, from the early twentieth century to the present. Throughout, the authors discuss how historians of medicine and other humanities disciplines have interacted with - and impacted - their audiences.

Topics examined across the ten chapters include medical education, policy making, exhibitions and museums, and film and television.

Historians have always interacted with a variety of audiences and there is a common desire for research to appeal to broader audiences with impact beyond the humanities. For historians of medicine, these often include: government committees and commissions dealing with ethical issues in biomedicine; journalists asking for historical perspectives on new medical discoveries - as well as abuses and controversies; museum curators and visitors; healthcare practitioners and students and sometimes even medical researchers utilising historical material. By examining a range of case studies on academic outreach,

Communicating the history of medicine seeks to challenge the idea that communication between researchers and their audiences is unidirectional. By employing a media theoretical perspective, this volume discusses how historians can create impact with audiences for academic knowledge production via 'audiencing'." -- Back cover.
