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| Nota di contenuto | Visual media and the healthy self in the 20th century : an introduction / Christian Bonah and Anja Laukotter -- Playing the doctor, playing the patient : the performance of health identities in live medical television, 1958 / Timothy M. Boon -- The BBC's Children in Need Telethon : the currencies of compassion / Karen Lury -- Let's talk about s... : the influence of cinema verite on sex education in French National Television around 1968 / Christian Bonah -- Measuring Subjectification : the reception of health education campaigns and the evaluation conundrum / Luc Berlivet -- Swimming the crawl to educate the modern body : visual material and the expanding market for participatory sports in the USA, 1890s-1930s / Olaf Stieglitz -- Inside Magoo (1960) : comedic commentary on 1950s America and Cancer / David Cantor -- 'One feels so much in these times!' Emotional education and the construction of new subjectivities : sex education films in early 1960s GDR / Anja Laukotter. |
| Sommario/riassunto | Body, Capital and Screens brings together new research from leading scholars from Europe and North America working at the intersection of film and media studies and social and cultural history of the body. The volume focuses on visual media in the twentieth century in Europe and the U.S. that informed and educated people about life and health as well as practices improving them. Through a series of in-depth case studies, the contributors to this volume investigate the relationships between film/television, private and public actors of the health sector |

and economic developments. The book explores the performative and interactive power of these visual media on individual health understandings, perceptions and practices. *Visual Media and the Healthy Self in the 20th Century* aims to better understand how bodily health has evolved as a form of capital throughout the century.
