Body, Capital, and Screens

Visual Media and the Healthy Self in the 20th Century

Edited by Christian Bonah and Anja Laukötter This project has received funding from the European Research Council (ERC) under the European Union's Horizon 2020 research and innovation programme (grant agreement No. 694817).







Cover illustration: Sascha Kürschner, 'FEELING REAL' from the series 'PURSUIT OF HAPPINESS'

Cover design: Coördesign, Leiden Lay-out: Crius Group, Hulshout

ISBN 978 94 6298 829 3

e-ISBN 978 90 4854 031 0 DOI 10.5117/9789462988293

NUR 670



Creative Commons License CC BY NC ND (http://creativecommons.org/licenses/by-nc-nd/3.o)

⊖ All authors / Amsterdam University Press B.V., Amsterdam 2020

Some rights reserved. Without limiting the rights under copyright reserved above, any part of this book may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form or by any means (electronic, mechanical, photocopying, recording or otherwise).

Every effort has been made to obtain permission to use all copyrighted illustrations reproduced in this book. Nonetheless, whosoever believes to have rights to this material is advised to contact the publisher.

Printed and bound by CPI Group (UK) Ltd, Croydon CR0 4YY

Table of Contents

| Ac | knowledgements | 11 |
|-----|--|-----|
| Vis | sual Media and the Healthy Self in the 20th Century: An Introduction Christian Bonah and Anja Laukötter | 13 |
| 1. | Playing the Doctor, Playing the Patient: The Performance of Health Identities in Live Medical Television, 1958 Timothy M. Boon | 41 |
| 2. | The BBC's Children in Need Telethon: The Currencies of Compassion Karen Lury | 67 |
| 3. | Let's Talk about S: The Influence of <i>Cinéma Vérité</i> on Sex Education in French National Television around 1968 Christian Bonah | 97 |
| 4. | Measuring Subjectification: The Reception of Health Education Campaigns and the Evaluation Conundrum Luc Berlivet | 131 |
| 5• | Swimming the Crawl to Educate the Modern Body: Visual Material and the Expanding Market for Participatory Sports in the USA, 1890s–1930s Olaf Stieglitz | 159 |
| 6. | Inside Magoo (1960): Comedic Commentary on 1950s America and Cancer David Cantor | 181 |
| 7. | 'One Feels so Much in These Times!' Emotional Education and the Construction of New Subjectivities: Sex Education Films in Early 1960s GDR Anja Laukötter | 205 |

| 8. | Revealing Norms and Sowing Confusion: VALIE EXPORT's Body $\it Sophie Delpeux$ | 231 |
|-----|---|-----|
| 9. | 'Before Education, Good Food, and Health': World Citizenship and Biopolitics in UNESCO's Post-War Literacy Films Zoë Druick | 249 |
| 10. | From Colonial to Global: Visuals and the Historiography of Body Government beyond Europe Jean-Paul Gaudillière | 279 |
| 11. | Zika Virus, Global Health Communication, and Dataveillance Kirsten Ostherr | 305 |
| Inc | lex | 335 |
| | General Index | 335 |
| | Index of Persons | 343 |
| | Index of Works | 346 |
| | Index of Places | 347 |
| lic | st of Figures | |
| 0.1 | Three stills from <i>Victoire de la vie</i> ('Victory of life', 1937). | 17 |
| 1.1 | Alfred Wurmser's working diagram of the circulation. | 1/ |
| | © BBC 1958 | 45 |
| 1.2 | Establishing shot. © BBC 1958 | 47 |
| 1.3 | | |
| 1.4 | © BBC 1958 Tunbridge introduces Parsons; Parsons explains dialysis; | 50 |
| | Parsons 'interviews' Mr. Gudor. © BBC 1958 | 53 |
| 1.5 | The patients in the programme: Mr. Gudor, the child Delice, | |
| | Mrs. Mitchell and Mrs. Lawless. © BBC 1958 | 59 |
| 2.1 | Dermot O'Leary and Fearne Cotton, Children in Need, | |
| | 13 November 2015, BBC1. | 68 |
| 2.2 | Dermot O'Leary, Children in Need, 13 November 2015, BBC1. | 70 |
| 2.3 | The 'Totalizer', Children in Need, 13 November 2015, BBC1. | 75 |
| 2.4 | | 78 |
| 2.5 | | • |
| | sequence, Children in Need, 13 November 2015, BBC1. | 80 |
| 26 | | 82 |

| 2.7 | 'Robbie and Rosie's Story', from <i>Children in Need</i> , 13 November 2015, BBC1. | 83 |
|-------------|---|-----|
| 2.8 | 'Vanessa's Story', from <i>Children in Need</i> , 17 November 2017, BBC1. | 84 |
| 2.9 | 'Vanessa's Story', from <i>Children in Need</i> , 17 November 2017, BBC1. | 84 |
| 2.10 | Annex 9: Palliative Care Currency Case Studies from NHS England, <i>Guidance</i> , p. 39. | 87 |
| 2.11 | 'Robbie and Rosie's Story', from <i>Children in Need</i> , 13 November 2015, BBC1. | 90 |
| 2.12 | 'Vanessa's Story', from <i>Children in Need</i> , 17 November 2017, BBC1. | 91 |
| 2.13 | 'Vanessa's Story', from <i>Children in Need</i> , 17 November 2017, BBC1. | 92 |
| 2.14 3.1 | 'Wild Swimmers', One-ness ident, dir. Martin Parr, 2017, BBC1. a/b: Cinéma: Sortie du film Helga, Nord actualités télé, | 93 |
| | 29 February 1968, 02:45 minutes; c/d: Magazine: <i>Le problème de l'éducation sexuelle</i> , Provence Actualités, 29 February 1968, 06:33 minutes; e/f: <i>'Helga'</i> , Limousin actualities, 22 March 1968, 15 seconds; g/h: <i>Le film Helga à Lyon</i> , Rhône Alpes actualités 2 May 1968, 26 seconds (source: INA | |
| | Archives). | 98 |
| 3.2 | French TV broadcasts mentioning sex education between 1950–1980. | 106 |
| 3.3 | 'A propos de l'éducation sexuelle', <i>Zoom Magazine</i> , 13 February 1968, ORTF, at a: 01:28; b: 06:09; c: 09:20; d: 10:41; e: 16:47. | 110 |
| 3.4 | Information sexuelle (1970), a: the Truffaut opening scene; b: the TV studio set discussion; c: rock music accompanied by photographic intertitles; d: close-up of one of the students hesitantly contributing to the discussion. | 115 |
| 3.5 | A propos de la contraception, Service Recherche ORTF, 1 January 1968, a: the amateur film team and their teacher; b—d: the microphone in hand conducting interviews on Antibes Street and the beach with randomly chosen vacationers on perceptions and opinions of contraception. | 118 |
| 3.6 | Y'a qu'à pas baiser, Carole Rousspoulos, France, 1971 (17 minutes), Béta SP, black and white, sound, a—b: Professor Lejeune's news appearance; c: the demonstration; d: the | |
| | elderly interviewee. | 120 |

| 4.1 | A tattooed French biker sitting at a bar drinking beer makes it clear to his friends that he does not want to be served | |
|-----|---|-----|
| | again. Picture from the film Le bistrot, part of the 1984 CFES | |
| | anti-alcoholism campaign 'Un verre ça va' (source: Santé | |
| | Publique France). | 133 |
| 4.2 | Picture from the 1978 CFES campaign on smoking 'Une | |
| | cigarette écrasée' | 141 |
| 4.3 | Lunch at a road restaurant where wine is included in the | |
| | menu. Picture from the film Le routier, part of the 1984 | |
| | CFES anti-alcoholism campaign 'Un verre ça va', as | |
| | reproduced in a magazine (source: Santé Publique France). | 144 |
| 4.4 | Lunch at a canteen comes with a glass of wine but no | |
| | more than that. Picture from the film La cantine, part of the | |
| | 1984 CFES anti-alcoholism campaign 'Un verre ça va', as | |
| | reproduced in a magazine (source: Santé Publique France). | 144 |
| 4.5 | Pictures from one of the films of the 1993 CFES anti- | |
| | smoking media campaign 'L'énergie c'est pas fait pour partir | |
| | en fumée!' (source: Santé Publique France). | 153 |
| 5.1 | Still from Crystal Champions (USA, 1929), showing high- | |
| | divers Helen Meany and Pete Desjardins. Permission by | |
| | East Anglia Film Archive. | 160 |
| 5.2 | Sullivan, Science of Swimming, p. 32. | 165 |
| 5.3 | C.M. Daniels, Speed Swimming (New York: American | |
| | Publishing Co., 1922), p. 30. | 167 |
| 5.4 | Sterrett, How to Swim, between pp. 16–17. | 167 |
| 5.5 | Weissmuller, American Crawl, p. 18. | 170 |
| 5.6 | From Physical Culture (July1937), p. 4. | 175 |
| 6.1 | a (left): 'Sappy Examines himself', ACS Bulletin, 5, 9 | |
| | (5 March 1956), p. 2, reprinted with permission of the | |
| | American Cancer Society, Inc. All rights reserved. b (right): | |
| | Screenshot of Ed Parmalee's transformation into a child dunce. | 185 |
| 6.2 | From fluoroscope to highlighter: a (top left): Screenshot | |
| | from Man Alive!; b (top right): Billboard, 67, 51 (17 Decem- | |
| | ber 1955), p. 32; c–d (bottom left/right): Screenshots from | |
| | Inside Magoo, reprinted with permission of the American | |
| | Cancer Society, Inc. All rights reserved. | 186 |
| 6.3 | a (left): from <i>Broadcasting</i> , 58, 2 (23 May 1960), p. 112; b | |
| | (right): from Popular Mechanics, 115, 1 (January 1961), p. 79. | 197 |
| 7.1 | Three stills from Sagst du's deinem Kinde? ('Will you tell | |
| | your child?'), 1963. © DEFA-Stiftung/Günther Biedermann | 206 |

| 7.2 | Three stills from Sagst du's deinem Kinde? ('Will you tell | |
|------|---|-----|
| | your child?'), 1963. © DEFA-Stiftung/Günther Biedermann | 207 |
| 7.3 | Three stills from Sagst du's deinem Kinde? ('Will you tell | |
| | your child?'), 1963. © DEFA-Stiftung/Günther Biedermann | 208 |
| 7.4 | Three stills from Sagst du's deinem Kinde? ('Will you tell | |
| | your child?"), 1963. © DEFA-Stiftung/Günther Biedermann | 214 |
| 8.1 | SMART EXPORT, circa 1970. | 232 |
| 8.2 | Body Sign Action—Tätonierung, 1970. | 241 |
| 8.3 | Tapp und Tastkino ('Tap and touch cinema'), Vienna 1968. | 241 |
| 8.4 | Genitalpanik ('Genital panic'), 1969, Poster n/b, 67 × 49.8 cm. | 242 |
| 8.5 | Hyperbulie, 1973, photographies d'action n/b, images by | |
| | Herman Hendrich. | 243 |
| 8.6 | Adjungierte Dislokationen, 1973. | 245 |
| 9.1 | The transfer of bio-technology in The Task Ahead (1951). | 250 |
| 9.2 | Yaws as a metaphor for the urgent need for technology | |
| | transfer in The Task Ahead (1951). | 251 |
| 9.3 | Adult educators thread up a Healthy Village filmstrip in | |
| | Mondsee Seminar. | 264 |
| 9.4 | Promoting eye health from a Healthy Village filmstrip | |
| | shown within Mondsee Seminar. | 264 |
| 9.5 | An unidentified audience watches the Healthy Village | |
| | filmstrip in Mondsee Seminar. | 265 |
| 9.6 | The representation of a unified global time and space in | |
| | World Without End (1953): A peasant in Mexico looks up to | |
| | see the UN headquarters in New York City. | 266 |
| 9.7 | The globe, one of the favourite images for representing the | |
| | 'family of man' superimposed on the face of a distressed | |
| | baby in World Without End. | 267 |
| 10.1 | Stills taken from Farm to Pharmacy—a: shifting the | |
| | supply of medicinal plants from collection to cultivation | |
| | under the supervision of state experts, 02:57 minutes; b: | |
| | turning plants mixtures into stabilized and ready-to-use | |
| | combinations, 05:07 minutes; c: processing plant parts in | |
| | a controlled, quick, and germ-free way, 03:50 minutes; d: | |
| | selling the community-made remedies in pharmacies, 05:50 | |
| | minutes. | 280 |
| 10.2 | The mass diagnosis of sleeping sickness: microscopes and | |
| | natives agents working in line, still taken from La Mission | |
| | Jamot, 03:39 minutes | 293 |
| | | |

| 10.3 | Black bodies, white doctors: painting the diagnosis' result and the treatment's dosage, still taken from <i>La Mission</i> | |
|--------|--|-----|
| | Jamot, 14:47 minutes. | 293 |
| 10.4 | Brücken-der-Hilfe-Spreading units negotiating access to a | |
| | village house with its inhabitants, still taken from Brücken | |
| | der Hilfe, 11:26 minutes. | 296 |
| 10.5 | The search for molecules as main contribution of Bayer to | |
| | development aid, still taken from Brücken der Hilfe, 06:31 | |
| | minutes. | 297 |
| 10.6 | Modernization agents at work in Accra: the hygiene boy, | 01 |
| | still taken from Les maîtres fous, 03:00 minutes. | 298 |
| 10.7 | Mrs. Lokotoro, key character of the <i>haoukas'</i> possession | _5 |
| 20.7 | ritual, still taken from Les maîtres fous, 14:45 minutes. | |
| | The subtitle says 'Mrs. Lokotoro makes fits and receives a | |
| | woman dress'. | 200 |
| 11.1 | Two stills from 'Zika Zone Triples in Miami Beach', NBC | 299 |
| 11.1 | Nightly News with Lester Holt, 17 September 2016. | 010 |
| 11.2 | Four stills from WHO-BROLL—14 June 2016: Press | 313 |
| 11.2 | Conference after the 3rd Meeting of Emergency Committee | |
| | | |
| | on Zika and Observed Increase in Neurological Disorders | |
| | and Neonatal Malformations, World Health Organization, | |
| | 15 June 2016. | 323 |
| 11.3 | Three stills from 10 Shocking Reasons Why Zika Virus Fear | |
| | Is another Fraudulent Medical Hoax and Vaccine Industry | |
| | Funding Scam, published by Brett Ryan Shaw, 6 Septem- | |
| | ber 2016. | 324 |
| 11.4 | Two stills from Misión Zika, Cartoon Network/WHO/ | |
| | PAHO/UNICEF, 2016. | 327 |
| List o | f Tables | |
| 2.1 | Segmentation of the film 'Robbie and Rosie's Story', from | |
| | Children in Need, 13 November 2015, BBC1. | 86 |
| 2.2 | Segmentation of the film 'Vanessa's Story', from Children in | |
| | Need, 17 November 2017, BBC1. | 86 |
| 3.1 | Overview of the selection of 12 of the 186 TV broadcasts | |
| | mentioning sex education between 1950 and 1980 that are | |
| | analysed in more detail in the text. | 125 |
| 10.1 | Health, bodies and government beyond Europe: Three | |
| | modes of historical analysis. | 284 |
| 11.1 | Features of epidemiology vs. conspiracy theories of Zika | |
| | virus. | 325 |