

About

This workshop is dedicated to the ethical, social and communicative issues of public visual health communication targeting anonymous consumers of health care. Visual health communication occurs not only in the commercial sector of advertisements for pharmaceutical products, but is also very prominent in public campaigns for health prevention, organ donation or professional presentation. The underlying values and implicit moralities are often covered by subtle rhetoric and especially complex visual messages. Public campaigns for organ donation, as a prominent example, often remind us of our own mortality, appeal to social norms of reciprocity or encourage us to make just a decision. But they are also driven by interests to increase the number of organs available for transplantation.

The aim of the workshop is to unfold the complex ethical, social and cultural topics involved in different types of public health communication by examining the relationship between socio-political approaches, aesthetical and cultural framing and the moral principles/values as part of the visual messages.

Media and medical ethics focusing on texts, discourses and arguments need to integrate perspectives from cultural and visual studies to tackle this complex interplay. We want to initiate a dialogue between experts from medical ethics, sociology and communication sciences and analyze visual health communication from different perspectives, combining methodological and theoretical approaches in an interdisciplinary setting, and providing a platform for further exchange.

This is the second workshop of the DFG-funded project: "I would prefer not to.' Organ donation between unease and criticism. A sociological and ethical analysis."

PIs: Prof. Dr. Frank Adloff (University of Erlangen-Nürnberg)
Prof. Dr. Silke Schicktanz (University of Göttingen)

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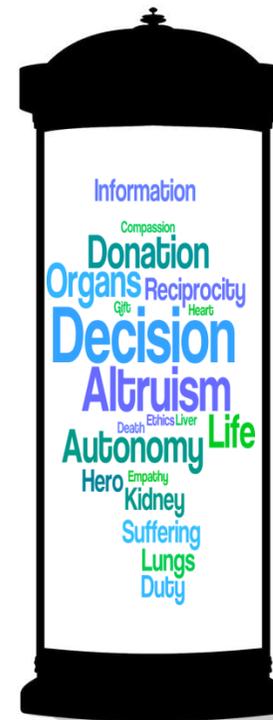
'TO WHOM IT MAY CONCERN...'

Methodological and Ethical Perspectives of Visual Health Communication

International Workshop

October 7th, 2015

Dept. for Medical Ethics
and History of Medicine
University Medical Center Göttingen
Germany



Program

09:30 – 10:00	Arrival Coffee
10:00 – 10:15	Introduction Prof. Dr. Silke Schick Tanz, Göttingen
10:15 – 11:45	'Hey, Big Spender!' Interpellations in Organ Transplantation Campaigns with Butler and Althusser Dr. Mona Motakef, Berlin
10:45 – 11:15	Discussion Chair: Prof. Dr. Silke Schick Tanz
11:15 – 11:30	Coffee Break
11:30 – 12:00	The Visual Framing of Compassion and Solidarity. Evoking Empathy in Visual Media Culture Prof. Dr. Elke Grittmann, Lüneburg
12:00 – 12:30	Discussion Chair: Prof. Dr. Frank Adloff
12:30 – 13:30	Lunch
13:30 – 14:00	How to Approach a Text with Health Message? Methodological Aspects of Analyzing Campaigns on Organ Transplantation Gitit Bar-On, PhD Candidate, Tel Aviv
14:00 – 14:30	Discussion Chair: Dr. Mark Schweda
14:30 – 14:45	Coffee Break
14:45 – 15:15	Pictures for Life. Analyzing the Moral Iconography of the German Organ Transplantation Foundation Solveig Lena Hansen, M.A., Göttingen
15:15 – 15:45	Discussion Chair: Larissa Pfaller, M.A.
15:45 – 16:15	Final Discussion + Conclusions
18:00	Dinner

Registration and Contact

External participants are welcomed. The workshop is free (except for dinner), registration is required until September 27th.

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Venue

Dept. for Medical Ethics and History of Medicine

University Medical Center Göttingen

Humboldtallee 36

37073 Göttingen

Seminar Room

