

## Medical Power & Ethics: Media and Media Convergence Provisional Programme (January 2014)

### Wednesday, 12th February 2014

19.00 Conference warming at “Baron” on Campus Johannes Gutenberg University Mainz

### Thursday, 13<sup>th</sup> February 2014

Venue: Library of the Department for the History of Medicine University Mainz

#### 9.00 Preliminaries

Official opening of conference

Introduction: Pascal Nicklas and Monika Pietrzak-Franger

#### Section I: Ethics

10.00 Ludmilla Jordanova (Durham, Modern History)

*The Ethics of Visual Representation*

#### 11.30 Coffee Break

12.00 Matthias R. Hastall (Dortmund, Rehabilitation Science, Language and Communication) & Doreen Reifegerste (Dresden, Communication Studies)

*Great Power, Great Responsibility? Ethical Challenges and Dilemmas for Effective Health Communication*

#### 13.00 Lunch Break

#### Section II: Media History

15.00 Marcel Hartwig (Siegen, English)

*From Folk Wisdom to Medical Science: 18th Century Medical Discourses, Transnational Contact Zones, and the Antecedents of Media Convergence*

16.00 Monika Pietrzak-Franger (Braunschweig, English)

*Victorian Palimpsests: Media Production and Dissemination of Knowledge about Syphilis*

17.00 Peter Leese (Copenhagen, German, English and Romance Studies)

*The Rise and Fall of PTSD: History, Media and the Re-definition of Trauma*

19.00 Conference Dinner: Heinrichs

**Friday, 14<sup>th</sup> February 2014**

**Venue: Library of the Department for the History of Medicine University Mainz**

**Section III: Media Convergent Narratives**

**9.00** Tanja Reiffenrath (Paderborn, American Studies)

*Cancer Cells "Magnified 3 Gazillion Times": Medical Knowledge and the Graphic Memoir*

**10.00** Jarmila Mildorf (Paderborn, English)

*Negotiating Vulnerable Subjects: Margaret Thatcher's Illness in Film and Media*

**11.00 Coffee Break**

**Section IV: Media 2.0**

**11.30** Klaus Wölfling (Mainz, Psychosomatic Medicine and Psychotherapy)

*Interaction of Media and Personal Vulnerability in terms of pathological Internet Use*

**12.30** Pascal Nicklas (Mainz, Microscopic Anatomy and Neurobiology)

*Truth in the Eye of the Beholder: The Evidence of fMRI-Images in the Wake of Media Convergence*

**13.30 End of Conference**

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