

カリフォルニア大学バークレー校 人類学部

# チャールズ・ブリッグス 教授

## 講演・討論会

### 講演題目

## Making “Swine Flu”

A Linguistic Anthropologist Looks at How Medicine and Journalism Are Converging in the United States

### 開催日時

2012年 **12月5日(水)** 18:15 ~20:00

### 開催場所

慶應義塾大学日吉キャンパス来往舎中会議室

### The Bio-Mediatization Machine: Making “Swine Flu,” Preparing for the Next Pandemic

The H1N1 pandemic that began April 2009 has been widely acclaimed in the United States as a model of public communication in health crises. Drawing on qualitative and quantitative content analysis of print and television news, along with interviews with public health and other officials and journalists, our analysis scrutinizes how this object, “the swine flu epidemic,” was produced during the first two days following its initial public announcement. This example points to how “crisis and emergency risk communication” reorganizes constructions of biomedicalized authority, overriding many of the conventional practices of communication and hierarchies of politics.

*Charles L. Briggs* is the Alan Dundes Distinguished Professor in the Department of Anthropology of the University of California, Berkeley. His publications include *Learning How to Ask*, *Voices of Modernity* (with Richard Bauman), *Stories in the Time of Cholera* (with Clara Mantini-Briggs), and *Poéticas de vida en espacios de muerte*. He is currently researching cultural models of mobility, circulation, and communication; narrative representations of violence; global health and indigenous knowledge practices; and, in Cuba, Venezuela, and the United States, how media representations shape the politics of health.

参加対象者

一般

事前申込み

不要

参加費

無料

使用言語

英語

問い合わせ先

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