



International Conference

MEDIA AND EPIDEMICS: TECHNOLOGIES OF SCIENCE COMMUNICATION AND PUBLIC HEALTH, 20TH-21ST CENTURIES

Bucharest, 30-31 May 2024

Keynote Speakers:

Amelia Bonea (Manchester) & Jaehwan Hyun (Pusan)

VENUE: University of Bucharest, Faculty of Political Science,
8 Spiru Haret Street, Bucharest 010175



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CONFERENCE PROGRAMME

Thursday, May 30

Venue: University of Bucharest, Faculty of Political Science, 8 Spiru Haret Street, Bucharest 010175 ([find on Google Maps](#))

Organizers: Media and Epidemics Project, Faculty of Political Science, University of Bucharest, in collaboration with the Centre for the History of Science, Technology and Medicine, University of Manchester

<https://mediaepidemics.com/>

<https://chanse.org/medep/>

9:00 – 9:10

WELCOME

IRINA NASTASĂ-MATEI (Bucharest)

9:10 – 10:10

KEYNOTE

AMELIA BONEA (Manchester)

Infectious technologies: Telegraphs and telephones in medical practice and epidemic management

10:10 – 10:30 *Coffee break*

10:30 – 11:50

PARALLEL PANEL 1:

Communicating health: Visuality, technology, epistemology

Chair: JAEHWAN HYUN (Pusan)

HIRO FUJIMOTO (Heidelberg)

Utilizing film for health education in 1920s and 1930s Japan: The Ministry of Home, medical professions, and filmmakers

DALIA BATHORY (Bucharest)

Technologies of communication, education and health control targeting children: Red Cross campaigns in Socialist Romania

JANELLE WINTERS (Manchester)

Viral communications: Cinematic epistemology, norm cascades, and clinical trial evidence during the COVID-19 pandemic

10:30 – 11:50

PARALLEL PANEL 2:

Epidemic management as public diplomacy/ soft power

Chair: MELISSA DICKSON (Queensland)

ŁUKASZ MIESZKOWSKI (Warsaw)

Infected with soft power: The American Polish Typhus Relief Expedition, 1919-1920

ȘTEFAN BOSOMITU (Bucharest)

Between prophylaxis and propaganda: The control of public health crises in communist Romania: A case-study of tuberculosis

BOGDAN IACOB (Bucharest)

The eradication of malaria in Romania: A global showcase

11:50 – 13:30

PARALLEL PANEL 3:

Preventing and managing epidemics: Media, gender and humanitarian aid

Chair: MAGDALENA ZDRODOWSKA (Warsaw)

FLORIAN GRAFL (Ulm)

Transnational Perspectives on Health Posters to Combat Venereal Diseases in the First Half of the 20th Century

GRAEME GOODAY and **EMILY REES KOERNER** (Leeds)

Technoscience for an era of global existential threat: Humanitarian projects in women's Cold War conferences

AYA HOMEI (Manchester)

Media technology and Japan's cooperation in family planning with China in the 1980s

LUCIANA JINGA (Bucharest)

Media, humanitarian aid and the outburst of paediatric AIDS in Romania (1990-2000)



11:50 – 13:30

PARALLEL PANEL 4:

Epidemiology, material epistemology and the media of science

Chair: CAMELIA ZAVARACHE (Bucharest)

LUKAS ENGELMANN, JANA LOHROVA, CHRISTOS LYNTERIS and JOHN NOTT

(Edinburgh and St Andrews)

Tabulation and the material epistemology of epidemiology: The case of the Indian Plague Commission, 1898-9

CAROLINA MAYES and RHODRI LENG (Edinburgh)

Containing complexity: The emergence of genetic epidemiology in and through science media, 1900-1990

SŁAWOMIR ŁOTYSZ (Warsaw)

From denial to fear: Changing narratives of the AIDS/HIV crisis in late socialist Poland

KATERINA VLANTONI and ATHANASIOS BARLAGIANNIS (Athens)

The public destiny of scientific research: The case of an observational study about in-hospital mortality of COVID-19 patients in Greece

13:30 – 14:30 Lunch

14:30 – 15:50

PANEL 5:

Race, media and public health crises

Chair: AMELIA BONEA (Manchester)

VANESSA NORTHINGTON GAMBLE (George Washington)

Black dispatches from an epidemic: African American newspapers and the 1918 Influenza Epidemic

DOMNICA GOROVEI (Bucharest)

Representations of African health crises in the Romanian communist journal Lumea (1960s-1980s)

VICTORIA SHMIDT (Graz)

Anti-pandemic campaigns as a channel of racialization of ethnic minorities: A global pattern?

Friday, May 31

9:10 – 10:10

KEYNOTE

JAEHWAN HYUN (Pusan)

Masks and gender in post-Great Influenza Epidemic media in colonial Korea

10:10 – 10:30 *Coffee break*

10:30 – 11:50

PANEL 6:

Epidemic fictions and infectious metaphors

Chair: HIRO FUJIMOTO (Heidelberg)

EMILY VINCENT (Birmingham)

'He was shivering with a sort of ague': Influenza and Oscar Wilde in fin-de-siècle Britain

MELISSA DICKSON (Queensland)

'The nineteenth century up-to-date with a vengeance': Spreading vampirism and Russian influenza across Bram Stoker's Britain

ELEN VAN LAER (Independent researcher)

Imagery about a virus: More contagious than the virus itself? Metaphors used in Flemish and Dutch written press in the coverage of HIV and AIDS since the invention of combination therapy (1996)

11:50 – 13:00 *Lunch*



13:00 – 14:40

PARALLEL PANEL 7:

Languages, narratives and memories of epidemics

Chair: AYA HOMEI (Manchester)

STEFAN STRUNZ (Dresden)

Preventing epidemics at home: The Dresden Hygiene Museum's didactic media on housing, 1912-1933

MAGDALENA ZDRODOWSKA (Warsaw)

Museum as medium: Exhibitions on epidemics

IRINA NASTASĂ-MATEI (Bucharest)

Transnational epidemics, national cure: the mass-media in communist Romania on the Polidin vaccine

MAGDALENA DUNAJ (Warsaw)

Whose is the epidemic? Double binding of sign language users

13:00 – 14:40

PARALLEL PANEL 8:

Epidemic management, emotions and war

Chair: GRAEME GOODAY (Leeds)

JOE MANOCK (Manchester)

'A woeful crescendo of death': Emotions, state critique and volunteerism during the Influenza epidemic of 1918-1919

ISLAY SHELBOURNE (St Andrews)

'Great is the modern press, and great the misjudgement by some of its members...' Newspapers, doctors, and challenges to Southern Californian medical expertise during the 1918-19 Influenza Pandemic

ILONA DAUW (Louvain/Leipzig)

Managing an epidemic during and after a war: The place of the 'Spanish' flu in the Belgian and Polish press (1918-1920)

CAMELIA ZAVARACHE (Bucharest)

The encephalitis epidemics in post-war Romania, 1919-1925

14:40 – 15:00 Coffee break

15:00 – 16:00

PANEL 9:

Performing epidemics

Chair: IRINA NASTASĂ-MATEI (Bucharest)

SALLY SHUTTLEWORTH (Oxford)

Contagion Cabaret in the Time of COVID

IULIANA DUMITRU, RUCSANDRA POP (Fragile Society, Bucharest)

COVID 19 experiences alchemized through arts. A case study on script writing and film making with high school students