

Contents

ACKNOWLEDGMENTS ix

INTRODUCTION Television, Hospital, Home 1

1. Convalescent Companions:
Hospital Entertainment before Television 23
2. Television Goes to the Modern Hospital 49
3. Positioning the Patient:
The Spatial Therapeutics of Hospital Television 71
4. Television in and out of the Hospital:
Broadcasting Directly to the Consumer-Patient 93
5. Mediated Agency: Consumer-Patients and
Pfizer's Viagra Commercials 115

CONCLUSION Our Bodies, Our (TV) Selves 141

NOTES 155

SELECTED BIBLIOGRAPHY 187

INDEX 197