CONTENTS

LIST OF CONTRIBUTORS	vii
ACKNOWLEDGMENTS	ix
INTRODUCTION: SOCIOLOGY AND THE SHIFTING LANDSCAPE OF ADDICTION	xi
PART I: THEORETICAL PERSPECTIVES AND THE (BIO)MEDICALIZATION OF ADDICTION	
MEDICALIZATION AND BIOMEDICALIZATION: DOES THE DISEASING OF ADDICTION FIT THE FRAME?	
Nancy D. Campbell	3
DE-MEDICALIZING ADDICTION: TOWARD BIOCULTURAL UNDERSTANDINGS Kerwin Kaye	27
PHARMACEUTICAL INCURSION ON CIGARETTE SMOKING AT THE BIRTH OF THE BRAIN DISEASE MODEL OF ADDICTION	
Mark Elam	53
PART II: ADDICTION INTERVENTION – RACE AND THE SHAPING OF ADDICTS	
TWO TIERS OF BIOMEDICALIZATION: METHADONE, BUPRENORPHINE, AND THE RACIAL POLITICS OF ADDICTION TREATMENT Helena Hansen and Samuel K. Roberts	79

INTERVENTION: REALITY TV, WHITENESS, AND NARRATIVES OF ADDICTION Jessie Daniels	103
Jessie Danieis	103
PART III: PUNISHING THE SICK AND SAVING THE LOST – ADDICTION AND SOCIAL CONTROL	
DRAWING THE LINE AT DRINKING FOR TWO: GOVERNMENTALITY, BIOPOLITICS, AND RISK IN STATE LEGISLATION ON FETAL ALCOHOL SPECTRUM DISORDERS	100
Deborah A. Potter	129
INTO THE LIGHT: EVANGELICAL REHAB AND THE SEDUCTION OF NEW LIFE Teresa Gowan and Jack Atmore	155
PART IV: LOSING CONTROL – THE EXPANSION OF 'ADDICTION' AND ITS IMPLICATIONS	F
'ADDICTION' AND ITS IMPLICATIONS MAKING ADDICTS OF THE FAT: OBESITY, PSYCHIATRY AND THE 'FATTIES ANONYMOUS' MODEL OF SELF-HELP WEIGHT LOSS IN THE POST-WAR UNITED STATES	
'ADDICTION' AND ITS IMPLICATIONS MAKING ADDICTS OF THE FAT: OBESITY, PSYCHIATRY AND THE 'FATTIES ANONYMOUS' MODEL OF SELF-HELP WEIGHT LOSS IN THE	F 181 201
'ADDICTION' AND ITS IMPLICATIONS MAKING ADDICTS OF THE FAT: OBESITY, PSYCHIATRY AND THE 'FATTIES ANONYMOUS' MODEL OF SELF-HELP WEIGHT LOSS IN THE POST-WAR UNITED STATES Jessica Parr and Nicolas Rasmussen "I JUST COULDN'T KEEP IT IN CONTROL ANYMORE:" WEIGHT LOSS SURGERY, FOOD ADDICTION, AND ANTI-FAT STIGMA	181

1