Contents

The Medicalization of Popular Culture: Epistemical, Ethical and Aesthetical Structures of Biomedical Knowledge as Cultural Artefact	1
Arno Görgen, German Alfonso Nunez, and Heiner Fangerau	
Part I Theories and Methods	
Knowledge Production Between Popular Culture and Scientific Culture David A. Kirby	15
Cool Geeks, Dangerous Nerds, Entrepreneurial Scientists and Idealistic Physicians? Exploring Science and Medicine in Popular Culture	25
Biomedicine and Bioethics	41
Advantages and Disadvantages of Pop-Cultural Artifacts for Exploring Bioethical Issues	57
Narrative	71
Rhetoric of Popular Culture and Representations of Biomedicine Barry Brummett	79
Popular Culture and the Dissemination of Knowledge John Storey	89
Images and Self-Evidence	95

The Visual Claim Within Medical Science and Popular Culture Angela Schröder	115
Part II Case Studies	
Medicalized Screens from the Cold War to the Social Web Kirsten Ostherr	125
Insights into Insights: Visual Narratives of Medical Imaging and Intervention Technologies and the Popular Viscourse	139
The Audiovisual Process of Creating Evidence – Science Television Imagining the Brain	157
Medical History's Graphic Power in American True-Adventure Comic Books of the 1940s	179
Medical Narratives in the South African Novel: Case Study of Chris Karsten's Trilogy The Skin Collector (2012), The Skinner's Revenge (2013) and Face-Off (2014)	195
Dis/ability: The Construction of Norms and Normality in Popular Culture	207
Popular Narratives of the Cochlear Implant	229
Between Utopia and Dystopia: Contemporary Art and Its Conflicting Representations of Scientific Knowledge	245
With Great Power Comes Changing Representations: From Radiation to Genetics in the Origin of Spider-Man	259
Music in Serious Games as a Healing Factor	271
Autonomy, Heteronomy, and Bioethics in BioShock	283
The Scientific Enterprise Illustrated: Abduction, Discovery and Creativity	301

Wedical Physiology	307
Part III Social Implications	
Consuming, Experiencing, and Governing: Setting the Scene for Public Encounters with Biomedicine	323
Bias by Medical Drama. Reflections of Stereotypic Images of Physicians in the Context of Contemporary Medical Dramas Moritz Köhler, Claudia Förstner, Maximilian Zellner, and Michael Noll-Hussong	337
The Medical, Social, and Cultural Construction and Production of Post-Traumatic Stress Disorder	351
Socialist Advertising. Health Education in East German Television Philipp Osten	371