



DAMSLAB

MEDIA MUTATIONS 14

INVESTIGATING MEDICAL DRAMA TV SERIES: APPROACHES AND PERSPECTIVES

International Conference

Organized by **Stefania Antonioni** (Università degli Studi di Urbino Carlo Bo) and **Marta Rocchi** (Università di Bologna)

In collaboration with the research project "Narrative Ecosystem Analysis and Development framework (NEAD framework). A systemic approach to contemporary serial product. The medical drama case" (PRIN 2020)

May 18th – 19th / 2023 BOLOGNA



MAY 18TH

14:00 – Institutional greetings

Giacomo Manzoli
(Università di Bologna, Head of Department of the Arts)

Guglielmo Pescatore
(Università di Bologna, Media Mutations Association)

Introduction

Stefania Antonioni
(Università degli Studi di Urbino Carlo Bo)
Marta Rocchi (Università di Bologna)

14:30 – Panel 1.

Chair: Dario Manfellotto
(Internal Medicine, Ospedale Fatebenefratelli Isola Tiberina, Gemelli-Isola, Roma)

- **Health Empowerment Communication in Television: A Comparative Study of Resuscitation in American and Japanese Medical Drama**
Angela Chang (University of Macau), Mary Ho (Università della Svizzera italiana)

- **Screening Gender Medicine: Representations of Health and the Gendered Body in Recent US-Based Dramedies and Medical Dramas**
Rosa Barotsi (Università degli Studi di Modena e Reggio Emilia), Clio Nicastro (ICI Berlin), Roberta Martina Zagarella (CID Ethics-CNR)

15:30 – Panel 2.

Chair: Irene Cambra Badii
(University of Vic – Central University of Catalonia)

- **The Politics of Fictional Medicine: Entertainment, Propaganda, and Education in Chinese Medical Dramas in the Xi Era**

Matteo Tarantino, Natalia Riva
(Università Cattolica del Sacro Cuore)

- **Covid, Post-Covid and Covid-free Fantasy Worlds in Medical Drama TV Series**

Eszter Nádasi (Budapest University of Technology and Economics)

- **COVID-19: Narrative Engine and Characters Embedding**

Allegra Sonogo
(Università di Bologna)

17:00 – Panel 3.

Chair: Cristina Demaria
(Università di Bologna)

- **From Paternalism to Paternity: the Portrayal of Fatherhood in Medical Drama TV Series (E.R., Grey's Anatomy, New Amsterdam)**

Marie Moreau (University Jean Moulin Lyon 3)

- **Black Holes and Salvation: Youth and Mental Health in Italian TV Series**
Chiara Checcaglini (Università degli Studi di Urbino Carlo Bo)

- **A Lost Generation. The Depiction of Youth and Its Illnesses in the Italian Medical Drama and Beyond: a Case Study of Four Contemporary Series From Broadcast TV and OTT Platforms**
Nicola Crippa, Mattia Galli
(Università Cattolica del Sacro Cuore)

MAY 19TH

09:30 – Keynote speech

- **70 Years of Medical Series: a Landscape of Contents and Study Methodologies**

Irene Cambra Badii (University of Vic – Central University of Catalonia)

10:45 – Panel 4.

Chair: Dominic Holdaway
(Università degli Studi di Urbino Carlo Bo)

- **Analysing the Inner Structure of Episodes in House, M.D. Through Network Analysis**

Paola Dalla Torre*, Paolo Fantozzi, Maurizio Naldi*
(Università LUMSA)
*presenting authors

- **Toward the Automatic Identification of Isotopies Based on Dialogue**

Alice Fedotova*, Alberto Barrón-Cedeño (Università di Bologna)
*presenting author

- **Adopting NLP Techniques to Analyze Twitter Social Discourses Around the Good Doctor**

Greta Iapalucci (Università di Bologna)

- **Italian Medical TV Series and the Geography of their Consumption**

Giorgio Avezzi (Università degli Studi di Bergamo)

14:00 – Panel 5.

Chair: Paola Brembilla
(Università di Bologna)

- **"No Pulp Scenes on Raiuno!". The Case of Cuori, an Italian Medical Drama on Broadcast Television**

Elisa Farinacci, Emiliano Rossi
(Università di Bologna)

- **"Television Can Damage Your Health". The Professionals' Contributions and Opinions About the Italian Medical Drama. The Case of Doc-Nelle tue Mani**

Daniela Cardini, Fabrizia Malgieri
(Università IULM)

- **Doc – Nelle tue mani: Medical Narration During the Pandemic**

Giulia Cavazza (Università Cattolica del Sacro Cuore)

15:15 – Panel 6.

Chair: Marco Menchetti
(Università di Bologna)

- **Polysemy of the Concept of Drama in the Medical Paradigm. Analysis of Usual Stereotypes of Autism Spectrum Disorder**

Susanna Bandi, Federica Villa
(Università di Pavia)

- **Biomedical Imaging and Rhetoric of Diagnosis in Medical Dramas and Docuseries**

Alice Cati (Università Cattolica del Sacro Cuore), Deborah Toschi
(Università degli Studi dell'Insubria)

- **Entanglements Between Social Media and TV Series: Explaining Psychology Through TV Series**

Elisabetta Locatelli (Università Cattolica del Sacro Cuore)

16:45 – Panel 7.

Chair: Sabrina Moretti
(Università degli Studi di Urbino Carlo Bo)

- **When the Doctor is Sick, or the Medical Antihero**

Andrea Bernardelli
(Università degli Studi di Ferrara)

- **"No Rest for the Weary". How E.R. Innovated Medical Drama Focusing on Empathy**

Paolo Braga (Università Cattolica del Sacro Cuore)

- **The (many) Functions of Disease Metaphors in the Medical Drama TV Series House, M.D. (2004-2012, Fox)**

Adeline Terry
(University Jean Moulin Lyon 3)

18:00 – Closing remarks

ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA

→ **DAMSLab**
P.tta P.P. Pasolini 5b

Media Mutations 14 Investigating Medical Drama TV Series: Approaches and Perspectives

International Conference

May 18th – 19th / 2023
BOLOGNA

The fourteenth edition of the Media Mutations International Conference focuses on medical drama TV series and on different methodological approaches employed to analyze this type of audiovisual serial product. The wide diffusion and the success of this genre over different decades has attracted the attention not only of critics and researchers in the field of media studies, but also of providers of medical devices and more generally of medical professionals. The increase in the global production of medical drama in recent years has led researchers to investigate various facets and uses of this genre: its narrative model, the role of the audience in its reception, the pedagogical use of these stories with medical students, the representation of healthcare delivered to the public, the textual analysis connected to the medical terminology. Drawing on these multi-disciplinary perspectives, the conference aims to promote discussion and share research results on medical drama TV series focusing on the different methods and approaches employed for their analysis.

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