This paper centres on popular, especially visual, cultures of medicine, health and healing characteristic of three eras in the U.S. I present the ‘healthscapes’ of these three eras -- ways of grasping through words, images and material cultural objects the patterned changes that have occurred in the performance, framing and discourses of health and medicine. The rise of medicine era, c1890-1945, featured physicians, surgeries and hospitals as powerful new sites of care provision. During the era of medicalization c1945-1985, drugs, patients, and providers as people were dominant. In the present and ongoing era of biomedicalization, which commenced c1985, the spotlight is on high tech interventions performed by teams in complex biomedical settings, along with expanding knowledge and decision-making burdens placed on patients as consumers. The paper also notes alternative approaches and counter-trends that complicate and even challenge seemingly tidal flows toward global biomedicalization.

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Refreshments will be provided after the lecture