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.

FREE ENTRANCE
www.mediamutations.org
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 Manfellocco
(Internal Medicine, Ospedale Fatebenefratelli Isola Tiberina, Gemelli-Isola, Roma)

• Health Empowerment 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 Martinzagarella (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
Allega Sonego (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
Nicola Crippa, Mattia Galli (Università Cattolica del Sacro Cuore)

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 IULMA) *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
Giorgetto Avezzù (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 tu Mani
Daniela Cardini, Fabrizia Malgieri (Università IULM)

• Doc – Nelle tu mani: Medical Narration During the Pandemic
Giulia Cavazza (Università Cattolica del Sacro Cuore)

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)

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 (Università Jean Moulin Lyon 3)

18:00 — Closing remarks