

SASKIA JÜNGER & MARIYA LORKE: Visuelle Ausdrucksformen von verkörpertem Risiko. Körperkarten als Mittel zur Reflexion und zum Verständnis der Bedeutung von Gesundheitsrisiken in Forschung und Lehre S. 47–67, verfasst auf Englisch

Mit den zunehmenden Möglichkeiten der Risikofrüherkennung in der Biomedizin hat die Kommunikation statistischer Wahrscheinlichkeiten von Erkrankungen an Bedeutung gewonnen. Risikokommunikation zielt auf die Förderung von Risikokompetenz, die als Voraussetzung für informierte Entscheidungen zur Risikominimierung gilt. Grafische Darstellungen spielen in diesem Zusammenhang eine entscheidende Rolle; unter anderem werden stilisierte menschliche Silhouetten verwendet, um Wahrscheinlichkeiten zu visualisieren, z. B. um anzuzeigen, wie viele von hundert Personen an einer Krankheit erkranken oder nicht erkranken werden. Dies mag zwar die Risikokompetenz im Sinne eines leichteren „Erfassens“ abstrakter Statistiken fördern; die individuelle Bedeutung der Risikowahrscheinlichkeit für den eigenen Lebenskontext zu begreifen, bleibt dennoch schwierig. Wie wäre es also, dieses Prinzip umzukehren und die stilisierte menschliche Silhouette stattdessen zu verwenden, um die individuelle und kollektive Bedeutung zu visualisieren, die einem bestimmten – realen oder

imaginären – Krankheitsrisiko zugeschrieben wird? Im Rahmen einer Studie zur Gesundheitskompetenz von Menschen mit erhöhtem Krankheitsrisiko haben wir Body Maps in Forschung und Lehre eingesetzt. Es wurden narrative Interviews mit 20 Personen durchgeführt, die über ein erhöhtes Risiko für familiären Brust- und Eierstockkrebs oder Psychose informiert worden waren. Gegen Ende jedes Interviews luden wir unsere Informant:innen, zu einer Body-Mapping Aufgabe ein und baten sie, mithilfe einer auf einem Blatt Papier stilisierten menschlichen Silhouette ihr Krankheitsrisiko aufzuzeichnen. In der Lehre baten wir Medizinstudierende im Rahmen eines Ethikseminars, anhand eines Fallbeispiels die Body-Mapping-Aufgabe in Kleingruppen auf einem Flipchart-Blatt umzusetzen. Ausgehend von unseren Erkenntnissen und Erfahrungen wird in diesem Beitrag das Potenzial von Body Maps als Mittel zur Reflexion und zum Verständnis von verkörperten Risiken in Forschung und Lehre diskutiert.

Schlagwörter Körperkarten – Gesundheitsrisiko – Risikoverständnis – Forschungsmethodik – Lehre

Article Abstracts of *Curare* 46 (2023) 1

Visual Expressions of Health, Illness and Healing

EDITED BY KATHARINA SABERNIG

BARBARA GERKE: Visual Metaphors of Contagion. Poisons and Antidotes in Tibetan Medical Paintings of the Seventeenth Century pp. 13–27, written in English

How does one visually depict the spread of disease? Tibetan artists at the turn of the seventeenth century must have asked themselves this very question when they prepared a series of medical scroll paintings, one of which will be discussed here. They were painted to illustrate the medical writings of the Fifth Dalai Lama's regent, DESI SANGYÉ GYATSO, specifically his commentary on the *Four Tantras*, an important medical treatise dating back to the twelfth century. SANGYÉ GYATSO oversaw the preparation of these scroll paintings in Lhasa. They were designed for educational but also political purposes.

At the heart of this visual narrative is the depiction of an Indic origin myth concerning poisons, exploring the themes of elixirs in the pursuit of immortality. The painting presented here steers an inquiry into the interconnectedness of medical ideas of poisoning within the broader notions of disease transmission. The images reveal Tibetan medical ideas of potency, interlinking the poisonous with the medicinal in intriguing ways: poisonous substances could also be used as antidotes to poisoning when properly processed, but they could also be “cast” to cause intentional poisoning. Through existing

reproductions of these visuals, this paper explores and analyzes the dynamics between forms of poisoning and the antidotes used to treat poisoning. What understand-

ing of poisoning and contagion can we draw from this almost four-hundred-year-old medical painting?

Keywords political economy – ideological state apparatus – exemplars – postsocialism – propaganda

ELIZABETH TURK: “Being Cultured”, Changing Culture. Public Health Messaging in Kovid-era Ulaanbaatar pp. 29–45, written in English

As poetic and political, images mobilized by public health campaigns are often dense with meaning and associations, even as they make certain assumptions about the good, virtuous, natural, and right. This article explores the assumptions about “being cultured” that underlie the “Let’s Make the City Cultured” campaign and related public health messaging in Ulaanbaatar, Mongolia’s capital city. In the image-slogan complexes mobilized by such campaigns, “being cultured” (soyoltoi), healthy (erүүл), and clean (tsever) is linked to curbing specific behaviors such as urinating and spitting in

public, which took on new urgency in health-related discourses during the COVID-19 pandemic. As a concept that retains the legacy of meanings and associations in connection with state socialist era values, “being cultured” has been used in different yet connected ways across the 20th and 21st centuries to disseminate hegemonic messages. Drawing on the “Let’s Make the City Cultured” and related ideological public health campaigns, this article explores discursive efforts to generate a subject of the state that espouses bourgeois values.

Keywords political economy – ideological state apparatus – exemplars – postsocialism – propaganda

SASKIA JÜNGER & MARIYA LORKE: Visual expressions of embodied risk. Body maps as a means of reflecting and understanding the meaning of health risk in research and teaching pp. 47–67, written in English

With increasing opportunities of early detection of risk in biomedicine, the communication of statistical likelihood of disease has gained importance. Risk communication is committed to the support of risk literacy, assumed to be a prerequisite for making informed decisions to minimise one’s risk. Graphical representations play a crucial role in this context; among others, stylised human silhouettes are employed to visualise likelihoods, for example to indicate the number of persons out of one hundred who will or will not get the disease. While this may support risk literacy in terms of more easily ‘grasping’ abstract statistics, still a risk likelihood is difficult to comprehend in terms of its meaning for one’s individual life. So what if this principle is inverted and the stylised human silhouette is used instead to visualise the individual and collective meaning

attributed to a certain – actual or envisioned – disease risk? In the context of a study on health literacy among persons with an increased disease risk, we employed body maps in research and in teaching. In the research project, we conducted narrative interviews with 20 persons who had been informed about having an increased risk for familial breast and ovarian cancer or psychosis. Towards the end of each interview, we invited our informants to do a body mapping exercise, using a stylised human silhouette on a sheet of paper and asking them to sketch their risk. In teaching, we invited medical students attending an ethics seminar to do a body mapping exercise in small groups based on a case example, using a stylised human silhouette on a flip chart sheet.

Keywords body maps – health risk – risk understanding – research methodology – teaching