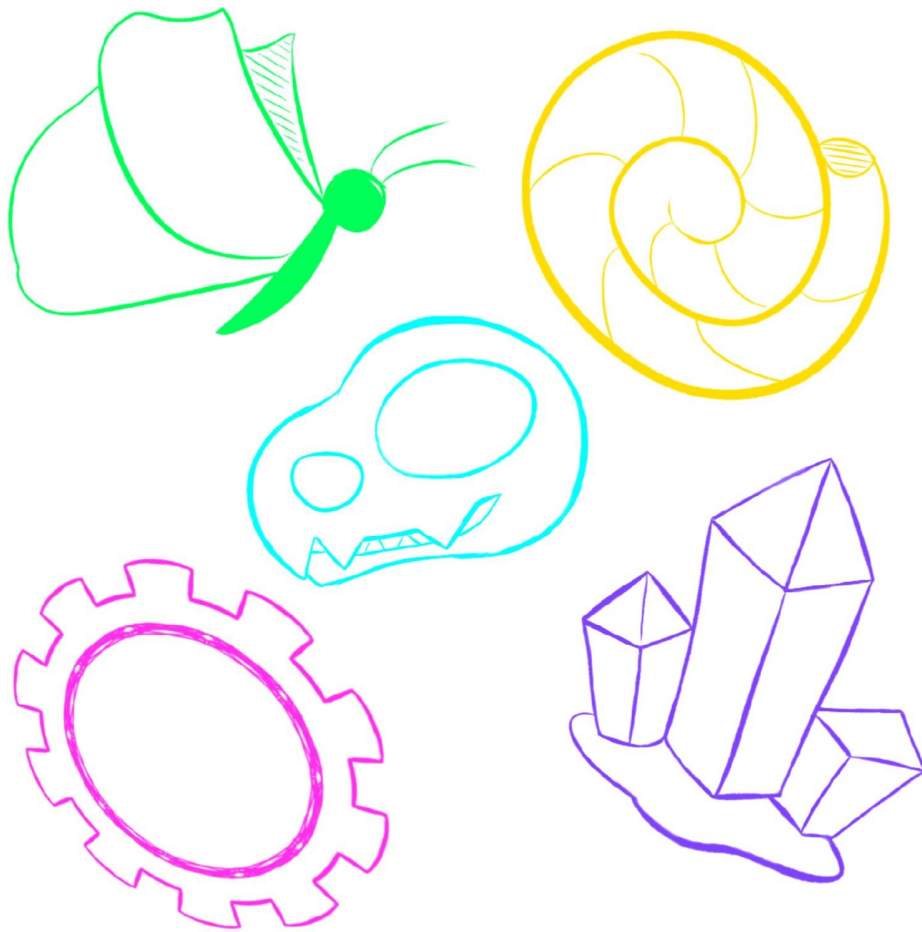


Oxford HSMT cordially invite you to...

A Night at the Museum

2024 Postgraduate Conference



6 & 7 June, 2024

Front cover:

Designed/digitally drawn by

Alexandra Goh McMillen (Jade)

MSc Candidate in the History of Science, Medicine, and Technology

Faculty of History, University of Oxford

A Night at the Museum

Welcome to the History of Science, Medicine, and Technology's A Night at the Museum! On 6 and 7 June, our docents will guide you through our 'HSMT museum' in five sessions: Interactive Display (Technology), Gift Shop (Public Engagement), Lecture Theatre (Pedagogy), Uncomfortable Collections (Colonialism), and Cataloguing Office (Definitions). This annual conference, put on by the Centre for HSMT, and co-organised by MSc, MPhil, and DPhil students, is an exciting time for them to share their work and for others in the community to hear about wonderful new research in the field. Join us for two days of exploration and conversation!

A Night at the Museum

HSMT Postgraduate Conference 2024

Lecture Theatre, Faculty of History, George Street, Oxford

Programme

Day 1: Thursday 6 June

- 09:30-10:00 **Registration**
- 10:00-10:15 **Opening Remarks:** Dr Alex Aylward
- 10:15-11:20 **Panel 1: Interactive Display (Technology)**
Chair: Tadhg Goodison
Joseph Foster, Battling the biscuit: the role of dental laboratories in the Royal Air Force Dental Branch, 1939-1945
Elena Morgana, The liquor Alkahest: a universal solvent fostering alchemical networks in the 1660-1670s
Asmita Sarkar, The search for a suitable apparatus: X-rays and medicine in colonial and post-colonial India (1897-1960)
- 11:20-11:35 Questions
- 11:35-11:55 **Break**
- 11:55-13:00 **Panel 2: Gift Shop (Public Engagement)**
Chair: Elizabeth Schulz
Elizabeth Monthofer, The history of bioequivalence: an ethics case study of Hatch-Waxman
Han Zhang, Sanitary nationalism: the body, germs, and state sovereignty in the Patriotic Health Campaign
Utsa Bose, "An ill-feeling": perspectives on the bubonic plague pandemic in Calcutta 1890-1920
- 13:00-13:15 Questions
- 13:15-14:15 **Lunch**
- 14:15-15:40 **Panel 3: Lecture Theatre (Pedagogy)**
Chair: Molly Wilson
Tadhg Goodison, Unveiling the pedagogical legacy of John Phillips: exploring material culture and educational practices in 19th-century geology at Oxford University
Ellen Hausner, From figure to glyph: the transmission of meaning in visual alchemical texts, c. 1450-1700
Elizabeth Schulz: The growth of the Tree of Life (ToL): pedagogical, heuristic, and theory constitutive, 1860-1960
Joseph Drakeley, Building the Nuffield science advanced physics course
- 15:40-16:00 Questions
- 16:00-16:30 **Closing Remarks:** Professor Rob Iliffe

Day 2: Friday 7 June

09:30-10:00 **Registration**

10:00-10:15 **Opening Remarks:** Dr Hohee Cho

10:15-11:20 **Panel 4: Uncomfortable Collections (Colonialism)**

Chair: Philippa Monk

Yiming Gao, Epidemics in the international settlement of Shanghai (1900 – 1945): evaluating the public health intervention of the Shanghai Municipal Council and the factors that shaped their response

Rutuja Rokade, Marginalised bodies, disease outbreaks and colonial intervention in British India during the long nineteenth century

Marielle Masolo, Medicine and miracle: Kimbangu and prophetic healing in the Belgian Congo, 1918-1930

11:20-11:35 Questions

11:35-11:55 **Break**

11:55-13:00 **Panel 5: Cataloguing Office (Definitions)**

Chair: Joseph Foster

Alexandra Goh McMillen, A (botanic) garden of forking paths: diverging approaches to botany in 17th-century England, with chamomile as a case study

Philippa Monk, Inventing a global disease: finding and treating yaws in Greater India, 1860 - 1960

Molly Wilson, Reassessing Rosenhan: Pseudo-patients and the schizophrenia diagnosis

13:00-13:15 Questions

13:15-13:30 **Closing Remarks:** Dr Sloan Mahone

Utsa Bose

DPhil Candidate

Somerville College

Panel 2: Gift Shop (Public Engagement)

“An ill-Feeling”: perspectives on the bubonic plague pandemic in Calcutta 1890-1920

My research studies the bubonic plague pandemic in Calcutta, British India, between 1890 and 1920. The so-called third bubonic plague pandemic, believed to have originated in Southern China, reached British Hong Kong in 1894, from where it travelled to Bombay in 1896. It was from here that it soon spread to other cities in British India. Among these cities, I focus on Calcutta, which was not only a major port, but also the capital of British India until 1911. It was, therefore, contextually, caught between nascent globalisation and the rise of anticolonial nationalism.

Histories of the plague pandemic in Calcutta are comparatively few, since most studies choose to focus on the western outbreak in Bombay, where the disease was most virulent. Using a combination of different sources (archival/printed/digitised), I aim to build on, contribute, and critique this body of work. I do so by revisiting the plague in Calcutta through a multidisciplinary lens, looking at the pandemic's relationship with three different issues.

Firstly, I aim to study the relationship between pandemics, astrology, and eschatology. Secondly, I am interested in the processes of medical aid during the outbreak, especially through the deployment of, and response to vaccination. Thirdly, I am interested in the relationship between pandemics, patienthood, and healthcare work. As a multidisciplinary project, my research aims to shed new light on the entanglements between pandemics, public health, religion, science, and technology.

Joseph Drakeley

MSc Candidate

Green Templeton College

Panel 3: Lecture Theatre (Pedagogy)

Building the Nuffield science advanced physics course

The Nuffield sciences Advanced level physics course was developed in the early 1960s. It was a response to the growing concerns that the general populace of the United Kingdom did not possess any basic training or knowledge of the scientific process and method. The need for scientists and therefore a population from which they could be found was becoming more apparent throughout the atomic age of the 1960s.

The course attempted to build itself around a now controversial approach to secondary education, discovery learning. This learning style is characterised by its push for students to think like scientists and discover concepts from experimentation. This research will look at the building of the Nuffield science Advanced level physics course and the intentions behind it. It will encompass the cultural context of its development and how this is visible in the content and concepts included within the course. Primary sources including original first edition copies of teacher and student handbooks will be used to build a picture of what the course looked like. Staff from Godolphin and Latymer school, one of the original trial schools, will also be interviewed to get a first-hand account of how successful the course was in achieving its aims. This research will involve both a pedagogical and historical approach to evaluating the success of the course's development.

Joseph Foster

MSc Candidate

St Catherine's College

Panel 1: Interactive Display (Technology)

Battling the biscuit: the role of the dental laboratories in the Royal Air Force Dental Branch, 1939-1945

Historians have largely overlooked military dentistry. Most books on the subject are the works of retired dentists, compiling documents, photographs, and letters for a 'comprehensive history' of their branch or corps. The Royal Air Force Dental Branch is no exception, with Frederick Hulm's *History of the Royal Air Force Dental Branch* (1980) remaining the only book explicitly covering the Dental Branch.

My dissertation will focus on the role of the dental laboratory within the Dental Branch. The dental laboratories' main undertaking across the armed forces was the manufacture of dentures. These were essential to the maintenance of the fighting force, as a dental casualty incapacitated the fighting man as much as a battle wound. I will investigate the provision of dentures across the different theatres that the RAF operated in, using sources from dental laboratories of both the Dental Branch and the Royal Army Dental Corps. These sources at the National Archives and the Museum of Military Medicine include diaries and photographs of the personnel, and of the laboratories themselves.

This project is useful for historians as it enhances our understanding of the medical problems that the armed forces contended with during WWII, but it also fills a gap in the literature on prosthodontics more widely. The impact of wartime prosthodontics remains an unanswered question within the historiography. The war saw the expanded use of acrylic resin, and the improvisation of new filling materials. Such a study will provide a much-needed military context to existing work on civilian prosthodontics.

Yiming Gao

MPhil Candidate

Panel 4: Uncomfortable Collections (Colonialism)

Green Templeton College

**Epidemics in the international settlement of Shanghai (1900-1945):
evaluating the public health intervention of the Shanghai Municipal Council
(SMC) and the factors that shaped their response**

This paper examines the various factors that shaped the British colonial government's response to epidemics in Shanghai's international settlement between 1900 and 1940. The main focus will be on the Shanghai Municipal Council (SMC) which was the main authority that governed the international settlement. It was the most authoritative organization at the time that produced extensive reports on the health and economic situation of the settlement. This study hopes to contribute to the literature on colonial medicine as well as history of public health in China. The SMC's policies will be examined through the following themes: hospitals, physicians, vaccination, quarantine measures and public health propaganda. These themes will be analysed by their coverage, efficacy, impact on mortality rates and the extent of segregation that was implemented. The factors that shaped the SMC's response will be analysed through its own published works and other internal correspondence and meeting minutes. Specifically, I aim to explore whether economic interests of foreign powers were a primary factor in shaping their response to epidemics, considering the profound impact of disease outbreaks on economic activities. Colonial powers extensively exploited China's abundant resources and cheap labour, making their interventions and responses pivotal in elucidating the intricate interplay between public health measures and economic agendas.

Tadhg Goodison

MSc Candidate

Lincoln College

Panel 3: Lecture Theatre (Pedagogy)

Unveiling the pedagogical legacy of John Phillips: exploring material culture and educational practices in 19th-century geology at Oxford University

This conference talk presents a deep dive into the influence of Professor John Phillips, on 19th-century geoscience education at Oxford University, focusing on his pedagogical methods and material culture aspects. Leveraging archival research and artefact analysis, I examine Phillips' teaching materials, including diagrams, maps, and specimens, to unravel their instructional utilisation and alignment with contemporary educational philosophies. By reconstructing Phillips' lessons through his lecture notes, I aim to discern his approach to demonstrating geological phenomena and processes. This study takes a broadly material culture approach in centring the objects of pedagogy in the analysis first, and then drawing on the surrounding papers and history in order to best position those objects within the broader pedagogical framework of Victorian higher education, in order to help illustrate the importance of images and materials in scientific education.

By elucidating Phillips' contributions, this talk advances scholarship in geology education, historical pedagogy, and material culture studies. Moreover, it fosters connections between education, history, and scientific practice, underscoring the enduring relevance of Phillips' legacy in shaping the landscape of geoscience education.

Alexandra Goh McMillen

MSc Candidate
St Hilda's College

Panel 5: Cataloguing Office (Definitions)

A (botanic) garden of forking paths: diverging approaches to botany in 17th-century England, with chamomile as a case study

In Early Modern England, botany had a prominent association with medicine both élite and popular while also finding a place in the interest of the classification-focused scholars of natural philosophy. These two differing dimensions inspired bitter conflict between scholars and authors as they sought to define their field and its central concerns. This paper seeks to explore that conflict through the lens of the broader Early Modern shifts in the definition of what constituted a reliable source and sound reasoning, as well as to examine whether and how the exclusion of certain modes of knowledge transmission may have affected the role of specific plants in medicine moving forward from botany's period of rapid change. To that end, this paper will highlight some of the various species of chamomile and their place in Early Modern England, consulting both samples preserved in the Oxford herbaria and references to chamomile in books of herbal remedies from the period.

This paper also aims to connect the endeavour of defining botany as a field to defining the relationships between different types of plants, as well as the ways in which each of the approaches engaged with the other. At the core of this project is a theme of analysing the process of boundary-making between medicine and science and its effects on knowledge production, in this case with regards to the study of plants.

Ellen Hausner
DPhil Candidate
Wolfson College

Panel 3: Lecture Theatre (Pedagogy)

**From figure to glyph: the transmission of meaning in alchemical texts,
c.1450–1700**

The use of visual imagery to communicate alchemical knowledge in Europe was a medieval innovation, and pictorial elements in alchemical texts became ever more important over time. By the early modern period, alchemical texts famously depicted extraordinary images of bewildering beasts, copulating couples, and fantastical landscapes. These allegorical, emblematic images were one method authors used to communicate meaning to the reader. Another method of transmitting knowledge was through abstract symbols and glyphs, such as the signs of the planets to represent their related metals, or an upright triangle to represent fire. From the late medieval era through to the end of the early modern period, the ways in which these two types of illustrations were used within pictorial texts evolved. Abstract glyphs in medieval alchemical figurative imagery are quite rare, whereas the creators of pictorial texts from the early modern period used them liberally.

Using several examples of manuscripts and printed books from the period c. 1450-1700, this paper will explore how and why both figurative imagery and abstract glyphs were used in alchemical pictorial texts. I will suggest the ways in which these two pictorial languages were different, explore how their interaction changed the meaning of the texts, and examine the implications of the increasing use of abstract glyphs as a visual notation over time. The shifting modes of visual expression used in pictorial alchemical texts will give insight into the evolution of alchemy in both practice and theory.

Marielle Masolo

MSc Candidate

Linacre College

Panel 4: Uncomfortable Collections (Colonialism)

Medicine and miracle: Kimbangu and prophetic healing in the Belgian Congo, 1918-1930

The onslaught of the 1918-19 influenza pandemic brought forth wide-ranging responses in attempts to cope with and manage the destructive effects of the disease. Unexpected and uncontrollable, the pestilence ravaged on against the backdrop of war and interrupted food production, with few able to escape its malignant grip. In the Belgian Congo, the realms of health and faith were significantly altered as both Western occupants and the local population tried to grapple with the disruptions that seemed unresponsive to neither medical care nor the Christian God. As scientists and missionaries desperately searched for solutions, Simon Kimbangu received God's call, emerging as a prophet granted dominion over the healing of both the individual and social body. With the inadequacies of Western methods unveiled, thousands flocked to Kimbangu in search of healing, restoration, and hope – ready to accept his new form of explanation and practice.

By focusing on the development of Kimbangu's prophetic journey and the reactions amassed from both missionaries and colonial officials alike, this paper will explore the nature of the relationship between faith practices and epidemics. With little to no attention accorded to the impact of the influenza pandemic in the Belgian Congo, this paper endeavours to shed light on Congo's experience by exploring who claimed ownership over disease treatment and what occurred when there was a shift in this pre-established structure.

Philippa Monk

DPhil Candidate

Corpus Christi College

Panel 5: Cataloguing Office (Definitions)

Inventing a global disease: finding and treating yaws in Greater India, 1860-1960

In 1905, the Ceylon-based Italian bacteriologist, Aldo Castellani, successfully identified a delicate spirochete bacteria within the ulcers of patients suffering from a disease known locally as parangi. Though at first reticent to draw wider conclusions, within a few years Castellani was sufficiently confident to claim his bacteria – *Treponema pertenue* – as the causative organism for yaws. Parangi was merely one of a plethora of local, indigenous names for this global, tropical disease. Castellani thus conclusively distinguished *Treponema pertenue* from its better-known counterpart: syphilis (*Treponema pallidum*).

This research explores the “invention” of yaws as a global disease. The category of yaws was consolidated under British rule, during the period of transition to a transcontinental system of indentured labour in the wake of abolition. It was consistently distinguished from syphilis: whereas yaws was cast as a physically debilitating disease associated with backwardness, syphilis was (at least within the colonies) a neurological disorder of the modern, European or Europeanising, cosmopolitan citizen. But the use of yaws by the colonial state went beyond the purely categorial: during anti-yaws eradication campaigns, Western biopower was performed as yaws sores were made to disappear by singular injections. This treatment, though visually impressive, did not lead to a full cure. The utility of this innately colonial category – its ability to collapse into its ideas and agendas of civilisation, race, hygiene, improvement – saw it maintained by inheritors of the colonial state: namely, international health organisations, postcolonial states, and non-state humanitarian actors.

Elizabeth Monthofer

MSc Candidate

St Hilda's College

Panel 2: Gift Shop (Public Engagement)

The history of bioequivalence: an ethics case study of Hatch-Waxman

The Drug Price Competition and Patent Term Restoration Act, commonly known as the Hatch-Waxman Act, has provided the basis of the pharmaceutical regulatory system for generic drugs in the United States. Enacted in 1984, this law attempted to bring generic medications to the market by providing a streamlined drug approval pathway. At the core of this Abbreviated New Drug Application (ANDA) process is the concept of bioequivalence. Hatch-Waxman enables generic manufactures to submit bioequivalence data, a measure of how similar a brand-name and generic drugs are, in the place of safety and efficacy trails. Since this law has passed, this standard for generic pharmaceuticals has come under scrutiny over concerns regarding therapeutic efficacy and problems with measurement.

Interestingly, the use of bioequivalence as the measure of pharmaceutical similarity in Hatch-Waxman has a controversial history. Beginning the 1960s, there were a series of public debates, court cases, and developments in biochemistry and statistics that ultimately led to the use of bioequivalence as a pharmaceutical measurement. This paper will use ethics as a frame for these debates in order to understand the political, legal, and scientific components that led to the creation and usage of bioequivalence. By examining the core ethical concepts that connected these competing interests together, it will aim to provide insight into the nature of a concept that affects millions of generic pharmaceutical users.

Elena Morgana

DPhil Candidate

Regent's Park College

Panel 1: Interactive Display (Technology)

The liquor Alkahest: a universal solvent fostering alchemical networks in the 1660-1670s

In the late 17th century, the 'liquor Alkahest' sparked significant interest in natural philosophy and alchemy. A term initially coined by Paracelsus, it was then presented as a universal solvent for crafting potent medicines by Jan Baptist Van Helmont; its popularity eventually spread to England, evolving beyond medicinal chymistry into broader philosophical realms. Alkahest held a dual significance, embodying both an elusive practical solvent yet to be fully realized in nature, and a symbolic arcanum laden with religious and occult connotations.

This study seeks to explore the rationale behind the introduction of new terminology in a period of alchemical evolution. Despite the existence of numerous solvents in alchemical practice, the emergence of a purported universal solvent, the Alkahest, warrants examination. Through a case study focusing on the alchemical circle centred around Kenelm Digby (1603-1665), one of the founding members of the Royal Society, I aim to uncover the motivations behind the adoption of Alkahest. Digby's collection of various Alkahest preparations, supported by theoretical frameworks he endorsed, offers a window into the prevailing attitudes towards this enigmatic substance. His explorations across France and Germany, whether at the urging of others or driven by personal curiosity, exposed him to diverse and innovative theories surrounding the universal solvent, enriching our understanding of its conceptualisation.

Rutuja Rokade

MSc Candidate

Somerville College

Panel 4: Uncomfortable Collections (Colonialism)

Marginalised bodies, disease outbreaks and colonial intervention in British India during the long nineteenth century

This paper explores the historical experience of major pandemics and the ensuing public health interventions on marginalised populations across presidencies in British India. The indicative investigation into available literature on medical history in British India tends to describe state health (largely in connection with the British administrators) and public health as a form of colonial power to control its subjects, thus homogenising the colonised Indian people. Secondary literature also credits disease outbreaks and the relevant colonial interventions through the lens of social turmoil, albeit through the rigidly constructed binaries of state administration and its subjects. Where possible, historical works on labour health history seeks to identify a disease reality different from ordinary, it leaves out the social demographics of the individuals while focusing more on their relation to the colonial economy. However, India has witnessed historically that complex associations of caste, class and gender with a diseased body were tied intimately, with disease and marginality made to complement each other.

The paper thus seeks to investigate the history of diseases and the emerging medical, scientific and epidemiological knowledge from the point of view of the marginalised during the high noon of diseases in 19th-century British India. It aims to deconstruct disease experience as emerging from locations of marginalisation and argues for an understanding of the social history of medicine and health from the point of view of the disadvantaged populations.

Asmita Sarkar
DPhil Candidate
Merton College

Panel 1: Interactive Display (Technology)

The search for a suitable apparatus: X-rays and medicine in colonial and post-colonial India (1897–1960)

My research examines how X-rays were adopted and used in medicine in colonial and post-colonial India between 1897 and 1960. Scholarly studies of X-rays have highlighted the importance of this technology for shaping medicine but have so far remained focused on Europe and North America. My research shifts the focus to India where attempts to use X-rays for medical purposes by the colonial state began soon after their discovery. However, the introduction, adoption and use of X-rays in India was not straightforward and presents a starkly different story than the one that has been told in historical scholarship so far. Those attempting to use the X-ray apparatus in India in the early days soon found that the apparatus had been designed for temperate zones and did not work in India's climatic and geographical conditions. These early experiences led to a spate of activities that saw an apparatus being designed for Indian conditions, the establishment of an institute dedicated to X-rays and attempts by those working with X-rays in India to contribute to the growing body of knowledge on X-rays. My doctoral research uses X-ray work to study the development of scientific medicine and the institutionalisation of medical research in colonial India, the changing nature of colonial medicine in the twentieth century and the priorities of the colonial government. It also extends the story of X-rays in India into the post-colonial period and situates the use of X-rays within post-colonial India's concerns for economic planning and nation-building. By studying how and why X-rays came to be used in colonial and post-colonial India, my research will contribute both to the historiography of medicine and the historiography of technology.

Elizabeth Schulz

MSc Candidate

Kellogg College

Panel 3: Lecture Theatre (Pedagogy)

The growth of the Tree of Life (ToL): pedagogical, heuristic, and theory constitutive, 1860-1960

The evolutionary Tree of Life (ToL) is a pervasive metaphor, model, and image for evolution – and it has been for quite some time. This project tracks the ToL as an image, illustration, or linguistic tool in texts published between 1860 and 1960. Analysed texts will fall into one – or more – of the following three genres: textbooks, popular science, and specialist science. While these generic boundaries are fluid, this investigation will provide insight into the ToL's helpfulness pedagogically, as a heuristic, and as theory-generative, respectively. The results will reveal when and how the Tree became a typical model for evolution.

This project has a historiographical dimension as well. Most current scholarship tells a story of the Tree's unshakeable popularity since its inception in the mid-1800s, but the ToL was surprisingly absent in science writing until the 1920s. A secondary task of this project is to determine when the ToL became a standard explanatory tool for evolution. One reason, this project argues, is because of the ToL's association with progression which was palatable; another potential reason is because of the ToL's wide versatility which allows different camps of scientific thought to use it to their advantage.

Methodologically, this thesis takes on literary discourse analysis, image study analysis, and some qualitative coding techniques. Since this project analyses both image trees and 'linguistic' trees, it requires this diversity of methods. The project's findings will have implications for both how historians discuss the ToL, but also for evolutionary teaching today.

Molly Wilson
MSc Candidate
St Anne's College

Panel 5: Cataloguing Office (Definitions)

Reassessing Rosenhan: Pseudo-patients and the schizophrenia diagnosis

In January 1973, a paper is published in *Science*- one of the biggest journals in the STEM field. In it, David L Rosenhan claims to have sent a number of pseudo-patients into psychiatric wards across the USA, all feigning auditory hallucinations, all supposedly diagnosed with schizophrenia, and all discharged after long admissions. Over time however, it becomes evident that this is one of the biggest frauds in academic history. What can we learn about the Schizophrenia diagnosis from Rosenhan's fabrication of his experiment? What else can be extrapolated from the publication's reception? And what were the consequences for psychiatry?

The purpose of this thesis is to explore the ramifications of the Rosenhan experiment on psychiatry as an institution. This draws on published primary evidence, along with Rosenhan's personal archive. The most effective to assess attitudes within and effects upon psychiatry is to examine what was being lauded as publishable by the psychiatric institution contemporarily.

Prominent historians and academics have seemingly washed their hands of the experiment and its publication, passing it off as simply "bad" science. However, it is not just the content of the experiment that proves worthy of historical analysis. This is an examination of the principles of psychiatry that produced the Rosenhan experiment. A cultural history analysis of the environment of psychiatric practice at the time, this thesis mirrors Rosenhan's original claim of analysis of his time's own practices. The thesis focuses on both academic and medical psychiatry, making the synthesis useful to the historiographical narrative.

Han Zhang

MSc Candidate

Kellogg College

Panel 2: Gift Shop (Public Engagement)

Sanitary nationalism: the body, germs, and state sovereignty in the Patriotic Health Campaign

This paper examines the Patriotic Health Campaign, a mass political and public health campaign in the 1950s-1970s in China aimed to improve sanitation and hygiene in new China through a nationalistic hygienic transformation. Visual culture served as a crucial medium when the country had approximately an 80% illiteracy rate in the rural villages in the 1950s. The visual analysis is centered on the following problem: how can a national public health movement be instrumentalised to express and shape political narratives in the name of health? Specifically, the political narratives of interest are those of i) anti-imperial resistance; ii) socioeconomic transition and transformation; iii) political animosity. I will propose the term sanitary nationalism, where nationalistic ideologies such as anti-imperialism, state identity, and political citizenship are channelled by mass mobilisation to improve sanitation and hygiene as well as strengthen national health governance. Mao's campaign provides an excellent case study of nationalistic hygienic transformation and the political cultures surrounding it. Through sanitary nationalism, I will show how visual messages and materials created for a public health movement are used to convey political, nationalistic, and militaristic rhetoric, ideology, and imagery; mobilise the masses; and promote socio-political change. This tool will also prove useful for examining modern Chinese pandemic politics during SARS and COVID-19 as the Patriotic Health Campaign persists as a powerful narrative for mass mobilisation in the name of health.

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