



RETHINKING NATIONALISM: THE PROPAGANDA AGAINST CANCER OF THE PORTUGUESE INSTITUTE OF ONCOLOGY IN THE 1930S AND 1940s

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This project analyses the Portuguese Institute of Oncology's (IPO) campaigns against cancer in the 1930s and 1940s, namely the Bulletin, the 1st Propaganda Exhibition, and the films so far unknown. Whereas the 1940's 1st Propaganda Exhibition evoked the aesthetics of Estado Novo (1933-1974), for the collaboration with artists associated with the National Propaganda Secretariat (SPN), the Bulletin, created in 1934, followed the model of the American Society for the Control of Cancer. Following this circulation of scientific knowledge, this project aims to show how the IPO's campaigns appealed to broader social configurations that go beyond the traditionally appointed relationship with the SPN. Combining the fields of history of science and visual studies, it rethinks propaganda within the larger frame of popularisation, to restore the role of the public in the IPO's campaigns. Their fight against cancer involved negotiations, which were framed by broader forms of public communication and health consumption, particularly North American, bringing in new themes to public health campaigns and new roles for patients to be. Finally, this project aims to pave the way to a deeper understanding of processes of agency and consent involving also present patients to be, which seek normality and health, not only through medication and lifestyle, but also through the media.