

# **From M.A.S.H to E.R** ***Medical T.V Series and Medicinal***

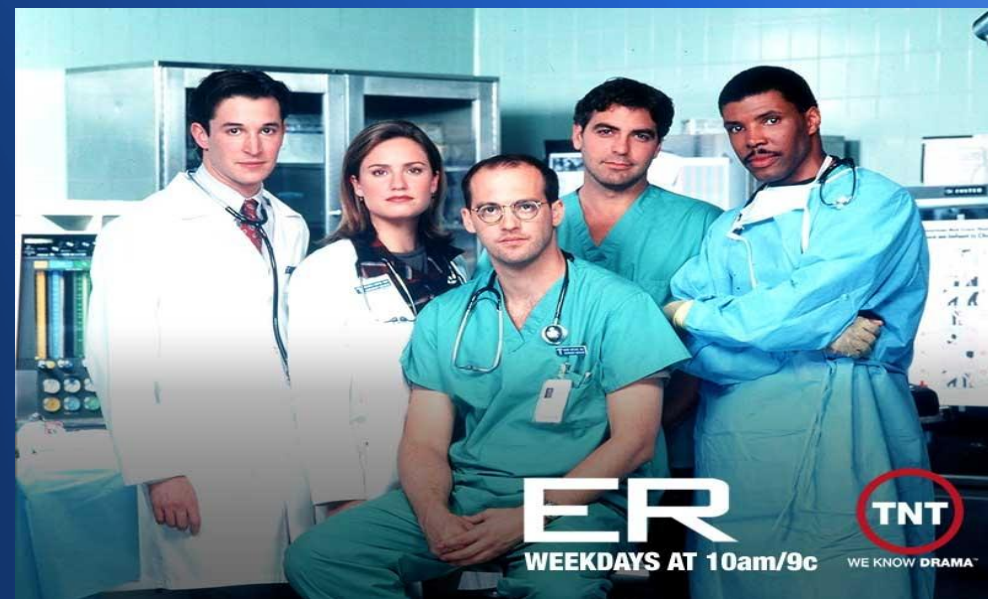
***Ela Bauer; Communication and Film Department; Seminar Hakibutizm College;  
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May 2010, Erice, Sicily

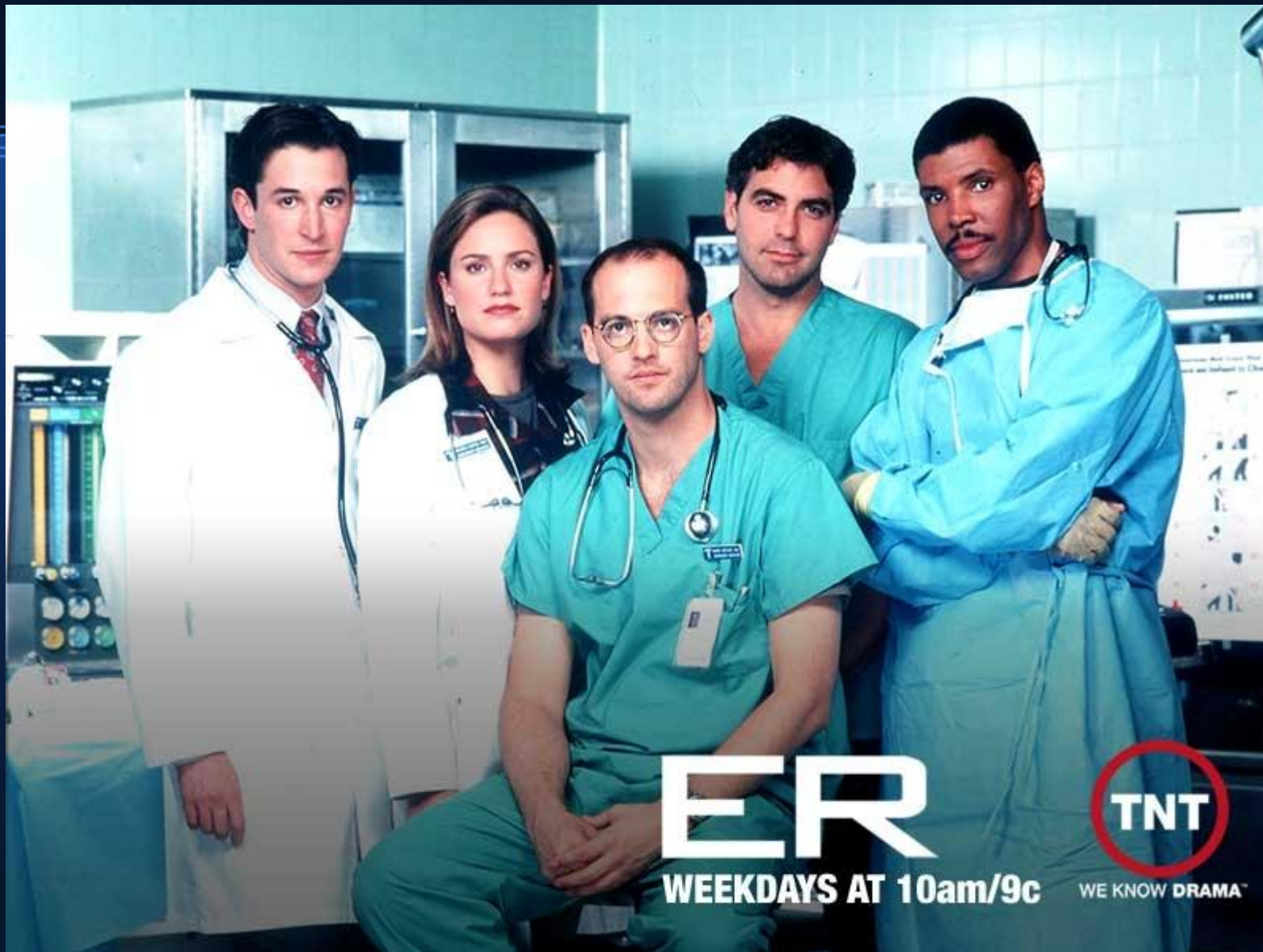
One of the most vivid examples of the tactile quality of the TV image occurs in medical experience. In closed-circuit instruction in surgery, medical students from the first reported a strange effect-that they seemed not to be watching an operation, but performing it. They felt that they were holding the scalpel. Thus the TV image, in fostering a passion for depth involvement in every aspect of experience, creates an obsession with bodily welfare. The sudden emergence of the TV medico and the hospital ward as a program to rival the western is perfectly natural. It would be possible to list a dozen untried kinds of programs that would prove immediately popular for the same reasons. Tom Dooley and his epic of Medicare for the backward society was a natural outgrowth of the first TV decade."

Marshall McLuhan *Understanding Media; The Extensions of Man*

Different kind of television series (dramas and sitcoms) which events center upon any medical environment such as doctor office, hospitals or even ambulance







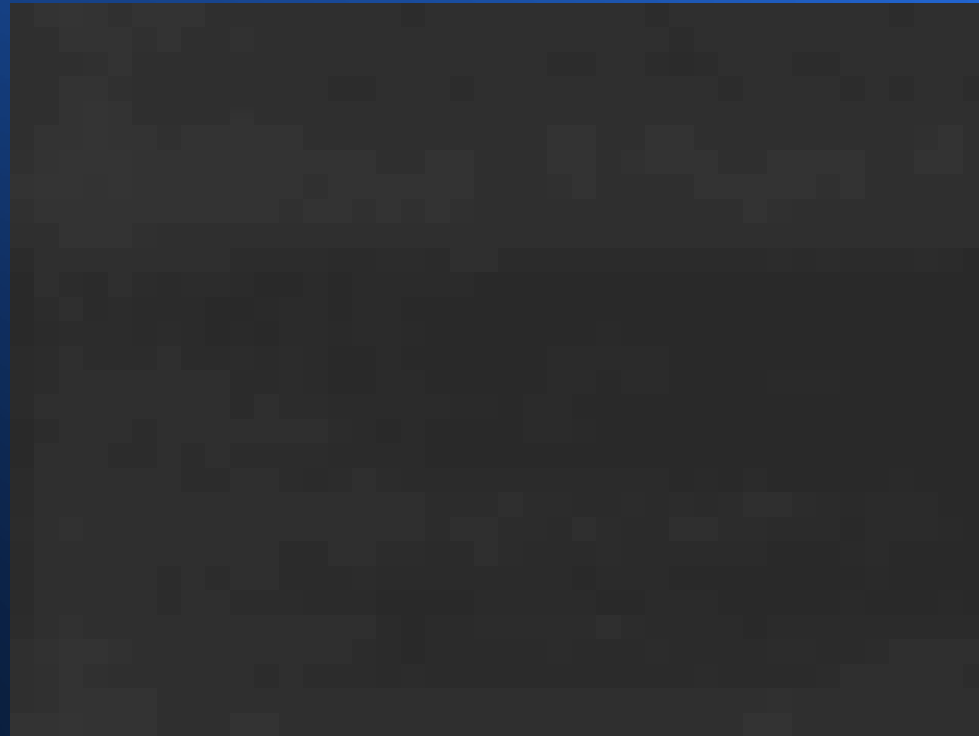
# ER

WEEKDAYS AT 10am/9c



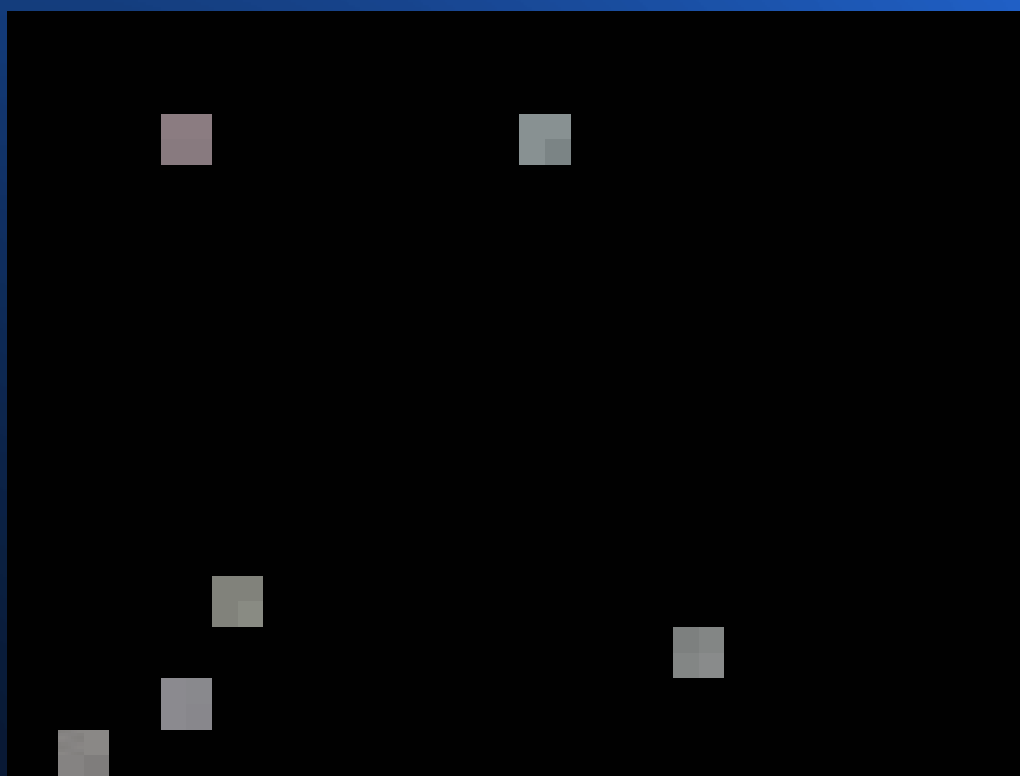
WE KNOW DRAMA™













**DR.  
KILDARE**

**MARCUS WELBY, M.D.**

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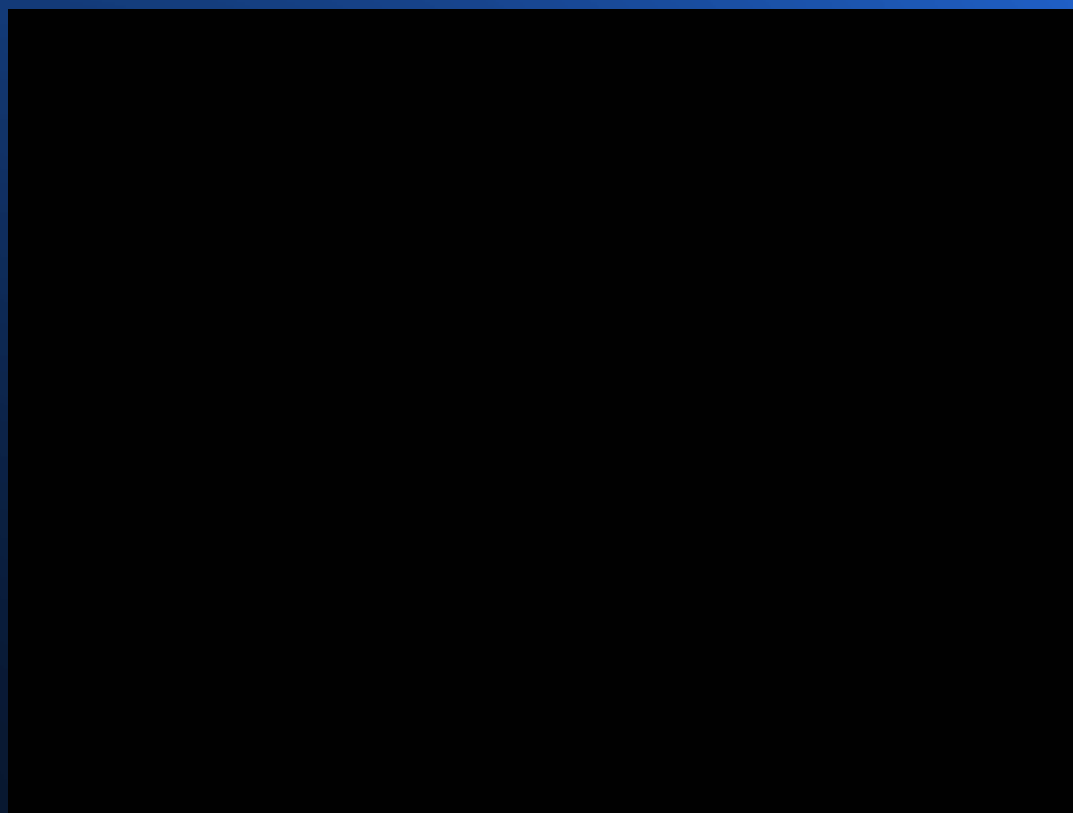
Doctors are the guardian of birth and the  
healer of the sick.

**I am not a doctor But I play one in T.V.**











**GREY'S ANATOMY**







**Until the beginning of 1980's it was acceptable by gatekeepers and these who shape the public opinions that the public media consumers received different kind of information including health and medical information from newspapers radio and news television programs.**

However at the beginning of 1990's gatekeepers and other begun to be aware to the fact that television news program or newspaper were not considered any more as primary sources in which the public received their information including information on health issue and medical information. Entertainment shows in television begun to be increasingly mentioned, as primary and important source in which the public got their health and medical information. Different health care and medical stuff reported that patients are raising treatment issues that they have seen on different television shows including entertainment television. About one in seven viewer said that they have contacted a doctor or other health care provider about a health problem because of something they saw on ER

**The term that coined in order to describe this phenomenon is entertainment education.**

**Based on the understanding that Entertainment television reaches a wide audience, health campaigns are using soap operas, sitcoms, television drams and even reality shows to promote different health issues. Among these issues: the importance of immunization, teen obesity, hypertension, eating more fruits and vegetables and get more exercise, organ donation the fight against HIV AIDS teen pregnancy, cancer.**

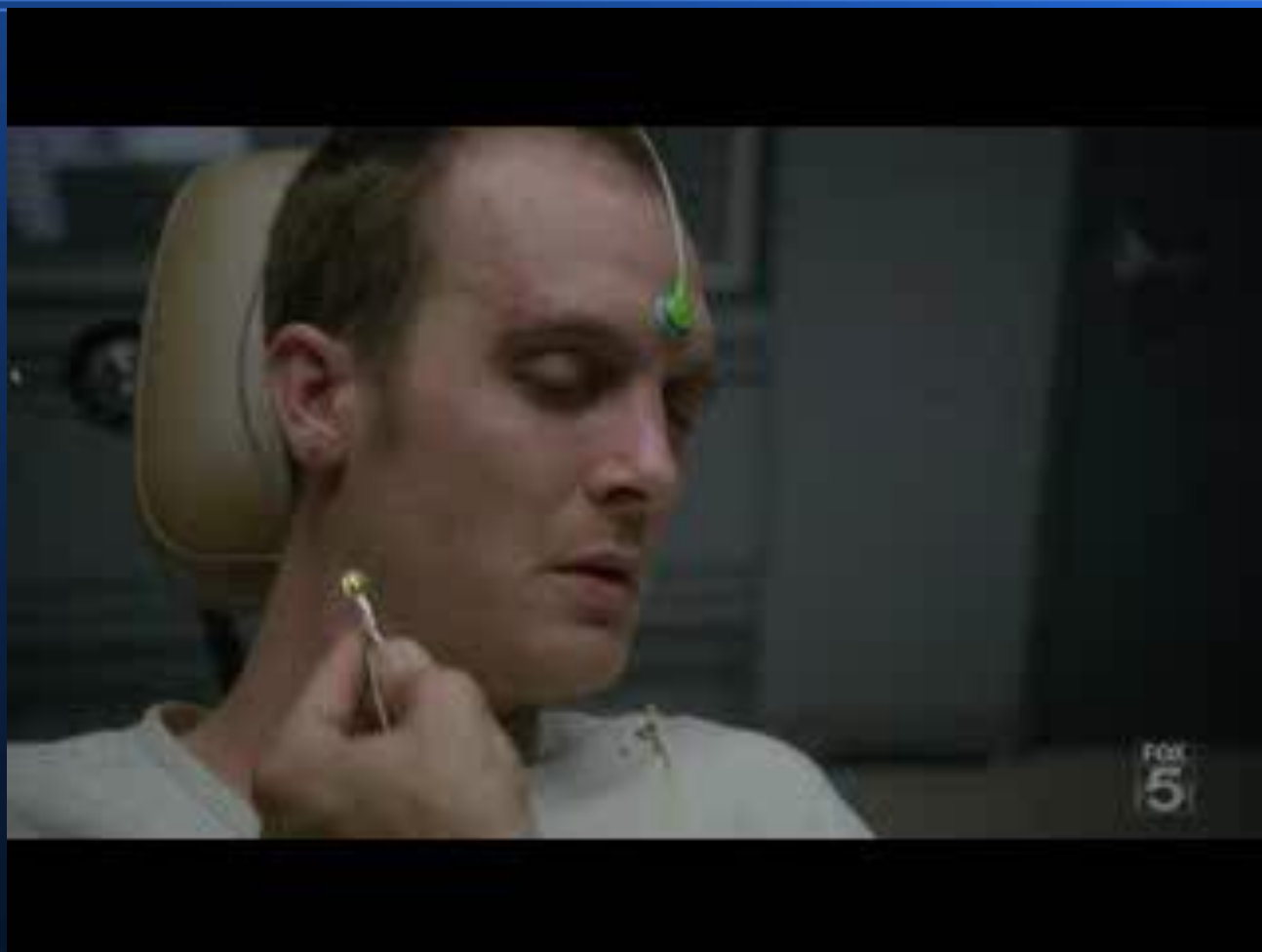




**According to research that published in the New England Journal of Medicine in 1996. The way in which this precious present in E.R are significantly higher than the most optimistic survival rates in the medical literature, and the portrayal of CPR on television may lead the viewing public to have an unrealistic impression of CPR and its chances for success.**

<http://www.kaiserhealthnews.org/Stories/2009/September/01/Doctor-House-and-health-costs.aspx>

**Only last April new research on House and Grey's Anatomy published in issue of the Journal of Medical Ethics the research challenge the life of these programs**





But at the same time this recent study  
argued that House and Grey's

Anatomy can prompt students to think  
and talk about bioethical issues.









