

History 084

Modern Addiction: Smoking in the 20th Century

Fall 14

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Office Hours: Tuesday 10:15-11:00; 4:00-5:00

Thursday 10:15-11:15; 4:00-5:00

and by appointment

Habit... Pleasure and glamour... Vice and addiction... Disease and modern world pandemic... Big corporate business, deception, intimidation and fraud... Sophisticated advertising, Joe Camel and the Marlboro Man... Individual choice and public health harm... These are just some of the socio-cultural, economic, and political dimensions of one of the most versatile consumer goods of the twentieth century. With an impact in rich and poor countries, in free-market or centralized economies, in the industrialized North and in what used to be called the Third World, cigarettes shaped millions of lives in almost every corner of the globe. In fact, there was a time, not very long ago, in which the whole world smoked: pregnant women at home, mall shoppers, airplane passengers, teachers in the classroom, doctors in hospitals, TV news anchors on camera, athletes taking a rest, lovers in bed... But something happened in the last three decades. This course examines the worldwide transformation of cigarette smoking from a celebrated and well-accepted habit into a medicalized, risky, and regulated practice.

Modern Addiction is a research-oriented course. Its design emphasizes two goals. First, to explore some of the literature produced by historians, literary and film critics, sociologists, and public health policy makers on the emerging subfield of cigarette smoking studies. Second, to write a research paper based on primary sources.

During the first half of the semester, the course will take the form of class discussions based on common readings. Readings of articles and books must be completed on time. Each meeting will begin with one or several

individual presentations that should define the scenario for the collective discussion of the assigned readings. Two writing assignments are mandatory during the first half of the semester:

1. A weekly one/two-pages reaction paper (you can chose the most convenient form, a narrative or a list of questions, issues or findings) focused on the assigned readings. These short papers should avoid descriptions or summaries of the readings; instead, emphasis should identify issues under discussion, research agendas, and primary sources used to articulate interpretations. Reaction papers are due every week. A thoroughly revised version of your reaction papers is due by the end of the semester. This final version should combine your initial interpretations on the readings and what you got out of weekly class discussions.
2. A 600 words-book review or a review of a set of articles of your choice. Previous consultation about your selection with the instructor is advisable.

During the second half of the semester students will be focused on working on a paper of at least 15 pages in length. This paper is supposed to do an intense use of primary sources –written, visual and/or oral- as well as the available relevant secondary literature.

As a research oriented course, an important portion of your work related to this paper will be done on your own and you will have to schedule in advance individual meetings with the instructor. Drafts and advances of your work will be presented in class and discussed by classmates. Needless to say, constructive criticism is crucial.

It is extremely important to begin thinking on this paper from the very first week of the semester. The sooner you identify issues and available sources the better. You should use the readings of the first half of the semester as inspiring sources. Do not hesitate to contact me in the office if by the fifth week you are still trying to figure out what to do.

Course Schedule

Readings with (*) are available in Moodle. Readings with (+) are e-books and at least one hard copy is available at McCabe or through Tripod. Additional information about research resources for this course at:

<http://libguides.brynmawr.edu/history084>

Week 1

September 2

Introduction

September 4

Working with primary sources

Berkin, How can I work effectively with primary sources...?" (*)

Research paper guidelines (*)

How to analyze primary sources (*)

Collective research exercise: Marlboro project

Week 2

September 9

Historiographical approaches

Robert N. Proctor, *Golden Holocaust. Origins of the Cigarette Catastrophe and the Case for Abolition*, 1-23 (+)

Luiz Castro-Santos, "Misplaced Targets: In Defense of Smokers" (*)

Young-sun Hong, "Cigarette Butts and the Building of Socialism in East Germany" (*)

September 11

No class. Professor delivering a talk in Berlin, Germany.

11:20-12:00. Meeting with Librarian Sarah Elichko

On your own:

Glance through readings of weeks 3 to 9 in order to find leads for your own research project

Start looking for primary sources for the Marlboro project

Week 3

September 16

Smoking and Public Health History

Allan Brandt, *The Cigarette Century. The Rise, Fall and Deadly Persistence of the Product that Defined America* (*)

September 18

Biomedical History of Smoking and the History of a Corporate Deception

Robert Proctor, *Golden Holocaust. Origins of the Cigarette Catastrophe and the Case for Abolition* (*)

Week 4

September 23

Marlboro project

Bring your Marlboro primary sources for class discussion.

September 25

The Feminization of Smoking and its History

Penny Tinkler, *Smoke Signals. Women, Smoking and Visual Culture in Britain* (*)

Sharon Anne Cook, *Sex, Lies and Cigarettes. Canadian Women, Smoking and Visual Culture, 1880-2000* (*)

Week 5

September 30

History of Lifestyles, Smoking and the Making of a Secular Morality

Salomon Katz, “Secular Morality” (*)

Lawrence Gostin, “The Legal Regulation of Smoking (and Smokers)” (*)

Howard Leichter, “Lifestyle Correctness and the New Secular Morality” (*)

Paul Rozin, “Moralization” (*)

October 2

Marlboro project

Working on a collective research report outline with emphasis on what is doable in terms of findings, issues, topics and the available primary sources.

Week 6

October 7

The History of Public Policies on Smoking

Eric Feldman and Ronald Bayer, “Liberal States, Public Health, and the Tobacco Question” (*)

Ronald Bayer and James Colgrove, “Children and Bystanders First: The Ethics and Politics of Tobacco Control in the US” (*)

John Ballard, “The Politics of Tobacco Control in Australia: International Template?” (*)

Constance Nathanson, “*Liberté, Egalité, Fumée*: Smoking and Tobacco Control in France” (*)

Gunter Frankenberg, “Between Paternalism and Voluntarism: Tobacco Consumption and Tobacco Control in Germany” (*)

Theodor Marmor and Evan Lieberman, “Tobacco Control in Comparative Perspective: Eight Nations in Search of an Explanation” (*)

Eric Feldman and Ronald Bayer, “Lessons from the Comparative Study of Tobacco Control” (*)

October 9

Marlboro project

Working on a collective research report outline, with emphasis on what is not doable taking into account the available primary sources and the remaining unanswered questions.

Week 7

October 14

October 16

Break

Week 8

October 21

Bringing the Smokers’ Perspective into the Historical Narrative

Rosemary Elliot, “‘Everybody Did It’—or Did They?: The Use of Oral History in Researching Women’s Experiences of Smoking in Britain, 1930–1970(*)

Eric Laurier, “Daily and Life course Contexts of Smoking” (*)

Mark Nichter, “Smoking: What Does Culture Have to Do with It?” (*)

Michelle Sayette, “Craving, Cognition, and Self-Regulation of Cigarette Smoking”(*)

Neil Weinstein, “Accuracy of Smokers’ Risks Perceptions”(*)

October 23

Social Histories of Smoking

Relli Shechter, *Smoking, Culture and Economy in the Middle East. The Egyptian Tobacco Market 1850-2000* (e-book)

Matthew Hilton, *Smoking in English Popular Culture* (*)

Week 9

October 28

Social Histories of Smoking

Carol Benedict, *Golden-Silk Smoke. A History of Tobacco in China, 1550-2010* (*)

Matthew Romaniello and Tricia Starks eds., *Tobacco in Russian History and Culture* (*)

October 30

Critical Approaches on the Anti-smoking Crusade

Jacob Sullum, *For Your Own Good. The Anti-Smoking Crusade and the Tyranny of Public Health* (*)

Richard Klein, *Cigarettes Are Sublime* (*)

Week 10

November 6

No class.

Individual meetings focused on: 1. Identifying your book or selection of articles to be reviewed; 2. Reporting on your individual research project.

Edited Version of Your Reaction Notes Due

November 8

In-class presentation: Report on individual research projects, including identification of primary sources and secondary materials.

Week 11

November 13

No class

Individual meetings by appointment

Book Review Due

November 15

No class

Individual meetings by appointment

Week 12

November 19

No class

Individual meetings by appointment

November 21

In-class presentation of individual research projects followed by designated peer's comments. Please send by email your work to all course participants no later than November 20th, Noon.

Week 13

November 26

In-class presentation of individual research projects followed by designated peer's comments. Please send by email your work to all course participants no later than November 25th, Noon.

November 28

No class

No Individual meetings by appointment

Week 14

December 2

In-class presentation of advanced drafts followed by a designated peer's comments. Please send him/her by email a your work no later than December 2, Noon.

December 4

In-class presentation of advanced drafts followed by a designated peer's comments. Please send him/her by email a your work no later than December 3rd, Noon.

Week 15

December 9

Final Paper due in class.

