

PR

Courtwright: *Forces of Habit* (ch. 6)

Rampton & Stauber (2 chapters)

"Flouridation" controversy

"Millions for Viagra"

Video: Scare tactics

Class: Cathy Young: "Drug Terrorism" editorial

Readings:

Courtwright: *Forces of Habit* (ch. 6)

Server:

1) Trust Us, We're Experts! : how industry manipulates science and gambles with your future

2) Confronting the Experts, 'Flouridation: Breaking the Science Barrier'

3) Millions for Viagra, pennies for diseases of the poor

Online Discussion:

Read the article on fluoride. Someone suggested in one of the sections last week that everyone should go on Ritalin. Use evidence presented in the readings to discuss whether everyone should have fluoride in the water and how you would convince them they should.

For section:

Write two paragraphs: Read the Viagra article. You are in charge of a pr firm hired to convince drug companies to support the provision of anti-malaria, anti-sleeping sickness, or anti-river blindness drugs to poor countries. Using tactics discussed in Courtwright and/or Rampton and Stauber, how would you convince drug companies to do this? (bear in mind that these companies are profit-making ventures: telling them "it's the right thing to do" won't work).