

Monthly Lecture Series 2017

The concept of wellness:

the meaning of health for the future
of society and policy

**Keynote Lecture in the Aula of the Asia Orient
Institute at the University of Zürich**

Building RAA, Room G-01, Rämistrasse 58, 8006 Zurich

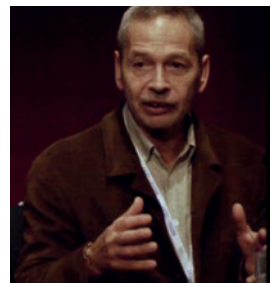
4. May 2017, 18.15-19.30 h

Frank Furedi

Professor of sociology, University of Kent, UK

On the elusive concept of wellness: the meaning for the future of society and policy

This lecture offers a cultural sociological account of the concept of wellness. It argues that the search wellness is an elusive quest that encourages people to think of health as something to work on, something to aspire to and achieve. In this context, the quest for achieving perfect health is also associated with embracing a ‚sustainable‘ life style. The implicit understanding of sustainability as life style may have become part of effective marketing strategies for consumer goods but it may not be conducive to coping with the global sustainability challenges since sustainable life styles have become part of a retro-culture associates innovation with potential health risks and undesirable change. The consequences of this expansion of consumer concern with health and sustainable life style for the future of society and policy will be explored.



Speaker's Bio

Frank Furedi has worked on the cultural dimensions the therapeutic turn in Western societies. He has explored the way that the therapeutic imagination has impacted on parenting, education, socialisation and a variety of different dimensions of social education. His most recent book, *What Has Happened To The University; A Sociological Exploration Of Its Infantilisation* (Routledge 2016) examines the relationship between the impact of the institutionalisation of a therapeutic sensibility. He is currently engaged in a study of the distinctive features of the current regime of socialisation.

Books published by Professor Furedi

(for his latest contributions see: <http://www.frankfuredi.com/>):

- *Paranoid Parenting* (2001), Allen Lane (The Penguin Press)
- *Culture of Fear* (2002), Continuum
- *Therapy Culture: Cultivating Vulnerability In An Uncertain Age* (2003), Routledge
- *Where have All The Intellectuals Gone?: Confronting 21st Century Philistinism* (2005), Continuum
- *Politics of Fear: Beyond Left and Right* (2005), Continuum
- *Invitation to Terror: The Expanding Empire of the Unknown* (2007), Continuum
- *Authority: A Sociological History* (2013), Cambridge University Press
- *First World War: Still No End In Sight* (2014), Bloomsbury