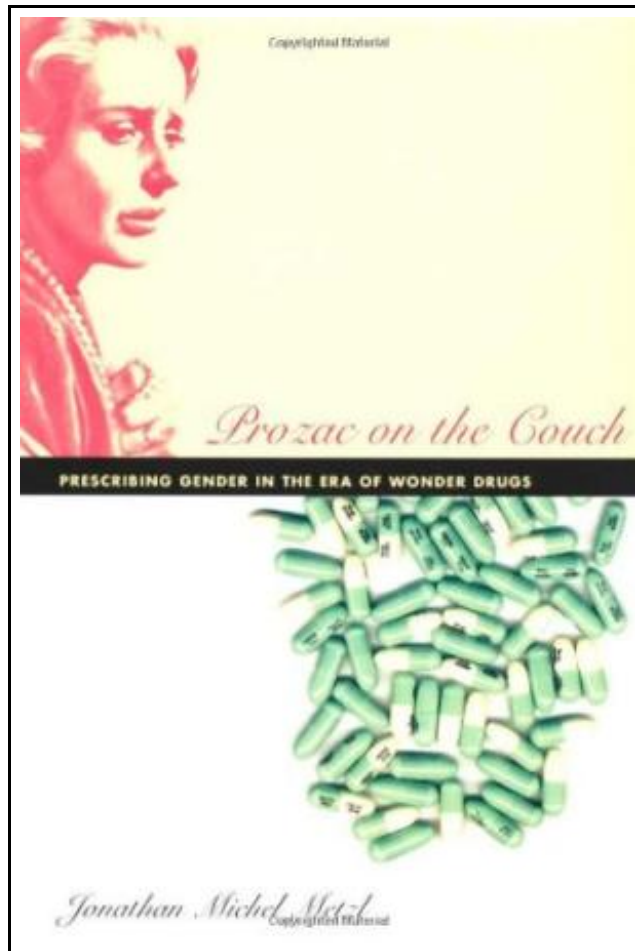


## Prozac on the Couch: Prescribing Gender in the Era of Wonder Drugs



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**(Dr. Kayden Gerlach)**

## PROZAC ON THE COUCH: PRESCRIBING GENDER IN THE ERA OF WONDER DRUGS



Duke University Press, United States, 2005. Paperback. Book Condition: New. 231 x 152 mm. Language: English . Brand New Book. Pills replaced the couch; neuroscience took the place of talk therapy; and as psychoanalysis faded from the scene, so did the castrating mothers and hysteric spinsters of Freudian theory. Or so the story goes. In *Prozac on the Couch*, psychiatrist Jonathan Michel Metzl boldly challenges recent psychiatric history, showing that there s a lot of Dr. Freud encapsulated in late-twentieth-century psychotropic medications. Providing a cultural history of treatments for depression, anxiety, and other mental illnesses through a look at the professional and popular reception of three wonder drugs -Miltown, Valium, and Prozac-Metzl explains the surprising ways Freudian gender categories and popular gender roles have shaped understandings of these drugs. *Prozac on the Couch* traces the notion of pills for everyday worries from the 1950s to the early twenty-first century, through psychiatric and medical journals, popular magazine articles, pharmaceutical advertisements, and popular autobiographical Prozac narratives. Metzl shows how clinical and popular talk about these medications often reproduces all the cultural and social baggage associated with psychoanalytic paradigms-whether in a 1956 *Cosmopolitan* article about research into tranquilizers to cure frigid women; a 1970s *American Journal of Psychiatry* ad introducing Jan, a lesbian who needs Valium to find a man; or Peter Kramer s description of how his patient Mrs. Prozac meets her husband after beginning treatment. *Prozac on the Couch* locates the origins of psychiatry s biological revolution not in the Valiumania of the 1970s but in American popular culture of the 1950s. It was in the 1950s, Metzl points out, that traditional psychoanalysis had the most sway over the American imagination. As the number of Miltown prescriptions soared (reaching 35 million, or nearly one per second, in 1957), advertisements featuring uncertain...



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