

Gastvortrag von
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16 Uhr c.t.,
PEG 1 G107



Fit, Fresh, and Frozen: The Cryotropes of Artificial Cold

Freeze yourself to lose weight, to avoid cellulites, even death. This presentation employs a feminist rhetoric of science perspective to investigate how artificial cold, in the case of cryotherapy and cryonics, becomes persuasive. This is accomplished by empirically foregrounding the marketing material and online presence of four cryopreservation companies: Quick Cryo and KryoX (cryotherapy businesses) as well as the Cryonics Institute—Technology for Life and Alcor Life Extension (cryonics). While the allure of cryopreservation is situated in light of the ability to re-animate bits as well as whole bodies, artificial cold is made to appear persuasive through the development of four different cryotropes related to optimization, rejuvenation, optimism, and empowerment. The presentation will discuss how artificial cold becomes animated as a rescue and a hope technology while additionally becoming persuasive when rhetorically positioned akin to everyday communication and information technologies such as phones and the Internet. Exploring the ways that artificial cold is articulated as a technology of ‘life’, ‘youthfulness’, and ‘freshness’, the presentation will speak to the ways that cryo achieves vitality in emergent cryo-lifestyle-businesses calling for scholarly attention to the ways that artificial cold is becoming part of the everyday.

**Soziologie mit dem Schwerpunkt Biotechnologie, Natur
und Gesellschaft**
Prof. Dr. Thomas Lemke