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FRAMEWORK PER L'ATTRAZIONE E IL RAFFORZAMENTO
DELLE ECCELLENZE PER LA RICERCA IN ITALIA

June 13, 2024

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Aula Biral - 4° piano

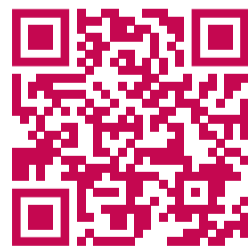
Calle Contarini

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Full info on

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Disputed augury: Live poultry markets, zoonotic viruses, and contested signs of risk

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Global health agencies identify live poultry markets as risky settings of zoonotic spillover, where viruses such as avian influenza jump from animals to humans. Although China (PRC) and other countries in Asia are proceeding to close and outlaw these markets, persistent consumer demand for live poultry has repeatedly made market closure infeasible. Often framed as a conflict between modern sciences of risk and traditional values of food

quality, this paper argues that what is at stake is rather the different semiotic strategies used by scientists and shoppers for evaluating risk and health. Drawing on research at veterinary health agencies and live poultry markets in China, the paper analyzes how these semiotic strategies are rooted in the equipment (from PCR machines to embodied senses) that provide the means of interpreting the signs carried by living birds.