Contents

1. Introduction 1

PART 1. Frames

2. Viral Mothers 19
3. Modernity 30

PART 2. Risk and Purity in the Contemporary United States

4. Theorizing Risk, Imagining Purity 49
5. West Nile Virus 61
6. The 2004 U.S. National Breastfeeding Awareness Campaign 72
7. Guilt 88
8. Pollution Taboos and Pregnancy Advice 98
9. Contamination and the Sacred Maternal Body 114


10. MTCT 133
11. Denialist Rhetorics 149
12. Situating Denialism 169
13. Representing African Women 189
14. Informed Choice 199

Notes 219
Works Cited 253
Index 271