

WHEN MOTIVES COLLIDE

The essays in this section explore what happens when individual motives, corporate motives, and government motives collide. The authors identify the needs and desires motivating particular courses of action and explore the outcomes of motives at odds.

Amy Wysoker considers collision between the nursing profession and governmental health care policy-makers. Nurses' decisions, she writes, have real-world, weighty implications for both the nurses themselves and the people with whom they work. In decision-making, nurses must balance personal, professional, and civic motives, which will sometimes be in concert and sometimes be at odds. In "Profession and Policy in Collision: Nursing, Risk, and Responsibility," Wysoker recounts the post-9/11 terrorism-related smallpox scare, the U.S. government's call for health care professionals to put themselves on the "front-line" by receiving smallpox vaccinations, and nursing's professional response to a policy that put its membership at grave personal risk.

The hero's journey; the comedy; the tragedy; the epic: these are some familiar narrative models. In "Profit Motives and Public Interest: Colliding Forces in Broadcast News," Barbara Fowles suggests that viewers should become similarly familiar with some of the structures and forms that package TV news stories. Through close reading of television news stories that promise to educate viewers about imminent health and safety risks, Fowles shows that viewers' critical attention to narrative tactics—particularly *backpedaling* and *bait-and-switch*—may be critical to their ability to identify credible, pertinent information about health and safety risks, as opposed to being misinformed and frightened by misleading, corporate profit-driven "news" stories.

In "Restriction, Circumvention, Innovation: The Daughters of Charity and the French Catholic Reformation Church," Susan Dinan uses primary historical documents to show how the Daughters of Charity triumphed over the Church's attempt to put them, literally, behind walls. Dinan shows that, in this case, colliding motives did more than simply "hit" or "miss"; instead, the energy reflected in collision was generative: the Daughters of Charity not only maintained their mission of service but also expanded it.

Political punditry in the U.S. is almost never-ending: 24/7, we can read, hear, or view "talking heads" commentary. What happens, though, here or elsewhere, when the "experts" are wrong? In "The Unexpected Collision: Why the Dutch Rejected the Draft European Constitution," Anke Grosskopf offers a close reading of a political situation the experts read wrong. A political scientist, Grosskopf uses quantitative and qualitative methods to investigate the collisions among social, cultural, economic, personal, and national motives that led to this surprising outcome, and also frames the outcomes in terms of its significance for our connected, global, 21st century.