The 1960s and 70s saw the rise of the "infertility clinic" in Western Europe and the United States. Such clinics engendered a shift from disciplinary specific approaches to infertility related research and treatment to integrated approaches that incorporated the methods and expertise of multiple fields of study. This rhetorical history demonstrates that appeals to time--or, more specifically, appeals to clinical tracking, managing, and otherwise intervening in reproductive timing--served as the discursive common denominator for this trans-disciplinary effort. Drawing from a range of documents from different infertility clinics, professional correspondence, scientific reports, and mainstream media coverage, Professor Jensen contends that to be "fertile" in this context was to be functioning within scientific and clinical time, while to be "infertile" was to be out-of-time, often in more than one sense. She traces this definitional metaphor to the emergence of the "biological clock" trope in the 1980s and its continued employment in the twenty-first century, and she considers the implications of this discursive temporal regime for constructions of sex, gender, and public health.

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