

# Showmanship

**Showmanship** is the use of **dramatic, attention-seeking behavior** to impress an audience—often at the expense of substance or depth. In academic and medical fields, it refers to prioritizing **visibility over value, performance over precision**.

## □ Key Aspects

- Focused on style, image, or spectacle
- Often masks superficial or redundant content
- Encourages self-branding over collaborative effort

## □ In Context (Academic & Medical Fields)

- Over-polished presentations with little clinical relevance
- Performing surgeries or techniques more for visibility than for patient benefit
- Social media-driven academic identity with minimal peer-reviewed contribution

## ⚠ Why It Matters

- Distracts from critical thinking and honest debate
- Can distort educational priorities
- Risks turning medicine into theatre instead of care

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