

University of Helsinki
Social and Cultural Anthropology Visiting Seminars 2015-16
14:15 – 15:45 on Fridays
Unioninkatu 35 Room 114

25.9.2015 Professor William T.S. Mazzarella (Professor of Anthropology, University of Chicago)

SHORT BIO

William Mazzarella is Professor in the Department of Anthropology and in the College at the University of Chicago, where he has taught since 2001. He received his BA in Social Anthropology from the University of Cambridge in 1991, and his Ph D in Sociocultural Anthropology from the University of California at Berkeley in 2000. He is the author of *Shoveling Smoke: Advertising and Globalization in Contemporary India* (2003) and *Censorium: Cinema and the Open Edge of Mass Publicity* (2013), as well as the co-editor (with Raminder Kaur) of *Censorship in South Asia: Cultural Regulation From Sedition to Seduction* (2009). His current project, 'The Mana of Mass Publicity,' explores the relation between classic anthropological ideas of magical efficacy and critical theorizations of mass media practices. Its empirical dimension is grounded in an ethnography of the transformation of the Bombay advertising world from the 1950s to the present.