

Czech Association for Social Anthropology  
is pleased to Invite you to

## 208th GELLNER SEMINAR

Thursday 9th May 2024 5:30 p.m.  
1st floor, Seminar room B1, Kampus Hybernská  
Hybernská 998/4, Prague 1

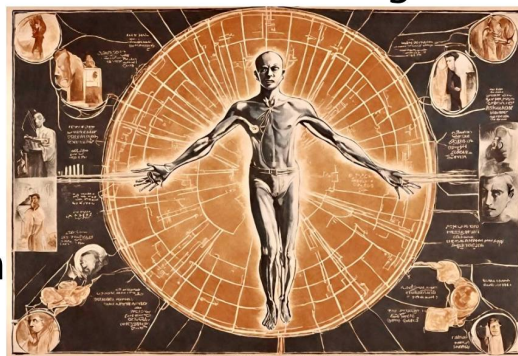
# William Mazzarella, Ph.D.

Professor of Anthropology, University of Chicago



## Advertising as Integral Magic: An Afterlife

What if one were to take seriously the proposition that advertising isn't like magic, rather it is magic? And further, what if advertising isn't just a matter of manipulation, but also, for the magician themselves, a question of entering a volatile relation with ambiguous powers? My talk explores this theme via the story of the rise and fall of Kersy Katrak - charismatic Bombay adman, published poet, and practicing occultist. The talk is at the same time, in a minor key, a meditation on the long tail of ethnographic enchantment.



William Mazzarella is the Neukom Professor of Anthropology at the University of Chicago. He is the author of *Shoveling Smoke: Advertising and Globalization in Contemporary India* (2003), of *Censorium: Cinema and the Open Edge of Mass Publicity* (2013), and of *The Mana of Mass Society* (2017). He is the co-author, with Eric Santner and Aaron Schuster, of *Sovereignty Inc: Three Inquiries in Politics and Enjoyment* (2020), and the co-editor, with Raminder Kaur, of *Censorship in South Asia: Cultural Regulation from Sedition to Seduction* (2009). He is also the editor of *K D Katrak: Collected Poems* (2016).

