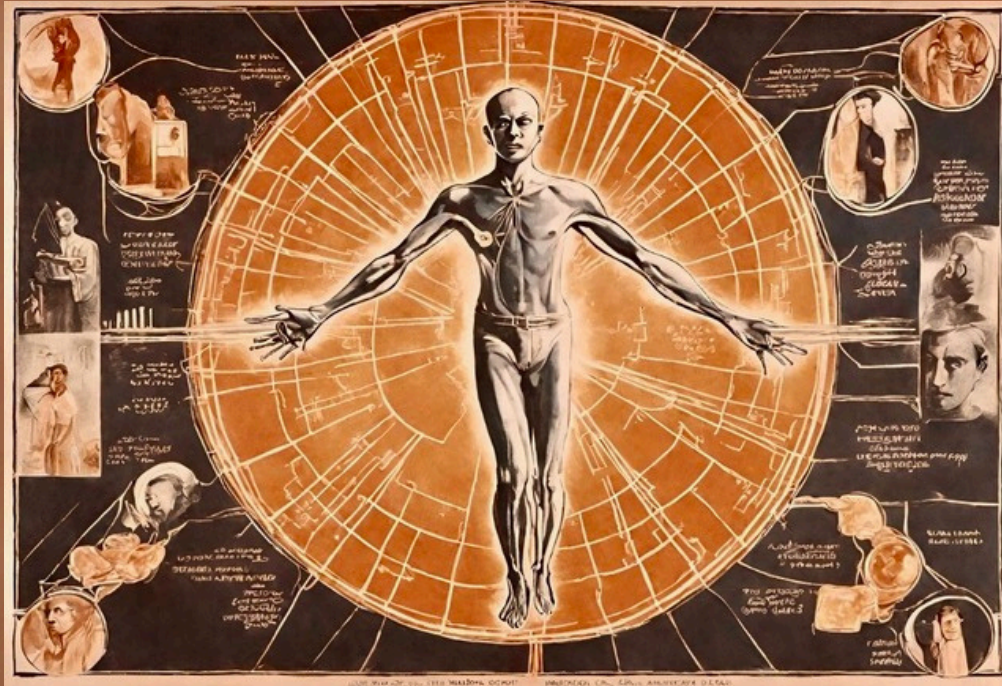


“ADVERTISING AS INTEGRAL MAGIC: AN AFTERLIFE”



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 Katak – 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.



Prof. William Mazzarella (University of Chicago)

William Mazzarella is the Neukom Family Professor of Anthropology at the University of Chicago. He writes and teaches on the political anthropology of mass publicity, critical theory, affect and aesthetics, psychoanalysis, ritual and theopolitics, and the occult shadow of the modern. He is the author of several books, including *The Mana of Mass Society*.

ON ZOOM

DECEMBER 10, 2024 6:00 PM

Link for attendance:

<https://fau.zoom-x.de/j/62556506187>

