

William M. O'Barr

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William M. O'Barr is Professor of Cultural Anthropology at Duke University where he has taught since 1969. He holds secondary appointments in the Departments of Sociology and English. He has been a visiting professor at Northwestern, Dalhousie, and Oxford Universities. He has been recognized for his outstanding undergraduate teaching by both the Duke University Alumni Association and Trinity College (Duke University). His course, *Advertising and Society: Global Perspectives*, is one of Duke's most popular undergraduate courses. His many seminar courses include *Advertising and Masculinity*, *Children and Advertising*, and *The Language of Advertising*.

He is author or co-author of ten books, including *Culture and the Ad: Exploring Otherness in the World of Advertising*, *Rules versus Relationships*, and *Just Words: Law, Language and Power*. He has conducted anthropological research in East Africa, Japan, and the United States. In addition to his interest in social and cultural aspects of advertising, Professor O'Barr has researched law in a variety of cultural settings. In 2000, he founded *Advertising & Society Review* and served as editor from 2000 to 2005. He is author of *Advertising and Society: An Online Curriculum* which will consist of 20 units published as supplements to *AS&R*.