

Bernard McGrane

RESEARCH AND PUBLICATIONS

- 2008 Watching Television Is Not Required: Toward Media Mindfulness and Enlightenment TV. Routledge
- 2005 This Book Is Not Required: An Emotional Survival Manual for Students. Newly Revised Edition. Sage Publication's Pine Forge Press
- 2004 "Zen TV: Consciousness and the Media" in Shift: At the Frontiers of Consciousness, Institute of Noetic Sciences, March-May, No.2
- 1999 This Book Is Not Required: An Emotional Survival Guide for Students. Revised Edition. Sage Publication's Pine Forge Press
- 1996 The Ad and The Ego. A one-hour educational video analyzing advertising and identity. Distributed by California Newsreel.
- 1994 The Un-TV and the 10 M.P.H. Car: Experiments in Personal Freedom and Everyday Life. The Small Press. A book examining social experiments with everyday life and ordinary reality. The experiments are derived from the traditions of ethnomethodology and Buddhism.
- 1993 "The Zen TV Experiment," feature article in Adbusters Quarterly, Vol. 2., No. 4, Summer, 1993.
- 1993 "Zen Sociology: Don't Just Do Something, Stand There!" and "Zen Sociology: The Un-TV," Teaching Sociology, January, 1993. Vol. 21.
- 1992 The Ad and the Id: Sex, Death and Subliminal Advertising. A half-hour educational video analyzing subliminal advertising. (This is the first of a projected series of three videos on advertising culture. The other two are The Ad and the Ego and The Ad and the SuperEgo. There will also be an accompanying booklet.) Distributed by The University of California Extension Center for Media, Berkeley, CA.
- 1992 College Circuit Speaker, Slide-lecture presentation: "The Ad and the Id" represented by Lordly & Dame, Inc., Boston, MA.
- 1992 "Buddhist Experiments in De-Socialization." Hour long interview on KPFK, F.M. Barbara Dunlap's show, "New Signals." Audiotape distributed by KPFK 90.7 FM.
- 1989 Beyond Anthropology: Society and the Other. Columbia University Press. (A history of the different Euro-centered conceptions of difference from the Renaissance through the 20th Century.)
- 1979 Awarded two NEH Summer Seminar Research Grants: "The Social History of Modern Science" under Everett Mendelsohn at Harvard University (declined), and "The Importance of History to the Philosophy of Science" under Ian Hacking at Stanford University (accepted). (The Stanford Seminar dealt with the work of Michel Foucault and Thomas Kuhn, relating better to my research projects of writing "An Archaeology of Anthropology," and "A History of the Human Body from the Renaissance Microcosm to the Twentieth Century Organism".)