Bernard McGrane is an Associate Professor of Sociology. His principal fields of study have been sociology, philosophy, anthropology, and intellectual history. He is the author of *Beyond Anthropology, This Book is Not Required, The Un-TV and the 10 MPH Car*. He is also featured in two educational videos: *The Ad and the Id: Sex, Death and Subliminal Advertising* and *The Ad and the Ego: Advertising and Identity*. He offers a variety of courses including: Sociology of Death and Dying, Sexual Literacy and Society; Media, Self, and Society; Death, Self, and Society; and a 10-day January interterm travel course to a Tibetan-American meditation center in Colorado. He earned his Ph.D. at New York University.