

Dr Anat Rosenberg

Curriculum Vitae

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Higher education

Undergraduate and Graduate Studies

Ph.D., direct course, Tel Aviv University, 2011

LL.B. (*magna cum laude*), Hebrew University of Jerusalem, 1998

Post-Doctoral Studies

Hebrew University of Jerusalem, Sacher Institute for Legislative Research and Comparative Law (2010-11)

Current academic position

Senior Lecturer (Associate Professor), Harry Radzyner Law School, Reichman University, Israel (2011-)

Fellow, Royal Historical Society (2022-)

Previous academic positions

- Visiting Scholar, The Faculty of History, University of Cambridge (2017-2020)
- Senior Visitor, Emmanuel College, University of Cambridge (2020)
- Visiting Fellow, Wolfson College, University of Cambridge (2017-2019)
- Visiting Fellow, the Institute of Advanced Legal Studies, the University of London (2017- 2019)
- Researcher, The Minerva Humanities Center Research Group on Political Economy, Tel Aviv University (2012-2017)
- Hebrew University of Jerusalem, Sacher Institute for Legislative Research and Comparative Law stipendiary fellowship (2010-11)
- Tel Aviv University, The Meitar Center for Advanced Legal Studies stipendiary PhD fellowship (2007-2010)
- Columbia University, Visiting Research Fellow (2006-07)

Academic service since 2015

- PhD supervision; MA supervision
- Academic Co-director, Visiting Professors Program, Harry Radzyner Law School, Reichman University (2022-)
- Editorial Board for Global Studies in Commercial and Financial Law Series, Edinburgh University Press (2022-)
- Advisory Board, Edinburgh University Press Critical Studies in Law, Literature and the Humanities (2017-)
- Advisor to prospective students, Harry Radzyner Law School, Reichman University (2021-2022)
- Academic Co-director, Honors Program, Harry Radzyner Law School, Reichman University (previously IDC) (2013-2016)
- Academic Director, Visiting Professors Program, Harry Radzyner Law School, Reichman University (previously IDC) (2013-2015)

Academic organization since 2015

- Founding member, international [research network: *Enchantment in the History of Capitalism*](#) (2022-)
- Co-organizer, annual conference of the Israel Economic History Association, (2022)
- *Law and advertising* creative workshop, with creative specialist Libby Tishler (2022)
- *Law and the material turn* research seminar, with Leora Bilsky (2022)
- Chair, annual conference of the Israeli Law & History Association: *Law and the Material Turn* (2021)
- Co-organizer, Reichman University (previously IDC) Law & Humanities researchers workshop (2015-2017, 2020-)
- Co-organizer, Israeli Law & Society Association annual conference (2017)
- Co-organizer, XIth annual conference of the Israeli Law & History Association (2015)
- Co-organizer, XXIst Forum of Young Legal Historians, 6th Berg international conference: *Law in Transition* (2015)
- Co-organizer, conference on Amnon Rubinstein's book, *Cracks in Academia* (2015)

Courses taught since 2015

- Law & Culture
- Evidence Law
- Cultural Legal Analysis
- Theories in Law
- Love & Prejudice in Law: Family, Economy and Social Dilemmas
- Academic supervision of legal clinics: Criminal Defendants with Disabilities; and Rights of Persons with Intellectual Disabilities

Awards & grants

- Israel Science Foundation (ISF) book grant (2021-2023)
- Richard Stein essay prize for excellence in interdisciplinary scholarship, the Interdisciplinary Nineteenth Century Studies Organization (2022).
- Gerda Henkel Foundation book grant (2022)
- David Berg Foundation Institute for Law and History at Tel Aviv University, book grant (2022)
- Israeli History & Law Association award (2019)
- Gerda Henkel Foundation scholarship (2018-2019)
- Columbia, Georgetown, UCLA & USC Law & Humanities Junior Scholars Workshop (2015)
- The Israeli Junior Faculty Forum (2013)
- David Berg Foundation Institute for Law and History at Tel Aviv University, Travel Grant (2010)
- Cegla Grant for the Encouragement of International Activity of Young Scholars (2009)
- Yigal Arnon Grant for the Encouragement of Research in Law & History (2008)

Publications

Forthcoming

Books & volumes

1. *Law and the Material Turn*, special issue of *Law, Society and Culture*, Tel Aviv University (forthcoming 2023) (with Leora Bilsky, Hebrew).

Articles & reviews

1. "Mass Advertising and the Invention of Market Society: Following Karl Polanyi's *The Great Transformation*," *Zmanim* (forthcoming) (Hebrew).
2. "Advertising," in *The Elgar Encyclopedia of Law and Literature*, Simon Stern and Robert Spoo eds. (forthcoming 2023).
3. "Fears of Enchantment: Oliver Onions' *Good Boy Seldom* and the Making of an Advertising Myth," *Cultural History* (forthcoming 2023).
4. "Law and Performance according to Yoram Shachar," *Reichman University Law Review*, special issue in honour of Yoram Sachar (forthcoming 2023) (Hebrew).

Published

Books & volumes

1. [*The Rise of Mass Advertising: Law, Enchantment, and the Cultural Boundaries of British Modernity*](#) (Oxford University Press, 2022).
2. [*Liberalizing Contracts: Nineteenth Century Promises Through Literature, Law and History*](#) (Routledge, Discourses of Law series, 2018).
3. [*Arts and the Aesthetic in Legal History*](#), special issue of *Critical Analysis of Law* (2015) (with Roy Kreitner and Christopher Tomlins).

Articles & reviews

1. [Review of James Greenhalgh, *Injurious Vistas: The Control of Outdoor Advertising, Governance and the Shaping of Urban Experience in Britain, 1817–1962*](#), 49 *Urban History* 817 (2022).
2. ["British Liberalism, Advertising and \(Dis\)enchantment,"](#) 146 *Zmanim* (2022) (Hebrew).
3. ["Ways of Seeing Advertising: Law and the Making of Visual Commercial Culture,"](#) *Law & Social Inquiry* (2021) (open access) (Richard Stein prize, 2022, by the Interdisciplinary Nineteenth Century Studies Organization).
4. ["Legal Ridicule in the Age of Advertisement: Puffery, Quackery and the Mass Market,"](#) 61 *American Journal of Legal History* 281 (2021). Discussed on the [Contracts Professors blog](#).
5. ["Exaggeration: Advertising, Law and Medical Quackery in Britain, c. 1840-1914,"](#) 42 *The Journal of Legal History* 202 (2021).
6. ["The Market Enchanters: Mind Control in the History of Advertising,"](#) Hidden Persuaders Project (2021).
7. ["Amongst the Most Desirable Reading': Advertising and the Fetters of the Newspaper Press, Britain c. 1848-1914,"](#) 37 *Law and History Review* 657 (2019) (best article award, 2019, by the Israeli History & Law Association).
8. ["Slavery, Freedom and Contract: Blurred Lines and Historical Resistance,"](#) 44 *Law and Social Inquiry* 526 (2019) (with Eli Cook).
9. ["Power in Numbers: Commodity Fetishes and Facts Between Trollope and Law,"](#) in *The Edinburgh Companion to Anthony Trollope* (Frederik Van Dam, David Skilton & Ortwin de Graef eds., 2018).
10. ["What Do Contracts Histories Tell Us About Capitalism?: From Origins and Distribution, to the Body and the Nation,"](#) in *The Oxford Handbook of Historical Legal Research* (Markus Dubber & Christopher Tomlins eds., 2018).
11. ["Rational Households: Consumption Between Love and Hate,"](#) 19 *Georgetown Journal of Gender and the Law* 499 (2018) (selected for the Law & Humanities Junior Scholars Workshop (Columbia, Georgetown, UCLA & USC) 2015).
12. ["How to Do Things with Law and Literature \(in Israel\),"](#) in *The Nili Cohen Book* (Shai Lavi & Ofer Grosskopf eds., 2017), reedited and reprinted in 14 *Alei Mishpat* 9 (2018) (Hebrew).

13. ["Arts and the Aesthetic in Legal History."](#) 2 *Critical Analysis of Law* 314 (2015) (with Roy Kreitner and Christopher Tomlins).
14. ["The Realism of the Balance Sheet: Value Assessments Between the Debtors Act and *The Picture of Dorian Gray*."](#) 2 *Critical Analysis of Law* 363 (2015).
15. ["The History of Genres: Reaching for Reality in Law and Literature."](#) 39 *Law & Social Inquiry* 1057 (2014).
16. ["Liberal Anguish: *Wuthering Heights* and the Structures of Liberal Thought."](#) 69 *Nineteenth Century Literature* 1 (2014).
17. ["Entanglements: A Study of Liberal Thought in the Promise of Marriage."](#) 20 *Cardozo Journal of Law & Gender* 371 (2014) (selected for the 2013 Israeli Junior Faculty Forum).
18. ["Book Review, Noam Yuran, *What Money Wants: An Economy of Desire*](#) (Stanford University Press 2014)," *Critical Inquiry* (2014).
19. ["Contract's Meaning and the Histories of Classical Contract Law."](#) 59 *McGill Law Journal* 165 (2013).
20. ["Separate Spheres Revisited: On the Frameworks of Interdisciplinarity and Constructions of the Market."](#) 24 *Law & Literature* 393 (2012).
21. ["The Contracting Person Between Individualism and Collectivism."](#) 13 *IDC Law Review* 379 (2011) (Hebrew).

Other

22. Interview by Astrid Van den Bossche on *The Rise of Mass Advertising*, for the [CaMP anthropology blog](#) (forthcoming).

Media & outreach

1. [Kristof Smeyers in conversation with Anat Rosenberg](#), Enchantment in the History of Capitalism podcast (2022)
2. [Law, culture and mass advertising](#): a podcast with Anat Rosenberg, Acdemix Radio, Reichman University, 106.2FM (Hebrew) (2022)
3. [Law and cultural history](#): an interdisciplinary hour with Anat Rosenberg, The Interdisciplinary Radio, Reichman University, 106.2FM (Hebrew) (2021)
4. [The History of Advertising, podcast series, four chapters](#), Kan, the Israeli Public Broadcasting Corporation (Hebrew) (2020)
5. ["Fake News is an Old Problem": an interview with Anat Rosenberg](#), *Law & History Review online* (2020)
6. [Tracing, responsibility and social breakdown](#), Reichman University law blog (Hebrew) (2020)

Academic presentations since 2015

- Book launch – Talia Diskin's *The Law and the Child: Legal and Social Discourse in Children's Journalism During Israel's First Decade* (Ben-Gurion Research Institute & Berg Foundation for Law and History, 2022), Tel Aviv University (2022)
- *The Rise of Mass Advertising* book talk, Materiality of Modernism conference, The Centre for European Modernism Studies, Lisbon (2022)
- Book launch – Jose Bellido's and Kathy Bowrey's *Adventures in Childhood: Intellectual Property, Imagination and the Business of Play* (Cambridge University Press, 2022), international online event (2022).
- Law Faculty Seminar, University of Haifa (2022)
- Berg Forum for Research Students in History and Law (2022)
- Law Faculty Seminar, Bar Ilan University (2022)
- Legal History Seminar, University of Glasgow, online (2022)
- Law Faculty Seminar, Hebrew University (2022)
- Law Faculty Seminar, Sapir College (2022)
- Law and History workshop, Tel Aviv University (2022)

- Department of English seminar, University of Haifa (2022)
- Rubin Forum, Department of History, Tel Aviv University (2022)
- Obscenity! Blasphemy! Treason! An Interdisciplinary International Conference on Censorship, National Taiwan University, online (2022)
- Law, Literature and Humanities Association of Australasia annual conference, *Law and Love*, online (2021).
- Book launch - Karl Polanyi's *The Great Transformation: The Political and Economic Origins of Our Time*, Hebrew translation (Van Leer Institute and Hakibbutz Hameuchad 2021), Tel Aviv University (2021)
- American Comparative Literature Association annual conference, online (2021)
- Book launch - Joseph David's *Kinship, Law and Politics: An Anatomy of Belonging* (Cambridge University Press, 2020), Sapir College online (2021)
- International Association of Consumer Law seminar, online (2020)
- Annual Conference of the Israeli Law & History Association, Yad Ben Zvi Institute (2020)
- Centre for Transformative Private Law seminar, University of Amsterdam (2020)
- Legal History seminar: Commercial Morality and Identity (organized by Chloë Kennedy and Lindsay Farmer) (2020)
- Science Abroad, University of Cambridge (2020)
- History seminar, Lancaster University (2020)
- Living with Machines research seminar, the British Library (2019)
- Hagley Museum and Library Conference: Commercial Pictures and the Arts and Technics of Visual Persuasion, DE (2019)
- Annual Conference of the Israeli Law & History Association, Yad Ben Zvi Institute (2019)
- CREATE symposium: Art, News and Markets, the University of Glasgow (2019)
- Socio-Legal Studies seminar, the University of Oxford (2019)
- Legal History seminar, the University of Edinburgh (2019)
- Nineteenth Century Studies seminar, the University of Cambridge (2019)
- Sexuality and Consumption-18th Century to 21st Century, University of Vienna (2018)
- Critical Legal Conference, the Open University, UK (2018)
- Interdisciplinary Nineteenth Century Studies, Roma Tre (2018)
- Modern Cultural History seminar, the University of Cambridge (2018)
- Institute for Advanced Legal Studies seminar, the University of London (2018)
- American Studies seminar, Princeton University (2018)
- Wolfson College Humanities Society, the University of Cambridge (2018)
- Association of the Study of Law, Culture and the Humanities, Georgetown University (2018)
- Intersections of Finance and Society, the University London (2017)
- Law & Humanities Workshop: Hendrik Hartog's Work (2017)
- History of Consumer Culture, Gakushuin University, Tokyo (2017)
- UPF-McGill-IDC Conference on Private Law, UPF Barcelona (2017)
- Israeli Sociological Society 47th Annual Conference, Tel Aviv (2016)
- Reichman University (previously IDC) Law & Humanities Workshop: James Whitman's Work (2016)
- UPF-IDC Inaugural Conference on Private Law, Israel (2015)
- Trollope Bicentennial Conference, the University of Leuven (2015)
- Columbia, Georgetown, UCLA & USC Law & Humanities Junior Scholars Workshop, Columbia University (2015)
- New Pathways in the History of Political Economy, the University of Cambridge (2015)