

## **Manisha Pathak-Shelat, Ph.D.**

### **CURRENT AFFILIATION**

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Professor, Communication & Digital Platforms and Strategies  
Chair, Center for Development Management and Communication (CDMC)  
Editor, Journal of Creative Communications (JOCC), Sage  
MICA, India  
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### **EDUCATION**

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- Ph.D. (Mass Communication), University of Wisconsin-Madison, USA, 2014  
Ph.D. minor: Gender and Women's Studies
- Ph.D. (Education), Center for Advanced Study in Education, The Maharaja Sayajirao University of Baroda, India, 1997
- Master of Science (M.Sc. Home) and Bachelor of Science (B.Sc. Home)  
Faculty of Home Science, The M.S. University of Baroda, India. Major: Education & Extension (Extension & Communication), 1984 and 1981
- Awarded Dr. Leela Shah Gold Medal for first rank in the master's program

### **RESEARCH AND TEACHING INTERESTS**

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Communication for social change; global/ transcultural citizenship, new media and the digital public sphere, digital cultures, media and information literacy, gender and communication, youth and media, critical pedagogies, qualitative methodology, service learning, and study abroad programs

### **ACADEMIC POSITIONS**

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- Chair, Center for Development Management & Communication, MICA, India, 2018 onwards
- Professor, Communication and Digital Platforms & Strategies, MICA, India, 2017 onwards
- Associate Professor, Communication, MICA, Ahmedabad, India, 2014-2017
- Chair, Communication Area, MICA, Ahmedabad, India, 2015-2016
- Associate, The Center for Communication and Democracy, School of Journalism and Mass Communication, University of Wisconsin-Madison, Madison, WI, USA, 2015-2017
- Associate Instructional Specialist for Writing and Critical Literacy, The Pre-College Enrichment Opportunity Program for Learning Excellence (PEOPLE Program), University of Wisconsin-Madison, USA, summer 2009, 2010, 2013
- Senior Lecturer/Lecturer and founding faculty member, Faculty of Journalism and Communication, The Maharaja Sayajirao University of Baroda, 1994-2008
- Visiting Faculty, King Mongkut's University of Technology Thonburi (KMUTT), Bangkok, Thailand, 1997-98

### **AWARDS, FELLOWSHIPS, AND RESEARCH GRANTS**

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- Global Media Education Council Lifetime Achievement Award for stellar contribution in media and communication education, 2021
- MICA A.G. Krishnamurthy Award for meritorious service, 2021
- MICA research grant, 2015-2017, 2018-19
- International Student Services/Wisconsin Alumni Association Academic Achievement Award, UW-Madison, 2013
- Louise Elizabeth George Scholarship, School of Journalism and Mass Communication, UW-Madison, 2012-13

- Academy of Finland funding for the project '*Comparative Research on Youth Media Participation: Finland, Egypt, India, and Argentina*', Principal Investigator for India, 2008-11
- Graduate Peer Mentor Award, UW-Madison, 2011
- Communication Teaching Fellow, UW-Madison, 2009
- TATA Fellowship for Research on Contemporary India, Center for South Asia, UW-Madison, 2009
- Research grant for Ph.D. students, School of Journalism and Mass Communication, UW-Madison, 2009, 2010, 2013
- Salzburg Seminar Fellowship, Salzburg Institute of American Studies, Salzburg, Austria, 2003
- Faculty Research Award in Communication, Shastri Indo-Canadian Institute, Calgary, Canada, 1996

## PUBLICATIONS

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### Books/Monographs

- Bhatia, Kiran & Pathak-Shelat, Manisha (forthcoming in 2023). *Gen Z, Digital Media, and Transcultural Lives: At Home in the World*. Lanham, UK: Lexington Books.
- Pathak-Shelat, Manisha & Bhatia, Kiran (2021). *Raising a humanist: Conscious parenting in an increasingly fragmented world*. New Delhi, India: Sage Publications.
- D. Frau-Meigs, S. Kotilainen, M. Pathak-Shelat, M. Hoechsmann, S. Poyntz Eds. (2020). *Handbook of Media Education Research*. IAMCR-Wiley handbook series. Hoboken, NJ: Wiley.
- Bhatia, Kiran & Pathak-Shelat, Manisha (2019). *Challenging discriminatory practices of religious socialisation among adolescents- Critical media literacy and pedagogies in practice*. London, UK: Springer Nature-Palgrave UK.
- Pathak-Shelat, Manisha. (2004). *Communication for gender sensitization: The value discussion approach*. New Delhi, India: Concept Publishing Company.
- A set of 12 energy and environment stories for tribal children of Gujarat* (in Gujarati). (1995). Lead member of the writing team. Vadodara, India: The Gujarat Energy Development Agency (GEDA).
- Pathak, Yogini & Pathak-Shelat, Manisha. (1989). *An experiment in working with a rural community: The emerging role of the child development worker*. Vadodara, India: Department of Child Development, The M. S. University of Baroda.

### Papers in Peer-Reviewed Journals

- Pathak-Shelat, Manisha (forthcoming). Impact of Social Media on Artistic Ecosystems: An Overview of DIY Music Cultures in India. *DIY, Alternative Cultures & Society*.
- Bhatia, Kiran, Pathak-Shelat, Manisha & Arora Payal (2023). DIY education in the digital Era: Youth-driven learning strategies and curricula for the future of work opportunities. *Education and Information Technologies*. <https://doi.org/10.1007/s10639-023-11750-4>
- Kini, Saesha, Pathak-Shelat, Manisha, & Jain, Varsha (2022). Conceptualizing “Filter-ing”: Affordances, context collapse, and the social self online. *International Journal of Communication*, 16, 1-21. DOI: 1932-8036/202
- Bhatia, Kiran, Arora, Payal, & Pathak-Shelat, Manisha (2021). Good girls don’t go online: Unpacking the quotidian playful resilience influencing girls’ social and digital engagements. *International Journal of Communication*, 15, 4755-4773. Doi: 1932–8036/20210005
- Jain, Varsha, Belk, Russel, Ambika, Anupama & Pathak-Shelat, Manisha (2020). Narrative selves in the digital world: An empirical investigation. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.1869>
- Bhatia, Kiran & Pathak-Shelat, Manisha (2020). Reimagining religiously segregated spaces: Building interfaith sites through participatory photography. *Communication Inquiry*. DOI: 10.1177/0196859920918543

- Pathak-Shelat, Manisha & Bhatia, Kiran (2019). Examining the significance of online discursive engagement as a form of civic participation. *Global Media Journal (Indian Edition)*, 11(1), 1-19. Available at <http://gmj.manipal.edu/>
- Bhatia, Kiran & Pathak-Shelat, Manisha (2019). Using applied theatre practices in classrooms to challenge religious discrimination among students. *Journal of Adolescent and Adult Literacy*. DOI: <https://doi.org/10.1002/jaal.950>
- Jain Varsha, Kitchen Philip, Genesh B.E., Garg Akanksha, & Pathak-Shelat, Manisha (2019). Discovering surrogate branding via online image development: A case from India. *International Journal of Management Concepts and Philosophy (IJMCP)*, 12 (3) DOI: 10.1504/IJMCP.2019.10020984
- Pathak-Shelat, Manisha & Bhatia, Kiran (2018). Young people as global citizens: Negotiation of youth civic participation in adult-managed online spaces. *Journal of Youth Studies*, DOI: 10.1080/13676261.2018.1483074
- Bhatia, Kiran & Pathak-Shelat, Manisha (2017). Understanding the role of media education in the age of religious pluralism: Rhetoric of differences and similarities. *Interactions: Studies in Communication & Culture*, 8(2-3), 189-209.
- Pathak, Xema & Pathak-Shelat, Manisha (2017). Sentiment analysis of interactions in virtual brand communities and its application for tribal marketing. *Journal of Research in Interactive Marketing*, 11(1), 16 – 38. DOI: <http://dx.doi.org/10.1108/JRIM-09-2015-0069>
- Pathak-Shelat, Manisha et al. (2015). A Polycentric approach to comparative research: Reflections on an international youth media participation study. *Journal of Children and Media*, 9 (3), 386-393.
- Pathak-Shelat, Manisha, & Deshano, Cathy. (2013). Digital youth cultures in small town and rural Gujarat. *New Media & Society*. DOI: 10.1177/1461444813496611 <http://nms.sagepub.com/content/early/2013/08/02/1461444813496611>
- Tayie, Samy, Pathak-Shelat, Manisha, & Hirsjarvi, Irma. (2012). Young people's interaction with diverse media: Observations from the media diaries of Egypt, India, Finland, Argentina, and Kenya. *Comunicar*, 39.
- Pathak-Shelat, Manisha & Desai-Chopra, Niti. (2011). Journalism education for contemporary challenges: Global understanding through virtual classroom. *Global Partners in Education Journal*, 1 (1), 21-29.
- Riaz Saqib, Pathak-Shelat Manisha, & Sinha Arbind. (2006). Role of sports in international relations: A cross cultural study of reflections of sentiment through newspapers. *African Journal of International Affairs and Development*, 11 (1), 97-127.
- Chakraborty, Mukta & Pathak-Shelat, Manisha. (2004). Cinema and society: Reflections of patriarchal values in selected Indian (Hindi) blockbusters. *Communicator*, xxxix (1), 67-85.
- Pathak-Shelat, Manisha. (1998). Communication for gender sensitization: Value discussion approach. *Media Asia*, 25 (4).

#### **Book Chapters and Invited Articles (selected)**

- Pathak-Shelat, Manisha (forthcoming in 2024)). The Way Forward. In Francis Philip Barclay and Kafia Ancer Laksar (Eds.). *Gender and Popular Visual Culture in India 'Benevolent' Sexism and Disguised Discrimination*. New Delhi: Routledge.
- Pathak-Shelat, Manisha. (2023). Coming of age: Reviewing research on children and media in India. In Usha Raman and Sumana Kasturi (Eds.). *The children and media in India*. Mumbai: Orient Blackswan
- Pathak-Shelat, Manisha & Mehta, Bhakti. (forthcoming in 2023). The future of higher education in ethical Metaverse: Co-existing in virtually enhanced physical reality. In Emiliano Bosio and Gustavo Gergorutti (Eds.). *The emergence of the ethically engaged university*. London: Palgrave McMillan.
- Pathak-Shelat, Manisha, Gadekar, Rahul, & Kini Saesha (forthcoming). Values as drivers for social media participation practices: Indian youth in the post-global world. In D. K. Thussu and

- S. Roy (Eds.). *Routledge handbook of communication and media in the Global South*. Oxfordshire: Routledge.
- Pathak-Shelat, Manisha and Choudhury, Priyanka (2022). Adolescent health: Participation, community, and communication as the key for RSKS programs. In Alankar Kaushik and Abir Suchlang (Eds.). *Narratives and new voices from India: Cases of community development for social change*. Singapore: Springer Nature.
- Pathak-Shelat, Manisha & Bhatia, Kiran (2022). Geopolitical epistemes in global citizenship education: A postcolonial approach. In Emiliano Bosio and Yusef Waghid (Eds.). *Global citizenship education in the Global South: Educators' perceptions and practices*. Leiden, Netherlands: Brill.
- Pathak-Shelat, Manisha & Bhatia, Kiran (2020). Engaging the world: Digital literacy for transcultural citizenship. In D. Frau-Meigs, S. Kotilainen, M. Pathak-Shelat, M. Hoechsmann, S. Poyntz (Eds.). *Handbook of media education research*. IAMCR-Wiley handbook series. Hoboken, NJ: Wiley.
- Pathak-Shelat, Manisha (2020). Changing the future through performing the past: Budhan Theatre and transformation of youth identities. In Henry Jenkins et al. (Ed.). *Popular culture and the civic imagination: A casebook*. New York: New York University Press.
- Pathak-Shelat, Manisha (2018). Social media and youth: Implications for global citizenship. In E. Sant & C. Peck (Eds.). *Handbook of global citizenship and education*. London, UK: Palgrave Macmillan.
- Sharma, Aanchal & Pathak-Shelat, Manisha (2017). The cultivation and reception effects of gendered images: Proposing ways to move beyond gender-based stereotypes for boys and girls. In D. Lemish & M. Gotz (Eds.). *Beyond the stereotypes – Boys, girls, and their images*. Gothenburg, Sweden: The International Clearinghouse on Children, Youth and Media.
- Pant Saumya, Pathak-Shelat Manisha, Sharma Aanchal, & Krishnatreya Pradeep (2016). Exploring individual, cultural, and structural components of health communication programmes: A gender integrative approach. In R. Vemula & S. Gavaravarapu (Eds.). *Health Communication in the changing media landscape*. Basingstoke, UK: Palgrave Macmillan.
- Kotilainen, Sirkku & Pathak-Shelat, Manisha (2015). Media and information literacies and well-being of young people: Comparative perspectives. In S. Kotilainen & R. Kupiainen (Eds.). *Reflections on media education futures* (pp.147-158). Gothenburg, Sweden: The International Clearinghouse on Children, Youth and Media.
- Pathak-Shelat, Manisha (2014). Constructing online spaces for intercultural dialogue: Media literacy initiatives for global citizenship. In S. Culver & P. Kerr (Eds.). *2014 Yearbook- Media and information literacy and intercultural dialogue: Global citizenship in a digital age* (pp.57-68). Gothenburg, Sweden: The International Clearinghouse on Children, Youth and Media in collaboration with UNESCO/UNITWIN.
- Pathak-Shelat, Manisha (2013). Media literacy and well-being of young people. In A. Ben-Arieh, F. Casas, I. Fronès, & J.E. Korbin (Eds.). *Handbook of child well-being: Theories, methods and policies in global perspective*, (pp. 2057-2092). Berlin, Germany: Springer.
- Pathak-Shelat, Manisha (2011). Youth and the paradoxes of Indian media situation: Consideration for a socially responsible youth media policy. *NORDICOM yearbook 2011: New questions, new insights, new approaches*, pp.189-199. Goteborg, Sweden: NORDICOM.
- Pathak-Shelat, Manisha, Desai-Chopra, Niti & Srivastava, Madhuri (2010). Copyright or right to copy: Issues of intellectual property rights and the new media. In A. Nanavati and M. Sayed (Eds.). *Impact of intellectual property rights in post WTO era: India and Canada*, (pp.80-103). Vadodara, India: Centre for Canadian Studies. The M. S. University of Baroda.
- Pathak-Shelat, Manisha (2008). *Dosti Ki Pathshala*: The role of school in gender equality. In Rameshwari Pandya (Ed.). *Women, welfare and empowerment in India – A vision for the 21st century*. New Delhi, India: New Century Publication.
- Pathak-Shelat, Manisha (2006). Market forces, media, and schools: A case of youth news network (YNN), Canada. In (Eds.), Arti Nanavati and Umesh Naik. *Market forces and cultural change*:

*Canada–India*, (pp.128-142). Vadodara, India: Centre for Canadian Studies, The M.S. University of Baroda.

Desai-Chopra, Niti & Pathak-Shelat, Manisha (2005). Navigating uncharted territories: Children, youth, and the Internet. In Subhash Joshi (Ed.). *Children, youth and electronic media: Prospects and portents*, (pp.181-200). New Delhi, India: B. R. Publishing Corporation.

### **Selected Other Publications**

Pathak-Shelat, Manisha et al. (2022). Indian Kids Online: Negotiating the Global and the Digital Flows. A pilot research project in Ahmedabad City, India in partnership with the Global Kids Online Network. [http://globalkidsonline.net/wp-content/uploads/2019/05/India\\_Global-Kids-Online\\_Final-report\\_April-2022.pdf](http://globalkidsonline.net/wp-content/uploads/2019/05/India_Global-Kids-Online_Final-report_April-2022.pdf)

Best Practices of Building Vaccine Confidence (2021). Advisor for the document published by National Platform on Vaccine Confidence.

Pathak-Shelat, Manisha. (2015). Rethinking youth media cultures in the global and digital world. *Journal of Children and Media*, 9 (4), 536-539, Invited review. <http://dx.doi.org/10.1080/17482798.2015.1089078>

Nande, Kaustubh & Pathak-Shelat, Manisha. (2003). An online magazine for and by children: A quasi experimental study. Working paper No. 2003-07-04. Ahmedabad, India: Indian Institute of Management.

Pathak-Shelat, Manisha. (1995). Has the new man emerged? Changing image of man in Indian advertisements. WHODSIC working paper. Vadodara, India: Women Household Development Studies Center, The Maharaja Sayajirao University of Baroda.

### **Digital Documentation**

- Digital archive of grassroots feminist posters from India. Research and Co-ordination. University of Wisconsin Digital Collections, 2011- 2015. <http://uwdc.library.wisc.edu/collections/GenderStudies>; <http://safaa.womenstudies.wisc.edu/>

### **INVITED TALKS (SELECTED)**

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- Invited panelist, Lancet Webinar on *Digital Inclusivity and Child Health*, Scheduled in November 2023.
- Invited talk, *Gen Z, Digital Media, and Transcultural Lives: At Home in the World*. Institute for Culture and Society. Western Sydney University, Australia, September 2023.
- Invited faculty. Leadership enhancement program for public health and healthcare leaders of Gujarat. Indian Institute of Public Health, Gandhinagar. August-September 2023.
- Invited speaker, *Cultural Dimensions of Digital Ethics*. Austrian Academy of Sciences, June 2023.
- Speaker and panelist in more than 20 national and global webinars and faculty development programs on the topics of global citizenship, communication for social change, research methodology, and media and information literacy. 2020-22.
- Invited panelist, *Implementing Child Rights Online: New Cross-National Evidence to Guide Policy*. Global Kids Online and the London School of Economics and Political Science, November 2022.
- Invited expert, *Beyond Borders: Global Perspectives on Digital Media and Children*, Children and Screens [#AskTheExperts](#) global webinar, November 2022.
- Invited panelist, *Branding, Promotion, and Community Connect with Respect to Health Research*. SYMRESEARCH 2022- a national conference on Research in Health and Biomedical Sciences, Faculty of Health Sciences, Symbiosis International (Deemed University), Pune, November 2022.
- Plenary speaker and mentor. “ReDMIL” (Research in Digital, Media and Information Literacy) doctoral summer school, UCLouvain, Louvain-la- Neuve, Belgium, September 2022.

- Keynote speaker, *Influence of Social Media on India's DIY Artistic Eco-Systems*. KISMIF 22 conference, Porto, Portugal, July 2022
- Book talks on *Raising a Humanist: Conscious Parenting in an Increasingly Fragmented World*. Gender Impact Studies Center (GISC), Impact and Policy Research Institute (IMPRI) as part of the series The State of Gender Equality, Symbiosis Litfest, Vishwa Talks, Shreyas Foundation etc. March 2020 to December 2021.
- Guest speaker, *An Introduction to India*. Inaugural session for the Master of Public Health program's virtual field experience, The Chicago School of Professional Psychology. November, 2021.
- Keynote speaker, *Transcultural Identities: Youth and Global Media*. International conference on Current Practices and Future trends in Media Communication, Amity University, Dubai, June 2019.
- Invited speaker, *Social Media for Social Research*. School of Communication, University of Latvia, Riga, Latvia, October 2018.
- Invited speaker, *New Screen Ecologies and Youth*. Youth Forum under the Global Media and Information Literacy Week, Riga, Latvia, October 2018.
- Invited panelist, *Whither the Communication Landscape in the Next Five Years*. UNESCO panel. Eugene, OR, USA, 2018.
- Invited speaker, *Media Education, Youth, and Citizenship*. Seminar on Technical and Socio-Cultural Perspectives for Digitisation of Learning. University of Tampere, Finland, December, 2017.
- Invited speaker and panelist, *Social Media and Transcultural Citizenship: Using the Global Civic Websites for Journalism Education*. The First Brazil-India Journalism Research Colloquium. Sao Paulo, Brazil, November, 2017.
- Invited panelist, *Media and Social Media Meet the Challenges of Terrorism and Violent Extremism*. UNESCO panel. Cartagena, Colombia, 2017.
- Valedictory speaker, *The Power of Words and Images: Their Potential and Limits*. UGC regional seminar on the Role of Media in Societal Revitalisation. Faculty of Journalism and Communication. The Maharaja Sayajirao University of Baroda, Vadodara. February 2017.
- Guest faculty, *ICT for Development: A Technical and Socio-Cultural Perspective*. International summer school, University of Tampere, Finland, August 2016.
- Chief guest and speaker, *New Media in India: Current Trends and Future Prospects*. The inaugural session of the national seminar at Amity University, Gwalior, March 2016.
- Invited speaker, *Transcultural Citizenship and Media Education*. School of Journalism and Communication, The Autonomous University of Barcelona, Barcelona, Spain, May 2015.
- Keynote speaker, *Media and Civic Participation in Indian Youth: From Emotional Engagement to Action*. Media Education Futures. International conference organized by the University of Tampere. Tampere, Finland, May 2014.
- Guest speaker, *Digital Life on the Fringe: Media Cultures in Small Town and Rural India*, Center for South Asia, Fall Lecture Series, University of Wisconsin-Madison, WI, USA, September 2013.
- Guest speaker, *Gender, Race, and Activism in New Media Environment*. School of Journalism and Mass Communication, University of Wisconsin-Madison, USA, October 2013.
- Keynote speaker, *Global Transformers or Captive Consumers: Addressing Complexities in Youth Media Participation*. Mediaeducation.now: National seminar organized by the Finnish Society for Media Education and the Finnish Society for Youth Research, Helsinki, Finland, November 2011.
- Guest speaker, *The Complexities of Researching Youth Media Participation*. University of Tampere, Tampere, Finland. May 2011.
- Guest faculty ((video recorded delivery), *Media and Young People in India*, University of

Jyväskylä, Jyväskylä, Finland, 2010.

- Invited panelist, *Youth and the Paradoxes of Indian Media Situation: Considerations for a Socially Responsible Youth Media Policy*. World Summit on Media for Children and Youth, Karlstad, Sweden, May 2010.
- Invited speaker, *Journalism Education for Contemporary Challenges: Global Understanding through Virtual Classroom*. U.S. Department of State sponsored international workshop on Journalism and Journalism Education in the U.S. Indiana University School of Journalism, Bloomington, IN, USA, June 2008.

#### CONFERENCE PRESENTATIONS (SELECTED)

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- *Literacies for Shaping the Transcultural Spaces: Enhancing Possibilities for Young People in the Global South*. Global Media Education Summit, Vancouver, Canada, March 2023. **Paper presentation.**
- *Future of Work*. Erasmus University, University of Maryland, and Femlab, Amsterdam, NL, March 2023. **Invited workshop participation.**
- *Media and Information Literacy Research to Wider Audiences: From Research to Policy and Impact* (virtual). UNESCO World Higher Education Conference, Barcelona, May 2022. **Coordinator and Moderator of the panel.**
- *De-Westernising Media Literacy: Perspectives on Pedagogies, Practices and Theory of Media Education*. Nord Media Global Webinar, January, 2022, **Webinar Co-Lead.**
- *Community Immersion as the Foundation of MIL Programs* (virtual). International Expert Conference on Audience, Media, and Information Literacy: Ten Years of Achievements and the Way Forward, November 2021. **Paper Presentation** jointly with Kiran Bhatia.
- *Bringing Empathy at the Core of Technology and Data Centered Health Communication: Re-Centering Ethics of Care in Social and Behavioural Change Communication (SBCC)*. Relations of Care Across and After Worlds (virtual). Center for Humanities, University of Wisconsin-Madison, USA, May 2021. **Paper Presentation.**
- *Values as Drivers for Youth Participatory Practices on Social Media*. International Communication Association (ICA) annual conference 2021 (Virtual), May 2021. **Paper presentation** jointly with Rahul Gadekar and Saesha Kini.
- *Mediating Civic Competencies to Negotiate with the Imageries of Social Identities*. International Association of Media and Communication Research (IAMCR), The 62nd Scientific Conference, Madrid, Spain, July 2017. **Paper presentation** jointly with Kiran Bhatia.
- *Applied Theatre as Praxis: Tackling Religion-Based Violence in Rural Schools in Gujarat through Theatrical Forms of Resistance*. International Association of Media and Communication Research (IAMCR), The 61st Scientific Conference, Eugene, OR, USA, June 2017. **Paper presentation** jointly with Kiran Bhatia.
- *She is Offline: India's Digital Gender Gap*. International Association of Media and Communication Research (IAMCR), The 61st Scientific Conference, Eugene, OR, USA, June 2017. **Panel presentation** on Digital Inequalities in South Asia with Agrawal, Binod et al.
- *Engaging the world: Digital Literacy for Transcultural Citizenship*. International Association of Media and Communication Research (IAMCR), The 60<sup>th</sup> Scientific Conference, Cartagena, Colombia, July 2017. **Paper presentation** jointly with Kiran Bhatia.
- *The Archive and Beyond: Expanding Spheres of Feminist Art and Activism*. International Communication Management Conference, MICA, Ahmedabad, India, January 2017. **Paper presentation** jointly with Christine L. Garlough.
- *Digital Archives and the Politics of Decay: Analyzing the Process of Preserving of South Asian Feminist Political Posters*. Annual Conference on South Asia, University of Wisconsin-Madison, Madison, WI, USA, October, 2016. **Panel presentation** with Christine Garlough et al.

- *Conceptualizing Gender and Cooperative Conflict through a Participatory Communication Lens.* International Communication Management Conference, MICA, Ahmedabad, India. January 2017. **Poser presentation** jointly with Aanchal Sharma.
- *Young People's Civic and Political Engagement through Participatory Practices in a Networked Community: Global Civic Online Platforms as Spaces for Realizing Young People's Civic Rights.* International Association of Media and Communication Research (IAMCR), The 59<sup>th</sup> Scientific Conference, Leicester, UK, July 2016. **Paper presentation** jointly with Kiran Bhatia.
- *Understanding Digital Sharing by Gen Y among Different Reference Groups for Product Purchase in India.* Marketing Reborn: Traditions, Trends, and Techniques. MICA International Communication Management Conference. MICA, Ahmedabad, India, February 2016. **Paper presentation** jointly with Akanksha Garg, Varsha Jain, and Russell Belk.
- *Marketing Reborn: Traditions, Trends, and Techniques.* MICA International Communication Management Conference, February 2016. **Chair, Global and Cross-Cultural Marketing.**
- *Cyberactivism, Civic Agency, and Social Change: The Significance of Discursive Civic Action.* International conference on Communication for Social Change, Castellon, Spain, May 2015. **Paper presentation.**
- *Transcultural Citizenship and the Internet: Negotiation of the Global and Local Civic Identities.* MICA International Communication Management Conference. MICA, Ahmedabad, India, February 2015. **Paper presentation.**
- *Gender Justice and Inequality and Citizen Participation and Inequality. Beyond 2015* Copenhagen CSO conference. Copenhagen, Denmark, November 2014. **Contributor** in the working groups.
- *Studying Facebook: The Ethics of Drawing a Sample in the Networked Age.* Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C. USA, August 2013. **Paper presentation** jointly with Sue Robinson and Dave Wilcox.
- *Cyberactivism: Slacktivism or Digital Citizenship?* Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C. USA, August 2013. **Organizing member of the panel.**
- *Challenging Eurocentrism in International Comparative Research: Reflections on an International Youth Media Participation Study.* International Communication Association (ICA) Conference, London, May 2013. **Paper presentation** jointly with Sirkku Kotilainen and Irma Hirsjarvi.
- *Activist Community/Social Media and Global Youth Movements: Studies from the Global South.* International Communication Association Conference (ICA), London, May 2013. **Member of the panel.**
- *Becoming Global Citizens through Digital Media: Pathways to Transnational and Digital Public Engagement for Young Women.* Digital Media and Learning Conference, Chicago, IL. February 2013, **Paper presentation.**
- *Digital Youth Cultures in Small Town and Rural Gujarat.* Association for Education in Journalism and Mass Communication (AEJMC), Chicago, August 2012. **Paper presentation** jointly with Cathy Deshano. **Among the top papers in Markham Student Paper Competition.**
- *(En)Acting Gender Equity: Boal's Theatre of the Oppressed for Gender Sensitization.* Women's Worlds 2011, Ottawa, Canada. June 2011. **Workshop presentation** with Beth Godbee, Rasha Diab and Tanya Cochran.
- *New Media in the Lifeworlds of Young People in India.* The 39<sup>th</sup> Annual Conference on South Asia. Center for South Asia, Madison, USA, October 2010. **Paper presentation and panel chair.**
- *Negotiation of Ethnic and Gender Identities: Second Generation Indo-American Girls and Consumption of Bollywood.* Midwest Popular Culture Association & Midwest American Culture Association Annual Conference, Minneapolis, USA, October 2010. **Paper presentation.**

- *Global English in the Wisconsin Classroom: Strategies for Supporting Multilingual Writers in Your Course*. Teaching & Learning Symposium, University of Wisconsin-Madison, Madison, USA, May 2010. **Workshop presentation** with Beth Godbee.
- *Acting Out: Anti-racism and Boal's Theatre of the Oppressed*. State Convention, Wisconsin Council of Teachers of English, Milwaukee, USA, October 2009. **Workshop presentation** with Beth Godbee, Salvatore De Sando, and Priscilla Lizasuaina.
- *Learning to use the Head and the Heart together: Development of Critical Thinking and Sensitivity through The Value Discussion Approach in the Classroom*. Teaching-Learning symposium, University of Wisconsin-Madison, Madison, USA, May 2009. **Workshop presentation.**
- *Copyright or Right to Copy: Issues of Intellectual Property Rights and the New Media*. International seminar on Impact of Intellectual Property Rights in Post WTO Era: India and Canada. Centre for Canadian Studies and Faculty of Law, The M. S. University of Baroda, Vadodara, January 2007. **Paper presentation.**
- *The Things We Carry: Environment and Consumption- Expression of Young Voices through Video*. International conference on Women's Impact on Science and Technology in the New Millennium. Third world Organisation for Women in Science (TWOWS). Bangalore, November 2005. **Poster presentation.**
- *Getting their Voices Heard: Asian Youth and Global Communication*. Summit 2000: Children, Youth, and the Media beyond the Millennium. Toronto, Canada, May 2000. **Paper presentation.**
- *Has the New Man Emerged? Changing Image of Man in Indian Advertisements*. International Association for Media and Communication Research (IAMCR). The 19<sup>th</sup> Scientific Conference, Seoul, Korea, 1994. **Paper presentation.**

#### TRAVEL GRANTS

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- University of Maryland, USA travel grant for the Future of Work workshop, Amsterdam, 2023
- University of Tampere, Finland Visiting scholar travel funding, 2016
- MICA conference travel grant, 2014-2023
- Vilas Grant for Conference Travel, University of Wisconsin-Madison, 2011
- US Department of State, 2008
- Third World Organisation for Women in Science (TWOWS), 2005
- Summit 2000: Children, Youth, and the Media beyond the Millennium, Toronto, Canada, 2000
- International Association for Media and Communication Research (IAMCR), 1994
- Third World Organisation for Women in Science (TWOWS), 1993

#### RESEARCH AND PROJECTS (SELECTED)

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- *Children and young people's digital content and wellbeing practices*. Lead researcher for India. Partnered with Young and Resilient Research Centre at Western Sydney University on the global research project, using a unique workshop-based methodology. Funded by Google, 2022.
- *Indian Kids Online*. Lead Researcher & Affiliate member of the Global Kids Online Network to examine young people's experience of the Internet, 2019-20.
- *Technical and Socio-Cultural Perspectives for Digitalization of Learning (TICKLE)*. Lead Faculty for MICA. Partnership with University of Tampere, Finland on the international collaborative project funded under the Asia Programme Grant Agreement of the Centre for International Mobility CIMO in Finland to support educational cooperation between the partner institutions in the form of workshops, summer schools, research, faculty and student engagement, and collaborative teaching, 2016-17.
- *Net-Based Participatory Practices among Youth: A Study of College Students in Ahmedabad, India*. Principal Investigator. MICA Research Grant, 2015-17.

- *Understanding digital sharing among Gen Y*. Co-investigator with Prof. Varsha Jain, MICA and Prof. Russell Belk, Professor, Kraft Foods Chair in Marketing at York University, Canada. MICA research Grant, 2015-17.
- *Multiple Dimensions of Extended Self in Digital Media: The Case of India*. Co-investigator with Prof. Varsha Jain, MICA and Prof. Don Schultz, Professor-Emeritus-in-service, The Medill School, Northwestern University, USA. MICA Research Grant, 2016-18.
- *Comparative Research on Youth Media Participation: Finland, Egypt, India and Argentina*. Principal Investigator for India, supported by the Academy of Finland, 2009-12.
- *New Media in the Lifeworlds of Young People in India*, Principal Investigator, supported by the TATA Fellowship for Research on Contemporary India, Centre for South Asia, UW-Madison, USA, 2009-10.
- *VIEW - Global Understanding through The Virtual Education World*. Joint coordinator and lead teacher. Partnership with the East Carolina University, USA, facilitating global understanding by helping young people from different countries connect and learn from each other through a virtual classroom experience, 2005-08 (ECU's Global Academic Initiatives program received Honorable Mention in the category of Best Practices in International Education at the 2008 IIE Andrew Heiskell Awards ceremony in New York City).
- *The Things We Carry: Environment and Consumption- Expression of Young Voices through Video*. The project on consumption and sustainable development was part of twinning with two Canadian organizations (Eclipse Consulting Ltd and Pacific Cinematheque, Vancouver) on their Canadian International Development Agency (CIDA) supported larger project. Partially funded by the University Grants Commission, India, 2000- 02.
- *Media Literacy: The Canadian Experience*, Principal Investigator. Research supported by the Faculty Research Award of the Shastri Indo-Canadian Institute, Calgary, Canada, 1996-97.
- *Developing an Environment and Conservation Communication Package for Tribal Children of Gujarat*. Member of the research and media development team at the Gujarat Energy Development Agency, Vadodara, India, 1989-91.

#### **MANAGEMENT DEVELOPMENT/CAPACITY BUILDING PROGRAMS**

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- Program lead and faculty, *Future of Forests; Forests for Future*- State level and national level media capacity development workshops on sustainable management of forest ecosystem services Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), New Delhi, 2022-23.
- Program lead, FactShala Zonal Hub, A Media and Information Literacy program in collaboration with DataLeads and supported by Google News Initiative, 2023.
- Program Lead and faculty, online *Public Health and Science Communication* certificate course in collaboration with the Indian Council of Medical Research (ICMR) and Global Health Strategies (GHS), 2022-23.
- Program lead and faculty, *Prevention of Sexual Harassment at the Workplace* (POSH) training programs for Adani senior management, middle management and junior-level management officials, 2022.
- Program co-lead. Training sessions on *Customer-Centered Communication* for the Bus Rapid Transit System staff in partnership with CEPT Research and Development Foundation. The participants included BRTS station guards, field supervisors and bouncers, 2022.
- Program Co-Lead and faculty, *Mastering the Three Big Skills: Impact Report Writing, Proposal Development, and Media Relations*. A virtual masterclass for professionals, 2022.
- Program Lead and faculty, Virtual masterclass for development professionals on *Development Communication Design for Social Impact and CSR Partnership*, 2020-22.
- Program Lead and faculty, virtual masterclass on *Strategic Communication for Healthcare Professionals* in partnership with HOSMAC India, 2020.
- Program Lead and faculty, Capacity building program on *Information and Communication*

*Management* for officers, Directorate of Information, Government of Gujarat, 2020.

- Program Lead, MICA-UNICEF partnership for *Health System Strengthening for Social and Behavioral Change Communication*, 2019-21.
- Program Lead, MICA-World Bank Training Program on *Leadership Communication for Reform: Managing High-Profile Development Projects*, 2018.
- Program Lead and faculty, Capacity Development Program on *Communication and Information Management* (including international immersion at Nanyang Technology University, Singapore) for the Directorate of Information and Public Relations, Government of Arunachal Pradesh, 2018.
- Program Lead and faculty, *Developing Communication Competencies for Effective Management for Institutional Strengthening of Gram Panchayat Programme (ISGPP-II)*, Govt. of West Bengal in association with Suman Industries Pvt. Ltd., Kolkata, 2018.
- Program lead and faculty, *Effective Leadership & Team Communication; Gender, Identity and Empowerment; Effective communication with different stakeholders*. Self-employed Women's Association (SEWA), Ahmedabad, 2017.
- Faculty, *Field Research and Effective Story-Telling*. Ministry of Information and Broadcasting. Government of Gujarat, 2017.
- Consultant/Trainer, *Effective Communication*. IQR Analytics, Ahmedabad, 2016.
- Faculty, *Communication Theories*, Management Development Program for Management Development Program, Viacom, MICA, Ahmedabad, 2015.

## TEACHING EXPERIENCE

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### MICA, Ahmedabad, 2014 onwards

#### Courses taught

- **Fellow Program in Management (Communication)- MICA's doctoral level program**
- Research methodology, research paradigms, writing seminar, foundation of FPM studies, communication for social change, new media theories and debates, digital cultures, and advanced area courses.
- FPM Thesis Advisory Committee: Chair (6) and member (8)
- **Post Graduate Diploma in Marketing Communication**
- Advanced qualitative research, communication for social impact, rural ethnography
- Dissertation guidance: 10

### University of Wisconsin-Madison

#### School of Journalism and Mass Communication, 2008-14

- J-176 Media Fluency for the Digital Age- Assisting the lead faculty, independently teaching and leading discussion sections, and evaluation
- J-201 Introduction to Mass Communication- Assisting the lead faculty, independently teaching and leading discussion sections, and evaluation

### The Pre-College Enrichment Opportunity Program for Learning Excellence (PEOPLE Program), 2009, 2010, 2013

- Writing and Critical Literacy
- Rising 10<sup>th</sup> grade writing: Writing our voices
- Rising 11th grade writing: Developing the identity as a writer

### The Maharaja Sayajirao University of Baroda, Vadodara

#### Faculty of Journalism and Communication, Maharaja Sayajirao University of Baroda, 1994-2008

#### Courses taught at graduate level

- Introduction to Journalism and Communication (units on media, culture, and society, semiotics,

gender and media, new media, development support communication, and international communication); Communication Research (units on qualitative research and media analysis); Print Media: Software and Hardware (units on writing, features, interview and copy editing); Seminar in Contemporary Issues in Journalism and Communication.

- Advisor for the faculty lab journal *'Itivritt'*, radio and video program production, and masters' dissertations.
- Joint coordinator and lead teacher, Virtual Education World (VIEW), 2005-08. An inter-cultural communication program on global understanding in collaboration with the East Carolina University, USA.

#### **King Mongkut's University of Technology Thonburi, Bangkok, Thailand, 1997-98**

- Professional Communication

#### **PROFESSIONAL EXPERIENCE**

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#### **King Mongkut's University of Technology Thonburi, Bangkok, Thailand, 1997-98**

Launched and edited KMUTT's quarterly international newsletter KMUTT News

#### **The Times of India, Mumbai, India, 1989-95**

Vadodara Correspondent for Femina - a leading women's magazine in India (English and Gujarati)

#### **Media Workshop, Vadodara, India, 1989-1995**

Consultant. Established an independent organization 'Media Workshop' to offer consultancy in development support communication including media development, research, and training. The clients include the Gujarat Energy Development Agency, Center for Environment Education, SEWA, The Adani Foundation, Mahila Samakhya and The United Way of Baroda among other social sector organisations.

#### **Gujarat Energy Development Agency (GEDA), Vadodara, India, 1989-1995**

Researcher, writer and media consultant. Worked on the following GEDA projects: Energy Education for Rural Gujarat; Energy Education for Tribal Women; *Urjashala*: an Exhibition-cum-Activity Center for Children; Conservation Communication Package for Tribal Children of Gujarat; Teacher training programs in renewable energy education.

#### **SPECIALIZED PROFESSIONAL TRAINING/IN-SERVICE TRAINING/ENRICHMENT PROGRAMS**

- Subalternity and Transnational Literacy. A workshop as part of the Rhetoric Society of America Summer Institute, Madison, WI, USA, 2015.
- Transnational Rhetorical Research. A seminar as part of the Rhetoric Society of America Summer Institute, Madison, WI, USA, 2015.
- Positive Deviance. A workshop led by Prof. Arvind Singhal, University of Texas at El Paso. MICA, India, 2015
- The New Media and Mass/Popular Culture in the Global South. A workshop series by the UW-Madison Center for the Humanities, University of Wisconsin- Madison, USA, 2012-13.
- Remediating Public Humanities: Translating Scholarship through New Media. The Public Humanities Graduate Workshop Series, University of Wisconsin- Madison, USA, 2012.
- Humanities Hackathon: Computational Approaches to Cultural Analysis and Visualization. Center for the Humanities, UW- Madison, USA, 2012.
- Framing Globalization and Citizenship: Perspectives on Gender and Change. Sawyer Seminar. Center for Research on Gender and Women, University of Wisconsin-Madison, USA, 2011.
- Teaching Communication-B courses (writing intensive courses), The Writing Center, University of Wisconsin-Madison, 2008.
- Reporting on HIV/AIDS, School of Journalism, Indiana University-Bloomington, IN, USA,

2008.

- University Grants Commission (UGC) Refresher Course in Women Studies, Women Studies Research Centre, The Maharaja Sayajirao University of Baroda, Vadodara, India, 2005.
- UGC Refresher Course in Research Methodology in Social Sciences, Tata Institute of Social Sciences, Mumbai, India, 2004.
- UGC Refresher course in Journalism and Mass Communication, Gujarat Vidyapith, Ahmedabad, India, 1999.
- Summer Institute in Canadian Studies, Carleton University, Ottawa, Canada, 1996.
- Methodology in Teaching, Center for Advanced Studies in Education, The Maharaja Sayajirao University of Baroda, Vadodara, India, 1993.

#### **ACADEMIC SERVICE (SELECTED)**

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#### **MICA, Ahmedabad, India**

- **Editor, Journal of Creative Communications, Published by MICA and Sage, 2017 onwards**
- **Chair, Centre for Development Management and Communication, 2017 onwards**
- **Conference Chair, ICMC 2017, MICA's International conference on management and communication, 2016-17**
- **Served as member for various faculty committees-** ICMC organizing committee, Academic affairs, Gender Equality and Anti-Sexual Harassment, Dalit and Minority Right, Accreditation, Research, Fellow Program in Management, rural immersion and as advisor to student committees- MICAVANI community radio, Jagriti, the community engagement student committee. 2014-2023.

#### **Child Health Foundation**

##### **Leadership Forum on Vaccine Confidence and National Working Group**

Member and faculty

Led a working group for the National Leadership Forum for Vaccine Confidence. The group worked on developing and publishing a document on Best Practices on Building Vaccine Confidence. The document is now available in the public domain.

#### **Netherlands Organisation for Scientific Research**

##### **Innovational Research Grant Application**

Reviewer, 2019

#### **Global Media Literacy Week- UNESCO**

Member, local organising committee, Kaunas, Lithuania, 2018

#### **UNESCO Project Defining Internet Universality Indicators**

Member, Multi-stakeholder International Advisory Board, 2018

#### **UNICEF and University of Rajasthan**

Member, Committee for Education and Training in Development Journalism, 2018, 2021

#### **India CSR Summit**

Member, Jury, India CSR Awards 2018

#### **Symbiosis International University, Pune**

Advisor to the International conference organised by the School of Communication, 2018

**UNICEF- Integrated Child Protection Scheme**

Member, Review Committee, IEC material for Child Protection Programs 2016

**International Association of Media and Communication Research**

Chair, Media Education Research Section 2018

Vice-Chair, Media Education Research Section 2015-17

Member, Scientific committee, Media Education Research Section 2015

**Indian Federation of University Women's Associations, India**

Convener- membership, 2008-09. Founding Secretary of Vadodara chapter 2006-2008.

**The Indian Science Congress Association (ISCA)**

Life Member and Convener-Vadodara chapter of ISCA, 2007-08

**Member, Editorial/Advisory Board**

DIY, Alternative Cultures, and Society

SERIES

Journal of Media Literacy Education

Global Media Journal- The Indian Edition

Amity Journal of Cross-Cultural Management

Board of Studies- Rajasthan University, Auro University and KIIT, Bhubaneswar

**Reviewer for International Journals and Book Proposals**

New Media & Society

Journal of Youth Studies

Comunicar

Journal of Creative Communications

Journal of Intercultural Communication Research

Asian Journal of Social Science

Journal of Media Literacy Education

Palgrave

Routledge

Amsterdam University Press

**Shastri Indo-Canadian Institute, New Delhi**

Evaluator, proposals for Shastri Awards, 2003-2008

**The Canadian Studies Centre. The M. S, University of Baroda**

Organizing Secretary, Lecture series/ workshop 'Theorizing Social Realities and Life Experiences- Relevance and Implications: Canada-India', 2005

**PROFESSIONAL AFFILIATIONS**

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IAMCR: International Association of Mass Communication Training and Research, Member, 1994-1996; 2014-2020

Indian Science Congress Association (ISCA), Kolkata, India, Life Member

University Women's Association Vadodara, Affiliated to International Association of University Women, Founder Secretary and Life Member

Indian Association for Communication Training and Research, Life Member

AV-CODE: Audio-Visual Communication in Development and Education, Life member

Association for Development Communication, Life Member and member of the core committee

**COMMUNITY ENGAGEMENT**

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Associated with several K-12 schools, NGOs and women's organizations in Gujarat, India. Have provided service as resource person, communication consultant, career counselor, contest judge and guest speaker for these organizations.

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