

## **Pooja Susan Thomas, PhD**

Associate Professor  
Communication Area  
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Date of Birth  
25 October 1982

### **Brief Summary**

PhD	Humanities and Social Sciences, IIT Gandhinagar, Gujarat 2015. Title: "The Uses of Heritage in Ahmedabad's Global Self-Fashioning" Supervised by Professor Rita Kothari.
M.Phil	Department of English, University of Delhi. Awarded Distinction
M.A and B.A	St Stephen's College, University of Delhi. Awarded N S Pradhan Gold Medal for highest marks in the MA examinations.
UGC NET	Qualified
Teaching Experience and Acknowledgement	11 years (approximately). AICTE Dr. Pritam Singh National Award for Teaching Excellence in Management Education, 2021
Publications	9
Teaching and Research Interests	Cultural Analysis, Culture and Communication, Cultural Studies, Urban Studies.

### **Work Experience**

- Associate Professor, Communication Area, MICA, Ahmedabad, 2 November 2015- May 2023
- Instructor and Course Coordinator for the Preparatory Programme for Communication, Indian Institute of Management, Ahmedabad (IIMA), June 2011
- Assistant Professor, Department of English, Kamala Nehru College,

University of Delhi, July 2008 - October 2010.

- Assistant Professor *ad hoc*, Department of English, St. Stephen's College, University of Delhi, July 2005 -July 2008.

#### **Awards and Achievements:**

- AICTE Dr. Pritam Singh National Award for Teaching Excellence in Management Education, 2021
- AGK-MICA- The School of Ideas Award for Teaching Excellence, 2021
- N.S Pradhan Memorial Prize, University of Delhi, 2006.  
*For obtaining the first rank in the M.A Examinations*
- Asha Kumari Prize, St. Stephen's College, 2005.  
*For leadership qualities and overall achievement.*

#### **PhD Research:**

##### **The Uses of Heritage in Ahmedabad's Global Self-Fashioning**

My thesis deconstructs the aspirational fashioning of Ahmedabad as a global city. It does so by analyzing the promotional discourse around the city's heritage that made a case for Ahmedabad's cultural attractiveness and global capability. I identify the emergence of a symbolic geography of the city that negotiates three nodal historical sites. In doing so, I map the discursive ways in which Ahmedabad's aspirational urban futures are legitimized.

#### **Publications:**

- Thomas, P. (2023). Redesigning the relationship between heritage and city: Insights from the Gandhi Heritage Portal, Ahmedabad. *Urban Studies*, 0(0).  
<https://doi.org/10.1177/00420980231202639>
- Thomas, Pooja and Dickinson, Kay. (Forthcoming in 24-25) "Urban Imaginaries Between Dubai and Kochi: From Cinematic to Smart Cities". Accepted contribution to the Global Screens Project at School of Oriental and African Studies, London.
- Thomas, Pooja. (2018). Ed., Special Issue: Visual fields in the changing media and entertainment environment in India. *Interactions: Studies in Communication & Culture* 9(3), 269-274.
- Thomas, Pooja. (2018). Translating Belonging: Representing some Malayali Voices in Ahmedabad in Rita Kothari ed., *Multilingual Nation*, New Delhi: OUP.

- Thomas, Pooja. (2017). Rediscovering Sarkhej: Narrating Belonging in Ahmedabad. *Interventions*, 19:5, 706-723, DOI: 10.1080/1369801X.2017.1294100
- Thomas, Pooja. (2017). Museum as Metaphor: the politics of an imagined Ahmedabad in Arvind Rajagopal and Anupama Rao Eds., *Media and Utopia: History, Imagination and Technology*, New Delhi: Routledge.
- Thomas, Pooja. (2016). Viewing Bhadra: Of Pedestrian Vision in Ahmedabad's Global City Image. *Journal of Creative Communications* 11.1, 44-60.
- Thomas, Pooja. (2015). Signifying Gandhi: Legitimizing Ahmedabad's Urban Future", *Anekaant: A Journal of Polysemic Thought*, vol 3, 35-42. Baroda: Balvant Parekh Centre for General Semantics and Other Human Sciences.
- Thomas, Pooja. (2007). Writing Beyond the Nation: The Reveries of the Solitary Female Writer in the fiction of Charlotte Smith and letters of Helen Maria Williams" in Anjana Sharma ed., *Yearly Review: 'Revolutionary Aesthetics: Writing Nation/Embodying Gender*, 15. Delhi: Department of English, University of Delhi.
- Poetry published in *Anthology of New Poetry*, Akshara Theatre, Delhi, 2006.

#### Work in Progress:

- Manuscript preparation on Discretizing Motherhood with Susan George, University of Delhi.
- Edited book with Andrew Pitchford, University of Westminster and Sonal Purohit Symbiosis University on *Community Engaged Learning in Higher Education: A Decolonial Approach to Experiential Learning*; contract signed with Routledge, UK.
- Decentering the Western-centric 'Creative' City? Towards a Theorization of Creativity from below with Dr. Friederike Landau Donnelly, Radboud University.

#### Thesis Supervision:

- FPM Doctoral level Thesis Supervisor for Saesha Kini, Thesis title: **To Optical Revisioning and Beyond: An Agential Realist and Diffractive Exploration of Fat Body Acceptance**, Submitted to MICA-FPM Office for external review process. Currently Member of Thesis Advisory Committee for 5 students
- Dissertation PGP Student Supervision. Most recent supervision for Rama Ravi on **Narrative Factors in Box office success for Cinema in India**

- **Student Mentorship for MIIMPACT and Rural Immersion Projects.** For 2023, mentor to student groups working on projects for Jaipur Rugs and on Women Empowerment Programme through SHG Formation Entrepreneurship Development & FPO formation With National Livelihoods Resource Institute (NLRI)

### **Seminars, Academic Workshops and Talks:**

- Ted-X Speaker, “Using the City as Classroom”, PDPEU, Ahmedabad 2022
- Speaker, “Difficult Conversations: What I learnt in my Classroom”, Learning-Coalition Lecture, Ahmedabad University 2021
- Speaker, “How to Read Culture” IIT Gandhinagar, 2022.
- Speaker, Doctoral Workshop, ‘Reflexivity in Research’, Gujarat Institute of Development Research, Ahmedabad, January 2018.
- Instructor and Facilitator: ‘Ethnography’, Sessions at Doctoral Summer Programme, IIM Ahmedabad, June 2017
- Instructor and Facilitator. "Discourse Analysis" Short Course/Workshop at IIM Indore. 6-9 June 2016
- ‘Ahmedabad in Visual History’, *India Ki Khoj*, IIT Gandhinagar, 20 June 2013
- ‘History of Ahmedabad’, *IIT Gandhinagar Foundation Programme* 2013, August 2014

### **Conferences:**

- Thomas, Pooja with Kay Dickenson “Urban Imaginaries Between Dubai and Kochi: From Cinematic to Smart Cities” at INTER-ASIA CULTURAL STUDIES BIENNIAL CONCLAVE July 27-29, 2023 Ahmedabad.
- Thomas, Pooja "Global Urban Citizenship in Regional Cinema from Kerala" Cultural Studies Association of Australasia Conference 6 December 2017
- Thomas, Pooja “Semiotic Marginalia” at XI International Conference on Semiotics, Thessaloniki, Greece, 2016.
- Thomas, P. (2- 4 December 2014). Viewing Bhadra: Of Pedestrian Vision and the Pleasurable City. Second Biennial International Conference, Association for Critical Heritage Studies (ACHS). Canberra: Australian National University.
- Thomas, P. (17-19 July 2014). Of Uncertain Borders: Ahmedabad’s Sarkhej Roza. Asia in Motion: Heritage and Transformation. Singapore: Association for Asian Studies-in-Asia and National University of Singapore (AAS-NUS).

- Thomas, P. (17-19 November 2012). Museum as Metaphor: the Politics of an Imagined Ahmedabad. In XV International Conference, Forum on Contemporary Theory. Allahabad: Allahabad University.

**Graduate, Postgraduate and Online Courses Taught:**

**MICA:**

- Cultural Contexts of Communication, Cultural Analysis and Application, Qualitative Methods (Ethnography), Storytelling, Film Studies, Visual Culture (elective), Discourse Analysis (FPM), Persuasion (Online programmes),
- Globalization and Inter-Cultural Communication, Writing Seminar, Digital Cultures, Understanding Audience, Consumer Cultures (FPM).
- Lead and Faculty for **Online Programme for working professionals on Strategic Communication for Storytelling**, Times-pro, 2023
- Lead Faculty and Instructor for **Online Open MICA-MDP** for professionals in branding, advertising, sales, marketing, and product management on “Decoding Consumer Cultures Online” 2021, 2022

**University of Delhi:**

- Literary and Critical Theory, Literature and the Visual Arts, Modern Indian Literature, British Romantic poetry, Nineteenth Century European Drama, Anglo-American Literature 1930s onwards, Business Communication.

**Service to the Institute:**

- Area Leader of the Communication Area from 2019 till present.
- Co-Chair of Centre for Learning and Innovative Pedagogy 2022 till present
- Co-Chair and Associate Editor to Journal of Creative Communication, Sage Publications 2022-24
- ICMC 2021 Cochair for MICA conference on “Creativity & Culture for Management in a Changing World”
- Served on various academic administrative committees ranging from Curriculum review, Academic Affairs, Dissertation, FPM programme, CCC programme, Advanced Courses programme, GEISH, Student Activities Faculty mentor to Sankalp, Theatre group at MICA.

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