

Sanjay Asthana, Ph.D.

Assistant Professor
College of Mass Communication
School of Journalism
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EDUCATION

Doctorate in Philosophy: Journalism & Mass Communication, University of Minnesota, Minneapolis, MN, 2003

- Dissertation Title: "Culture, Power and Representation: Construction of 'National' Culture on State-Run Television in India, 1982 – 1998."

Master in Philosophy: Philosophy, University of Hyderabad, India, 1993

- Thesis Title: "Communication and Ideology: A Study in Critical Theory."

Master of Arts: Communication, University of Hyderabad, India, 1992

Bachelor of Science: Botany, Chemistry and Zoology, Osmania University, India, 1985

TEACHING EXPERIENCE

Assistant Professor

Middle Tennessee State University

- Mass Communication 6430: Global Communication and Culture. The seminar is designed to critically engage with various historical and theoretical perspectives on globalization. Themes include significant developments in culture, communications, and media, vis-à-vis the processes of globalization. Course participants shall study how global media flows and new media are reshaping some of our fundamental ideas of communication and culture. January 2005 to present, College of Mass Communication, Middle Tennessee State University.
- Mass Communication 6400: Communication and Technology. This is a course in learning how to think theoretically, and to develop a critical capacity to interrogate the political, social, and historical configurations and trajectories of communication and technology in multiple formats and materialities. To this end, the course

grapples with some important theoretical mediations on technology followed by a socially-grounded approach. January 2004 to present, College of Mass Communication, Middle Tennessee State University.

- Journalism 4800: History of Media Design. The course offers a historical survey of media and graphic design through an exploration of various creative and critical dialogues between principles and practices, movements and paradigms, art, science, and technology relating specifically to journalism and visual media forms from the printed to the digital. It will also take a look at several cross-cultural influences and international histories of media design. The main objectives of the course are to become familiar with the concepts, principles, and practices of media and graphic design in their social and historical contexts. August 2006 to present, College of Mass Communication, Middle Tennessee State University.
- Graphics 3010: Media Design and Visual Language. This course provides a practical and critical overview of visual communication and media design, concentrating on basic media design elements – typography, illustration and form to communicate the total message and how it can be delivered in an appropriate way with a defined audience. The goal is to foster visual literacy through an engagement with critical perspectives. August 2003 to present, College of Mass Communication, Middle Tennessee State University.

Instructor

University of Minnesota

- Journalism 4801: Global Communications. The purpose of the course would be to study the history, growth and development of international and global communication. Engage with various theoretical positions and their relevance in contemporary period. Comparative media systems, intercultural communication, world news flows, globalization and media. January 2003 – May 2003, School of Journalism and Mass Communication, University of Minnesota.
- Global Studies 3981: Major Project Seminar. The purpose of the course was to study various theoretical approaches, analyses of research methods, and allow students an opportunity to conceptualize and develop research designs/projects. June 2002 – July 2002, Institute for Global Studies, University of Minnesota.
- Global Studies 3101: Theoretical Approaches to Global Studies. The course focused on various dimensions of globalization, through an engagement with different perspectives, and its implications on “Global Studies” as a field of enquiry. January 2001 – May 2002, Institute for Global Studies, University of Minnesota.
- Journalism 3745: Mass Media & Popular Culture. The course focused on historical and theoretical approaches to the study of media and popular culture in western and non-western contexts. March 1999 – May 2000, School of Journalism and Mass Communication, University of Minnesota.

Teaching Assistant

University of Minnesota

- Global Studies 3101: Theoretical Approaches to Global Studies. August 2000 – December 2000, Institute for Global Studies, University of Minnesota.
- Journalism 5316: History of Visual Communication. The course covered social history of photography, film, video, documentary, propaganda and entertainment functions of visual communication, and the rise/influence of visual media industries and of public-image making. September 1998 – December 1998, School of Journalism and Mass Communication, University of Minnesota.
- Journalism 3741: Racial Minorities in the Mass Media. The course surveyed images and representations of minorities in the media based on race, gender, class and ethnicity issues. January 1998 – May 1998, School of Journalism and Mass Communication, University of Minnesota.
- Journalism 3006: Visual Communication. The course dealt with role of images in mass communication, social, cultural, historical and psychological approaches to visual communication, and hands-on exercises for image making processes. September 1997 – December 1997, School of Journalism and Mass Communication, University of Minnesota.
- Journalism 3745: Mass Media & Popular Culture. January 1997 – May 1997, School of Journalism and Mass Communication, University of Minnesota.
- Journalism 1001: Introduction to Mass Communication. Surveyed theories and perspectives concerning the roles, functions and effects of mass communication at both micro and macro levels, explored domestic and international implications of mass media, and discussed the impact of new communication technologies on the convergence of form and content of traditional mass media. September 1996 – December 1996, School of Journalism and Mass Communication, University of Minnesota.

Lecturer

University of Hyderabad

- International Communication. History of international communication and various theoretical perspectives. Comparative media systems, intercultural communication, world news flows, globalization and media, media impact on social development. January 1995 – July 1996, Department of Communication, University of Hyderabad, India.
- Writing for Radio & Television. The course was designed to introduce students to the creative writing process in the mass media. Students developed concepts and

ideas through various writing projects. July 1995 – December 1995, Department of Communication, University of Hyderabad, India.

- Communication Research Methods. The course provided an overview of methodological paradigms from quantitative and qualitative traditions. Students had an opportunity to conceptualize and develop minor research designs/projects. October 1994 – May 1995, Department of Communication, University of Hyderabad, India.
- Introduction to Communication Theories. The course covered the origins, growth and history of communication theories. October 1993 – July 1994, Department of Communication, University of Hyderabad, India.

Invited Speaker

- “Globalization and Culture in Postcolonial India,” interviewed on state-regulated television in India, July 25, 2005.
- “Media Education and Civic Engagement,” at the Education For All workshop conducted by the United Nations Educational, Scientific and Cultural Organization (UNESCO), Paris, France, May 15-17, 2005.
- “Theorizing Globalization and Postcoloniality.” University of Hartford, Humanities Center Lecture Series, “Globalization: Its Contents and Discontents.” February 15, 2005.
- “Study Abroad Programs and Global Citizenship.” University of Hyderabad, India, July 2004.
- “Discourse of Global and the Local in the Media.” School of Journalism and Mass Communication, University of Minnesota, May 12, 2002.
- “Journalism and Mass Communication Education in United States: Problems and Prospects.” Department of Communication, University of Hyderabad, August 18, 1999.
- “Paradigms of Development Communication.” Educational Media Research Centre, Hyderabad, July 8, 1998.

RESEARCH EXPERIENCE

Publications

- “Power and Representation: Discourse of National Culture in Broadcast Policies.” Invited book chapter for a festschrift for Professor Basheeruddin (Forthcoming). Sage Publications: New Delhi, California, London.

- “Innovative Practices of Youth Participation in Media,” United Nations Educational, Scientific and Cultural Organization (UNESCO), Paris. 2006. Book/Monograph
- “Education For All (EFA) Media Training Resource Kit.” [Co-Authored with other UNESCO consultants] Paris: UNESCO, 2006.
- “Television in Postcolonial India,” in Horace Newcomb (ed.) Encyclopedia of Television. New York: Routledge. 2004. Co-authored with Nikhil Sinha, University of Texas at Austin.
- “Patriotism and Its Avatars: Tracking the National-Global Dialectic in Indian Music Videos,” Journal of Communication Inquiry, Volume 27, Number 4, October 2003.

Refereed Conference Papers

- “Youth-led New Media Explorations: The Case of Cybermohalla from India,” presented to the “Internationalising Media Studies” Conference; University of Westminster, London, September 15-16, 2006.
- “Globalization and Postcoloniality in Media Policies in India,” accepted to the “Media and Society in Asia: Transformations and Transition”; Asian Media Information and Communication Centre, Beijing, People’s Republic of China, July 18-21, 2005.
- “Power and Representation: Nationalism, Globalization, and Media Legislation in Postcolonial India,” Center for South Asia, Madison, University of Wisconsin-Madison, October 15-17, 2004
- “International-Global Dialectic in Journalism and Mass Communication,” presented to the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Toronto, Canada, August 2-7, 2004.
- “Gender and Transnational Media Studies: Redefining Scholarly and Institutional Agendas,” at the Feminist Scholarship Panel Session, International Communication Association, New Orleans, Louisiana, May 27-31, 2004.
- “Discourse of Nation in a Union and a Confederate Newspaper During the Civil War,” (Co-author with Hazel Dicken-Garcia, School of Journalism and Mass Communication, University of Minnesota) presented to the Joint National Conference of the Popular Culture and American Culture Associations, San Antonio Marriot Rivercenter, San Antonio, Texas, April 7-10, 2004.
- “One Flag, One Country”: References to National Identity in Selected Media During the American Civil War,” (Co-Author with Hazel Dicken-Garcia and Jennifer Moore, School of Journalism & Mass Communication, University of Minnesota) presented to the Symposium on the 19th Century Press, the Civil War, and Free Expression, University of Tennessee at Chattanooga, November 1, 2003.

- “News Media and Cultural Diversity: Challenges and Best Practices,” at the International Cultural Diversity Conference organized by the Middle Tennessee State University, Nashville, October 31, 2003.
- “Visual Hegemonies: National-Global Dialectic in Print Advertisements in Postcolonial India,” accepted to the international conference on “New Directions in the Humanities”; Island of Rhodes, Greece, July 2-5, 2003.
- “Debating Nationalism, Globalization and Media Legislation in Postcolonial India,” presented to the International Communication Association (ICA) Conference, San Diego, California, May 23-27, 2003.
- “Global/National, Visual, and the Subjects of State-run Television in India,” presented to the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Miami Beach, Florida, August 7-10, 2002.
- “Conjunctures of Power: Images of the State and Nation in Indian Media,” accepted to the “Visualizing Community, State and Nation: Images of power and social bond Conference”; International Visual Sociology Association, Santorini Island, Panteion University, Greece, July 13-18, 2002.
- “Trajectories of Globalization and Nation in Indian Media,” presented to the “Future Implications of Global Mass Media Conference”; Center for Global Media Studies, Washington State University, Spokane, Washington, July 12-13, 2002.
- “Representations of Globalization and Nation in Print and Electronic Media in Postcolonial India, 1982 – 2002,” presented to the “Media in Transition 2: Globalization and Convergence Conference”; Massachusetts Institute of Technology, Cambridge, May 10-12, 2002.
- “Narrative Hegemonies: Globalization & National Culture on State-run Television in India,” presented to the “Boundaries, Bytes and Ballyhoo: Visual Sociology, New Media and Public Information Conference”; International Visual Sociology Association, University of Minnesota, Minneapolis, July 11-15, 2001.
- “Popular Culture and Immigrant Experience: A Study of two Indian Communities in Minnesota,” presented to the “Borderlands: Remapping Zones of Cultural Practice and Representation Conference”; University of Massachusetts, Amherst, March 30-31, 2001.
- “Towards a Historiography of State-run Television in India, 1959 – 1999,” presented at the “Technologies of Representation: Media, Communities and Consumption in South Asia, University of California, Berkeley, February 19-20, 2000.”

- “Social History of Radio Broadcasting in India,” presented at the Radio Broadcasting Conference, All India Radio, Hyderabad, August 8, 1999.
- “Communication Theories: Issues and Perspectives,” presented at the Humanities Forum, University of Hyderabad, August 13, 1998.
- “Liberalization, Media and the Indian Middle-Class,” presented at the 26th Annual Conference on South Asia, October 16-19, 1997.
- “Media, Middle Classes and Cultural Identities: A Theoretical Discussion,” presented at the Department of Communication, Research Projects Conference, University of Hyderabad, India, October 9, 1995.
- Rapporteur at the Media Dialogue “Media and Social Responsibility,” organized by the NAMEDIA (Non-Aligned Media) Foundation and the Friedrich Ebert Foundation, Germany, in collaboration with the University of Hyderabad, August 1994.

Research Coordinator

- Curriculum development for Jour 3745: Mass Media and Popular Culture. June 1997 – September 1997, Institute for International Studies, University of Minnesota.

Project Assistant

- Development of Internet-based resources for the “Digital South Asia Library.” June 2001 – September 2001, University of Minnesota (<http://ames.lib.umn.edu/indointe.phtml>).

WebCT Coordinator

- Design, creation and development of course content through the WebCT (Web Course Tools). August 2002 – December 2002, School of Journalism and Mass Communication, University of Minnesota.

AWARDS AND HONORS

- United Nations Educational, Scientific and Cultural Organization (UNESCO), Research Grant, “Innovative Practices of Youth Participation in Media.” USD 12,400.00. Paris, France, July 2005.
- Faculty Research and Creative Activity Committee (FRCAC) grant, Middle Tennessee State University, October 2005.
- Lilly Conference on College & University Teaching, Miami University, Oxford, Ohio, November 2004.
- Faculty Research and Creative Activity Committee (FRCAC) grant, Middle Tennessee State University, October 2004.

- Mark Kriss Graduate Student Research Support Funds, School of Journalism and Mass Communication, University of Minnesota, June 2000.
- Ralph D. Casey Dissertation Award, School of Journalism and Mass Communication, University of Minnesota, May 2000.
- Graduate Assistantship, School of Journalism and Mass Communication, University of Minnesota, September 1997 – May 2003.
- Junior Research Fellowship from the University Grants Commission, Government of India, December 1991.
- University Merit-cum-Means Scholarship (during M.A studies Program), Department of Communication, University of Hyderabad, 1990-1992.
- National Merit Scholarship from X Grade to B.Sc. (Five Years) awarded by the Government of Andhra Pradesh, India, 1982-1985.

SERVICE

Offices

- Vice Head, International Communication Division, Association of Journalism & Mass Communication, 2006-07
- Research Chair, International Communication Division, Association of Journalism & Mass Communication, 2005-06
- Professional Freedom and Responsibility Chair, International Communication Division, Association of Journalism & Mass Communication, 2004-05

Membership

- Associate Member, College of Graduate Studies, Middle Tennessee State University
- Association for Education in Journalism and Mass Communication (AEJMC)
- International Communication Association (ICA)
- Society for News Design (SND)
- Kappa Tau Alpha (KTA)

Committees

- International Programs and Services Committee, Middle Tennessee State University, 2006-2008
- Internationalization Committee, College of Mass Communication, Middle Tennessee State University, 2005 to present
- College Graduate Advisory Committee, College of Mass Communication, Middle Tennessee State University, 2005 to present

- Curriculum Committee, School of Journalism, Middle Tennessee State University, 2006-2007
- Student Affairs Committee, Middle Tennessee State University, 2005-06
- Grade Appeals Committee, Middle Tennessee State University, 2004-05

Reviewer

- International Communication Division, Association for Education in Journalism and Mass Communication (AEJMC)
- Critical and Cultural Studies Division, International Communication Association (ICA)
- Journalism and Communication Monographs

Editorial Member

- International Communication Bulletin, AEJMC

Thesis/Project

- Doug Mendenhall, MS, Thesis, How Much Do Design Techniques Influence Readers of *The Huntsville Times?*, Committee Member, December 2003
- Noreen Ahmed, MS, Professional Project, Window to the UN: United Nations in Action, Chair, May 2004
- Ranjan Paul Watson, MS, Thesis, Howard Dean's "weblogs" and Anthony Giddens' "dialogic spaces": a prologue to future politics?, Committee Member, May 2005

OTHER PROFESSIONAL EXPERIENCE

Radio Producer

- Five years of full time experience in writing for radio. Produced and scripted documentaries and plays; conducted interviews, group discussions and hosted music sessions for All India Radio, Hyderabad, India, January 1986 - June 1990 (continued as a freelancer from 1991 to 1996).

Sample of Programs:

Documentaries

- Scripted and presented "The Initial Armistice," on the Gulf War.
- Scripted and presented "Hyderabad Rhapsody," on the popular culture of

Hyderabad.

Plays

- Wrote and directed "The Cuckoo has flown."
- Adapted "The Diary of Anne Frank."

Interviews

- Prof. Noam Chomsky, Linguistic and Political Philosopher from Massachusetts Institute of Technology, Cambridge, United States; on "Globalization, Media

and the State”; January 1996.

- Peter Galbraith, U. S. Senator, Committee on Foreign Affairs; on “Indo-U.S Relations”; December 1992.
- Kuldip Nayar, Journalist and Former Indian High Commissioner to the United Kingdom; on “Political Discourse in Contemporary India”; October 1992.
- Khushwant Singh, Journalist, Writer and Consulting Editor, Penguin Publishers, New Delhi (the interview was also published in the national newspaper, *Indian Express*); August 1991.
- Professor S. Basheeruddin, Former Indian Ambassador to Qatar and Vice Chancellor, Ambedkar Open University, Hyderabad on “State of Journalism Education in India,” broadcast over the State regulated television, *Doordarshan*; December 1991.