CURRICULUM VITAE

Srinivas R. Melkote
Professor
Department of Telecommunications
School of Media & Communication
Bowling Green State University
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EDUCATION

1984	Ph.D.	Mass Communication (University of Iowa)
1981	MA	Journalism (University of Iowa)
1980	M. Phil.	Sociology (Osmania University, India)
1977	MS	Communication (Bangalore University, India)
1975	BA	Journalism (Osmania University, India)
1974	BS	Mathematics, Physics, Chemistry (Andhra University, India)

TEACHING & RESEARCH RECORD

1995 Fall-present	Professor, School of Media and Communication, Department of Media Production and Studies, Bowling Green State University, Ohio, USA
2014 Fall (December)	Visiting Professor, Department of Journalism and Communication, University of Mysore, India
2009 Fall	Visiting Professor, Sarojini Naidu School of Communication, University of Hyderabad, India.
2005 Summer	Visiting Professor, Caribbean Research Institute for Mass Communication (CARIMAC), University of the West Indies, Jamaica
2003 Summer	Visiting Professor, Mudra Institute for Communication, Ahmedabad, India
2002 Spring	Visiting Fulbright Professor, Manipal Graduate School for Communication, Manipal, India
1990-1995	Associate Professor, School of Mass Communication, Department of Telecommunications, Bowling Green State University
1985- 1990	Assistant Professor, School of Mass Communication, Department of Telecommunications, Bowling Green State University
1984- 1985	Instructor, School of Speech Communication, Dept. of Radio-TV-Film, Bowling Green State University
1980-1984	Teaching Assistant and Instructor, School of Journalism and Mass Communication, University of Iowa
1977-1980	Lecturer, Department of Journalism and Communication, Osmania University, India.

FELLOWSHIPS AND AWARDS

Awarded U.S. Fulbright Scholar (2016-2017 year) (declined)

Outstanding organization of the year, India Student Association, Office of Student Services, BGSU (I served as the Faculty Advisor)

Best cross-cultural program of the year—Diwali Mela, Office of Student Services, BGSU (I served as the Faculty Advisor)

Fulbright Specialist

Commended Nominee, The 2013 Communication for Social Change Award, The University of Queensland, Australia (2013)

Outstanding Contribution to Graduate Education Award Finalist, BGSU, April 2012 (Among the finalists university-wide ; awarded by GSS)

The *Ecquid Novi* Award (Best Paper in Journalism Research), AEJMC, International Communication Division, San Francisco, 2006.

Top -3 Faculty Research Paper, International Communication Division, AEJMC annual conference, San Francisco, 2006.

Certificate of Appreciation for outstanding service and dedication to students awarded by Graduate Student Enhancement Program (GradSTEP) & Graduate College, BGSU, 2004

Presidential Citation for Outstanding Service and Dedication, Association for Education in Journalism & Mass Communication (AEJMC), 2002

Outstanding Service and Dedication, GradSTEP & Graduate College, BGSU, 2002

Fulbright Teaching Fellowship in India, Spring 2002

Master Teacher Award Finalist, Bowling Green State University, 2001
(University-wide recognition awarded by the Student Alumni Association at BGSU)

Nominated for Outstanding Contributor to Graduate Education Award, Graduate Student Senate, BGSU, Spring 2001

Friends of the Library Recognition Award, BGSU (Spring 2001)

Spotlight Scholar Award for Outstanding Record of Scholarship, Eastern Communication Association, 1999-2000.

Awarded Fulbright Teaching Fellowship, 1996 (Declined).

Outstanding Teacher, Department of Telecommunications, 1988-89

Recognized for Instructional Excellence in the College of Arts & Sciences, BGSU, 1991-92

Recognized for services rendered to multiethnic students as Graduate Coordinator in the School of Mass Communication by Project Search, Graduate College, BGSU, 1994.

Best Paper, Markham Paper Competition, International Communication Division, AEJMC, Athens, Ohio, July 1982.

RESEARCH AREAS

Role of media & communication in social change/ International communication/ Communication strategies for HIV & AIDS prevention/ Media effects.

SCHOLARLY PRODUCTIVITY

1. PUBLICATIONS

Books

1. S. Melkote (1991). *Communication for Development in the Third World: Theory and Practice.* New Delhi/Newbury Park/London: Sage Publishers.
   (Adopted as a resource book in graduate classes at University of Wisconsin-Madison, USA; Trinity University; University of Massachusetts at Amherst, USA.; Indiana University, USA; University Texas at Austin, USA; Ohio University, Bowling Green State University, USA; University of Hyderabad, India; Karnatak University, India; Andhra University, India; University of Oslo, Norway; University of Helsinki, Finland; Catholic University, Neimjgen, The Netherlands; McQuarie University, Sydney, Australia, City University, London, UK; Nottingham Trent University, UK; University of South Africa; University of Natal, SA; Rhodes University, SA; Potchefstroom University, SA; University of Zululand, SA.) [THIS LIST IS NOT EXHAUSTIVE]

2. S. Melkote & C. Vallath (1992). *Communication Gap in Development: Case Studies of Training & Visit Projects in South India.* Jaipur, India: Rawat Publications.

3. S. Melkote, P. Shields, & B. Agrawal (Eds.) (1998). *International Satellite Broadcasting in South Asia: Political, Economic & Cultural Implications,* Lanham, Maryland: University Press of America

4. S. Melkote & S. Rao (Eds.) (2001). *Critical Issues in Communication: The Challenge of Looking Inward for Answers.* New Delhi/Newbury Park/London: Sage Publishers.
   (Essays by: Herbert Schiller, Denis McQuail, Brenda Dervin, Robin Mansell, Karle Nordenstrang, Anantha Babbili, Hal Fisher, Colin Sparks, Hamid Mowlana, Cees Hamelink, James Halloran and many others.)

5. S. Melkote and Leslie Steeves (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment.* New Delhi/Newbury Park/London: Sage Publishers.

6. S. Melkote (Ed.) (2012). *Development Communication in Directed Social Change: A Reappraisal of Theory & Practice*. Singapore: Asian Media and Information Center (AMIC).

7. S. Melkote & Leslie Steeves (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice.* 3rd Ed. New Delhi/Newbury Park/London: Sage Publishers.

Research Monograph

Melkote, S. (2016). *Media and Communication in Social Change: A Critical Review of Development Communication Theory and Practice*. Mysore, India: University of Mysore Publication, (August-September, 2016)

Chapters

Melkote, S. (2014). Social Structural Contexts in Health and Healthcare: Reappraisal of the Roles of Development and Health Communication. In E. Ngwainmbi (ed.). ***Healthcare Management Strategy, Communication and Development Challenges and Solutions in Developing Countries*** (pp. 19-38). New York: Lexington Books.

Melkote, S., & P. Krishnatray. (2012). State of the Development Communication Field: Challenges and Priorities. In S. Muppidi (ed.). ***Asian Communication Handbook (6th Edition)***. Singapore: Asian Media Information & Communication (AMIC).

Melkote, S. (2012). *"*Reappraisal of Social Change Communication Theory and Practice*."* In S. Melkote (ed.). ***Development Communication in Directed Social Change: A Reappraisal of Theory & Practice***. Singapore: Asian Media and Information Center (AMIC).

Melkote, S. (2012). "Development support communication for social justice: An analysis of the role of media and communication in directed social change." In S. Melkote (ed.). ***Development Communication in Directed Social Change: A Reappraisal of Theory & Practice***. Singapore: Asian Media and Information Center (AMIC).

Melkote, S. (2012). "Toward social justice in directed social change: Rethinking the role of development and health communication. In Obregon, R., & S. Waisbord, (Editors). ***The Handbook of Global Health Communication.*** (pp. 625-641). New York: Wiley-Blackwell.

Melkote, S. (2010). 'Theories of development communication'. In Thussu, D. (Ed.), ***International communication: A reader*** (pp. 105-121). New York, NY: Routledge.

K. Melkote and S. Melkote (2010). Face-ism as a Media Stereotype: A Case Study of the *Newsweek* Magazine. In M.B. Hinner (ed.). ***The Interrelationship of Business and Communication.*** (pp. 211-228). Frankfurt, Germany: Peter Lang Publishers.

S. Melkote (2008). "Challenges facing Schools of Journalism and Mass Communication in the Next Decade." In Banerjee and Logan (Eds.). ***Asian Communication Handbook 2008***. Singapore: Asian Media and Information Centre Publishers.

S. Melkote (2008). "Development Support Communication." In Wolfgang Donsbach (Ed.). ***International Encyclopedia of Communication,*** Vol. III, pp. 1278-1282*.* ICA/Blackwell Publishing.

S. Melkote and P. Krishnatray (2008). "Negative Ramifications of a Disease: Implications for Communication Theory and Practice." In Heather Zoller and Dutta-Bergman (ed.). ***Emerging Issues and Perspectives in Health Communication.*** Routledge Publishers.

Yasmin Gopal and S. Melkote. (2007). New Work Paradigms? Implications for Communication and Coordination in Cross Cultural Virtual Teams. In M.B. Hinner (ed.). ***The Role of***

Communication in Business Transactions and Relationships. Frankfurt, Germany: Peter Lang Publishers, pp. 237-256.

S. Melkote (2006). "Communication and Social Change in the Third World." In Singhal and Dearing (Eds.). ***Communication for Social Change: A Journey with Everett M. Rogers.*** Thousand Oaks/London/New Delhi: Sage Publications.

S. Melkote and H.L. Steeves (2004). "Information and Communication Technologies for Rural Development." In Charles Okigbo & Festus Eribo (Eds.). ***Development and Communication in Africa.*** New York: Rowman and Littlefield.

S. Melkote (2003). "Theories in Development Communication." In Bella Mody (ed.). ***International and Development Communication: A 21st Century Perspective.*** pp. 129-146. Thousand Oaks, CA: Sage.

S. Melkote (2003). "Management and Future of Mass Communications and Media." In ***Knowledge for Sustainable Development: An Insight into the Encyclopedia of Life Support Systems***. Volume I. UNESCO/EOLSS. (www.eolss.net)

S. Melkote and S. Muppidi (2002). "Development Communication in the Changing Contexts of the First and Third Worlds." In K. Mahadevan, Kiran Prasad, Youichi Ito, and Vijayan Pillai (Eds.). ***Communication, Modernization, and Social Development***. New Delhi: Sterling.

S. Melkote (2001). "Theories in Development Communication." In Gudykunst and Mody (eds.). ***Handbook of International and Intercultural Communication.*** Third Edition. Sage Publications. pp. 419-436.

S. Melkote and S. Rao (2001). "Introduction" in ***Critical Issues in Communication: The Challenge of Looking Inward for Answers.*** (pp. 19-31) New Delhi/Newbury Park/London: Sage Publishers.

S. Melkote and K. Kandath (2001). "Barking up the Wrong Tree? An Inward Look at the Discipline of Development Support Communication" in ***Critical Issues in Communication: The Challenge of Looking Inward for Answers.*** (pp. 188-204). New Delhi/Newbury Park/London: Sage Publishers.

S. Melkote (2000). "Reinventing Development Support Communication to Account for Power and Control in Development." (pp. 39-54) In Karin Wilkins (ed.). ***Redeveloping Communication for Social Change: Theory, Practice, and Power***. Rowman and Littlefield Publishers.

Srinivas Melkote & Allen Merriam (1998). "The Third World: Definitions and New Perspectives on Development" (pp. 9-27) in Jim Norwine and Al Gonzalez (Eds.) ***The New Third World***, II Edition, Westview Press.

S. Melkote, B.P. Sanjay, & S.A. Ahmed (1998). "Use of STAR TV and Doordarshan in India: An Audience-Centered Case Study of Chennai City" (pp. 157-179). In *International Satellite Broadcasting in South Asia: Political, Economic & Cultural Implications,* Lanham, MD: University Press of America.

S. Rao & S. Melkote (1998). "Viewing of Doordarshan by Cable Subscribers in Bangalore, India: Is there a Difference with Non-subscribers? (pp. 181-203). In *International Satellite Broadcasting in South Asia: Political, Economic & Cultural Implications,* Lanham, MD: University Press of America.

E. Skinner, S. Melkote, & S. Muppidi (1998). "Dynamics of Satellite Broadcasting in India and other Areas: An Introduction" (pp. 1-15). In *International Satellite Broadcasting in South Asia: Political, Economic & Cultural Implications,* Lanham, MD: University Press of America.

S. Melkote & S. Muppidi (1997). Theories of HIV/AIDS Prevention: A Clustered Bibliography. UNAIDS, Geneva.

S. Melkote & C. Vallath (1994). "Operational Impasses in Knowledge-Sharing: Case Study Examples" in S. White (Ed.) *Participatory Communication: Working for Change and Development,* Sage Publications, pp. 314-328.

Refereed Articles

Yagnik, A., and **S. Melkote**. "Empowering aspects of health communication and promotion of women: A case study of menstruation and its implications for media intervention campaigns." Submitted to *Indian Journal of Social Work*. (2018, forthcoming)

Yagnik, A., and **S. Melkote**. (2016). Cognitive and Behavioral Involvement Factors in Health Communication Strategies: A Case Study of Menstrual Hygiene in India. In *Journal of Communication and Media Research* (JCMR), Volume 8 (2), pp. 48-66 (October, 2016)

Kandari, A; **S. Melkote**; and A. Sharif. (2016). Needs and motives of Instagram users that predict self-disclosure use: A case study of young adults in Kuwait. In *Journal of Creative Communication*, Vol. 11(2), pp. 85-101 (August, 2016)

S. Melkote and Leslie Steeves (2015). Place and role of development communication in directed social change: a review of the field. In *Journal of Multicultural Discourses,* 2015 http://dx.doi.org/10.1080/17447143.2015.1050030

S. Melkote, DaKysha Moore, and S. Velu (2014). What makes an effective HIV/AIDS prevention communication campaign? Insights from theory and practice. In *Journal of Creative Communication*, Vol. 9(1), pp. 101-108

S. Melkote (2011). Perceptions of news media performance with alienation from government and business corporations: An Ohio case study. *Journal of Communication and Media Research,* Vol. 3, No. 1, pp. 1-12.

D. Moore and S. Melkote (2009). "HIV/AIDS prevention behaviors: Predictors of condom use among African American college students." *Journal of Creative Communications,* Vol. 4, No. 2, pp. 87-110 (PUBLISHED IN 2011)

C.S.H.N. Murthy, Challa Ramakrishna, and Srinivas R. Melkote (2010) "Trends in first page priorities of Indian print media reporting - a content analysis of four English Language newspapers." *Journal of Media and Communication Studies,* Vol. 2(2) pp. 039-053.

S. Melkote. (2009) "News framing during a time of impending war: An examination of coverage in *The New York Times* prior to 2003 Iraq war." *The International Communication Gazette* (formerly *Gazette*), Vol. 71, No. 7, pp. 547-559.

Ali Jamaal and S. Melkote (2008). "Viewing and avoidance of Al-Jazeera Satellite Television Channel in Kuwait: A Uses and Gratifications Perspective." *Asian Journal of Communication*, Vol. 18:1, pp. 1-15

P. Sooknanan and S. Melkote (2006). "Attitude and Perceptual Factors in the Adoption of Computers in a School System: A Case Study of Trinidad and Tobago." *Journal of Creative Communications,* Vol. 1:3

S. Melkote. (2006). "E.M. Rogers and his contributions to the field of communication and social change in developing countries." *Journal of Creative Communications*, Vol. 1:1

P. Krishnatray and S. Melkote. (2006). "Providing care to persons with leprosy: Implications for participatory communication." *Journal of Health Management.*, Vol. 8:1

S. Velu, S. Melkote, and E. Skinner. "Communication and other social factors associated with condom use among commercial sex workers: A case study to identify targeted interventions to reduce incidence of HIV/AIDS." *MICA Communications Review*, Vol. 2, No. 1, 2005

S. Velu, S. Melkote, & E. Skinner (2003). "Vulnerability of female commercial sex workers to HIV infection: Examination of factors related to use of condoms," *The Kentucky Journal of Communication*, Vol. 22, No.2, Fall 2003**.**

S. Melkote. "Mass Media in Support of Sustainable Development." In *Knowledge for Sustainable Development: An Insight into the Encyclopedia of Life Support Systems*. Volume I. UNESCO/EOLSS. 2003. (www.eolss.net)

P. Sooknanan, S. Melkote, & E. Skinner. "Diffusion of an educational innovation in Trinidad and Tobago: Role of teacher attitudes and perception toward computers in the classroom." *Gazette*, Vol. 64, No. 6, pp. 557-571, December 2002.

S. Melkote and D. Liu. "The Role of the Internet in Forging a Pluralistic Integration: A Study of Chinese Intellectuals in the United States." *Gazette,* Vol. 62, No. 6, pp. 495-504, December 2000.

S. Melkote and D. Goswami. "Predictors of Attitudes to Persons with AIDS among Young Adults in India." *Indian Journal of Social Work.* Vol. 61 (1), pp. 89-105, January, 2000.

S. Melkote, S. Muppidi, & D. Goswami. "Social and Economic Factors in an Integrated Behavioral and Societal Approach to Communications in HIV/AIDS." *Journal of Health Communication,* Vol. 5, Supplement, pp. 17-28, 2000.

S. Melkote and S. Muppidi. "AIDS Communication: Role of Knowledge Factors on Perceptions of Risk." *Journal of Development Communication,* Vol. 10(1): 16-26, 1999.

P. Krishnatray and S. Melkote. "Public Communication Campaigns in the Destigmatization of Leprosy: A Comparative Analysis of Diffusion and Participatory Strategies." *Journal of Health Communication,* Vol. 3, No. 4, 1998.

Divakar Goswami and Srinivas Melkote. "Knowledge Gap in AIDS Communication: An Indian Case Study." *Gazette,* Volume 59(3): 205-221, 1997.

D. Ferguson and S. Melkote. "The Public Opinion Implications of Leisure Time and Channel Repertoire in a Multichannel Environment." *Communication Research Reports,* 14:2, pp. 189-194, 1997.

A.S. Haqeel and S. Melkote. "Do the Mass Media Have Dominant Effects? An Analysis of the Agenda-Setting Function of Saudi Arabian Media." Accepted for publication in *The Journal of Development Communication*. Vol. 7, No.2, Dec. 1996.

A. S. Haqeel and S. Melkote. "International Agenda-Setting Effects of Saudi Arabian Media: A Case Study." *Gazette*, Volume 55:17-37, 1995.

S. Melkote. "Role and Challenges for Development Communication: Lessons from the Third World." *Gazette,* Volume 52, pp. 145-158, 1993.

D. Peh and S. Melkote. "Bias in Newspaper Reporting: A Content Analysis of the Coverage of Korean Airlines and Iran Airbus Shootings in the U.S. Elite Press." *Gazette, 47:.2, 1991.*

S. Melkote. "Effectiveness of Development-Radio Programming Among Poor Farmers: A Case Study." *Gazette* 43:17-30, 1989.

S. Melkote. "Problems in the Communication of Agricultural Innovations to Farmers in India: An Empirical Study." *International Third World Studies Journal and Review*. Vol. 1, Number 1, pp. 203-212, 1989.

S. Melkote. "Revealing Communication Constraints in Extension Communication Strategies: A Study of the World Bank's T&V System, India." ***Knowledge in Society: An International Journal of Knowledge Transaction***, Volume 1, No.2, pp. 42-57, Summer 1988.

S. Melkote. "Agricultural Extension and the Small Farmer: Revealing the Communication Gap." ***Journal of Developing Areas***, Vol.22, No. 2, pp. 239-252, January 1988.

S. Melkote. "Biases in Development Support Communication: Revealing the Comprehension Gap," ***Gazette***, Vol. 40:39-55, 1987.

S. Melkote. "Peasant Economic Orientation and Increased Agricultural Productivity," ***The Indian Journal of Social Work***, XLV(2), pp. 129-138, July, 1984.

S. Melkote. "Communication Constraints to Adoption of Agricultural Innovations," ***Journal of Communication Inquiry***, 8(1), pp. 59-72, 1984.

Articles in Professional Journals

K. Melkote and S. Melkote. "Media Content Development via Gatekeeping: An Empirical Case Study of Face-ism as a Media Stereotype." ***IMS Manthan,*** Vol. 4, No. 2. Dec. 2009 (Published in February 2010), pp. 163-170.

S. Muppidi and S. Melkote. "Media utilization of a South Indian audience: A study of *Doordarshan* and *Eenadu* television." ***International Communication Bulletin***, 42:1-2, Spring 2007.

S. Melkote. "Public Service Broadcasting in the Age of Globalization." ***Media Asia,*** Vol. 32:2, 2005 (published in 2006).

R. Braziunaite & S. Melkote. "Reporting Bosnia: A Study of the Coverage of a Major National Election by British, Russian, and US Press." ***Journal of Communication Studies***, Vol. 3, No. 4, pp. 1-23, 2004.

S. Melkote. "Role of the University in the Age of Convergence in Mass Media and Digitization of Technologies." ***Journal of Communication*** (Karnatak University, India), Volume 1, pp. 1-8, 2004.

F. Patel & S. Melkote. "Determinants of adoption of the Internet and electronic mail in South Africa: A case study of Vista University," ***Communicator,*** (Vol. XXXVIII, No.2), July-December, pp. 87-97, 2003.

S. Melkote and S. Muppidi. "Variable effects of knowledge factors on perceptions of AIDS risk." ***Interaction***, Vol. XVI (1-2), pp. 88-105, 1998.

S. Melkote. "Operationalisation of the Concept of Participation in Development Communication." ***ICCTR Journal.*** Vol. II, Numbers 1-2, 1989.

S. Melkote. "Academics Vs. Communication Practitioners: Implications of their Paradigms on Development Support Communication" *Interaction*. Vol. VI (No. 1&2), pp. 1-20, 1988.

S. Melkote. "Reducing Socio-Economic and Status Gaps in the Third World through Development Support Communication," *Media Development***,** Vol.XXXIV, No. 2, pp. 36-38, 1987.

S. Melkote and A. Babbili. "Socio-Cultural Milieu of Peasants in the Third World: A Neglected Factor in Development Communication Strategies." *Interaction*, 4(3), pp. 1-19, 1987.

S. Melkote. "Utility of Diffusion Research to the Third World: A Boon or Bane?" *Media Asia,* 9(1), pp. 26-31, 1982.

S. Melkote. "Communication and Development: An Ethical Perspective," *Media Asia*, 10(2), pp. 106-114, 1983.

S. Melkote. "Communication in the Third World: The Structuring of a Wrong Reality," *Media Asia*, 8(1), pp. 40-42, 1981.

S. Melkote. "Satellite Instructional Television Experiment Program Producers: A Critical Study," *Communicare* 1(1), 1976-77

Book Reviews

(*Gandhi Meets Primetime: Globalization and Nationalism in Indian Television*). In **Television Quarterly**, 2006, Vol. XXXVI, Nos. 3 &4, pp. 83-85.

"Desperate Dependence." (Review of *Information Technology in the Third World: Can I.T. Lead to Humane National Development?*) In *Journal of Communication*, 1985, 35(2), 218-20.

(*Continuity and Change in Communication Systems: An Asian Perspective)* In *Journal of Communication Inquiry*, 1985, 9:2, pp. 97-100.

ERIC Reports/Papers

"In Search of Alternative Communication Strategies for Rural Development in the Third World." [*Resources in Education,* 18(1), 1983]
"The Paradox of Diffusion of Innovations Research: Creating More Communication Bottlenecks than Breaking Them." [*Resources in Education*, 21(1),1986]

"Constraints in Extension Communication Strategies." [*Resources in Education*, 1989]

2. *CONFERENCE PAPERS, PANEL/ INVITED PRESENTATIONS & OTHER PROFESSIONAL REPORTS*

S. Melkote. Speaker at the Plenary Panel on Communication, Development and Social Change. **IAMCR** Conference, Cartagena, Colombia, July 16-20, 2017.

S. Melkote and H.L. Steeves. Could development communication play a useful role to address and counter inequality and injustice in development and social change? A critical and conceptual Analysis. Paper presented to Participatory Communication Division and the panel on communication and development: rethinking theory and practice in the age of digital and social media, **IAMCR** Conference, Cartagena, Colombia, July 16-20, 2017.

S. Melkote and H.L. Steeves. "Participatory communication strategies and their enhanced role in contemporary models of large development organizations." Presented to the Participatory Communication Research Division at the International Association for Media and Communication Research (**IAMCR**) annual conference 2016 in Leicester, United Kingdom, July 27-31, 2016.

S. Melkote. "Challenges to Devcom in the Globalization Epoch", Dept. of Electronic Media and Mass Communication, University of Pondicherry, India, July 13, 2016

S. Melkote and H.L. Steeves. "Expanded role for development communication in post development." Paper presented to the Starck Symposium, University of Iowa, Iowa City, April 23, 2016.

S. Melkote. "Development Communication for Empowerment and Social Justice in a Global World. Paper presented to the Indian Institute of Mass Communication, January 7, 2016, New Delhi, India.

S. Melkote and Leslie Steeves (2015). "Hegemony or resistance? A new avatar for development communication in its quest for social justice in social change." Paper accepted for presentation to the Participatory Communication Research Section at the annual conference of the IAMCR in Montreal, Canada, July 12-16.

A. Yagnik and S. Melkote (2015). "Empowering aspects of health communication and promotion for women: A case study of menstruation." Paper accepted for presentation to the Health Communication and Change (HCC) Section at the annual conference of the IAMCR in Montreal, Canada, July 12-16.

A. Yagnik and S. Melkote (2015). 'Examining Knowledge, Cognitive Involvement, and Behavioral Involvement with Menstrual Practices: Implications on Health Education and Communication Campaigns.' Paper presented at the Society of Menstrual Cycle and Research, biannual conference in Boston, MA. June 4-6.

Melkote, S. "Post-development: Re-evaluation of the role of devcom in directed social change." Paper presented to the doctoral colloquium, School of Media and Communication, BGSU, February 2015.

Melkote, S. "Keynesian and Neo-liberal models: Comparison from a development perspective". Invited address to the Department of Economics, University of Mysore, India, December 30, 2014.

Melkote, S., and Leslie Steeves (2014). "DIRECTED CHANGE IN THE AGE OF GLOBALIZATION: DEVCOM ACTIONS AND STRATEGIES FOR SOCIAL JUSTICE OUTCOMES." Paper presented to the Participatory Communication Research Section at the annual conference of the IAMCR in Hyderabad, India, July 14-18.

Melkote, S., and Leslie Steeves (2014). "Theoretical Developments and Communication Models in the Participatory Paradigm: Towards Sustainable Rural Development and Social Change" Paper presented to the Participatory Communication Research Section at the annual conference of the IAMCR in Hyderabad, India, July 14-18.

Melkote, S. "Communication for Empowerment and Social Justice in the Age of Globalization." Paper presented to the doctoral colloquium, School of Media and Communication, BGSU, April 2013.

S. Melkote (2012). "Communication and Development: Past, Present, and Future." Invited paper presented at the Ohio University Communication and Development Studies Conference, Athens, Ohio, October 26.

S. Melkote (2011). "Looking Inward for Answers: A reconceptualization of the role of development communication in directed social change." Paper presented to the 20th annual conference of the Asian Media and Information Center (**AMIC**), Hyderabad, India, June 24-27.

S. Melkote (2011). "Social Change Communication in Directed Social Change: Promises and Challenges." Paper presented to the Karnataka State Journalists Association, Bangalore, India, June 17.

S. Melkote (2011). "Why is the Diffusion of Innovations framework utilized so widely and yet critiqued so passionately?" Plenary presentation at the Fifty years of Diffusion of Innovations research conference, Ohio University, Athens, Ohio, March 4-6.

S. Melkote (Spring 2011). "Development Support Communication for Social Justice: Role of Media and Communication in Directed Social Change." Paper presented to the School of Media and Communication Colloquium, February 15.

S. Melkote & P. Krishnatray (2010). "Development support communication in directed social change: a reappraisal of theories & approaches." Paper presented to the 19th annual conference of the Asian Media and Information Center **(AMIC)**, Singapore, June 20-23.

S. Melkote. "Assumptions and misconceptions in intercultural communication." Keynote address to the International Conference on Intercultural Communication, Institute of Management and Communication, Noida, India, September 3-5, 2009.

K. Melkote and S. Melkote. "Media Content Development via Gatekeeping: An empirical case study of Face-ism as a Media Stereotype." Paper presented to the International Conference on Intercultural Communication, Institute of Management, Noida, India, September 3-5, 2009.

S. Melkote. "Contemporary Challenges Facing Higher Education in Communication in the U.S." Paper presented to the faculty at the Mudra Institute for Communication Research, Ahmedabad, India, October 9, 2009.

DaKysha Moore and S. Melkote. "HIV/AIDS Prevention Behaviors: Predictors of Condom Use among African American College Students." Paper presented to the Minorities and Communication Division of **AEJMC**, Boston, August, 2009.

Ali Jamaal and S. Melkote. "Factors of viewing and avoidance of Al-Jazeera Satellite Channel: In Kuwait: A Uses and Gratification Perspective." Paper presented to the Global Communication and Social Change Division of the **ICA** at Montreal, May 2008.

S. Melkote "HIV/AIDS in South Asia." Paper delivered at HIV/AIDS Symposium: AIDS in the Global Community, Bowling Green State University, March 26, 2008.

S. Melkote. "Media in conflicts and crises." Panel presentation and Chair at the 16th Annual AMIC Conference and 1st World Journalism Education Conference **(AEJMC)** on Media, Education and Development: Quest for New Paradigms, Singapore, June 2007.

Y. Gopal and S. Melkote. "New Work Paradigms? Implications for Communication and Coordination in Cross Cultural Virtual Teams." Accepted for presentation to the Information Communication Technology Division of the International Communication Association **(ICA)** at San Francisco, August 2007.

S. Melkote. "Current Situation and Challenges of Communication and Development." Presentation as part of the Expert's Panel at the Graduate Student Conference, Communication and Development Studies, Ohio University, Athens, April 12-14, 2007.

S. Melkote. "10 rules about health campaigns---Wisdom from the field." Keynote address to the conference *Making Health Campaigns Work: Experiences from the field."* March 2-3, 2007, Hyderabad, India.

S. Melkote. "Destigmatizing Leprosy: Implications for Communication Theory and Practice." Presentation to the Communications Colloquium, School of Communication Studies, BGSU, Spring 2007.

S. Melkote. "Objectivity in news reporting during a time of war: An examination of reporting in *New York Times* prior to 2003 Iraq war." Paper presented to the International Communication Division, Association for Education in Journalism and Mass Communication (**AEJMC**), San Francisco, 2006. (**Adjudged Top-3 Faculty Paper**)

S. Melkote. "Challenges facing Journalism Education in the Next Decade." Paper presented to the annual conference of the Asian Media and Information Center **(AMIC)**, Penang, Malaysia, July 2006.

P. Sooknanan & S. Melkote. "Determinants of implementation of computers in the classroom in Trinidad and Tobago: A critical review of the Diffusion of Innovations theory." Paper presented to the International Communication Division of the International Association for Media and Communication Research (**IAMCR**) in Cairo, Egypt, August 2006.

S. Melkote and P. Krishnatray. "Dealing with negative social ramifications of a disease: Implications for communication theory and practice." Paper presented at the panel on "Emerging perspectives in health communication: Critical and cultural issues," Health Communication Division, National Communication Association **(NCA)** annual conference at Boston, November 2005.

S. Melkote. "Role of Journalism Education in the Global Society." Invited presentation at the M.C. National University, Bhopal, India, August 12, 2005.

S. Melkote. "Future Challenges to Development Support Communication." Paper presented to a colloquium organized by the S. N. School of Communication, University of Hyderabad, India, August 4, 2005.

S. Melkote. "Role and Impact of New Media Technology in the 21st Century." Paper presented to a colloquium organized by the Department of Journalism, Osmania University, Hyderabad, India, August 6, 2005.

S. Velu, S. Melkote, E. Skinner. "Communication and other social factors associated with condom use among commercial sex workers in Chennai, India." Presented to the Health Communication Division, International Communication Association **(ICA)** at New York City, May 2005.

S. Melkote. "Participatory communication and other empowerment strategies in public communication campaigns: Case study of Leprosy." Paper presented to the colloquium organized by the School of Communication Studies, BGSU, Spring 2005.

Fei Patel & S. Melkote. "Role of attitudes and innovation attributes on the utilization of and satisfaction with the Internet and email: Policy implications for Vista University, South Africa."

Paper presented to the International Communication Division of the International Association for Media and Communication Research (**IAMCR**) at Porto Allegre, Brazil, July 2004.

S. Melkote. "Providing care to persons with leprosy: Implications for participatory communication." Paper presented to the Participatory Communication Division of the International Association for Media and Communication Research (**IAMCR**) at Porto Allegre, Brazil, July 2004.

S. Velu, S. Melkote, & E. Skinner. "Vulnerability to HIV Infection: Comparative Analysis of Street-based, Brothel-based, and Discreet Commercial Sex Workers on Factors Predicting Condom Use." Presented to the Health Communication Division, International Communication Association (**ICA**) at San Diego, CA, May 2003.

R. Braziunaite and S. Melkote. "Bias in international news reports: A content analysis of the British, Russian, and US press reports on the national elections in Bosnia." Presented to the International Communication Division of International Association for Media and Communication Research (**IAMCR**), Barcelona, July 2002.

S. Melkote. "Communication approaches in development and empowerment." Paper presented to Swedish International Development Agency (**SIDA**), Stockholm, June 2002.

S. Melkote. "Communication curriculum in the age of digitization of technologies: promises and challenges." Paper presented to the National Colloquium for the Restructuring of Communication Curriculum in India, Manipal University and United States Educational Foundation in India (**USEFI**), March 2002.

S. Melkote. "Role of the university in the age of convergence of media." Keynote address to the national conference on New Communication Technologies and their Impact on Higher Education in Communication, Karnatak University, India, March 2002.

S. Melkote. "Communication for Development in the Digital Era." Keynote address to the international conference on communication for development in the digital era, University of Madras, India, February 2002.

S. Melkote. "Theories in Development Communication: Explicating a Model for Empowerment." Paper presented to the international conference on communication for development in the digital era, University of Madras, India, February 2002.

P. Sooknanan and S. Melkote. "Diffusion of an educational innovation in Trinidad and Tobago: Role of teacher attitudes and perception toward computers in the classroom." " Paper presented to the Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication (**AEJMC**), Washington, DC, August 2001.

S. Melkote. "Information and Communication Technologies for Rural Development." Paper accepted for presentation to the 12th Biennial Conference of the African Association for Communication Education (**AACE**), Cairo, October 2000.

S. Melkote. "Application/relevance of the diffusion theory in developing countries." Paper presented to the panel: Diffusion Research Worldwide in the 20th Century: Where will it Lead us in the Next Century?" at the **AEJMC** annual conference, Phoenix, August 2000.

S. Melkote. "Contributions of Non-Western Research in the field of Communication and Social Change." Paper presented to an invited panel on Wilbur Schramm: The Scholar of the Century, at the **AEJMC** annual conference, Phoenix, August 2000.

P. Krishnatray, S. Melkote, P.R. Manglani, B.L. Sharma, and V. Varma. "Participatory Approaches in the Destigmatization of Leprosy: An Analysis of Volunteer Narratives." Paper presented to the Participatory Communication Division of the International Association for Media and Communication Research (**IAMCR**), Singapore, Summer 2000.

S. Melkote. "Deconstructing the Dominant Discourse in Development: Relevance of Communication Media in Third World Development." Invited paper under the *Spotlight on Scholarship* series, Mass Communication Division. Presented at the Eastern Communication Association's (**ECA**) annual meeting, Pittsburgh, April 2000.

S. Melkote. "How should development support communication address power and control issues in Third World development? A nomological analysis." Paper presented to the International Communication Division of the **AEJMC**, New Orelans, August, 1999.

S. Melkote and D. Liu. "Role of Chinese Ethnic Internet in the Acculturation of Chinese Students in the United States." Paper presented to the National Communication Association's (**NCA**) annual meeting, 1998.

S. Melkote & K. Kandath. "Dealing with Power Inequity in Societies: The Role of Development Support Communication in the Empowerment of Citizens." Paper presented to the national conference on *Re-Developing Communication for Social Change: Issues of Power, Gender and Practice,* University of Texas at Austin, June 1998. (Invited Paper)

K. Kandath & S. Melkote. "Media Agenda-Setting Effects in India: A Case Study of Three English-Language Newspapers in Hyderabad." Paper presented to the Intercultural and Development Communication Division of the International Communication Association (**ICA**) , Jerusalem, 1998.

S. Melkote & D. Goswami. "Pyschosocial Theories in HIV/AIDS Prevention: A Framework to Integrate Individual-Behavioral and Societal-Level Factors to Guide Policy Interventions." Paper prepared for presentation at the meeting of communications advisers to review current strategy and framework for communication programming in HIV/AIDS, **UNAIDS** Office, Geneva, Switzerland, November 1997.

S. Melkote & D. Goswami. "Theories in HIV/AIDS Prevention and Control: A Clustered Bibliography." Prepared for presentation at the meeting of communications advisers to review current strategy and framework for communication programming in HIV/AIDS, **UNAIDS** Office, Geneva, Switzerland, November 1997.

S. Rao & S. Melkote. "Television Viewing Patterns of Cabled and Non-Cabled Homes in Bangalore, India: A Uses and Gratifications Perspective." Paper presented to the Southwest Symposium of **SWECJMC** (South West Educational Council for Journalism and Mass Communication), Dallas/Ft. Worth, November, 1997.

K. Kandath & S. Melkote. "Do the English Language Newspapers in India have Uniform Agenda-Setting Effects on Different Audience Groups?" Paper accepted for presentation to the Eastern Communications Association (**ECA**) Conference, 1998.

P. Krishnatray and S. Melkote. "Cognitive-Affective and Behavior-Affective Dimensions: A Comparative Analysis of Participatory and Diffusion Approaches in the Destigmatization of Leprosy." Paper accepted for presentation to the Theory and Methodology Division of the Association for Education in Journalism and Mass Communication (**AEJMC**) at Chicago, August 1997.

D. Goswami & S. Melkote. "Relation Between Knowledge, Attitude, Involvement & Socioeconomic Status Variables in AIDS Communication Campaigns: Theoretical and Practical Implications." Paper presented to the Intercultural and Development Communication Division of the International Communication Association (**ICA**), Montreal, Canada, May 1997.

A.S. Haqeel and S. Melkote. "Do the Mass Media Have Dominant Effects? An Analysis of the Agenda-Setting Function of Saudi Arabian Media." Paper accepted for presentation to the National **Third World Studies Conference**, Omaha, Nebraska, October, 1996.

S. Melkote and Krishna Prasad Kandath. "Reconceptualization of the Role of Communication in Development:: A Focus on the Organizational Value of Development Support Communication ." Paper presented to the International Symposium on Culture, Communication, and Development, Pretoria, South Africa, August 1996.

S. Melkote, E. Skinner and C. Earl. "Media Usage and Perceptions of Media as Discriminators of Alienation with Big Government and Big Business in the 1994 Off-Year Election." Paper accepted for presentation to Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (**AEJMC**), Anahiem, California, August 1996.

Srinivas Melkote and S. Muppidi. "Factors that contribute to perceptions of risk for contracting HIV." Paper presented to the annual convention of the International Communication Association (**ICA**), Health Communication Division, May 1996.

S. Melkote, B.P. Sanjay & D. Kumar. "Relative Impact of STAR TV and Doordarshan in Madras, India." Paper presented to the bi-annual convention of the International Association for Mass Communication Research (**IAMCR**), Sydney, Australia, August 1996.

P. Krishnatray and S. Melkote. "Destigmatization of Leprosy in an Indian Village: Using Communication Campaigns." Paper presented to the Participatory Communication Division of the International Association for Mass Communication Research (**IAMCR**), Sydney, Australia, August 1996.

Ferguson, D.A. and S. Melkote (1995, November). "The Public Opinion Implications of Leisure Time and Channel Repertoire in a Multichannel Environment." Paper presented at the annual meeting of the Midwest Association of Public Opinion Research (**MAPOR**), Chicago.

S. Melkote & D. Goswami. "Predictors of Attitudes to Persons with AIDS: A Case Study of Hyderabad, India." Paper presented to the Eighteenth Annual **Third World Studies Conference**, Omaha, October, 1995.

E. Skinner & S. Melkote. "Telecommunications and Development Policy: Offshore Data Processing in the Caribbean." Paper presented to the XXth Annual Conference of the **Caribbean Studies Association** in Curacao, May 1995.

A. Payne & S. Melkote. "Ratings of Professional Attributes of African American and White Television News Anchors: A Study of Audience Acceptance." Paper accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication (**AEJMC**) in Atlanta, August 1994.

A. S. Haqeel & S. Melkote. "International Agenda-Setting Effects of Saudi Arabian Media: A Case Study of Civil Servants." Paper accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication (**AEJMC**) in Atlanta, August 1994.

M. Deo & S. Melkote. "Information Environment Concerning Teenage Pregnancies in the U.S.: A Case Study." Paper presented to the XVII Conference of the International Association for Mass Communication Research (**IAMCR**), Sao Paulo, Brazil, August 1992.

S. Melkote. "From First World to Third World: Problems and Challenges for Development Support Communication. Paper presented to the XVII Conference of the International Association for Mass Communication Research (**IAMCR**), Sao Paulo, Brazil, August 1992.

S. Melkote. "*Another Development*: A New Paradigm and a New Conceptualization of the Nature of Communication in Development." Paper presented at the conference of the International Association for Mass Communication Research (**IAMCR**), Yugoslavia, 1990.

S. Melkote & C. Vallath. "Operational Impasse in Knowledge-Sharing Between Sources and Receivers: Case Studies of Comprehension Constraints in Extension Projects." Paper accepted for

presentation to the Working Group Session on Participatory Strategies, International Association for Mass Communication Research (**IAMCR**) Conference, Lake Bled, Yugoslavia, 1990.

D. Peh & S. Melkote. "International Events Coverage in the U.S. Elite Press: Comparison of the Korean Airlines and Iran Airbus Shootings." Paper presented to the International Communication Division, Association for Education in Journalism and Mass Communication (**AEJMC**), Minneapolis, 1990.

S. Melkote. "Communication and Equality: Strategies for Participation and Communication in the Eighties and Nineties." Paper presented to the Intercultural/Development Communication Division, International Communication Association (**ICA**), Dublin, Ireland, 1990.

S. Melkote. "Strategies for Greater Participation of Beneficiaries of Development: An Examination of Co-Equal and Transactional Communication Strategies." Paper presented to the 16th Annual **Third World Conference**, St. Louis, 1990.

S. Melkote. "First and Third World Media: Continuing Issues and Predictions for the Future." A panel discussion paper prepared for the Twelfth National **Third World Studies Conference**, Omaha, 1989.

S. Melkote. "Constraints in Extension Communication Strategies. "Paper presented to the International and Intercultural Division of the Speech Communication Association (**SCA**), New Orleans, November 1988.

S. Melkote. "Effects of Biases on Comprehension of Extension Messages by Farmers in India." Paper presented to the 11th National **Third World Studies Conference**, Omaha, October 1988.

S. Melkote. "Development Process in the Third World: In Search of an Active Role for the Stereotyped Peasants." Paper presented to the 11th National Third World Studies Conference, Omaha, Oct. 1988.

S. Melkote. "Problems and Prospects of Using Radio as a Tool in Development Support Communication." Paper presented to Inculdevcom Division, International Communication Association (**ICA**), annual conference, New Orleans, May 1988.

S. Melkote. "Bridging Communication Gap in the Third World Through Development Support Communication." Paper presented to International & Intercultural Division of the Speech Communication Association (**SCA**), Chicago, November, 1986.

S. Melkote. "Food, Agriculture and Appropriate Communication: Role of Extension in Agricultural Development in the Third World." Paper presented to the Ninth National **Third World Studies Conference**, Omaha, Nebraska, October, 1986.

S. Melkote. "Socio-Cultural Milieu of Peasants in the Third World: Neglected Factor in Rural Development Strategies. "Paper presented to the International Communication Section, **IAMCR** annual conference, New Delhi, August 1986.

S. Melkote. "The Paradox of the Diffusion of Innovations Research: Creating More Communication Bottlenecks than Breaking Them." Paper presented to the International Communication Division, Association for Education in Journalism and Mass Communication (**AEJMC**), Memphis, August 1985.

S. Melkote. "Poverty and Powerlessness in an Indian Community: A Critical Analysis." Paper presented to the Eighth National **Third World Studies Conference**, University of Nebraska at Omaha, October 1985.

S. Melkote. "Problems in the Objective Measurement of Human Behavior in Non-Western Cultures." Paper presented to the Intercultural Communication Conference on Latin America and the Caribbean, University of Miami, Florida, February 1985.

S. Melkote and J. Ascroft. "On the Democratization of Development Decision-Making in the Third World." Paper presented to Inculdevcom Division, International Communication Association (**ICA**), annual conference, San Francisco, May 1984.

J. Ascroft & S. Melkote. "An Ethical Perspective on the Generation of Development Communication Research Useful to Policy Makers and Practitioners." Paper presented to Inculdevcom Division, International Communication Association (**ICA**), annual conference, Dallas, May 1983.

S. Melkote. "Research Dimension of Development Communication: A Search for Relevance." Panel presentation to the Inculdevcom Division, International Communication Association (**ICA**) annual conference, Dallas, May 1983.

S. Melkote. "Communication Constraints to Adoption of Innovations." Paper presented to the Big 10 Universities Mini-Conference on Communication Theory and Methodology, Iowa City, Iowa, April 1983.

S. Melkote. "In Search of Alternate Communication Strategies for Rural Development in the Third World: A Critique of Diffusion of Innovations Research." Paper presented to International Communication Division, Association for Education in Journalism and Mass Communication (**AEJMC**), annual conference, Athens, Ohio, July 1982. [FIRST PLACE WINNER, MARKHAM INTERNATIONAL COMMUNICATION PAPER COMPETITION]

S. Melkote. "The Cultural Implications of a New Medium in a Modernizing Society: The Role of SITE in the Cultural Plurality of Rural India." Paper presented to the San Diego Conference on Culture and Communication, San Diego State University, San Diego, February 1981.

TEACHING INTERESTS

Mass Communication Theory, International Communication, Communication and Change/Development, Health Communication, Communication Pedagogy, Mass Communication Research Methods, Audience Research, Media Effects, Intermediate and Advanced Statistics, Special Topics in Multivariate Statistics.

TEACHING RECORD

BOWLING GREEN STATE UNIVERSITY (1984-PRESENT)
School of Media and Communication, Dept. of Media Production and Studies

Undergraduate:
Introduction to Mass Communications/Telecommunications
Media and Information Society
Media Effects in Society
Media Research/Audience Research Methods
International Communication
Transnational Broadcasting and Telecommunications

Graduate (M.A./Ph.D):
Introduction to Graduate Studies
Introduction to Communication Studies
Communication Pedagogy
Communication Research Methods (Quantitative)
Mass Communication Theory: M.A. Seminar
Mass Communication Theory: Doctoral Seminar
International Communication
Communication and International Development
Health Communication
Advanced Quantitative Methods in COM Research
Regression Analysis
Survey Research and Design
Analysis of Development Communication Projects
SPSS for Windows Application

UNIVERSITY OF MYSORE, INDIA (December 8, 2014 to Jan. 8, 2015)
Department of Communication and Journalism
Undergraduate Course:
Development Communication
Graduate Course:
Research Methodology

UNIVERSITY OF HYDERABAD, INDIA (Fall 2009—Sabbatical leave)
S.N. School of Media, Communication and Performing Arts

Graduate Course:
Communication Theory

TEZPUR UNIVERSITY, INDIA (November 2009-- Sabbatical leave)
Department of Media and Communication
Graduate Course:
Communication and Development

CARIBBEAN RESEARCH INSTITUTE FOR MASS COMMUNICATION (CARIMAC),
UNIVERSITY OF THE WEST INDIES, JAMAICA (Summer 2005)
Graduate Course:
Communication for Development and Empowerment

MUDRA INSTITUTE OF COMMUNICATION, AHMEDABAD, INDIA (Summer 2003)
Graduate Courses:
Media Theory and Effects
Communication Research Methods

MANIPAL INSTITUTE OF COMMUNICATION, INDIA (Spring 2002, Fulbright Professor)
Graduate Courses:
Communication Research Methods
Communication and Development
Communication Policy

UNIVERSITY OF HYDERABAD, INDIA (Spring 1993-- Sabbatical leave)
Graduate Course:
Communication for Development

UNIVERSITY OF IOWA (1980-84)
Undergraduate courses:
Communication in Third World Development (TA)
International Communication and Social Change (TA)
Social Scientific Foundations of Communication (Instructor)
Contemporary Asia News Colloquium (TA)
Contemporary Latin American News Colloquium (TA)
Techniques of Journalistic Writing (TA)

OSMANIA UNIVERSITY, INDIA (1977-80)
Undergraduate courses:
Writing for the Newspaper
Investigative Reporting
Communication and Development
Theories in Mass Communication

SUPERVISION OF GRADUATE RESEARCH (MEDIA AND COMMUNICATION)

A.   CHAIR OF DOCTORAL DISSERTATION COMMITTEES

1. Detection of eating disorders among young women: implication for development communication, Shrinkhala Upadhyaya (In progress).

2. "Predicting healthy eating behavior: examination of attitude, subjective norms and perceived behavioral control factors", Fang Wang, 2017 (Current positon: Assistant Professor, Albion College, Michigan,)

3. "Knowledge (K), Attitude (A), and Practice (P) of Women and Men about Menstruation and Menstrual Practices in Ahmedabad, India: Implications for Health Communication Campaigns and Interventions" Arpan Yagnik, 2015 (Current position: (Assistant Professor, Penn. State University, Erie, PA)

4. "Where did you learn that? Pornography exposure as a predictor of engagement in risk behaviors". Alexandru Stana, 2013. (Current position: Assistant Professor, Fayetville State University, NC)

5. "Constructing the End: Framing and Agenda-Setting of Physician-Assisted Suicide." Kyle Holody, 2011. (Current position: Assistant Professor, Coastal Carolina University, SC)

6. "Patterns of Access and Use of Health Information from Online Websites: A Case Study." Rucha Kavathe, 2009.

7. "Knowledge, attitudes, involvement, and safe sex practices among African American University students: A study to investigate determinants of behavior and condom use vis-à-vis HIV/AIDS preventive campaigns." DaKysha Moore, 2008. (Current position: Associate Professor, Johnson C. Smith University, NC)

8. "Factors associated with condom use among female commercial sex workers in Chennai, India: Implications for HIV prevention campaigns." Sanjanthi Velu, 2002 (Current Position: Research Officer, Johns Hopkins University)

9. "Role of Attitudes and Innovation Attributes on Utilization and Satisfaction with the Internet and E-mail: A Case Study of Vista University, South Africa." Fay Patel, 2001 (Current Position: Faculty in an Australian University)

10. "Computer and Internet in the Home: A Uses and Gratifications Perspective." Wendy Mitchell, 1999. (Current Position: Research Consultant)

11. "The Uses and Gratifications of Doordarshan and Eenadu Television: A Study of Regional Indian Television Audience." Sundeep Muppidi, 1999. (Current Position: Associate Dean and Professor, Univ. of Hartford, CT)

12. "Evaluation of the Relative Effectiveness of Diffusion and Participatory Communication Strategies and Effect of Caste on Knowledge, Perception and Behavior toward Leprosy Patients in Gwalior, India." Pradeep Krishnatray, 1996. (Current Position: Johns Hopkins HIV/AIDS Program, New Delhi, India)

13. "Satire or Stereotypes: A Reception Analysis of African American Portrayals in Situation Comedies." Robin Means, 1996. (Current Position: Associate Professor of Communication, University of Michigan at Ann Arbor)

14. "Effects of Computer-Mediated Communication on Chinese Intellectuals' Values and Behaviors: Role of the Internet in the Resocialization of Chinese Intellectuals in the US." Dejun Liu, 1996. (Current Position: Associate Professor of Communication)

15. "Objective Journalism or Propaganda: A Content Analysis of the VOA's Mandarin Service Broadcasts Before, During and After the Tian An Men Crises." Fei Wang, 1993. (Current Position: Producer, Mandarin Chinese Division, Voice of America, Washington, DC)

16. "Agenda Setting Function of Saudi Arabian Media." Abdallah Al-Haqeel, 1993. (Current Position: Communication faculty in a Saudi University)

17. "Impact of New Technologies in Third World Development: Study of Indian NICNET." Sandhya Rao, 1993. (Current Position: Professor of Mass Communication and Associate Dean of the Graduate College, Texas State University)

18. "Impact of Television on the Acculturation of Chinese Students' Values." J.J. Jaw, 1991. (Current Position: Was Assistant Professor of Communication at Texas Tech)

19. "Role of Mass Media in National Integration in Nigeria." Osa Amienyi, 1989. (Current Position: Professor in RTVF, Arkansas State University)

B. CHAIR OF MASTERS THESIS COMMITTEES

1. "Municipal Elections in Bosnia: Content Analysis of Coverage in *New York Times, London Times, and Izvestia*." Ramune Braziunaite, 2001. (Currently NTTF faculty in Communication at BGSU)

2. "Agenda Setting Effects of the English Press in India: A Case Study of Hyderabad." Krishna Kandath, 1997.

3. "The Role of Knowledge, Attitude, Involvement and Socio-Economic Status in AIDS Prevention: A Case Study of Young Adults in India." Divakar Goswami, 1996. (Current postion: Works for International Consulting Firm of Deloitte and Louge)

4. "Programming by Radio Liberty During Pre-Gorbachev, Glasnost, and Pre-Democratization Years." Marcia Sloan Latta, 1993. (Current Position: Associate VP for Development, Findlay University)

5. "Teenage Pregnancy: An Analysis of the Information Environment Concerning the Knowledge, Attitude and Practice of Contraception." Madhavi Deo, 1992.

6. "Gender Role Stereotypes on Educational Television: A Content Analysis." Nandita Dhume, Fall 1990.

7. "Popularity of Black Television News Anchors Among an All-White Audience in Smaller Television Markets." Allison Payne, 1992. (Current Position: News Anchorwoman, WGN Super station, Chicago)

8. "Weakness of Agricultural Extension: A Study of Extension Message Comprehension." Chandrasekar Vallath, Summer 1989.

9. "A Comparison of the KAL and Iran Air Shootings: Coverage in the U.S. Elite Press." Diana Peh, Spring 1989.

10. "Treatment of Indira Gandhi's Assassination in the Western and Third World Press: A Content Analysis." Arvind Singhal, Summer 1985. (Current Position: Professor, School of Interpersonal Communication, University of Texas at El Paso)

C. M.A./DOCTORAL COMMITTEE MEMBERSHIPS

Doctoral Dissertations

Sasha Allgier's committee 2016-

Dhiman Chattopadhyaya's Committee 2016-

Patrick Nebl's Committee (Psychology) 2016-17

SangHee's Committee, 2013, 2014, 2015

Mark's Committee, 2012.

"Come a little closer: Examining spillover priming effects through a network perspective." David Morin, Media and Communication, 2013.

"Physical Therapists' Perceptions of Risk of Violating Laws and Rules Governing the Practices of Physical Therapy." Mark Carroll, Education, 2007.

"Factors Predicting Student Technology Competency." Allison Goedde, Education, 2006.

"Online Religious Groups: Place of Dissonance." K.S. Arul Selvan, Institute of Communication, Manipal University, India, 2004.

"An exploratory study of user perceptions towards application of computers for micro-finance institutions in Tamil Nadu." T.R. Gopalakrishnan, Journalism and Mass Communication, University of Madras, India, 2003.

"The Naturalization of Ideology in Advertising: Mapping the Cultural Codes of late 20th Century Adversiting using Semiotic Content Analysis." Rodney Heiligmann, Mass Communication, 2002.

"Audience Perceptions of Univision: A Study of three Hispanic Groups." Guillermo Gibens, Mass Communication, 2003.

"Media consumption factors and gratifications: A case study." R. Kushal Kumar, Mass Communication and Journalism, Karnatak University, India, December 2002.

"Effectiveness of Educational Computing Among School Teachers and Administrators in Trinidad and Tobago: A Formative Analysis." Prahalad Sooknanan, Mass Communication, 2001.

"State Surveillance and the Telecommunication Policy Process: The Politics of US Encryption Policy." Vandana Pednekar-Magal, Mass Communication, 2000.

"Electronic Discussion Groups: An Effective Journalistic Ethical Forum?" Thomas Ruggiero, Mass Communication, 1999.

"Restructuring of Broadcasting System in Czech Republic after the Fall of Communism." Petr Pavlik, Mass Communication, 1999.

"Circulation of Kannada farm magazines: A analytical study." L. Manjunath, Mass Communication and Journalism, Karnatak University, India, 1998.

"Socialization of Ethnic Minority and White Journalists in the Nation's Newsrooms: A Comparative Analysis." Yvonne Prather, Mass Communication, 1998.

"An Analysis of the Variables Influencing the Potential Adoption of a New Communication Innovation: The Case of the Digital Satellite System," Edward Carlin, Mass Communication, 1997.

"Digital Radio Broadcasting Technology Applications: A Delphi Forecast Study." Jeffrey Harman, Mass Communication, 1995.

"Televised Entertainment and Identity Formation: A Reception Analysis Study of Kenyan Youth."
 Faith Gathu, Mass Communication, 1995.

"Graduate Student's Evaluations of Workplace Romances: A Policy Capturing Approach."
Theresa Brown, Psychology, 1993.

"The Political Economy of Sri Lanka: Transformation from Feudalism to Capitalism"
S. Parakrama Abeyratne, Sociology, BGSU, 1995.

"School Entrance Age of Summer Birthdate Children: Academic Achievement and Administrative
Practices." Sandra Crosser, Education, 1989.

"Gratifications Sought and Obtained from the Movies." Sharaf Rehman, Mass Communication,
1987.

"First Amendment, Freedom of Speech and Press: An Appropriate Theoretical Approach for
Complex Media Environments." Cathy Pratt, Mass Communication, 1987.

Masters Theses

"The Growth of the Internet and the Policy Climate in Russia." Katerina Bakhmetova,
Communication Studies, 2003.

"Globalization and alternatives: An interdisciplinary reading into discourse of NGO's." Hassan
Harrafa, International Communication, Macquarie University, Australia, 2002.

"Interpreting Ayodhya: News Reception and Identity Construction Among Asian Indian
Immigrants." Nandini Balakrishna, Mass Communication, 1998.

"Dissemination and Adoption of Various Micro-Computer Platforms." Ron Schlegl, Mass
Communication, 1998.

"Railways and the State in Late Tsarist Russia." Tatyana Dumova, History, 1997.

"Universal Telephone Service: Race and Class Differences." Shanda Tomlinson, Mass
Communication, 1995.

"The Uses and Gratifications of Star TV and Doordarshan: A Case Study of an Urban Indian
Television Audience." Deepa Kumar, Mass Communication, 1994.

"Language, Religion and Identity in India: A Case Study of Media Influence." Vamsee Juluri,
Mass Communication, 1994.

"Impact of Direct Broadcast Satellites on National Communication Policies in Western Europe."
Knut Svendsen, Mass Communication, 1991.

"AIDS Public Information Campaigns and the Knowledge Gap: A Function of Involvement and Information Seeking." Julie Webb, Mass Communication, 1989.

"A Content Analysis of Music Videos." Lisa Olsen, Mass Communication, 1986.

DISTANCE TEACHING

- Participated as a "Bridger Scholar" and a faculty in the online graduate seminar on strategic communication for development and social change, University of North Dakota (Spring 2017) [bridger scholars are those who have practical and class room teaching experience of development communication in both the Third World and developed regions]
-
- Electronic Mass Media Research Centre, English and Foreign Languages University Hyderabad
    - Videotaped lecture on "Contemporary challenges in development communication (June 24, 2011)

- Media Research Methods, BGSU, Online Web-based Course (Summer 2008 to 2014)
- University Grants Commission, India, Open Classroom Initiative
    - Videotaped three lessons (History of Development Communication, Development Communication Theories and Models, Future Challenges to Development Communication) at the Electronic Media Research Centre (EMRC), University of Calicut, July 2005
- University Grants Commission, India, Open Classroom Initiative
    - Videotaped three lessons (Mass Media Research Modules 1, 2, 3) at the Electronic Multimedia Research Centre (EMMRC), Osmania University, August 2005

STUDENT ADVISING/CONTRIBUTIONS TO GRADUATE PROGRAM

- Attended and served as a discussant at the Graduate Communication Association's (GCA) annual student research conference, School of Media and Communication, Spring 2016; Spring 2017.
- Served as Graduate Coordinator, School of Media and Communication, BGSU (2012-13)
- Served as Associate Dean, Graduate College, BGSU (1996-98 Dec.)
- Reviewed and served as a judge in the Graduate Student Miniconference Paper Submission, Spring 2005
- Served as an academic adviser to more than 150 graduate students during the last 31 years at BGSU
- Served as an examiner on 100+ masters and doctoral examinations since I started teaching at Bowling Green State University
- Served as Graduate Coordinator, School of Mass Communication, BGSU (1989-96)

- Served as an academic adviser to undergraduate students in Telecommunications department (since 1984)
- Served as an academic adviser to incoming freshman and transfer students in the College of Arts and Sciences (1986-1996)

WORKSHOPS, PANELS AND COURSES

- S. Melkote and P. Krishnatray. Workshop on Communication Project Design for Development at L.B. S. National Academy of Administration, Mussoorie, India, December 19, 2016 (Mid Career Training Programme for Indian Administrative Service Officers)
- Participated in a panel discussion "Tenure-Promotion Requirements and Process" organized by A&S Diversity Faculty Mentoring Program, Spring 2017.
- Served as a respondent/moderator at the student conference "Global Responses to 9/11 and the War on Terror: Literary, Media and Film Perspectives", BGSU, Fall 2016.
- Attended a workshop on plagiarism -- Organized by Office of International Programs and India Student Association, Fall 2016, BGSU.
- Guest speaker in Asian Studies 4800 class on International Development Communication (Spring 2016)
- Guest speaker in International Studies 4000 class on Communication and Social Justice (Spring 2016)
- Participated in a panel discussion "Tenure-Promotion Requirements and Process" organized by A&S Diversity Faculty Mentoring Program, April 13, 2016.
- Served as a respondent/moderator at an Ethnic Studies-SMC presentation by Dr. Aswin Punatambekar on "Popculture and the Indian political discourse," April 15, 2016.
- Served as a respondent/moderator at the student conference "Global Responses to 9/11 and the War on Terror: Literary, Media and Film Perspectives", BGSU, Fall 2016
- Completed one BGSU law room courses on 6-11-15: Eliminate Campus Sexual Violence;
- "Increasing student engagement through inverted classroom" workshop, organized by the A&S Faculty Mentoring Committee, March 26, 2015 (Attendee)
- "Introduction to Camtasia to increase student engagement." Presented by Michael Kudela, March 26, 2015 (Attendee)
- "Stop Harassment and Discrimination" (BGSU) (Student) (Feb. 2015)
- "Report and Prevent Sexual Misconduct" (BGSU) (Student) (Feb. 2015)
- Workshop on Communication for Development Strategies and Environmental Journalism (University of Mysore, India, December 15, 2014) (Presenter)
- Canvas 101 (2014) (Student)
- Canvas 102 (2014) (Student)
- Training to Promote Equity (BGSU), Oct. 24, 2012 (Student)
- Quantitative Content analysis of printed media (Pre-Conference workshop, 20th annual conference of the Asian Media and Information Center **(AMIC)**, Hyderabad, India, June 23, 2011. (Presenter)
- Regression Analysis using SPSS (Mudra Institute for Communication Research, India, June 7-8, 2011) (Presenter)

- Introduction to E-Portfolios: Student-Centered Learning Strategies(Bowling Green State University, August 11, 2010) (Attendee)
- BGeXperience Program: Learning outcomes, challenges, rewards. (Bowling Green State University, August 9-12, 2010) (Attendee)
- Content analysis of printed mass media: Case study of H1N1 virus in English newspapers in Ahmedabad, India (Mudra Institute of Communication Research, India, Nov. 19-21, 2009) (Presenter)
- How to Prepare for the Preliminary Examination and Proposal Experience (The Graduate College and Project Search, BGSU, March 17, 2009) (Presenter)
- Using Multiple Regression Analyses in SPSS (Center for Research and Education in Development, Hyderabad, India, December-January 2008) (Presenter)
- Creating and editing sound files using Audacity (Center for Teaching and Learning, BGSU, Fall 2007) (Attendee)
- Online teaching techniques for online teachers (Interactive Distance Education and Learning, BGSU, Fall 2007, Spring 2008) (Student)
- Elements of Podcasting (Center for Teaching and Learning, BGSU, Fall 2007) (Student)
- "Participatory Action Research Methodology" at the workshop *Common Interests--- Shared Efforts* organized by BGSU programs Center for Innovative and Transformational Education (CITE) and Partnerships/Community action (PCA), June1-2, 2007. (Attendee)
- Using SPSS in Data Analyses (Bowling Green State University, College of Continuing Education, Summer 2007) (Presenter)
- Using SPSS in Data Analyses (Bowling Green State University, College of Continuing Education, Summer 2005) (Presenter)
- Audience Measurement Techniques in Multilingual Markets (Eenadu Television Network, Hyderabad, India, August 2005) (Presenter)
- Contemporary Challenges in Development Communication (United Nations Family Planning Association, India, August 12, 2005) (Presenter)

GRANTS/ FUNDING/ LEAVES

- Application for Faculty Improvement Leave, Office of the Provost, BGSU.
       (Research/teaching proposal approved and leave granted for Spring 2018)
- Application for funding MA in Media and Communication Degree (Online and blended). Submitted to COBL, BGSU, Spring 2013. (Not funded)
- Application for Faculty Improvement Leave, Office of the Provost, BGSU.
     (Research/teaching proposal approved and leave granted for Fall 2009)
- Fulbright Teaching Grant, 2002. (Agency: Fulbright Board, US Department of State, $13,000)
- Funding for a 1998 Edmund Muskie Graduate Fellow in Mass Communication (Agency: USIA, $5,594) (Not funded)
- Approved to host 1997 Edmund Muskie Graduate Fellows in Mass Communication (Agency: USIA, $5,594)

- Received recruitment funding from the Graduate College, BGSU (Over $5,000 over a six year period)
- Recipient of Graduate Student Research Assistance Award (Graduate College, Bowling Green State University, 1994-95, Approximately $11,500)
- Received funding (jointly with Dr. Ewart Skinner) from Alumni Center, BGSU and other sources to fund MCOM students' travel to Omaha to participate and present papers at the National Third World Studies Conference (Approximately $2400 for the period 1993-96)
- Recipient of the Faculty Research Committee Grant, Bowling Green State University, 1993, $3,000.
- Grant of $3,400 from Epilepsy Center of Northwest Ohio, Toledo, Ohio, to fund tuition of an MCOM student, 1990-91.
- Recipient of Faculty Research Grant, Bowling Green State University, 1985, $2,000.

MEMBERSHIP AND SERVICE IN PROFESSIONAL ORGANIZATIONS

Fulbright Association (US Chapter)
Association for Education in Journalism and Mass Communication (AEJMC) (1999-2012)
 Research Chair, International Communication Division, 1999-2000
 Program Chair and Vice-Head, International Communication Division, 2000-2001
 Head, International Communication Division, 2001-02 (The division received recognition and commendation for its outstanding work in Professional Freedom and Responsibility areas)
 Member, Internationalization Task Force
AMIC (Association for Media in Asia)
 International Advisory Committee
International Association for Media and Communication Research (IAMCR)
American Association of University Professors (AAUP)

PROFESSIONAL SERVICE

- Expert Reviewer for the *Journal of Communication* (Development Communication area), January 2017.
- Expert Reviewer for *Health Promotion International* (Oxford University Press), Spring 2017.
- Reviewer, *Communication Theory (2016)*
- Reviewer, *Journalism and Mass Communication Quarterly (2015)*
- Editorial Advisory Board, *Jain University Media & Communication Review* (2010-)
- Editorial Board Member, *Asian Journal of Communication (2010 -)*
- Editorial Board Member, *Journal of Intercultural Communication Research* (2010 -)
- Reviewer and Board Member, *Journal of Creative Communications* (since 2010)
- Reviewer, *International Communication Bulletin* (2009-10; 2013)
- External examiner for the Caribbean Institute for Mass Communication Research (CARIMAC), University of the West Indies, Jamaica

- Editorial Board Member, *Global Media Journal* (Indian Edition), University of Calcutta, India (2010 -)
- S. Melkote. (Chair of panel) "Status of English Journalism in India." Organized by the India Student Association, BGSU (April 2010)
- S. Melkote. "Communication and Social Change." Panel Chair, Global Communication and Social Change Division, ICA, Chicago, May 2009.
- Participated in the **UNESCO-IAMCR** Roundtable on the future of development communication, Sydney, Australia, August, 1996.
- Reviewer, *Journal of Communication, Journal of Applied Communication, Communication Research.*
- Consultant, Partners for Population and Development (2009). Prepared a communication strategy document for this organization in the areas of population, family planning, reproductive health, AIDS, and gender equity.
- Expert Reader, Social Science and Humanities Research Council of Canada's Research Grant Applications (2006)
- Reviewer of research papers for AMIC Conference (since 2007)
- Expert Reader, Shastri Indo-Canadian Institute's Research Grant Applications (2006)
- Reviewer for research papers for International Communication Division of the ICA, November 2005, 2006, 2007)
- Reviewed papers for the Participatory Communication Division for the annual conference of the International Association for Media and Communication Research (IAMCR), Spring 2016; Spring 2017.
- Reviewer for research papers for International Communication Division of the AEJMC. April 2006
- Reviewer for research papers for Intercultural Communication Division of the NCA, March 2006
- Expert Reader, *Journal of Health Communication* (2005, 2006, 2007, 2013)
- Consultant for MARCH (Marketing Research and Consultancy Agency, Hyderabad, India) (Summer 2005)
- Editorial Board Member, *International Communication Bulletin* (Research journal of the International Communication Division, AEJMC)
- Member, International Advisory Committee, Asian Center for Media and Communication Research (AMIC), Singapore
- Member, Editorial Advisory Committee, ***Media Asia*** (A publication of the Asian Center for Media and Communication Research (AMIC), Singapore
- Member, Editorial Committee, MICA Communications Review (India)
- Expert reviewer for Sage (USA) Publications.
- Guest Editor, *Kentucky Journal of Communication* (Fall 2003 special issue)
- Reviewer for *Journalism & Mass Communication Monographs.* I also served on the editorial board (2004-08).
- Communications adviser to the UNAIDS (UNICEF, UNDP, UNESCO, WHO, WORLD BANK) Program, Geneva, Switzerland.
- Reviewer for *Convergence* (Journal for New Communication Technologies)

- Expert reviewer for SIDA (Swedish International Development Agency), Stockholm, Sweden.
- Consultant for Udayavani Group of Publications, Manipal, India for their readership surveys in the cities of Mangalore, Bangalore, and Mumbai, India.
- Reviewer for Lawrence Erlbaum Associates. Invited to review a book proposal titled: *Entertainment-Education for Peace and Reconciliation*. (Authors: Vibert Cambridge, Abu Bakkar Kalokho, Samanthi Hewakapuge, and Everett Rogers)
- Expert Reviewer for Ohio Regents Advisory Committee on Graduate Study, State of Ohio. Reviewed Ohio University's proposal for a Master of Communication Technology and Policy
- Judge for communication-related papers to the Midwestern Association for Graduate Schools, Master's Thesis Award.
- Judge, International Communication Division, AEJMC, Research Paper Competition. (1994, 1995, 2000, 2004)
- Judge, Intercultural and Development Communication Division, ICA, Research Paper Competition (2000)
- Guest Editor of the Winter issue (No. 3, January-February, 1989) of the development communication journal *Interaction*.
- Reviewer for Harper and Row's ninth edition of ***Introduction to Mass Communication*** by Agee-Ault-Emery.
- Reviewer for Harper and Row's ***Modern Mass Media*** by Lee-Merrill-and Friedlander.
- Reviewer for the journal ***Knowledge in Society: An International Journal of Knowledge Transaction***.
- Reviewer for the ***Journal of Developing Areas***.
- Reviewer for ***Third World Studies Journal and Review.***
- External reviewer of publications/papers of communication faculty going up for promotion and tenure at Bowling Green State University and several other universities in the US and India.
- Tenure and Promotion Reviewer (BGSU 1990 to present); University of Texas (Austin) 1992-93; University of Michigan (Dearborn) 1997-98