

## CURRICULUM VITAE OF DR. KAVITA KARAN

January 2016

### I. PROFESSIONAL AFFILIATION AND CONTACT INFORMATION

#### A. Present University Department or Unit:

College of Mass Communication and Media Arts  
Southern Illinois University, Carbondale,  
1100, Lincoln Drive, Carbondale, IL. 62901.

#### B. Office Address:

Dr. Kavita Karan  
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### II. EDUCATION

1. Doctor of Philosophy (PhD.). London School of Economics and Political Science, University of London, U.K. 1997 –(1990-1994).
2. Master of Philosophy (M.Phil.). Osmania University, Hyderabad. AP. India.1987-1988.
3. Master of Communication and Journalism (M.C.J.). Osmania University, Hyderabad, India. 1980-1981. First Division.
4. Bachelor of Communication and Journalism (B.C.J.). Osmania University, Hyderabad, India. 1979-1980. First Division.
5. Bachelor of Science (B.Sc.) A.P. Agricultural University, Hyderabad, India. 1975-1978. First Division.

### **III. PROFESSIONAL EXPERIENCE**

1. August 2015- Present. Professor, Deputy Director, School of Journalism, College of Mass Communication and Media Arts, Southern Illinois University, Carbondale. Illinois, USA. (Teaching and Administration).
2. August 2012 – August 2014. Professor, Deputy Director, School of Journalism, College of Mass Communication and Media Arts, Southern Illinois University, Carbondale. Illinois, USA.
3. August 16, 2009 – June 2013: Associate Professor, School of Journalism, College of Mass Communication and Media Arts, Southern Illinois University, Carbondale. Illinois, USA.
4. January 2012 -2013: Deputy Director, School of Journalism, College of Mass Communication and Media Arts, Southern Illinois University, Carbondale. Illinois, USA. (Teaching and Administration).
5. July 2005 - December 2006: Acting Head, Division of Public and Promotional Communication, WKW School of Communication and Information, Nanyang Technological University. Singapore. (Administration and Teaching).
6. July 2001 - July 2009: Assistant Professor, Wee Kim Wee (WKW) School of Communication and Information, Nanyang Technological University, Singapore
7. August 1999 - June 2001: Associate Professor, Head, Department of Communication and Journalism, Osmania University, Hyderabad, India. (Administration and Teaching)
8. March 1996 - April 1998: Chairperson, Board of Studies, Dept. of Communication and Journalism, Osmania University, Hyderabad, India. (Administration and Teaching)
9. October 1994 - June 2001: Associate Professor, Department of Communication and Journalism, Osmania University, Hyderabad, India.
10. October 1990 - 1994: Ph.D. Scholar, London School of Economics and Political Science (LSE). I was awarded the Nehru Centenary British Scholarship in 1989 for pursuing PhD. in London for four years.
11. March 1984 – September 1990: Lecturer, Department of Communication and Journalism, Osmania University, Hyderabad, India.
12. June 1982 - February 1984: Media Manager, Ansari and Mohite Advertising Pvt. Ltd. Hyderabad, India.

## **IV. RESEARCH AND CREATIVE ACTIVITY**

### **A. Teaching Interests and Specialties:**

Teaching and research interests include areas of advertising, women and media, political and health communication, new media technologies and social change, and Indian cinema.

1. Advertising and Marketing
2. Political Communication
3. Health Communication
4. Women and Media
5. New Media Technologies and Social Development
6. Research methods
7. Indian Cinema

### **B. Current Projects:**

1. 2014-2015: Creating, Forwarding, and Sharing: Addiction to Social Media and Mobile Devices among Teenagers and College Students. The project received the William A. Minor grant of \$3000 for research from CMCMA. The project is collaborated with Dr. Wenjing Xie, School of Journalism. The work on literature review and research design is complete and data has being collected for the paper.
2. 2012-2013: Study on the expanding markets of beauty products to men, historical and colonial contexts, changing lifestyles, advertising and its impact on perceptions and use of cosmetics on Indian men. A preliminary paper was authored by me and a PhD student James Henderson and presented at IAMCR annual conference held in Hyderabad, India in July 2014. The paper is being revised for publication.
3. 2013 -2014: Study of use of New Media and mobile technologies in Political Campaigns in Asian countries. I am trying to study the trends in the use of new media in elections campaigns in Asian countries. The past work has been in India, Philippines, Taiwan and South Korea. The paper on Taiwan elections was presented at the IAMCR conference held in Hyderabad, India in July 2014. More countries are being studied to work towards a book.
4. 2012 -2014. New Media and Mobile Technologies: Political communication in India and South Korea. The project was completed and the paper with data from South Korea was presented at the ICA, 2013 conference in London. The paper has been published in *Asian Journal of Communication*. The data from India that I have collected in Summer 2014 and December '14-January '15 is being analyzed for another conference paper and possible publication in 2016.

5. 2007 - Present. Indian cinema: Tracking the changes of post-independent Indian (Hindi) Cinema- Bollywood. Dr. Kavita Karan and Dr. David Schafer. A content analysis and survey based study over seven years has resulted in several peer reviewed conference papers, journal articles and two book chapters. A conference paper, *The Content Analysis of Song Sequences in Bollywood Cinema* was presented at the ICA May 2015 in San Juan, Puerto Rico. Work is in progress on an interesting study to connect the links between politics and films in India for a conference and a chapter in a book. One Research paper and one panel paper has been accepted for presentation at ICA 2016, Japan.
6. 2012-2015 Online Education and Learning. I worked on Online education and presented a conference paper last year and continued the work with Ms. Fu Tao, a graduate student on use of online information for education by Chinese college students. We surveyed about 300 students on Chinese and English search engines, opinions on censorship, Firewall etc. The paper was presented at a conference in Paris in June 2014 and has since been published. More data is being analyzed to continue work in this area.
7. Big Data, Marketing, New Media and Privacy issues- It's the big thing in marketing today. Ms. Fu Tao and me worked on this project and presented a paper at a conference in Bangalore, India - 9<sup>th</sup> Global Communication Association Conference, Jan, 2015. I am working on more such companies to expand this area in advertising and marketing. We are also looking at Privacy issues and new media in order to understand the changes in ways products are marketed, big data is collected, and consumer profiles are drawn and how people are targeted. What are peoples concerns and what are their concerns regarding personal privacy. A few papers are being done on this study to be presented at conferences and for journal publications

### **Grants Received:**

1. 2014- 2015 School of Journalism, SIUC William A Minor Research Grant. Project on *Creating, Forwarding, and Sharing: Addiction to Social Media and Mobile Devices among Teenagers and College Students* with Dr. Wenjing Xie. School of Journalism.
2. 2012. School of Journalism, SIUC William A Minor Research Grant USD \$1000.00. Project on *Examining the Transition of Women's Magazines from Print to Digital: A Case Study*. The project was completed and presented at conference and is being reviewed for publication.

3. 2007. Nanyang Technological University, Singapore. Research grant of SGD \$5000. Kavita Karan & David Schaefer (2007) *Bollywood Cinema At The Crossroads: Socio Cultural Impact of Globalization in Post-Colonial Indian Cinema*.
4. 2006. Nanyang Technological University, Singapore. Research grant of SGD \$5000. Kavita Karan. *'Health Communication Behaviors and Risk Perceptions among Singaporeans'*. This research examined a series of healthy lifestyle campaigns in Singapore. Through a CATI survey we examined the awareness and knowledge of health, levels of motivation towards health behaviors and positive health practices among Singaporeans. This resulted in a conference paper, a journal paper and a chapter in a book.
5. 2001. Nanyang Technological University, Singapore. Research grant of SGD \$5000. *The Media and the 2001 Singapore General Elections*. Kavita Karan, Eddie C.Y. Kuo, Lee Shu Hui. This content analysis and survey research resulted in a conference paper, report and publication of a book.
6. 2001. Syracuse University. USA. News Across Cultures. Grant USD\$ 9099. I was a country researcher for India. An extensive study using content analysis and Focus Group methodologies, conducted across ten countries examined the content of news in newspapers, radio and television, and the perceptions of audiences. This resulted in conference papers and a textbook titled, *News around the world: Content, practitioners and the public*. Shoemaker, P., & Cohen, A., (Eds) New York: Routledge. I have contributed a chapter on India in the book.
7. 2000. Osmania University. Hyderabad. Kavita Karan (2000) Research grant of USD \$200 UGC Minor Research Project on *'Media Networking, Political Economy and Communication Strategies in the 1999 General Elections in India*. Presented the research report to Osmania University. Hyderabad

#### **E. Honors and Awards:**

1. 2009. UNESCO Institute of Statistics (UIS). Invited to be on the International Expert Panel for working on worldwide media statistics.
2. 2009-2011. UNESCO, Bangkok. Invited to work on the reference book on Information Policies in Asia: Development of Indicators. The book has been published
3. 1990-1994. Nehru Centenary British Scholarship. Awarded the Scholarship for four years in a national selection across India for pursuing the PhD. program at the London School of Economics and Political Science, University of London, U.K.

4. 1981. Osmania University. 4<sup>th</sup>. Rank in the University for the Master of Communication and Journalism (MCJ) course. Department of Communication and Journalism, Osmania University, Hyderabad, India.
5. 1980. Osmania University. 2nd Rank in the University for the Bachelor of Communication and Journalism (BCJ) course. Department of Communication and Journalism, Osmania University, Hyderabad, India.
6. 1973. Board of Secondary Education, Andhra Pradesh. Selected for National Merit scholarship for obtaining 17th Rank in Secondary School Certificate (SSC) Board exam in the State. (Grade 10).
7. Received several prizes and certificates for various elocution, debates and essay writing competitions at school and college levels.

**F. Papers and Presentations at Professional Meetings:  
2016**

Papers accepted for presentation at the ICA, Annual Conference in Fukuoka, Japan, June 9-13 2016

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- A. Schaefer, David and Kavita Karan (2016) Bollywood-Religion-Globalization: Tracking Spirituality in Post-Colonial Hindi Cinema.
  - B. Wenjing Xie & Kavita Karan (2016) How do you manage Your Privacy? Consumers Privacy Concerns and Privacy Protection on Social Networking Sites in the era of Big Data.
  - C. Kavita Karan & Namrata Sathe.- The Political Power of Indian Cinema: AN Analysis of "Political" Bollywood films
1. Kavita Karan & Namrata Sathe (2016) *Cinema to Politics: Interlinking Popular Culture and Political Socialization in India*. Paper presented at a conference on Indian Cinema: Past, Present and Future. Mumbai India Jan 8 & 9,2016.
  2. Kavita Karan (2015), *Fighting childhood Obesity and fast food marketing in United States: An analysis of the 'Let's Move' campaign in the United States of America*. Paper presented at the International conference on 'Diet and Healthy Lifestyle in the prevention and control of non-communicable diseases. Women's Christian College, Chennai, India 26-27 June.
  3. Schaefer D. & Kavita Karan (2015) *The Content Analysis of Song Sequences in Bollywood Cinema*. Presented at the 2015 International Communication Association conference, San Juan Puerto Rico. May 21-25.

4. Xie Wenjing & Kavita Karan (2015) *Smoking and Health in India: A Content Analysis of Indian Anti-Smoking Advertisements Alerting Second-Hand Smoking on Youtube*. Paper presented at the DC Health conference, Fairfax, VA. April 2015
5. Kavita Karan, & Fu Tao (2015) *Big Data – How marketers are using Big Data for Consumer profiling and Interaction*. Paper presented at the 9<sup>th</sup> Global Communication Association Conference, 2015, Breaking Barriers: Creating New Communication Horizons'. Bangalore, India. Jan 8-9<sup>th</sup>, 2015)
6. Kavita Karan & James Henry Johnson: (2014) *Commercializing Men – Beauty, Color or just Whiteness- Convergence of Gender Stereotypes in Indian Advertising*. Paper to be presented at the International Association of Mass Communication Research (IAMCR) conference, Hyderabad, India. July 15-19,2014
7. Chan Yun-Sen & Kavita Karan (2014) *Political Engagement and Political Efficacy Through Social 'Friendships' on Facebook–Impact of Presidential Campaigns Through Social Networking Sites in Taiwan*. Paper to be presented at the International Association of Mass Communication Research (IAMCR) conference, Hyderabad, India. July 15-19,2014
8. Fu Tao & Kavita Karan. (2014). *How big is the world you can explore? A study of Chinese college students' search behavior via search engines*. Paper presented at the International Conference on New Horizons. Paris. June 25-27,2014.
9. Schaefer, David & Kavita Karan (2014) *Bollywood and the Consumerist Shift: Tracking the Modernization of Contemporary Hindi Cinema*. Paper presented at the 2014 International Communication Association conference, Seattle USA. May, 22-25 2014
10. Kavita Karan (2013) *Online Education- As university courses go online; do students get the right learning experience?* Paper presented at the ELECTEC- 4th International Conference on E-Learning and E-Learning Technologies June 28-29. Organized by the Center for Development of Advanced Computing (C-DAC). Hyderabad. India.
11. Kavita Karan(2013) *Marketing Bollywood: Integrating traditional and digital media strategies to reach local and global audiences*. Paper presented the International Communication Association (ICA) Annual Conference. June 2013, London.
12. Chang Sup Park & Kavita Karan (2013) *Political engagement via mobile communication: Unraveling the effects of political trust and efficacy on political participation in South Korea*. Paper presented the International Communication Association (ICA) Annual Conference. June 2013, London.

13. Schaefer, David & Kavita Karan (2013). *Soft Power, Bollywood cinema and Cultural Proximity: Comparing Viewer reactions to Popular Hindi cinema in India and the Diaspora*. Paper presented the International Communication Association (ICA) Annual Conference. June 2013, London.
14. Kavita Karan & Park, Chang Sup (2013) *Perception and Differences between Online and Print Women's magazines*. Paper presented at the Global Fusion annual conference, Southern Illinois University, Carbondale October 2013.
15. Kavita Karan-(2013) Media, Religion & Revolution. Global Fusion, Session Chair Global Fusion Southern Illinois University, Carbondale October 2013
16. Schaefer, D., Pathakamuri, J., Sammut, S., Kavita Karan, K. (2012). *Bollywood Cinema, Emotional Arousal, and Stereotypes: Assessing Cortical Activity Among Novice Viewers in a Western Setting*. Paper presented at the International Communication Association (ICA) Annual Conference. May 24-27, 2012, Phoenix, USA.
17. Hossain, D. & Karan, Kavita. (2011). *Information Communication Technologies (ICTs) and Rural Development: A Case Study of Community Information Centers (CICs) in Bangladesh*. Paper presented at Global Fusion Conference, October 14-16. Temple University. Philadelphia, USA.
18. Karan, Kavita., Bansal, N., & Onyebadi, U. (2011). *Corporate social responsibility and the politics of development in India: An analysis of non-partisan campaigns in the 2009 general elections*. Paper presented at the annual conference of Asian Media Information and Communication Center (AMIC) Singapore. June 23-27, 2011, Hyderabad, India
19. Schaefer, D., Pathakamuri J, Sammut, S., Karan, K. (2011). *Bollywood and emotional arousal: Using EEG to assess positive and negative cortical activity among viewers of popular Indian cinema in a western setting*. Paper presented at the annual conference of Asian Media Information and Communication Center (AMIC). June 23-27, 2011, Hyderabad, India.
20. Schaefer, D., & Karan, Kavita. (2011). *Bollywood cinema and contemporary audiences: Surveying viewer perceptions and practices*. Paper presented at the International Communication Association (ICA) Annual Conference. May 24-27, 2011, Boston, USA.
21. Karan, Kavita. (2010). *Cultural connections in globalized world: The power of Bollywood in the United States*. Paper presented at the International Communication Association (ICA) Annual Conference. June 22-26, 2010, Singapore.



22. Schaefer, D., & Karan, K. (2010). *Problematizing Chindia: Examining the patterns of hybridity in postcolonial popular Indian cinema*. Paper presented at the International Communication Association (ICA) Pre-Conference. June 22-26, 2010. Singapore.
23. Schaefer, D., Karan, K., Bansal, N., & Donepudi, A. (2010). *Cinematic soft power and contra flows: The prevalence of South Asian culture and art in popular Hindi cinema*. Paper presented at the Asian Media Information and Communication Center (AMIC) Annual Conference. June 20-22, 2010, Singapore.
24. Schaefer, D. J., Roy, A., Drombski, D., Karan, K. (2010). *Videoconferencing and Global Public Spheres: The potential for enhanced cross-cultural dialogue*. Paper presented at the Asian Media Information and Communication Centre (AMIC) 19th Annual Conference. June 21-22, 2010. Singapore
25. Karan, K., & Gimeno, J. D. M. (2010). *Networking in India: Interlinking traditional, Internet and mobile technologies in the elections campaigns*. Paper presented at the 7<sup>th</sup> Annual Conference in Citizenship Studies. April 8-10, 2010, Wayne State University, Detroit, MI. USA.
26. Schaefer, D., & Karan, K. (2009). *Bollywood and soft power: Content trends and hybridity in popular Hindi cinema*. Paper presented at the conference on International Multidisciplinary Seminar: Bollywood's Soft Power. December 14-15, 2009. Indian Institute of Technology Kharagpur, West Bengal, India.
27. Schaefer, D., & Karan, K. (2009). *Globalization, popular Hindi cinema, and cinematic public spheres: Tracking the impact of transnationalism on romance, crime, sexuality, and violence*. Paper presented at the annual conference of the Asian Mass Communication and Information Center (AMIC). July 13-17, 2009, New Delhi, India.
28. Yang, F., & Karan, K. (2009). *Women's roles portrayed in women's magazines in China: An analysis of global and local influences*. Paper presented at the annual conference of Association for Education of Journalism and Mass Communication (AEJMC). August 5-8, 2009, Boston, USA.
29. Anujan, D., Schaefer, D., & Karan, K. (2009). *The changing face of Indian women in the era of global Bollywood*. Paper presented at the annual conference of the Asian Mass Communication and Information Center (AMIC). July 13-17, 2009, New Delhi, India.
30. Schaefer, D., & Karan, K. (2009). *The impact of globalization on Bollywood cinemas depictions of violence, sexuality, crime, vice and romance*. Paper

presented at the International Communication Association, (ICA) Annual Conference, Chicago, U.S.A.

31. Schaefer, D., & Karan, K. (2009). *Studying Bollywood cinema and audiences: Verbing transnationalism using Dervin's sense making methodology as a research*. Paper presented at the International Communication Association, (ICA) Annual Conference. Chicago, USA.
32. Karan, K., & Schaefer, D. (2009). *Media industries, hybridity, and marketing: Globalization and expanding audiences for Indian cinema*. Paper presented at the 5<sup>th</sup> International Conference on Internationalization of Business in Changed Environment. Organized by Rajiv Academy of Technology and Management (RATM), Mathura, UP, India.
33. Khoo, M. C.M., & Karan, K. (2008). *Framing masculinity in India – Images, themes and sexuality in men's magazines*. Paper presented at the first International Conference on Popular Culture and Education in Asia (CPCEA). December 2008, Hong Kong.
34. Karan, K & Khoo, C. H. M. (2008). *Mobile diffusion and development: Issues and challenges of m-government with India in perspective*. Paper presented at the 1<sup>st</sup> International conference on M4D Mobile Communication for Technology and Development. December 11-12, 2008, Karlstad University, Sweden.
35. Karan, K., & Yang, F. (2008). *Global magazines and local content: Globalization and localization of women's magazines in China*. Paper presented at the annual conference of AEJMC. Chicago. USA.
36. Schaefer, D., & Karan, K. (2008). *Bollywood cinema at the crossroads: Tracking the dialectics of globalization in postcolonial Indian cinema*. Paper presented at the annual conference of the International Communication Association. (ICA) Annual Conference. Montreal, Canada.
37. Tandoc, E. C., Mondoneno, P. F., & Karan, K. (2008). *Why are most of the voters absent? Overseas voting behaviors in the Philippine elections*. Paper presented at the 61st annual conference of the WAPOR. May 14-16, 2008, New Orleans, Louisiana, USA.
38. Karan, K., Gimeno, J.D. M., & Tandoc, E. C. (2008). *Internet and social networking sites in election campaigns: Gabriela women's party in Philippines wins the 2007 elections*. Paper presented at Politics: Web 2.0: An International Conference New Political Communication Unit, Royal Holloway, University of London. U.K.
39. Karan, K. (2008). *Internet and entrepreneurship in Asia: Case studies of women entrepreneurship in Philippines and Malaysia*. Paper presented at the 4<sup>th</sup>

International Conference on Entrepreneurship in the New Economy. Organized by Rajiv Academy of Technology and Management, Mathura, UP, India.

40. Karan, K. (2007). *Asian women in communication*. Paper presented at the conference on Communicating Women's Issues in a Multicultural Society Organized by Institute of Public Relations. Petaling Jaya, Malaysia.
41. Karan, K., & Khoo, C. H. M. (2007). *The power of the gaze in the media. Visual representations in For Him Magazine (FHM)* Singapore. Selected as one of the three top papers in Visual Studies Division of International Communication Association (ICA) Annual Conference, San Francisco. USA.
42. Frith, K., & Karan, K. (2007). *Global visuals: Is a picture worth a thousand words*. Paper presented at the International Communication Association, (ICA) Annual Conference, San Francisco, USA.
43. Karan, K. (2007). *Prevention is better than Cure: Health communication campaigns and health behaviors in Singapore*. Paper presented at the American Academy of Advertising's Fourth Asia-Pacific Conference, Seoul, Korea.
44. Frith, K., Karan, K., & Chen, J. (2007). *Who is the fairest of us all? A cross-cultural comparison of advertising in women's magazines from Singapore, India and the USA*. Paper presented at the Second international conference on multicultural discourse at the Institute of Discourse and Cultural Studies at Zhenjiang University, Hangzhou, China.
45. Karan, K., & Frith, K., & Chen, J. (2007). *Fairness as a concept of Asian beauty: A product of colonization or orientalism*. Paper presented at Conference on *The Body in Asia*, Asian Research Institute, National University of Singapore, Singapore.
46. Karan, K. (2006). *Beautiful men vs beautiful women: Marketing to men and the social construct of beauty among men: New Products, New Strategies and New Identities*. Paper presented at the International Conference of the Global Arena Challenge of the Tomorrow, New Delhi. India.
47. Karan, K. (2006). *How citizens get heard through the Internet in India – E-Sewa in Andhra Pradesh, India*. Paper presented at the 3<sup>rd</sup> Annual Digital Asia E-Government Summit organized by World Summit Organization, Kuala Lumpur, Malaysia.
48. Karan, K., & Lin, Y. C. A. (2006). *Information circulation in cyber space -- Motivations for passing online messages*. Paper presented at Association of Internet Researchers (AoIR -7) Conference, Brisbane, Australia.

49. Karan, K., & Mathur, R. R. (2006). *Women forge ahead in India: Internet and the public forum. E-governance through E-Sewa in Andhra Pradesh*. Paper presented at of the Association of Internet Researchers, (AoIR – 7) Conference, Brisbane, Australia.
50. Frith, K., & Karan, K. (2006). *Do they see what we see: A cross - cultural analysis of advertising visuals*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, San Francisco, USA.
51. Khoo, C. H. M., & Karan, K. (2005). *The Macho or the metrosexual: The branding of masculinity in FHM Magazine in Singapore*. Paper presented at International and Intercultural Communication Association conference, San Antonio, Texas, USA.
52. Karan, K., Lee, A., & Pong, Y. L. E. (2005). *Emerging victorious against an outbreak: Media coverage and impact of the SARS campaign in moving a nation to be socially responsible*. Paper presented at the International Association for Intercultural Communication Studies (IAICS). Taiwan.
53. Raman, N., & Karan, K. (2005). *Cultural influences on public relations practices in multicultural societies: A study of multinational organizations in Singapore*. Paper presented at the International Association for Intercultural Communication Studies, (IAICS) Taiwan.
54. Karan, K. (2005). *Women in the new millennium: Impact of media on women*. Paper presented at the conference on Women in the new millennium organized by Jamiyah, Singapore.
55. Karan, K. (2005). *Obsessions with the Fair Skin: Color Discourses in Indian Advertising*. Paper presented at the 55<sup>th</sup> annual conference of the International Communication Association, (ICA) Annual Conference. New York, USA.
56. Karan, K., & Frith, K. (2005). *Building a brand: A case study of Singapore Airlines*. Paper presented at the International conference organized by Mudra Institute of Communication (MICA) and All India Management Association (AIMA) on *Marketing in Turbulent Times*, Mumbai, India.
57. Karan, K., & Pong, Y. L. (2005). *SARS in Singapore: An integrated marketing communication campaign in persuading the nation to be socially responsible*. Paper presented at International conference 'IMC: Thailand: The Next Generation Best Cases and Tools'. Bangkok, Thailand.
58. Karan, K. (2005). *Kiosks and Telecentres: E-government services in rural communities*. Paper presented at the Asia Pacific e-Gov Summit. October 19-21, 2005, Singapore.

59. Karan, K. (2004). *Cyber communities in rural Asia: A comparative analysis of seven countries*. Paper presented at International conference: Ubiquity 5.0. Association of Internet Researchers (AoIR), Sussex, Brighton, UK.
60. Karan, K. (2003). *Marketing to Generation X: Media options for the progressive economic drivers*. Paper presented at the Asia Business Forum, Singapore.
61. Karan, K. (2003). *Advertising and the visual portrayal of the modern Indian stereotypes in Indian women's magazines*. Paper presented at International Communication Association, (ICA) Annual Conference, San Diego, USA.
62. Karan, K. (2002). Panel on 'The Definitions of News according to Journalists, public relations/media relations Practitioners, and News Consumers. Presented a paper on the *Definitions of news in India*. July 15-19, 2002, International Communication Association (ICA) Annual Conference. Seoul, Korea.
63. Karan, K. (2002). *Nature and coverage of news in the media in India*. Paper presented at the 'What News'? The Syracuse University Symposium. April 2002, Syracuse, USA.
64. Karan, K. (2001). *Cultural Rights and the Law*. Paper presented at the Asian Conference on Cultural Rights in a Global World organized by Asian Media and Information Centre (AMIC), Singapore.

## **V. PUBLICATIONS AND CREATIVE WORKS**

### **A. Books:**

1. Schaefer, D & Karan, K., (2013). *Bollywood and Globalization: The Global power of popular Hindi cinema*. Routledge Contemporary South Asia Series. London & New York. Routledge, Taylor and Francis Group.
2. Karan, K. (2011). *Information Policies in Asia: Development of Indicators*. UNESCO Bangkok. 2011,116p ISBN 978-92-9223-362-4
3. Karan, K, Kuo, C. Y., & Lee, S. H. (Eds) (2010). *Singapore general elections, 2001: Study of the media, politics and public*. Singapore: Asian Media Information and Communication Centre (AMIC) and WKW School of Communication and Information, Nanyang Technological University. Singapore.
4. Frith, K. T., & Karan, K. (Eds.) (2008). *Commercializing women: Images of Asian women in the media*. Cresskill, NJ: Hampton Press.

5. Karan, K. (Ed.) (2004). *Cyber communities in rural Asia: A study of seven Asian countries*. Singapore: Asian Media Information and Communication Center (AMIC). Marshall Cavendish Academic. Singapore

#### **B. Articles in Academic Journals:**

1. Kavita Karan & Namrata Sathe (2016). (2016) *Cinema to Politics: Interlinking Popular Culture and Political Socialization in India*. Published in Conference proceedings Of VPM Joshi Bedekar College Film Society and Department of Mass Media. Thane, Maharashtra. India PP 162-169.
2. Tao Fu & Kavita Karan (2015). How big is the world that you can explore- A study of Chinese college students search behavior via search engines. *Procedia-Social and Behavioral Sciences* 174(2743-2752. Science Direct. d:o.i10,1016 . [www.sciencedirect.com](http://www.sciencedirect.com) Elsevier
3. Kavita Karan (2015) Fighting childhood Obesity and fast food marketing in United States: An analysis of the ‘Let’s Move’” campaign in the United States of America. Published in Conference proceedings of the International conference on ‘Diet and Healthy Lifestyle in the prevention and control of non-communicable diseases. Women’s Christian College, Chennai, India 135-145.
4. Chang Sup Park & Kavita Karan (2014). Political engagement via mobile communication: Unraveling the effects of political trust and efficacy on political participation in South Korea. *Asian Journal of Communication*. Volume 24 No 4. ISSN:0129-2986 <http://www.tandfonline.com/loi/rajc20>
5. Delwar Hossain & Kavita Karan (2014) Information Communication Technologies (ICTs) and Community Development: A Case Study of Community Information Centers (CICs) in Bangladesh. *Journal of Community Informatics*.
6. Karan, Kavita (2013) Online Education- As university courses go online, do students get the right learning experience? Published in *Conference Proceedings of ELECTEC- 4th International Conference on E-Learning and E-Learning Technologiespp109114*. Organized by the Center for Development of Advanced Computing (C-DAC). Hyderabad. India.
7. Schaefer, D., & Karan, K. (2011). Bollywood cinema at the crossroads: Tracking the dimensions of globalization in postcolonial popular Hindi cinema. *Mass Communication and Society*, 14(6), 700-719.

8. Yang, F., & Karan, K. (2011). The global and local influences in the portrayal of women's roles: Content analysis of women's magazines in China. *Journal of Media and Communications*, 3(2), 33-44.
9. Schaefer, D., & Karan, K. (2010). Problematizing Chindia: Hybridity and Bollywoodization of popular Indian cinema in global film flows. *Global Media and Communication*, 6(3), 309-316.
10. Lin, A., & Karan, K. (2010). Internet and information circulation: Motivations for passing on the message online. *ASCI Journal of Management*, 39(2), 44-67.
11. Karan, K., & Mathur, R. R. (2010). Women forge Ahead: Internet and the public forum. *Journal of Community Informatics*, 5(3)/6(1). Retrieved Apr. 9, 2012, from <http://ci-journal.net/index.php/ciej/article/viewArticle/408>.
12. Yang, F., & Karan, K. (2010). The emerging hybrid images of women in China: The portrayal of the new woman in Chinese local and international magazine advertising. *Advertising and Society Review*, 11(1). Retrieved Apr. 9, 2012, from <http://en.scientificcommons.org/55736782>.
13. Karan, K., Gimeno, J., & Tandoc, E. C. (2010). The future of media technologies in Philippines politics: The Case of Party List winners and NMS in 2007 Philippines elections. *The Round Table*, 9(1), 15-19.
14. Karan, K., Gimeno, J., & Tandoc, E. C. (2009). Grassroots organizations go online: The case of Party-List Winners and new media technologies in the 2007 Philippines election. *Quaderns del CAC*, 33, 87-94.
15. Karan, K., & Yang, F. (2009). International women's magazines in China: Global and local perspectives. *Chinese Journal of Communication*, 2(3), 348-366.
16. Karan, K., & Schaefer, D. (2009). Media industries, hybridity, and marketing: Globalization and expanding audiences for Indian cinema. *Knowledge Hub*, 5(1), 9-22.
17. Karan, K., Gimeno, J., & Tandoc, E. C. (2009). Internet and social networking sites in election campaigns: Gabriela women's party in Philippines wins the 2007 elections. *Journal of Information Technology and Politics*, 6(3), 326-339.
18. Karan, K., & Frith, K. (2008). Building a brand: A case study of Singapore Airlines. *Knowledge Hub*, 4(1), 1-8.

19. Chandra, A. M., & Karan, K. (2006). International news coverage in the Singapore media: A comparative analysis of newspapers and television. *Communicator*, XII(1), 52-72. (Dated publication -Received in 2008)
20. Karan, K., & Khoo, M. C. H. (2008). Mobile diffusion and development: Issues and challenges of m-government in India. *Conference Proceedings of the 1<sup>st</sup> International conference on M4D Mobile Communication for Technology and Development*. December 11-12, 2008, Karlstad University, Sweden.
21. Karan, K. (2008). Obsessions with the fair skin: Color discourses in Indian advertising. *Advertising and Society Review*, 9(2), Retrieved Apr. 9, 2012, from <http://en.scientificcommons.org/35017879>.
22. Karan, K. (2008). Impact of health communication campaigns on health behaviors in Singapore. *Social Marketing Quarterly*, 14(3), 85-108.
23. Karan, K., Lee, A., & Elaine, P. Y. L. (2008). Emerging victorious against an outbreak: Management of SARS in Singapore media coverage and impact of the SARS campaign in moving a nation to be socially responsible. *Journal of Creative Communication*, 2(3), 383-403.
24. Karan, K., Frith, K. (2007). Commercializing Asian Women: Images in Media. *Media Report to Women*, 35(2), 13-18.
25. Khoo, M. C. H., & Karan, K. (2007). The macho or the metrosexual: The branding of masculinity in FHM magazine in Singapore. *Intercultural Communication Studies*, XXI (1), 34-45.

#### **D. Chapters in Professional Books:**

1. Frith, K. & Kavita Karan (2014) Magazines and International Advertising. In Hong Cheng. (Ed) *Handbook of International Advertising Research*. Wiley Blackwell. Sussex UK. ISBN 9781444332377
2. Schaefer, D. & Karan, K. (2013). Introduction: Bollywood and Globalization: Researching Popular Hindi Cinema Through the Lens of Film Flows. In Schaefer, D. & Karan K, (Eds). *Bollywood and Globalization: The global power of popular Hindi cinema*. Routledge, Taylor & Francis Group
3. Schaefer, D., Karan, K., Donepudi, A., and Bansal, N. (2013) Soft Power and Contra-Flows: The Prevalence of South Asian Culture and Art in Popular Hindi Cinema. In Schaefer, D. & Karan K, (Eds) *Bollywood and Globalization: The global power of popular Hindi cinema. (2013)* Routledge, Taylor & Francis Group.



4. Anujan, D., Schaefer, D., and Karan, K. (2013) The Changing Face of Indian Women in the Era of Global Bollywood. In Schaefer, D. & Karan K, (Eds). *Bollywood and Globalization: The Global power of popular Hindi cinema*. Routledge, Taylor & Francis Group.
5. Schaefer, D. & Karan, K. (2013). The Impact of Globalization on Bollywood Cinema's Depictions of Violence, Sexuality, Crime, Vice, and Romance. In Schaefer, D. & Karan K, (Eds) *Bollywood and Globalization: The global power of popular Hindi cinema*. Routledge, Taylor & Francis Group.
6. Karan, K. (2013). Cultural connections in a globalized world: The power of Bollywood in the United States. In Schaefer, D. & Karan K, (Eds) *Bollywood and Globalization: The Global power of popular Hindi Cinema*. Routledge, Taylor & Francis Group.
7. Schaefer, D & Karan, K. (2013). Bollywood Cinema and Contemporary Audiences: Surveying Viewer Perceptions and Practices. In Schaefer, D. & Karan K, (Eds). *Bollywood and Globalization: The global power of popular Hindi cinema*. Routledge, Taylor & Francis Group.
8. Schaefer, D., Pathakamuri, J., Sammut, S., & Karan, K. (2013). Emotional Arousal and Bollywood: Assessing Cortical Activation For Positive and Negative Content in Popular Hindi Cinema. In Schaefer, D. & Karan K, (Eds) *Bollywood and Globalization: The Global power of popular Hindi cinema*. Routledge, Taylor & Francis Group.
9. Karan, K., Bansal, N., & Onyebadi, U. (2013). Corporate social responsibility and the politics of development in India: An analysis of non-partisan campaigns in the 2009 general elections. In Muppudi, S. (Ed.), *Handbook of Asian Communication*. (pp 86-100). Singapore. Asian Media Information and Communication Center (AMIC) and Nanyang Technological University, Singapore.
10. Schaefer, D., & Karan, K. (2012). Bollywood and soft power: Content trends and hybridity in popular Hindi cinema. In A. G. Roy (Ed.), *The magic of Bollywood: At home and abroad*. (pp 57-80). New Delhi: Sage publications.
11. Kavita, K. (2012). E-engaging India: E-democracy strategies for empowerment and civic participation. In A. Manoharan, & M. Holzer (Eds.), *Active citizen participation in e-government: A global perspective* (pp. 334-358). Hershey, PA: Information Science reference.

12. Karan, K., & Schaefer, D. (2012). Marketing, hybridity, and media industries: Globalization and expanding audiences for popular Hindi cinema. In A. Roy, & B. H. Chua (Eds.), *The travels of Bollywood cinema: From Bombay to LA*. (pp. 238-259). New Delhi, India: Oxford University Press.
13. Karan, K. (2009). Social marketing practices: Government and private partnerships in controlling diseases and promoting healthy lifestyle in Singapore. In C. Hong, P. Kotler, & N. Lee (Eds.), *Social marketing for public health: Global trends and success stories* (pp. 357-379). Sudbury, MA: Jones and Bartlett publishers.
14. Karan, K. (2009). Political communication in India. In L. Willnat, & A. Aw (Eds.), *Political communication in Asia* (pp. 191-215). New York: Routledge.
15. Karan, K. (2009). Das Mediensystem Indiens. In Hans-Bredow-Institut (Hrsg.), *Internationales Handbuch Medien* (International Media Handbook) (pp. 896-915). Baden-Baden, Germany: Nomos.
16. Kavita K. (2008). Internet and entrepreneurship in Asia: Towards women entrepreneurship in Philippines and Malaysia. In M. Gupta, & G. Saha (Eds.), *Entrepreneurship: Perspectives and paradigms* (pp. 117-132). Delhi: Macmillan India.
17. Frith, K., & Karan, K. (2008). Commercializing images of Asian women: An overview. In K. Frith, & K. Karan (Eds.), *Commercializing women: Images of Asian women in the media* (pp. 1-10). Cresskill, NJ: Hampton Press.
18. Karan, K. (2008). Advertising and the visual portrayal of the women: Modern Indian stereotypes. In K. Frith, & K. Karan (Eds.), *Commercializing women: Images of Asian women in the media* (pp. 95-118). Cresskill, NJ: Hampton Press.
19. Weser, K. S., Karan, K., & Viswanath, K. (2008). Social capital and health communication. In W. Donsbach (Ed.), *The international encyclopedia of communication* Vol. 5, Malden, MA: Blackwell Publishing.
20. Karan, K. (2006). What's news in India? In P. Shoemaker, & A. Cohen (Eds.), *News around the world: Content, practitioners and the public* (pp. 189-213). New York: Routledge.
21. Karan, K., & Mathur, R. R. (2003). India. In A. Goonasekera, C. W. Lee, & S. Venkatraman (Eds.), *the Asian communication handbook*. Singapore: AMIC.
22. Karan, K. (2004). Introduction to Cyber Communities. In K. Karan (Ed.), *Cyber communities in rural Asia: A study of seven countries* (pp. 1-39). Singapore: Marshall Cavendish Academic.

23. Karan, K. (2003). *Cultural rights and international law*. In A. Goonasekera, C. Hamelink, & V. Iyer (Eds.), *Cultural rights in a global world* (pp. 158-166). Singapore: AMIC.
24. Karan, K., & Viswanath, K. (2000). Maldives. In S. Gunaratne (Ed.), *Handbook of the media in Asia* (pp. 118-131). New Delhi: Sage Publications.
25. Viswanath, K., & Karan, K. (2000). India. In S. Gunaratne (Ed.), *Handbook of the media in Asia* (pp. 84-118). New Delhi: Sage Publications.

## **E.: Research Reports**

1. Kavita Karan and David Schaefer. (2009). *Indian cinema at the crossroads: The Socio cultural impact of globalization*. Research Report. (2009) Presented to Nanyang Technological University, Singapore.
2. Kavita Karan (2008). *Impact of Health Communication Campaigns on Health Behaviors in Singapore*. Research Report. Presented to Nanyang Technological University, Singapore.
3. Kavita Karan, Eddie Kuo Ms Lee Shu Hui. *'The Media and the 2001 Singapore General Elections*. Research Report presented to Nanyang Technological University, Singapore.
4. Kavita Karan (2000). UGC Minor Research Project on *'Media Networking, Political Economy and Communication Strategies in the 1999 General Elections in India*. Presented the research report to Osmania University. Hyderabad (\$200)
5. 1990- 1994 PhD. (LSE) Dissertation - *Political Communication and the 1991 General Elections in India with Special Reference to Andhra Pradesh*. University of London. U.K.
6. 1988: M.Phil. Dissertation - *Sociological Impact of Television Programs: A study on women of Hyderabad and Secunderabad*. Osmania University. Hyderabad, India.
7. 1981: M.C.J. Project Report - *Assessing the Effectiveness of Advertising: A survey study of the 'Chek' (Brand name) Detergent Campaign*. Osmania University. Hyderabad, India.

8. 1980: B.C.J. Seminar Paper - *'Content Analysis of 'The Illustrated Weekly of India': An analysis of the 'Weekly' under two editors M.V.Kamath and Khuswant Singh.* Osmania University. Hyderabad, India.

## **VI. TEACHING EXPERIENCE**

### **A. Teaching Interests and Specialties:**

My current teaching interests are in teaching courses in advertising, and strategic advertising management and research methods for the graduate students. I have taught the following courses in the last ten years at the graduate and undergraduate levels.

Graduate Courses (Master of Mass Communications -MCMA, Master of Communication and Journalism (MCJ), Master of Philosophy (M.Phil) and PhDs)

Applied Communication Research  
Strategic Advertising Management  
Public Service Advertising  
Integrated Marketing Communications  
Social Issues in Advertising  
Introduction to Research Methods  
Quantitative Methods

Undergraduate Courses (Bachelor of Communications and Journalism, (BCJ) Bachelor of Mass Communication (BMC)

Marketing Communication  
Integrated Marketing Communications  
Advertising and Market Research  
Creativity and Copywriting  
Issues in Advertising  
Introduction to Communication  
International Communication  
Introduction to Research Methods

### **E. Teaching and Training Grants:**

**Teaching Innovations: New Courses Taught, Course Revisions, Instructional Materials Developed (SIU 2009-2015)**

1. MCMA Graduate Program – Developed two new core courses since 2011.

- Introduction to Communication Research.* The course (MCMA 555) has been offered as a core course in the Spring,
- Strategic Advertising Management.* The course (MCMA 565) was taught in the Fall semester, 2011 with a full enrolment of 15 students and is being offered again in Fall 2012.
2. SIU Honors Program. Proposed and Developed two courses  
*Social Issues in Advertising: Critical Perspectives* The course is being taught every Fall semester for the past four years  
*Health Communication: Theory, New Strategies and Practices:* the course is being taught since 2013.
  3. Online Courses. Received a teaching grant for developing an online course in *Applied Communication Research Methods* to be taught at the graduate level. I have developed three online courses for the undergraduate and graduate students.
  4. Online Certificate Course in Journalism – Worked with Prof. Katherine Frith and other colleagues and received a grant for a new undergraduate online certificate course in Journalism.

#### **E. Number of Master’s and Ph.D. Committees served:**

##### **Southern Illinois University, Carbondale. 2009 -2015**

1. Ngozi Agwaziam (2014- .)Mass-Mediated Peace, Desensitization and Conflict Resolution: Analysis of War and Peace Frames on the Boko Haram Crisis coverage in Nigeria. Member of PhD Dissertation committee.
2. Fu Tao, Grace PhD (2015) Chair of Committee (2012- May 2015) An examination of privacy in the socio-technological context of big data and the socio-cultural context of china. Doctoral Dissertation.
3. Madeline Smith (2014-2015). Where has she been and where is she going: The evolutionary portrayal of black women in print advertisements from the 1960s to 2000s. Master’s Research project.
4. Chan Yun-Sen (2013-2014). Political Engagement and Political Efficacy Through Social ‘Friendships’ On Facebook – Impact Of Presidential

- Campaigns Through Social Networking Sites In Taiwan. Master's Research Project.
5. Brandi Fields (2013- 12014). Selling the beat: hip-hop culture and product branding among young adults. Master's research Project
  6. Elizabeth Toyin Giwa (2013-2014) Nollywood: A Case Study Of The Rising Nigerian Film Industry- Content & Production
  7. Sandra Robinson. (PhD-2012). Framing out the News: An analysis of agriculture coverage in Southern Illinois newspapers using the center – periphery model. Member of Doctoral Thesis Committee. Chair Prof. William Babcock.
  8. Alex Ching Shan Jiang. (PhD, 2009-2012). Men's Magazines and the Construction of Masculinity in Taiwan. Member of the Doctoral Thesis committee. Chair: Prof. Katherine Frith.
  9. Kay O'Donnell. (PhD, 2009 - 2010). Assimilation, Rejection Or Convergence? The Role Of The Bilingual Press in San Antonio, Texas. Member of the Doctoral Thesis Committee 2010. Chair: Prof. Dennis Lowry
  10. Ms. Sara Roedl. (PhD, 2009-2010). Campaigning for Real Beauty or reinforcing Social Norms? An Analysis of the correlation of Dove campaign for real beauty and advertising in fashion magazines. Member of the Doctoral Thesis Committee. Chair: Prof. Dennis Lowry.
  11. Dr. Oliver Witte. (PhD- 2013). The Rhetoric of Terrorism and Conciliation in the Arab-Israeli Conflict: A Content Analysis. Member of Doctoral Thesis Committee. Chair: Prof. Dennis Lowry.
  12. Ms Christina Clayton –(MS 2013) An integrated Marketing Communications Plan for Mr.T's. Hair in Motion. Master's project. 2013
  13. Fu Tao Grace. (PhD- 2013)Chair of Doctoral Thesis Committee. Members Prof. William Freivogel, Dr. Uche Onyebadi, Dr. Wenjing Xie
  14. International Scholars Supervision.
    1. Dr. Katerina Sirinyok-Dolgaryova One year Fulbright fellowship Supervision of Fulbright Scholar from Ukraine from (August 2013- May 2014) Supervised her research and courses for one year.
    2. Caiyun Wen.( September 2014-Aug 2015). International Scholar from China- supervised her research and courses for one year.

## **VII. UNIVERSITY EXPERIENCE**

### **Service in Southern Illinois University 2009- Present**

#### **A. Department Committees: School of Journalism, Southern Illinois University**

1. Deputy Director of School of Journalism. Spring 2012- 2015
2. Member of the Tenure and Promotion Committee of the School of Journalism. (2010- 2015)
3. Member of Search Committee for selecting Advertising Faculty.
4. Member of the Undergraduate Curriculum Review Committee, School of Journalism. (2010- Present)
5. Member of Doctoral Committees for MS and PhD students from 2009-2015.
6. Member of College group for Planning Online courses.

#### **B. College and University Committees and Councils:**

##### **College of Mass Communication and Media Arts**

1. Member of the Graduate Committee of the College of Mass Communication and Media Arts, Southern Illinois University, Carbondale, Illinois. (2009-2014)
2. Member of the Tenure and Promotion Committee of the College of Mass Communication and Media Arts, Southern Illinois University, Carbondale, Illinois (2010, 2012, 2013, 2014, 2015).
3. Member of the College committee for the Selection of Outstanding Teacher of the Year award. (2010).
4. Member of Global Media Research Center (GMRC) (2010-2012).
5. Representative to the Global Fusion Conference Committee. Represented the School and participated at the annual Global Fusion conference in Texas. (2010).

### **3. Service at University Level, Southern Illinois University**

1. Member of the Outstanding Thesis Committee Award (2010 and 2011).
2. Member of the Academic Research Misconduct Committee (2011)
3. Member of Department review Committee for Philosophy Department
4. Member of the University Committee for Online Teaching and Learning Task Forces.

### **5. Others:**

#### **1. WKW School of Communication and Information, Nanyang Technological University, Singapore. 2001-2009**

1. 2006 - 2006. Acting Head, Division of Public and Promotional Communication, Wee Kim Wee School of Communication and Information (WKWSCI). Nanyang Technological University, Singapore.
2. 2008 - 2009. Coordinator for the Final Year Projects for the year 2008-2009, WKW School of Communication and Information,
3. 2006 - 2007. Member of the Curriculum Review Committee of the WKWSCI, representing the Division of Public and Promotion Communication to revise the undergraduate curriculum.
4. 2005 - 2008. Member of the Master of Mass Communication (MMC) Committee. Review applications for admissions, publicize the program, review the courses and support the Director, MMC in academic counseling.
5. Member of India Strategy group of Nanyang Technological University to



promote NTU to India for academic collaborations, exchange and research.

6. Member of Professional Internship (PI) Review committee representing the Public and Promotional Communication Division to review the changes in improving the PI at WKWSCI.
7. 2005 - 2006. Coordinated with Mudra Institute of Communication Arts (MICA), Ahmadabad, India to develop staff and student exchange programs and research collaboration for the school.

**2. Department of Communication and Journalism, Osmania University. Hyderabad. India 1984-2001**

1. 1999-2001. Head, Department of Communication and Journalism, College of Arts and Social Sciences, Osmania University Hyderabad, AP. India.
2. 1996-1998. Chairperson, Board of Studies. Department of Communication and Journalism, College of Arts and Social Sciences, Osmania University Hyderabad, AP. India.

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