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About Us



Radhika Parameswaran

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Currently teaching:

J375 Race, Gender and the Media

J651 Qualitative Methods in Mass Communication Research

Recent News

[Parameswaran article in new journal](#)

[Parameswaran catches up with two Indian alumni](#)

[Research looks at Indian media](#)

[Parameswaran on Patten committee](#)

Research

My research interests include feminist cultural studies, gender and media globalization, South Asia, and postcolonial studies. I am interested in feminist and international cultural studies inquiry that bridges the disciplines of media studies, women's studies, and South Asian studies. A consistent theme that runs through my research is the complexity of gender as a multidimensional social category whose meaning evolves only in relation to other social formations of class, caste, race, and ethnicity.

My work emphasizes the ways in which historical and economic processes—colonialism, nationalism, and globalization—shape the social construction of gender and modernity. In addition, my analysis of global and local media culture through the lens of postcolonial theories contributes to the growing field of postcolonial media studies, a recent intellectual direction in international communication.

My research on gender and media culture spans the spectrum of media audiences, media texts, and media producers. Although my immersion in cultural studies began with an interest in media audiences, I have expanded my work to include the study of texts and producers. How do non-Western audiences incorporate global media culture into their everyday lives? In what ways do media representations operate as part of larger symbolic cultural systems? How do media producers act as cultural brokers of global modernity and local tradition? I have employed a range of qualitative methods including participant observation, focus groups, in-depth interviews, textual analysis, and discourse analysis to address these broad questions.

Teaching areas

Gender, race, and media; cultural studies; qualitative research methods; advertising and consumer culture research; media and society; international communication; public relations

Research publications (selected, only 2001-present)

Parameswaran, R. (Forthcoming). The other sides of globalization: Communication, culture, and postcolonial critique. *Communication, Culture, and Critique*. (18 pages).

Parameswaran, R. (Forthcoming). Reading the visual, tracking the global: Postcolonial feminist methodology and the chameleon codes of resistance. Book chapter in the *Handbook of Critical Indigenous Methodologies*. Thousand Oaks, CA. Sage Publications. (35 pages).

- Parameswaran, R. (2006). Military metaphors, masculine modes, and Orientalist others: Deconstructing journalists' inner tales of September 11. *Journal of Communication Inquiry*, 30 (1), 42-64.
- Parameswaran, R. (2005, October-December). Global beauty queens in post-liberalized India. *Peace Review: A Journal of Social Justice*, 419-430.
- Parameswaran, R. (2005). Journalism and feminist cultural Studies: Retrieving the missing citizen lost in the audience. *Popular Communication*, 195-208.
- Parameswaran, R. (2005). Spectacles of gender and globalization: Mapping Miss World's media event space in the news. *The Communication Review*, 7 (1), 371-406.
- Parameswaran, R. (2004). Global queens, national celebrities: Tales of feminine triumph in post-liberalization India. *Critical Studies in Media Communication*, 21 (4), 346-370.
- Parameswaran, R. (2003). Resuscitating feminist audience studies: Revisiting the politics of representation and resistance. Chapter in A. Valdivia (Ed.), *Blackwell research companion to media studies* (pp. 311-336). Oxford, UK: Blackwell Publishers.
- Parameswaran, R. (2003). Reading Nancy Drew books in urban India: Gender, postcolonialism, and memories of home. Chapter in A. Lundin & W. Wiegand (Eds.), *Defining print culture for youth: The cultural work of children's literature* (pp. 169-195). Westport, CT: Libraries Unlimited.
- Parameswaran, R. (2002). Reading fictions of romance: Gender, sexuality, and nationalism in postcolonial India. *Journal of Communication*, 52 (4), 832-851.
- Parameswaran, R. (2002). Local culture in global media: Excavating colonial and material discourses in the National Geographic. *Communication Theory*, 12 (3), 287-315.
- Parameswaran, R. (2001). Global media events in India: Contests over beauty, gender, and nation. *Journalism & Communication Monographs*, 3 (2), 53-105.
- Parameswaran, R. (2001). Feminist media ethnography in India: Exploring power, gender, and culture in the field. *Qualitative Inquiry*, 7 (1), 69-103.

Research awards and honors (select)

- Served as Faculty Research Expert, National Communication Association. Annual Doctoral Honors Seminar, University of Colorado, Boulder, Summer 2007.
- Mary Yodelis Smith Award. (2004). Association for Education in Journalism and Mass Communication, Toronto, Canada.
- Nominated for Outstanding Junior Faculty Scholar Award. (2004). International Communication Association.
- First Place Faculty Paper Award. (2003). Annual Convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Nominated for Outstanding Junior Faculty Scholar Award. (2003). Feminist Scholarship Division, International Communication Association.
- First Place Faculty Paper Award. (2002). Annual Convention of the Association for Education in Journalism and Mass Communication, Miami, FL.
- First Place Faculty Paper Award. (2001). Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- First Place Faculty Paper Award. (2001). Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- First Place Student Paper Award. (1996). Annual Convention of the Association for Education in Journalism and Mass Communication, Anaheim, CA. (co-authored paper).
- Kappa Tau Alpha Research Paper Award. (1996). National Honor Society in Journalism and Mass Communication, Association for Education in Journalism and Mass Communication.
- John Murray Outstanding Doctoral Student Award for Research. (1995). School of Journalism and Mass Communication, University of Iowa.
- Ada Johnson/Otilia Maria Fernandez Women's Studies Award. (1995). Outstanding Performance in Women's Studies Courses, Women's Studies Program, University of Iowa.

Editorial board member, Academic journals (past and present)

- Image of the Journalist in Popular Culture
- Journal of Communication Inquiry
- Communication Methods and Measures
- Critical Studies in Media Communication

Education

Ph.D. (Mass Communication), University of Iowa, Iowa City, Iowa.

M.S. Media Studies, Texas Christian University, Fort Worth, Texas.

M.C.J. (Master's degree in Communication & Journalism). Osmania University, India.

Professional positions

Associate editor, Dryden Press, Fort Worth, Texas, 1993; editorial intern, Harcourt Brace College Publishers, Fort Worth, Texas, 1992; assistant editor, Orient Longman Ltd., Hyderabad, India, 1988-90; public relations assistant, Tata Group of Companies, Bombay, India, 1988; reporter and columnist, Citizen's Evening, Hyderabad, India, 1987-88; freelance feature writer, Hyderabad, India, 1985-1990.

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