

Ambar Basu

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Education

Ph.D. Purdue University. Department of Communication. West Lafayette, Indiana. 2008.
M.Sc. Calcutta University. Calcutta, West Bengal, India. 1996.

Academic Appointments

Chair, Department of Communication, University of South Florida, 2021 – present
Professor, Department of Communication, University of South Florida, 2020 – present.
Graduate Program Director, Department of Communication, University of South Florida,
2014 – 2020.
Associate Professor, Department of Communication, University of South Florida, 2013 –
2020.
Assistant Professor, Department of Communication, University of South Florida, 2008 –
2013.
Graduate Lecturer, Communication Department, Purdue University, 2007-2008.
Graduate Teaching Assistant, Communication Department, Purdue University, 2003-
2006.
Graduate Research Assistant, Communication Department, Purdue University, Summer
2005, 2006-2007.

Honors and Awards

- *Faculty Recognition Award* [a recognition for mentoring doctoral students]. (2021, 2015, 2011). Department of Communication, University of South Florida.
- *Anne Copeland “Turtledove” Award* [a recognition for contributing to the department community]. (2021). Department of Communication, University of South Florida.
- *Scholar/Mentor*. (2020) NCA Doctoral Honors Seminar. Colorado State University, Fort Collins. Virtual.
- *Mentor Scholar*. (2020). NCA Health Communication Division, National Communication Association conference, Virtual.
- *Distinguished Article Award*. (2019). National Communication Association.

- Health Communication Division.
- *Mentor Scholar*. (2016). NCA Health Communication Early Career Preconference 2016, National Communication Association conference, Philadelphia, PA.
 - *Faculty HUB Award* [a recognition for mentoring master's students]. (2020, 2019, 2017, 2016, 2011). Department of Communication, University of South Florida.
 - *Top Paper Award*. (2015). Intercultural Communication Division, Southern States Communication Association.
 - *Janice Hocker Rushing Early Career Research Award*. (2011). Southern States Communication Association.
 - *Top Four Paper Award*. (2009). Applied Communication Division, Southern States Communication Association.
 - *Provost's Outstanding Undergraduate Teaching Award*. (2009-2010). University of South Florida.
 - *Purdue Research Foundation Summer Fellowship*. (2007). Department of Communication, Purdue University.
 - *Bruce Kendall Award for Excellence in Teaching*. (2006). Department of Communication, Purdue University.
 - *Graduate Student Teaching Honor*. (2006). Committee on the Education of Teaching Assistants and the Office of the Provost, Purdue University.
 - *National Communication Association Doctoral Honors Seminar*. (2006). Purdue University.
 - *Graduate Teaching Certificate*. (2005). Center for Instructional Excellence, Purdue University.
 - *Top Four Paper Award*. (2005). Health Communication Division, Central States Communication Association.
 - *Alan H. Monroe Scholar Award*. [awarded for excellence in research as a graduate student]. (2005-2006). Department of Communication, Purdue University.

Keynotes and Plenaries

- International Expert Lecture (October 2022 – Invited). *Covid and Coloniality*. Department of Journalism and Mass Communication, Manav Rachna International Institute of Research and Studies, Faridabad, India.
- Keynote (March 2021 - Invited). *Sex work, localocentricity and "post-AIDS" politics: Incongruent rationalities*. Graduate Student Forums' Spotlight Scholar. Communication Studies Department. University of Georgia, GA.
 - Nominated for University of Georgia Spring Signature Lecture Series
- Keynote (April 2020). Postponed due to Covid-19. Undergraduate Research Symposium. Department of Communication. James Madison University, VA.
- Keynote. (March 2020). Postponed due to Covid-19. Graduate Student Forums' Spotlight Scholar. Communication Studies Department. University of Georgia, GA.
- Keynote. (June 2019). *Theorizing 'respect' in postcoloniality: Transgender women, sex work, health, and HIV*. NCA Doctoral Honors Seminar, University of

South Florida, Tampa, FL.

- Plenary (2015). Communicating for Social Change: Intersections of Theory and Praxis Plenary Session III: *Open dialogue on subalternity*. National University of Singapore, Singapore.
- Plenary (2015). Communicating for Social Change: Intersections of Theory and Praxis Plenary Session I: *Culture-centered method: Postcolonial interrogations*. National University of Singapore, Singapore.

Research

I. Interests

Narratives on health, culture, and marginalization: My research explores how individuals and communities living at the margins of society communicate about health, illness, and wellbeing. With particular emphasis on theorizing culture as a site of social change, I document and analyze narratives about health that emerge from dialogue between myself as the researcher and research participants. My interest is to locate health inequities in the context of cultural, political, economic, geopolitical, and development agendas in marginalized spaces.

Reflexivity as methodology: Embracing a mix of methods such as critical ethnography and autoethnography, my research highlights the implications of knowledge production in collaboration with marginalized communities. I pay particular attention to how my politics and privileges impact my research. Self-reflexivity is an integral lens/method that shapes my research.

II. Publications

* *graduate student at the time of manuscript going to press*

** *undergraduate student at the time of manuscript going to press*

A. Peer-reviewed Journal Article

28. Stanley, L., & Basu, A. (Accepted). Chemical jail[™]: Culture-centered theorizing of carcerality in methadone maintenance treatment and addiction recovery in the U.S. *Journal of Applied Communication Research*.

27. Basu, A., & Mukherjee, P*. (2022). India's COVID vaccine gestures: From *maitri* to coloniality. *Communication and Critical/Cultural Studies*, 19(2), 134-139, doi: 10.1080/14791420.2022.2064529

26. Basu, A., Ketheeswaran, N*., & Cusanno, B. R*. (2022). Localocentricity, mental health and medical poverty in communication about sex work, HIV and AIDS among trans women engaged in sex work. *Culture, Health & Sexuality*, 24(1), 125-137, doi: 10.1080/13691058.2020.1817562

25. Sastry, S., Zoller, H.M., & Basu, A. (2021). Editorial: Doing critical health communication: A forum on methods. *Frontiers in Communication*. 5:637579. doi: 10.3389/fcomm.2020.637579.
24. Sastry, S., & Basu, A. (2020). How to have (critical) method in a pandemic: Outlining a culture-centered approach to health discourse analysis. *Frontiers in Communication*. 5:585954. doi: 10.3389/fcomm.2020.585954.
23. Basu, A. (2020). Critical reflexivity in health communication fieldwork: Points of engagement. *Sage Research Methods in Medicine and Health*. <https://dx.doi.org/10.4135/9781529715378>.
22. Kedia, S. K., Dillon, P. J., & Basu, A. (2020). A qualitative exploration of "mother first" identity and antiretroviral adherence among African American women living with HIV in the mid-South region of the United States. *Health Communication*, 35(10), 1190–1199. <https://doi.org/10.1080/10410236.2019.1623641>.
20. Dutta, M.J., & Basu, A. (2018). Subalternity, neoliberal seductions, and freedom: Decolonizing the global market of social change. *Cultural Studies ↔ Critical Methodologies*, 18(1) 80–93. doi: 10.1177/1532708617750676.
19. Basu, A. (2017). Reba and her insurgent prose: Sex work, HIV/AIDS and subaltern narratives. *Qualitative Health Research*, 27(10), 1507–1517. doi: 10.1177/1049732316675589.
18. Basu, A., Dillon P.J., & Romero-Daza, N. (2016). Understanding culture and its influence on HIV/AIDS-related communication among minority men who have sex with men. *Health Communication*, 31(11), 1367–1374. doi: 10.1080/10410236.2015.1072884.
17. Dillon, P.J., & Basu, A. (2016) African Americans and hospice care: A culture-centered exploration of enrollment disparities. *Health Communication*, 31(11), 1385–1394. doi: 10.1080/10410236.2015.1072886.
16. Dillon, P.J., & Basu, A. (2016). Toward eliminating hospice enrollment disparities: A qualitative study of African American hospice patients and lay caregivers. *Journal of Health Care for the Poor and Underserved*, 27(1), 219–237. doi: 10.1353/hpu.2016.0014.
15. Dillon, P.J.* & Basu, A. (2014). HIV/AIDS and minority men who have sex with men: A meta-ethnographic synthesis of qualitative research. *Health Communication*, 29(2), 182–192. doi: 10.1080/10410236.2012.732911.
14. Basu, A. (2011). HIV/AIDS and subaltern autonomous rationality: A call to re-center health communication in marginalized sex worker spaces. *Communication Monographs*, 78(3), 391–408. doi: 10.1080/03637751.2011.589457.

13. Basu, A., & Dutta, M.J. (2011). "We are mothers first": Localocentric articulation of sex worker identity as a keyword in HIV/AIDS communication. *Women & Health, 51*(2), 106-123. doi: 10.1080/03630242.2010.550992.
12. Joshi, A., Basu, A., & Marhefka, S. (2010). If it is kept secret, it is acceptable: Cultural norms and sexual risk behavior among tribal adolescents in Vadodara, India. *Journal of Adolescent Health, 46*(2), S5.
11. Basu, A. (2010). Communicating health as an impossibility: Sex work, HIV/AIDS, and the dance of hope and hopelessness. *Southern Communication Journal, 75*(4), 413-432. doi: 10.1080/1041794x.2010.504452.
10. Basu, A., & Dutta, M. (2010). *Born into Brothels*: Neocolonial moves and unheard voices. *Feminist Media Studies, 10*(1), 101-105. doi: 10.1080/14680770903457469.
9. Mattson, M., & Basu, A. (2010). The message development tool: A case for effective operationalization of messaging in social marketing practice. *Health Marketing Quarterly, 3*, 275-290. doi: 10.1080/07359683.2010.495305.
8. Mattson, M., & Basu, A. (2010). Centers for Disease Control's Diethylstilbestrol Update: A case for effective operationalization of messaging in social marketing practice. *Health Promotion Practice, 11*(4), 580-588. doi: 10.1177/1524839908324785.
7. Basu, A., & Dutta, M.J. (2009). Sex workers and HIV/AIDS: Analyzing participatory culture-centered health communication strategies. *Human Communication Research, 35*, 86-114. doi: 10.1111/j.1468-2958.2008.01339.x.
6. Basu, A., & Wang, J. (2009). Branding as a health campaign marketing strategy: The why and how. *Journal of Communication Management, 13*(1), 77-91. doi: 10.1108/13632540910931409.
5. Dutta, M.J., & Basu, A. (2008). Meanings of health: Interrogating structure and culture. *Health Communication, 23*(6), 560-572. doi: 10.1080/10410230802465266.
4. Basu, A., & Dutta, M.J. (2008). The relationship between health information seeking and community participation: The roles of motivation and ability. *Health Communication, 23*(1), 70-79. doi: 10.1080/10410230701807121.
3. Basu, A., & Dutta, M.J. (2008). Participatory change in a campaign led by sex workers: Connecting resistance to action-oriented agency. *Qualitative Health Research, 18*(1), 106-119. doi: 10.1177/1049732307309373.
2. Basu, A., & Dutta-Bergman, M. (2007). Centralizing context and culture in the co-construction of health: Localizing and vocalizing health meanings in rural India. *Health Communication, 21*(7), 187-197. doi: 10.1080/10410230701305182.

1. Dutta, M.J., & Basu, A. (2007). Health among men in rural Bengal: Exploring meanings through a culture-centered approach. *Qualitative Health Research*, 17(1), 38-48. doi: 10.1177/1049732306296374.

B. Video/Podcast

1. Basu, A. (2020). Presenter. The politics of health and healthcare: Communicating about health in a Presidential election year. *Communication Matters: The NCA Podcast*. <https://natcompodcast.podbean.com/e/bonus-the-politics-of-health-and-healthcare-communicating-about-health-in-a-presidential-election-year/>

C. Book and Special Issue

2. Basu, A., Spieldenner, A.R., & Dillon, P.J. (2021). *Post-AIDS Discourse in Health Communication: Sociocultural Interpretations*. New York, NY: Routledge.

1. Sastry, S., Zoller, H.M., & Basu, A. (2021). “Doing” Critical Health Communication. A Forum on Methods. *Frontiers in Communication* (<https://www.frontiersin.org/research-topics/7691/doing-critical-health-communication-a-forum-on-methods>).

D. Book Chapter

14. McRae, C., Mukherjee, P.*, McDowell, M., & Basu, A. (forthcoming). Performative listening, intercultural communication, and community engagement: Theory and praxis. In G.D. Bodie, D. Worthington, & Z. Beyene (Eds.), *Listening, Community Engagement, and Peacebuilding: International Perspectives*. New York: Routledge.

13. Robb, J.S., & Basu, A. (2022). Survival against odds: Undocumented immigrants and communication about policies and access to health care in the United States. In D.K.D. Kim, & G.L. Kreps (Eds.), *Global Health Communication for Immigrants and Refugees: Cases, Theories, and Strategies* (pp. 48-62). New York: Routledge

12. Basu, A., Dillon, P.J., Sastry, S., & Ketheeswaran, N.* (2020). HIV drugs like my birth control pill: Lived narratives of Black and Latino MSM in an urban American context. In A.R. Spieldenner, & S. Toyosaki (Eds.), *Intercultural Health Communication*. Bern, Switzerland: Peter Lang US.

11. Basu, A., Spieldenner, A.R., & Dillon, P.J. (2021). Dreaming a post-AIDS: An Introduction to the discourse. In A. Basu, A. R. Spieldenner, & P. J. Dillon (Eds.), *Post-AIDS Discourse in Health Communication: Sociocultural Interpretations* (pp. 1-12). New York, NY: Routledge.

10. Basu, A. (2021). Afterword: On localocentricity and “Post-AIDS.” In A. Basu, A. R. Spieldenner, & P. J. Dillon (Eds.), *Post-AIDS Discourse in Health Communication: Sociocultural Interpretations* (pp. 245-250). New York, NY: Routledge.
9. Dillon, P.J., & Basu, A. (2018). African Americans and hospice care: On social risk, privacy management, and relational health advocacy. In P. Kellet (Ed.), *Narrating patienthood: Engaging diverse voices on health, communication, and the patient experience* (pp. 63 – 84). Lanham, MD: Lexington.
8. Dutta, M.J., & Basu, A. (2017). Subaltern Resistance Narratives and the Culture-Centered Approach: Inverting Public Health Discourse. In N. Bulled (Ed.), *Thinking through Resistance: A Study of Public Oppositions to Global Health Practice* (pp. 22 – 38). Third Avenue, NY: Routledge.
7. Gottlieb, B**, & Basu, A. (2017). Sex trafficking survivors use dance and color to share their stories. In A. du Pre, & E.B. Ray (Eds.), *Real Life Scenarios: A Case Study Perspective on Health Communication* (pp. 140-144). London: OUP.
6. Dutta, M.J., & Basu, A. (2016). Negotiating our postcolonial selves: From the ground to the ivory tower. In S. Holman-Jones, T. Adams, & C. E. Ellis, (Eds.), *Handbook of Autoethnography* (pp. 143-161). NY: Routledge.
5. Dillon, P.J.*, & Basu, A. (2013). Preventing HIV/AIDS through a culture-centered health campaign: The Sonagachi HIV/AIDS intervention program. In M. Dutta, & G. Kreps (Eds.), *Reducing health disparities: Communication interventions* (pp. 113 – 132). Cresskill, NJ: Hampton Press.
4. Basu, A., & Dutta, M.J. (2013). Health and sex work: Structures as narrative nodes. In A. Mishra & S. C. Chatterjee (Eds.), *Multiple voices and stories: Narratives of health and illness* (pp. 173 – 192). Delhi, India: Orient Blackswan.
3. Bodie, G., Dutta, M.J., & Basu, A. (2009). The integrative model of e-health use. In A. Lazakidou, & K. M. Siassiakos (Eds.), *Handbook of research on distributed medical informatics and e-health* (pp. 104-106). Hershey, PA: Information Science Reference/IGI Global.
2. De Souza, R., Basu, A., Kim, I., Basnyat, I., & Dutta, M.J. (2008). Who agreed to the neoliberal trade agreements? A discussion of the impact of “fair trade” on the health of marginalized communities. In M.J. Dutta, & H. Zoller (Eds.), *Emerging perspectives in health communication: An interpretive, critical, cultural approach* (pp. 411 – 430). Mahwah, NJ: Erlbaum.
1. Dutta, M.J., Bodie, G., & Basu, A. (2008). Health disparity and the racial divide among the nation’s youth: Internet as an equalizer? In A. Everett (Ed.) *MacArthur Foundation series on digital media and learning: Race and ethnicity* (pp. 175 – 197). Cambridge, MA: The MIT Press.

E. Encyclopedia Entry

7. Mukherjee, P*., & Basu, A. (accepted). Critical approaches. *Wiley international encyclopedia of health communication*.
6. Baker, J*., & Basu, A. (accepted). Sex work and HIV and AIDS. *Palgrave McMillian encyclopedia of health and humanities*.
5. Basu, A. (2014). India. In T. Thompson (Ed.), *Sage encyclopedia of health communication* (pp. 702 – 706). Thousand Oaks, CA: Sage.
4. Basu, A. (2014). Structure-centered approach. In T. Thompson (Ed.), *Sage encyclopedia of health communication* (pp. 1354 – 1355). Thousand Oaks, CA: Sage.
3. Basu, A. (2014). Nature, Environment and Sustainability. In T. Thompson (Ed.), *Sage encyclopedia of health communication* (pp. 932 – 935). Thousand Oaks, CA: Sage.
2. Gerdes, J*., & Basu, A. (2014). Malawi. In T. Thompson (Ed.), *Sage encyclopedia of health communication* (pp. 785 – 787). Thousand Oaks, CA: Sage.
1. Gerdes, J*., & Basu, A. (2014). South Africa. In T. Thompson (Ed.), *Sage encyclopedia of health communication* (pp. 1323 – 1326). Thousand Oaks, CA: Sage.

III. Conference presentation

* graduate student at the time of presentation

52. Basu, A. (2022). Chair. Health Communication Division listening & networking session. *National Communication Association* conference, New Orleans. LA.
51. Basu, A. (2022). Co-Chair. Vice-President's Spotlight Panel. Honoring Paul Farmer in health communication: Centering people, liberation, advocacy, community, and environment (PLACE) through critical health communication praxis. *National Communication Association* conference, New Orleans. LA.
50. Sastry, S., Siegenthaler, B*., Mukherjee, P*., Raheem, S. A*., & Basu, A. (2022) Locating community in appeals for community participation in COVID-19 vaccine discourse: A critical analysis of public health communication in the United States. *National Communication Association* conference, New Orleans. LA.
49. Basu, A. (2020). Respondent. Critical perspectives to health and environmental issues in A/PAC contexts. *National Communication Association* conference, Virtual.

48. Basu, A. (2020). Chair. Panel: DEI Spotlight paper panel II – Health in the global south: At the crossroads. *National Communication Association* conference, Virtual.
47. Basu, A. & Ketheeswaran, N*. (2020). Localocentricity and the politics of open science: Transgender women, sex work, mental health, and HIV and AIDS. *International Communication Association* conference, Virtual.
46. Basu, A. (2020). Discussant. Panel: New frontiers of the culture-centered approach: Interventions disrupting structures - Sex work in India. *International Communication Association* conference, Virtual.
45. Basu, A. (2019). Discussant. Panel: Publish or perish? Strategies for surviving as an A/PAC scholar. *National Communication Association* conference, Baltimore, MD.
44. Basu, A. (2019). Chair. Panel: Unpacking global communication for social change: Boundaries, privileges, and indigenous knowledges. *National Communication Association* conference, Baltimore, MD
43. Basu, A. (2019). Discussant. Panel: Survival in the time of #Commsowhite: Mentoring, networking and building community as Asian/Pacific American scholars. *National Communication Association* conference, Baltimore, MD
42. Basu, A. (2019). Discussant. Panel: Codas for survival: Community, life, death and love in the HIV epidemic. *National Communication Association* conference, Baltimore, MD
41. Basu, A. (2019). Chair. Panel: Crossing boundaries, connecting domains: Evolving issues and promising topics in health communication. *International Communication Association* conference, Washington DC.
40. Basu, A. (2018, November). Discussant. Panel: “Doing” critical health communication: Playing with methods. *National Communication Association* conference, Salt Lake City, UT.
39. Basu, A. (2018, November). Discussant. Panel: Playful gestures: The queer discourse on HIV belonging. *National Communication Association* conference, Salt Lake City, UT.
38. Basu, A., & Sastry, A. (2018, May). Discussant. Panel: Voices from the margins in the Global South: A critique of development discourse. *International Communication Association* conference, Prague, Czech Republic.
37. Ketheeswaran, N.,* & Basu, A. (2018, May). Locating communication in a metasynthesis of research on transgender women, sex work, and HIV. Paper presented at *International Communication Association* conference, Prague, Czech Republic.

36. Basu, A. (2017, November). Discussant. Panel: Legacy and relevance of critical health communication: Creating a space for critical theories, knowledge, voices, and theories in health communication. *National Communication Association* conference, Dallas, TX.
35. Dillon, P.J., & Basu, A. (2017, November). African American women living with HIV/AIDS: A culture-centered exploration of motherhood and self-care. Paper presented at *National Communication Association* conference, Dallas, TX.
34. Basu, A., Dillon, P.J., & Sastry, S. (2016, April). HIV drugs like my birth control pill. Paper presented at *Kentucky Conference on Health Communication*, Lexington, KY.
33. Dillon, P.J., & Basu, A. (2016, April). Toward eliminating hospice enrollment disparities: A qualitative study of African American hospice patients and lay care givers. Paper presented at *Southern States Communication Association conference*, Austin, TX.
32. Dillon, P.J., & Basu, A. (2015, April). African Americans and hospice care: A culture-centered exploration of enrollment disparities. Paper presented at *Southern States Communication Association conference*, Tampa, FL. **(Top Paper)**.
31. Basu, A. & Dillon P. J.* (2013, November). Locating culture as contradictory and contentious: HIV/AIDS and minority men who have sex with men. Paper presented at *National Communication Association* conference, Washington DC.
30. Dutta, M., & Basu, A. (2013, November). Negotiating our postcolonial selves: From the ground to the ivory tower. Paper presented at *National Communication Association* conference, Washington DC
29. Basu, A. (2011, April). Reba and her militant prose: Sex work, HIV/AIDS and subaltern insurgent texts. Paper presented at *Southern States Communication Association* conference, Little Rock, AK.
28. Dillon, P.J.,* & Basu, A. (2011, May). HIV/AIDS and minority men who have sex with men: An ethnographic meta-analysis. Paper presented at *International Communication Association* conference, Boston, MA.
27. Joshi, A., Basu, A., & Marhefka, S. (2010, May). "If it is kept secret, it is acceptable": Cultural norms and sexual risk behavior among tribal adolescents in Vadodara, India. Paper presented at the *Society for Adolescent Medicine 2010* conference, Toronto, Canada.
26. Basu, A. (2010, November). Reflexive modernity and NGOs: The case of New Light, sex work, and HIV/AIDS. Paper presented at *National Communication Association conference*, San Francisco, CA.

25. Basu, A. (2009, April) Theorizing health as an impossibility: Sex work, HIV/AIDS, and the dance of hope and hopelessness. Paper presented at *the Southern States Communication Association conference*, Norfolk, VA. **(Top Four Paper)**
24. Basu, A., & Dutta, M. (2009, May). 'We are mothers first': Localocentric articulation of sex worker identity as a keyword in HIV/AIDS communication. Paper presented at the *International Communication Association conference*, Chicago, IL.
23. Basu, A. (2009, May). Critical reflexivity: Re-narrating narratives on sex work and HIV/AIDS. Paper presented at the *International Congress of Qualitative Inquiry*, Champaign, IL.
22. Basu, A. (2009, November). HIV/AIDS and subaltern autonomous rationality: A call to re-center health communication in marginalized sex worker spaces. Paper presented at *National Communication Association conference*, Chicago, IL.
21. Basu, A., & Bodie, G. (2007, April). *An initial test of the Integrated Model of Online Health Information Seeking*. Paper presented at the Central States Communication Association conference, Minneapolis, MN.
20. Basu, A., & Dutta, M.J. (2007, November). *Rupturing the dominant discourse through organic participation: How sex workers communicate about HIV/AIDS*. Paper presented at the National Communication Association conference, Chicago, IL.
19. Basu, A., & Wang, J. (2007, November). *Bridge to the future: Theorizing branding in public health campaign discourse*. Paper presented at the National Communication Association conference, Chicago, IL.
18. Basu, A. (2007, November). *Performing resistance in health from marginalized spaces: A culture-centered approach to global health*. Presentation at invited panel at the National Communication Association conference, Chicago, IL.
17. Dutta-Bergman, M., & Basu, A. (2006, April). *Meanings of health: Interrogating structure and culture*. Paper presented at the Central States Communication Association conference, Indianapolis, IN.
16. Basu, A., & Dutta-Bergman, M.J. (2006, April). *The relationship between health information seeking and community participation: The roles of motivation and ability*. Paper presented at the Central States Communication Association conference, Indianapolis, IN.
15. Mattson, M., & Basu, A. (2006, April). *Evaluating applicability of the messaging model for health communication campaigns: A pre-implementation evaluation tool*. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.

14. Basu, A., & Dutta-Bergman, M. (2006, April). *Participatory culture-centered approach: Commercial sex workers and the case of two HIV/AIDS campaigns*. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.
13. Basu, A. (2006, July). *Participatory change in two campaigns led by sex workers: A culture-centered approach to health communication*. Paper presented at the NCA Doctoral Honors Seminar, Purdue University, IN.
12. Basu, A., & Dutta, M. (2006, November). *Sex workers and HIV/AIDS: Connecting resistance to action-oriented agency in a culture-centered approach to health communication*. Paper presented at the National Communication Association conference, San Antonio, TX.
11. Basu, A., & Dutta, M. (2006, November). *Connecting theory to participatory action: The case of HIV/AIDS and sex workers in Sonagachi*. Paper presented during scholar-to-scholar session at the National Communication Association conference, San Antonio, TX.
10. Dutta-Bergman, M., & Basu, A. (2005, November). *Health among men in rural Bengal: Exploring meanings through a culture-centered approach*. Paper presented at the National Communication Association conference, Boston, MA.
9. Basu, A., & Dutta-Bergman, M. (2005, November). *Fortifying intercultural health communication: Locating the "twilight zone" context in subaltern narratives of health*. Paper presented at the National Communication Association conference, Boston, MA.
8. De Souza, R., Basu, A., & Dutta-Bergman, M. (2005, November). *TRIPS and health: Neoliberal policy that marginalizes*. Paper presented at the National Communication Association conference, Boston, MA.
7. Basu, A. (2005, November). *Stamp of a label*. Paper presented at invited panel at the National Communication Association conference, Boston, MA.
6. Basu, A. (2005, November). *Sonagachi's SHIP: An exemplar in culture-centered, participatory health communication*. Paper presented at invited panel at the National Communication Association conference, Boston, MA.
5. Basu, A., & Dutta-Bergman, M. (2005, April). *Dialogue and culture: Health communication for the marginalized*. Paper presented at the Central States Communication Association conference, Kansas City, MO.
4. Basu, A., & Mattson, M. (2005, April). *Messaging model for health communication campaigns: Toward a social marketing framework grounded in communication theory and research*. Paper presented at the Central States Communication Association conference, Kansas City, MO.

3. Basu, A. (2005, April). *Culture in a global health communication framework*. Paper presented at invited panel at the Central States Communication Association conference, Kansas City, MO.

2. Basu, A., & Dutta-Bergman, M. (2004, November). *The meanings of health: A subaltern narrative*. Paper presented at the National Communication Association conference, Chicago, IL.

1. Basu, A., Elton, J., Cantrell, M., & Dutta-Bergman, M. (2005, April). *Homelessness and health: Exploring health care through the eyes of the homeless*. Paper presented at the Central States Communication Association conference, Kansas City, MO. (**Top Four Paper**).

IV. Grant

National Endowment for the Humanities Dialogues on the Experiences of War (2018). Co-PI. (\$100,000). Project title: *Listening to war: Interpreting and communicating across the veteran-civilian divide*. Not funded.

National Endowment for the Humanities Dialogues on the Experiences of War (2017). PI. (\$100,000). Project title: *Listening to war: Interpreting and communicating across the veteran-civilian divide*. Not funded.

Waterhouse Family Institute for the Study of Communication and Society, Villanova University (2017). PI. (\$9,000). Project title: *Transgender women, sex work, and narratives on HIV and health*. Funded

International Travel Grant. University of South Florida (2015-2016). PI. (\$1500). Funded

Early Researcher Grant. University of South Florida (2010-2011). PI. (\$10,000). Project title: *HIV/AIDS and minority men who have sex with men: A culture-centered perspective*. Funded

Faculty Research and Development Grant. College of Arts and Sciences, University of South Florida, (2009). PI. (\$1,000). Project title: *HIV/AIDS and minority men who have sex with men: A culture-centered perspective*. Funded

International Travel Grant for research in India. College of Arts and Sciences, University of South Florida. (2009). (\$1,000). Funded.

Purdue Research Foundation Summer Fellowship. Dissertation grant. Communication Department, Purdue University. (2007). (\$3,000). Funded.

MacArthur Foundation grant. (2006). Co-PI. (\$10,000). Project title: *Health disparity and the racial divide among the nation's youth: Internet as an equalizer?* Funded.

University of Kentucky Travel Scholarship for the Kentucky Conference on Health Communication. (2006). (\$500). Funded.

Purdue Graduate Student Government Travel Grant. (2005). (\$300). Funded.

V. Guest lectures

Guest Speaker. (2022). Graduate Seminar on Theories and History of Communication: *Subaltern studies, postcolonial theory and methodology*. University of South Florida, Tampa, FL.

Guest Speaker. (2021). Graduate Seminar on HIV/AIDS: *Culture and HIV/AIDS*. University of South Florida, Tampa, FL.

Guest Speaker. (2018). Health Communication Graduate Seminar: *Theories and methods in critical-cultural health communication*. San Diego State University, San Diego, CA (via skype).

Guest Speaker. (2014). Graduate Seminar on Global Health: *Neoliberalism and global health*. Purdue University, West Lafayette, IN (via skype).

Guest Speaker. (2012). Graduate Seminar on Theories and History of Communication: – *Subaltern studies, postcolonial theory and methodology*. University of South Florida, Tampa, FL.

Guest Speaker. (2011). Graduate Seminar on HIV/AIDS: *Culture, HIV/AIDS and sex work*. University of South Florida, Tampa, FL.

Guest Speaker. (2010). Graduate Seminar on Theories and History of Communication: *Subaltern studies, postcolonial theory and methodology*. University of South Florida, Tampa, FL.

Guest Speaker. (2009). Graduate Seminar on Applied Communication: *Ethnography as applied communication*. University of South Florida, Tampa, FL.

Guest Speaker. (2008). Graduate Seminar on HIV/AIDS: *Culture, HIV/AIDS and sex work*. University of South Florida, Tampa, FL.

Guest Speaker. (2008). Graduate Seminar on Theories and History of Communication: *Subaltern studies, postcolonial theory and methodology*. University of South Florida, Tampa, FL.

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Guest Speaker. (2008). Graduate Seminar on Critical Methods: *Reflexivity and postcolonial methodologies*. University of South Florida, Tampa, FL.

Guest Speaker (2006). Graduate Seminar on Communication Theory and Practice: *Resistance and marginalization in health communication campaigns*. Purdue University, West Lafayette, IN.

Guest Speaker. (2006). Health Communication Undergraduate Seminar: *Crisis communication: A case study of CDC's handling of the anthrax crisis*. Purdue University, West Lafayette, IN.

Guest Speaker. (2004). Intercultural Communication. Purdue University, West Lafayette, IN.

Professional Affiliation

- National Communication Association
- International Communication Association
- Southern States Communication Association

Teaching

I. Teaching interests

- Health communication theory
- Health communication and culture
- Marginalization, resistance and health communication
- Global Cultural Health Communication
- Intercultural communication
- Intercultural health communication
- Globalization
- Qualitative research methods
- Postcolonial theory in communication
- Small group communication.

II. Courses taught – University of South Florida

Undergraduate

- Intercultural Communication
- Global Cultural Health Communication
- Intercultural Health Communication – Face-to-face and online

- Health Communication
- Group Communication

Graduate

- Health Communication
- Theories and Methods in Communication
- Globalization
- Qualitative Research Methods
- Cultural Perspectives on Health Communication
- Marginalization in Health Communication
- Qualitative Interviewing
- Postcolonial Thoughts in Communication

Independent coursework – Undergraduate

- Designing Communication Campaigns: Theory and Practice (Spring 2010)
- Internship coordinator for undergraduate Communication major working with the New York Mets (Fall, 2011)

Independent coursework – Graduate

- Environmental Communication (Fall 2012)
- Communication and Corporate Philanthropy (Fall, 2013)
- Migration and Health Communication (Fall 2018)
- Race in Health Communication (Summer 2018)
- Health Communication and the Opioid Crisis (Fall 2018)
- LGBTQI+ Health Communication (Fall 2020)
- Organizing Environment and Health (Spring 2022)
- Communication in Medical Education (Fall 2022)

III. Visiting Professorship

National Management School, Mumbai. (December 2014).

IV. Student Mentoring

A. University of South Florida: Department of Communication

A1. Doctoral Major Professor

Graduated

- Simon Rousset (co-advisor) – Instructor, College of Wooster, Ohio, USA.

- Rousset, S. (2021). *A comparative thematic analysis of newspaper articles in France after the Bataclan and in the United States of America after Pulse*. Unpublished dissertation.
- Jaime Robb – Tenure-track Assistant Professor, Marquette University, Wisconsin, USA.
 - Robb, J.S. (2020). *Hiding under the sun: Health, access, and discourses of representation in undocumented communities*. Unpublished dissertation.
- Ariane Anderson – Deceased
 - Anderson, A. B. (2019). *Walking Each Other Home: Sensemaking of Illness Identity in an Online Metastatic Cancer Community*. Retrieved from <https://scholarcommons.usf.edu/etd/8003/>
- Elizabeth Jeter - Research Associate, Wake Forest School of Medicine/Tenure-track Assistant Professor, High Point University, North Carolina, USA
 - Jeter, E. (2016). *The communication constitution of law enforcement in North Carolina's efforts against human trafficking*. Retrieved from <https://scholarcommons.usf.edu/etd/6268/>
- Patrick Dillon - Associate Professor, Kent State University, Ohio, USA (Current employment)/ Tenure-track Assistant Professor, University of Memphis, USA (Previous employment).
 - Dillon, P. (2013). *African Americans and Hospice: A culture-centered exploration of disparities in end-of-life care*. Retrieved from <https://scholarcommons.usf.edu/etd/4662/>
- Huikyong Pang – Instructor, Sogang University, South Korea
 - Pang, H. (2013). *The 2008 candlelight protest in South Korea: Articulating the paradox of resistance in neoliberal globalization*. Retrieved from <https://scholarcommons.usf.edu/etd/4742/>

Current

- Erin Gough – Doctoral candidate
- Jonathan Baker (co-advisor)
- Parameswari Mukherjee
- Bianca Siegenthaler

A2. Doctoral Committee Member

Graduated

- Md. Khorshed Alam – Graduated 2020
- Lisa Spinazola – Graduated, 2018
- Meredith Clements – Graduated, 2017
- Mark McCarthy – Graduated, 2017
- Joanna Bartell – Graduated, 2016
- Lindy Davidson – Graduated, 2016
- Alisha Menzies – Graduated, 2016
- Barbara Bennington – Graduated, 2014

- Colin Forde – Graduated, 2014
- Chris Patti – Graduated, 2013

Current

- Meagan Araujo
- Sonia Dimitrova
- Maddison Russell
- Jared Worwood

A3. Masters Major Professor

Graduated

- Bianca Siegenthaler – Doctoral student at the University of South Florida, Tampa, Florida, in Fall 2022
 - *Outside the boundaries of biomedicine: A culture-centered approach to female patients living undiagnosed and chronically ill.* Unpublished thesis.
- Nivethitha Ketheeswaran – Doctoral student at University of South Florida, Tampa, Florida, in Fall 2019.
 - Ketheeswaran, N. (2019). *In another's voice: Making sense of reproductive health as women of color.* Retrieved from <https://scholarcommons.usf.edu/do/search/?q=ketheeswaran&start=0&context=1814375&facet=>
- Liahna Stanley – Doctoral student at Arizona State University, Tempe, Arizona, in Fall 2019.
 - Stanley, L. (2019) *Communicating health: A thematic narrative analysis among methadone patients.* Retrieved from <https://scholarcommons.usf.edu/do/search/?q=liahna&start=0&context=1814375&facet=>
- Brianna Cusanno – Doctoral student at University of South Florida, Tampa, Florida, in Fall 2019.
 - Cusanno, B. R. (2019) *It's a broken system that's designed to destroy: A critical narrative analysis of healthcare providers' stories about race, reproductive health, and policy.* Retrieved from <https://scholarcommons.usf.edu/do/search/?q=cusanno&start=0&context=1814375&facet=>
- Erin Howell – Doctoral student at University of South Florida, Tampa, Fall 2020.
 - Howell, E. (2017). *Volunteer tourism: Fulfilling the needs for god and medicine in Latin America.* Retrieved from <https://scholarcommons.usf.edu/etd/6865/>
- Kyle Romano – Social Media Writer. Custom Mobility Inc., Tampa Florida.
 - Romano, K. (2014). (Dis)Abled gaming: An autoethnographic analysis of decreasing accessibility for disabled gamers. Retrieved from <https://scholarcommons.usf.edu/etd/5575/>

- Magdalene Southard – Senior Communications Manager at Environmental Defense Fund/Seafood Watch content manager at Monterey Bay Aquarium.
 - Southard, M. (2013). Fracking Teco: Analyzing the communication strategies in Teco Peoples gas advertisements. Retrieved from <https://scholarcommons.usf.edu/etd/4776/>
- Nicholas Riggs – Independent businessperson.
 - Riggs, N. A. (2011). Realizing virtuality: Tracing the contours of digital culture. Retrieved from <https://scholarcommons.usf.edu/etd/3311/>
- Edward diMarco (2011, Comprehensive Exam track) – Independent businessperson.

A4. Masters Committee Member

Graduated

- Willow Craine (2021, Comprehensive Exam track)
- Lemuel Scott (2019, Thesis track).
- Sheranjeet Dhillon (2017, Comprehensive Exam track).
- Ashley Martinez (2015, Thesis track).
- Ariane Anderson (2014, Comprehensive Exam track).
- Lisa Spinazola (2014, Comprehensive Exam track).
- Laura DeRuvo (2010, Comprehensive Exam track).
- Joanna Bartell (2010, Comprehensive Exam track)
- Athena Simpson (2011, Comprehensive Exam track)

Current

- Jennifer Vongsyprasom

B. University of South Florida: Other Departments

B1. Doctoral Committee Member

- Richard Bargielski – Graduated, 2020. Department of Anthropology
- Douglas Reeser - Graduated, 2014. Department of Anthropology.
- Geraldina Cruz – Doctoral Candidate. Department of Anthropology.
- Rachel Kingsley – Doctoral Student. Department of Anthropology.

B2. Masters Committee Member

- Srisai Kamakshi Ramya Harika Pucha (2022, Thesis track) – Zimmerman School of Advertising and Mass Communications.
- Richard Henry (2016, Thesis track) – Department of Women’s and Gender Studies.
- Shireen Noble (2015, Thesis track) – School of Public Health.
- Julie Gerdes (2014, Thesis track) – Department of English.

B3. Undergraduate Honors Major Professor

- Anmol Kaur Kundlas
 - Kundlas, A. K. (2018). *Combating medical disparities: Understanding how South Asian physicians connect with their patients*. (Unpublished undergraduate honors thesis). University of South Florida, Tampa, Florida
- Mimi Ton – 2014.
 - Ton, M. (2014). *Tracing the evolution of alternative medicine in the United States*. (Unpublished undergraduate honors thesis). University of South Florida, Tampa, Florida.

C. Other Universities

C1. Doctoral Committee Member

- Agaptus Anele – Graduated, 2015. Department of Communication, Purdue University.
- Dazzelyn Zapata – Graduated, 2015. Department of Communications and New Media. National University of Singapore.
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C2. Masters Committee Member

- Naomi Tan – Graduated, 2016. Department of Communications and New Media. National University of Singapore.

Service/Administration

I. Department

Chairperson (2021 - current). Duties include providing academic leadership and vision for the department to enhance its quality and reputation; recruitment and retention of staff, students, and faculty; managing difficult conversations and personnel relations; mentoring staff, students, and faculty; overseeing financial affairs and resource allocations; supervision of class schedules; conducting annual performance evaluations of staff, student, and faculty; conducting alumni and donor outreach; conducting department business; ensuring compliance with university and state mandates; supervising and maintaining space and equipment; conducting tenure and promotion-related reviews; developing interdisciplinary initiatives or collaborations; leading department program evaluation; leading annual faculty retreats; leading department initiatives at national and international conferences; managing internal and external communication.

Graduate Program Director (2014-2020). Duties include supervision of all graduate students, leading graduate recruitment and admissions, facilitating graduate school policy implementation, conducting annual evaluation of graduate students, assigning faculty

mentors to graduate students, graduate course scheduling, conducting research and professional meetings for graduate students, leading department graduate committee and ad hoc graduate committees.

Member, Executive Committee (2009-2010, 2012-2013, 2014-2015, 2015-2016, 2016-2017, 2017 – 2018, 2019, 2020). Duties include acting as advisory to department chairperson on all matters of department functioning.

Chair, Search Committee, Visiting Instructor (2019).

Chair, Ad hoc Diversity Committee (2018-2019).

Chair, Curriculum Committee on Accelerated BA/MA (2018-2019).

Chair, Search Committee, Assistant/Associate Professor position in Performance and Pedagogy (Fall 2018 – Summer 2018).

Member, Search Committee, Assistant Professor position in Latinx Digital Media (2019-2020).

Member, Search Committee, Assistant Professor position in Innovate Social Science Methods (2017-2018).

Member, Search Committee, Department Chairperson (2016-2017).

Member, Search Committee, Department Graduate Administrative Specialist (2017).

Member, Graduate Committee (2008-2009; 2009-2010; 2010-2011, 2013-2014).

Website supervisor (2015-2016, 2016-2017).

Member, Search Committee, Assistant Professor position in Health Communication (Fall 2013 – Spring 2014).

Member, Ad hoc Committee to review Faculty Search process (2014-2015).

Chair, Search Committee, Assistant/Associate Professor position in Interpersonal/Relational Communication (Fall 2012 – Spring 2013).

Course supervisor – Health Communication (Fall 2011 - present).

Co-editor. Annual newsletter (2011, 2012).

Member, Tenure & Promotion Committee (2011).

Member, Search Committee, Instructor position in Performance Studies (Spring 2011).

Member, Search Committee, post-doctoral position in Organization Communication (Fall 2009, Spring 2010).

Coordinator – Health Communication unit (2009 – present).

Member, Annual Alumni Lecture series ad hoc committee (2009).

Coordinator/host – Annual Grazier lecturer (2009).

Faculty liaison - Annual Communication Day (2010).

Faculty participant: Graduate student job letter writing workshop, colloquia on job market preparation for graduate students, brown bag on conference submissions, summer writing retreat for graduate students (Spring 2009, Summer 2009, Fall 2009) and NCA Graduate Student Open House (2008, 2009, 2010, 2012, 2014, 2015).

II. University

Member. College of Arts & Sciences Dean's Ad-hoc Committee: Lecture Series on Civil Discourse, 2022 -

Panelist. USF Graduate School seminar on Faculty Job Search Series: Faculty Insights on the Academic Job Market, 2022.

Member, University Discipline Committee (Tasked with evaluating Distinguished University Professor nomination), 2021.

Member, School of Humanities Graduate Committee, 2016-2017, 2017 – 2018, 2018 – 2019, 2019-2020.

Member, College of Arts and Sciences Graduate Committee, 2017 – 2018, 2018 – 2019, 2019-2020.

College of Arts and Sciences New Researchers Grant reviewer, 2017.

PhD Dissertation Defense chairperson, Department of Anthropology, 2016.

Member, conference planning committee, and Chairperson, conference paper review committee, "Coming home to Social Justice: How Community Participation and Cross-Sector Collaboration can have a Collective Impact on Health Equity," 2016.

Faculty Mentor, College of Arts & Sciences, 2013-2014.

Respondent, Humanities Institute Symposium, 2011.

Member, College of Arts and Sciences Dean's Diversity Committee – 2009-2010, 2010-2011.

Affiliate faculty, India Studies Center, a Provost-initiated effort to collaborate with Indian educational institutions – 2010-2013.

Affiliate faculty: School of Global Sustainability – 2010 – 2017.

III. Professional

A. Editorship & editorial board membership

Senior Editor, *Health Communication*, (2014 - 2020).

As one of the Senior Editors of the journal, I serve as the action editor for 40-50 manuscripts a year. I solicit reviewers, write decision letters, take final decisions on the status of manuscripts, and guide accepted manuscripts to the final stages of publication.

Co-editor of book series, "Critical Cultural Studies in Global Health Communication," Routledge (earlier Left Coast Press). (2011 - present).

Published books in the series:

- Prescribing HIV Prevention. Author: Nicole Bulled (2014)
- Neoliberal Health Organizing. Author: Mohan J. Dutta (2015).

Co-editor: *Frontiers in Health Communication* (online open access journal special issue: <https://www.frontiersin.org/research-topics/7691/doing-critical-health-communication-a-forum-on-methods>) Special Research Topic, "Doing" *Critical Health Communication. A Forum on Methods* (2018 – 2021)

Editorial board member, *Communication Monographs*. (2021 - current).

Editorial board member, *Journal of Applied Communication Research*. (2020 - current).

Editorial board member, *Communication and Critical/Cultural Studies*. (2020 - current)

Associate Editor, *Health Communication*. (2010 – 2014, 2020 - current).

Associate Editors in this journal serve as members of its editorial board.

Editorial board member, *Qualitative Communication Research*. (2011 - 2013).

Editorial board member, In M. Brann (Ed.), "Contemporary Case Studies in Health Communication", Dubuque, IA: KendallHunt. (2011).

Reviewer, Book Series Proposal (2017). Rowman & Littlefield.

Reviewer, Oxford Encyclopedia of Health and Risk Message Design and Processing (2017). OUP.

Reviewer, Handbook of Autoethnography, Left Coast Press. (2012)

B. Scholarly review work

Journal paper reviewer

- Signs
- Culture, Health and Sexuality
- Social Science and Medicine
- HC
- Health Education Research
- Journal of Health Communication
- CHS
- Communication Yearbook
- Communication Theory
- Communication Monographs
- Human Communication Research
- JACR
- Journal of Family Communication
- Journal of Public Relation Research
- Qualitative Health Research
- International Journal of Communication
- Health Promotion and Practice
- The Social Science Journal
- Journal of Immigrant and Minority Health
- Communication and Critical/Cultural Studies
- Journal of Social and Personal Relationships

Paper/panel reviewer

- DC Health Communication Conference
- International Communication Association
- National Communication Association
- Southern States Communication Association

C. External review work

Promotion case reviewer. University of Texas at Arlington. (2022)

Tenure and Promotion case reviewer. Arizona State University. (2021)

Tenure and Promotion case reviewer. Colorado State University, Fort Collins. (2021)

Promotion case reviewer. Purdue University Northwest. (2021)

Tenure and Promotion case reviewer. University of Texas, San Antonio. (2019)
External PhD Thesis Examiner, Jaypee University, India, (2022)
External PhD Thesis Examiner, Deakin University, Australia, (2014)

D. Association responsibilities

Chair. Health Communication division. National Communication Association (2021-2022)

Vice-chair. Health Communication division. National Communication Association (2020-2021)

Conference Program Planner. Health Communication division. National Communication Association (2020-2021)

Vice-chair elect. Health Communication division. National Communication Association (2019-2020)

Reviewer – NCA APAC Outstanding Article Award. (2022)

Reviewer – NCA/ICA Health Communication Dissertation Award. (2022)

Member. National Communication Association Legislative Assembly. (2019 – 2020)

Chairperson. National Communication Association Miller Dissertation Awards Committee (2019-2020)

International Liaison. Global Communication for Social Change division. International Communication Association (2020 – 2022)

Member, ad hoc Awards Committee, International Communication Association Global Communication for Social Change division (2018)

Member, National Communication Association Doctoral Education Committee (2016 – 2020)

Member, National Communication Association Doctoral Dissertation Award Committee (2018)

Panel respondent:

- International Communication Association conference
- Southern States Communication Association conference
- National Communication Association conference

IV. Community Engagement

Panel speaker: “Are we connected, yet isolated? How social media, online gaming and the internet are changing our relationships, families and society.” (2019). Panel organized by Pehchaan Tampa Bay Inc.

Moderator, town hall panel discussion on transgender rights, “Constructing, deconstructing, and reconstructing the trans movement” (2016). Panel organized by the Office of Diversity, Inclusion, and Equal Opportunity. University of South Florida.