

**Curriculum Vitae  
Dr. Rashmi Luthra**

37473 East Meadowhill Dr.  
Northville, MI 48167  
(248)442-1491  
rluthra@umich.edu

**Current Position:**

Professor of Communication, University of Michigan-Dearborn, 2005-present.

**Education:**

Ph.D. in Mass Communications. University of Wisconsin-Madison, 1988.  
M.A. in Journalism and Mass Communication. University of Wisconsin-Madison, 1982.  
Graduate courses in Journalism. University of the Philippines, 1979-1980.  
B.A. in English Literature. Delhi University, India, 1979.

**Previous Positions:**

Associate Professor of Communication, University of Michigan-Dearborn, 1997-2005.  
Director, Women's Studies Program, University of Michigan-Dearborn, Fall, 2002-2004.  
Assistant Professor of Communication, University of Michigan-Dearborn, 1991-1997.  
Director of Communications Program, University of Michigan-Dearborn, 1993-1997.  
Coordinator of Communications Program, University of Michigan-Dearborn, 1991-1993.  
Lecturer, Women's Studies Program, University of Wisconsin-Madison, 1989-1991.  
Assistant to Director of Women's Studies Research Center, University of Wisconsin-Madison, 1985-1986.  
Editor, *Wisconsin Journalist*, School of Journalism publication. University of Wisconsin-Madison, 1982.  
Editor, *Vilas Courier*, School of Journalism publication, University of Wisconsin-Madison, 1981.

**Teaching Specialties:**

International and Intercultural Communication  
Critical Media Studies  
Communication Research Methods  
Survey of Mass Communication  
International Women's Studies  
Gender and Media Studies

**Publications:**

*Work in Progress:*

"The Troubled Position of the Subaltern Woman in Western Discourses and Creating a 'Third Space' Within Global Feminist Discourse."

*In Print:*

The Women's Movement and the Press in India: The Construction of Female Foeticide as a Social Issue. Reprinted in *Urban Women in Contemporary India: A Reader*. Ed. R. Ghadially. Sage, 2007, pp.154-169.

Media Education Toward a More Equitable World. *Media Literacy: Resistance, Resilience and Critical Thinking*. Eds. K. Ross, S. Abel and A. Nowak. Hampton Press, 2007, pp.

Framing Gender in Afghanistan and Iraq: Unveiling the Gaze of Empire. *Media and Political Violence*. Eds. A. Sreberny, H. Nossek and P. Sonwalkar. Hampton Press, 2007, pp.325-340.

Recovering Women's Voice: Communicative Empowerment of Women of the South. *Communication Yearbook 27*(2003): 45-66.

Editor, Theme 6.33 Journalism and Mass Communication. *Encyclopedia of Life Support Systems (EOLSS)*, Developed under the Auspices of the UNESCO, Oxford, UK: Eolss Publishers, [http://www.eolss.net], 2002.

Journalism and Mass Communication: The Making of Meaning. *Encyclopedia of Life Support Systems (EOLSS)*, Developed under the Auspices of the UNESCO, Oxford, UK: Eolss Publishers, [http://www.eolss.net], 2002. Also published in accompanying printed collections, *Knowledge for Sustainable Development: An Insight into the Encyclopedia of Life Support Systems* [EOLSS publishers, 2002, pp.811-828] and *Our Fragile World: Challenges and Opportunities for Sustainable Development* [EOLSS publishers, 2001, pp.953-969.]

Negotiating the Minefield: Practicing Transformative Pedagogy as a Teacher of Color in a Classroom Climate of Suspicion. *Women Faculty of Color in the White Classroom*. Ed. L. Vargas. New York: Peter Lang Publishing, 2002, pp.109-124.

The Formation of Interpretive Communities in the Hindu Diaspora. *Religion and Popular Culture: Studies on the Interaction of World Views*. Eds. D.A. Stout. and J.M. Buddenbaum. Ames: Iowa State University Press, 2001, pp.125-139.

Images of Women: Asia. *Routledge International Encyclopedia of Women: Global Women's Issues and Knowledge*. Eds. C. Kramarae and D. Spender. New York: Routledge, 2000, pp. 1104-1106.

The Women's Movement and the Press in India: The Construction of Female Foeticide as a Social Issue." *Women's Studies in Communication 22.1*(1999): 1-24.

International Communications Instruction with a Focus on Women. *Journalism and Mass Communication Educator 50.4*(1996): 42-51

The 'Abortion Clause' of U.S. Foreign Population Policy: The Debate Viewed From a Post-Colonial Feminist Lens. *Feminist, Multiculturalism, and the Media: Global Diversities*. Ed. A. Valdivia. Thousand Oaks, CA: Sage, 1995, pp.197-216.

A Case of Problematic Diffusion: The Use of Sex Determination Techniques in India. *Knowledge: Creation, Diffusion, Utilization 15.3*(1994): 259-272.

Toward a Reconceptualization of 'Choice': Challenges by Women at the Margins. *Feminist Issues* 13.1(1993): 41-54.

Social Marketing for Health: A Review. *CommDev News* 4.1(1993): 1-3.

Plan for Poverty Eradication in India, with A. Bhargava. *Poverty Eradication Foundation Bulletin* 1.1 (1991): 159-176.

Contraceptive Social Marketing in the Third World: A Case of Multiple Transfer. *Gazette: International Journal for Mass Communication Studies* 47(1991): 159-176.

Social Marketing: More Marketing than Social? *Development Communication Report* (1990/3), no.70: 8.

Matchmaking in the Classifieds of the Immigrant Indian Press. *Making Waves: An Anthology of Writings by and About Asian American Women*. Ed. Asian Women United of California. Boston: Beacon Press, 1989. 337-344.

Notes of an Indian Socialist Feminist. *The Massachusetts Review* 29.4(1988-89): 677-682.

Coverage of Women's Issues in the Indian Immigrant Press: A Content Analysis. *Working Papers on Women in International Development* #138 (1987): 1-28.

#### *Reviews*

##### *In Print:*

Rev. of *Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India* by Purnima Mankekar. *Journal of Communication* 51.1 (2001): 205-207.

Rev. of *Media Knowledge: Readings in Popular Culture, Pedagogy and Critical Citizenship* by James Schwoch, Mimi White, and Susan Reilly. *Journalism Quarterly* 70.1(1993): 206-207.

#### **Conference Participation:**

##### *Paper Presentations*

"Cultural Interventions by Asian Women in the Diaspora: Creating Resistive Third Spaces." Presented at the Annual Convention of the International Communication Association, Manhattan, May 2005.

"Framing Gender in Afghanistan and Iraq: Unveiling the Orientalist Gaze." Presented at the Annual Convention of the International Communication Association, New Orleans, May 2004.

"The Troubled Position of the Subaltern Woman in Western Discourses and Creating a 'Third Space' Within Global Feminist Discourse." Presented at the Annual Convention of the International Communication Association, San Diego, May 2003.

"Negotiating the Minefield: Practising Transformative Pedagogy as a Teacher of Color in a Classroom Climate of Suspicion." Presented by invitation at the Annual Convention of the International Communication Association, Washington, D.C., May 2001.

"Global Feminism, Global Religion, and Processes of Identity Formation." Presented by invitation at University of Illinois at Urbana-Champaign Area Centers Joint Spring Symposium 2000 on Gender and Globalization, Urbana-Champaign, April 2000.

"Religion and Feminism as Resources in the Negotiation of Immigrant Women's Identity." Presented by invitation at the Annual Meeting of the Association for Asian Studies, San Diego, March 2000.

"Feminism Without Boundaries -- Rethinking Diversities." Presented by invitation at the Annual Convention of the International Communication Association, Jerusalem, Israel, July 1998.

"Women and Development Communication: Revisiting Crucial Issues." Presented by invitation at the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, July 1997.

"The Future of Feminist Scholarship within the Communication Field." Presented by invitation at the Annual Convention of the International Communication Association, Chicago, May 1996.

"Race and Diversity Issues." Preparation and Discussion of course segment by invitation at the Seigenthaler Conference on "Free Expression, Mass Media, and the American Public." Nashville, Tennessee, April 1995.

"Micro-Organizing and Social Change among Indian Women in the U.S.: A Conceptual Framework." Presented at the Annual Convention of the Speech Communication Association, New Orleans, November 1994.

"Development, Communication, Gender and Knowledge: An Emerging Model for Teachers." Presented by invitation at the Annual Convention of the Association for Education in Journalism and Mass Communication, Atlanta, August, 1994.

"Women and Development Communication: The Press as Advocate." Presented at the Thirteenth Annual Conference of the Research Association of Minority Professors, Raleigh, N.C., February 1994.

"Seeking Suitable Match for East-West blend sister.' Newspaper-mediated matchmaking for second generation immigrants." With J. Vaid. Presented at the Annual MELUS (Multi-Ethnic Literature of the United States) Conference, College Station, Texas, April 1994.

"Women in Academic and Other Organizations." Roundtable presentation by invitation at the 43<sup>rd</sup> Annual Conference of the International Communication Association, Washington, D.C., May 1993.

"Feminist Perspectives on Social Marketing." Presented at the 21<sup>st</sup> Annual Conference on South Asia, Madison, Wisconsin, November 1992.

"Teaching Communications within the English Discipline." Roundtable presentation at the MCEA/MADE Annual Conference, Benton Harbor, Michigan, October 1992.

"Spontaneous Diffusion of a Double-Edged Technology: The Use of Sex Determination Techniques in India." Presented at the Annual Conference of the International Communication Association, Florida, May 1992.

"Some Limitations of Social Marketing vis-à-vis Women: Examples from the Bangladesh Project." Roundtable presentation at the International Forum of the Association for Women in Development, November 1991.

"Toward a Re-Conceptualization of 'Choice': Challenges by Women at the Margins." Presented at the Annual Conference of the International Communication Association, Chicago, May 1991.

"Family Planning Policy in India: Effects on Women as Members of Class and Gender." Presented at the Annual Conference on South Asia, Madison, Wisconsin, November 1990.

"The 'Abortion Clause' of U.S. Foreign Population Policy: The Debate Viewed from a Third World Feminist Lens." Presented at the National Third World Studies Conference, Omaha, Nebraska, October 1990.

"Communication in the Social Marketing of Contraceptives: A Woman-Centered Analysis." Presented at the Annual Conference on South Asia, Madison, Wisconsin, November 1989.

"Poverty Eradication in India." With A. Bhargava. FIRST PRIZE WINNER, Poverty Eradication Foundation Paper Competition, July 1989.

"The Symbolic Construction of the Poor as 'Other': Examples from the Indian Case." Presented at the Annual Convention of the Association for Indian Economic Studies, New Jersey, June 1989.

"Contraceptive Social Marketing in the Third World: A Case of Multiple Transfer." Presented at the Annual Conference of the International Communication Association, San Francisco, May 1989. TOP STUDENT PAPER, Intercultural and Development Communication Division.

"Communication Practices in the Marketing of Contraceptives: A Women and Development Perspective." Presented at the Annual Conference on South Asia, Madison, Wisconsin, November 1985.

"Class in Communication Research: A Theoretical Integration." With C. Liebler. Presented at the Annual Convention of the Association for Education in Journalism and Mass Communication, Memphis, Tennessee, August 1985. FIRST PLACE WINNER, MOELLER STUDENT PAPER COMPETITION.

"Analysis of Gender Portrayal in Indian Magazine Advertisements." Presented at the Annual Conference on South Asia, Madison, Wisconsin, November 1984.

Keynote Speaker at Workshop on Third World Women at the Wisconsin Radical Scholars' Conference, May 1984

"The Role of Old and New Media in Molding the Self-Image of the Indian Woman." Presented at the Summer Institute on Women and Development, Madison, Wisconsin, July 1983.

#### **Panel Participation:**

Invited Roundtable participant, "Gender and Transnational Media Studies: Redefining Scholarly and Institutional Agendas." Annual Convention of the International Communication Association, New Orleans, May 2004.

Invited chair, "The Gendered Politics of Class." Annual Convention of the International Communication Association, San Diego, May 2003.

Invited chair, "Nongovernmental Organizations, Women, and Development." Annual Convention of the International Communication Association, Washington, D.C., May 2001.

Invited respondent, "Ethnicities in Relation: The Indian and Latin Feminine Other as They/We Enter the Mainstream." Annual Conference of the International Communication Association, Washington, D.C., May 2001.

Invited chair, "Women of Color as Interpreters and Active Audiences." Annual Conference of the International Communication Association, San Francisco, May 1999.

Invited chair and respondent, "Examination of Intersections between Race and Gender in a Variety of Discourses." Annual Conference of the International Communication Association, Jerusalem, Israel, July 1998.

Invited respondent, "Feminine Vulnerabilities: A Consideration of Women and Power in South Asia." Annual Conference on South Asia, Madison, Wisconsin, October 1998.

Invited panel discussant, "Social Marketing: Need of the Hour or Fad!" as part of the Colloquium Series of the Centre for Media Studies. India International Centre, New Delhi, India, December 1998.

Invited panel respondent, "Gender Maintenance Work: The Social Construction of Men, Women and Others." Annual Conference of the International Communication Association, Albuquerque, New Mexico, May 1995.

Invited panel respondent, "Centering the Margins: Global Critiques of Dominant Discourses." Annual Conference of the International Communication Association, Washington, D.C., May 1993.

Invited Roundtable Co-chair, "Communalism Engendered: A Roundtable." Annual Meeting of the Association for Asian Studies, Los Angeles, March 1993.

Invited panel respondent, "'Postcolonial Explorations: Advertising, Consumption, and 'American' Identities 500 Years After Columbus." Annual Convention of the Speech Communication Association, Chicago, October 1992.

Invited panel respondent, "Culture as Text in Feminist Studies." Annual Conference of the International Communication Association, Miami, May 1992.

Panel chair, "The Diffusion of Innovations in the Creation of New Worlds: Lessons from Third World Countries." Annual Conference of the International Communication Association, Miami, May 1992.

#### **Invited Lectures/Talks:**

Invited talk, "Cracking the Mirror: South Asian Women in the Diaspora Creating Resistive Third Spaces" Purdue University, November 2004.

Provost's Roundtable, "The Troubled Position of the Subaltern Woman in Western Discourses and the Creation of a Third Space within Global Feminisms." March 2003.

Guest Lecture, "Women and Communication in the Global Village." International Communication class, University of Ohio-Athens, September 1997.

"Moving Towards a Theory of Social Marketing: The Possible Contribution of Critical Communication Approaches." Presented by invitation at the Communication and Development Studies Colloquium Series, Communication and Development Studies Program, University of Ohio-Athens, June 1992.

Invited Lecture on "Women and the Media" at the Hillel Foundation, Madison, Wisconsin, March 1991.

Invited Speaker on "Her Turn," WORT, Madison, Wisconsin, April 1990.

Invited Speaker on "Third World News," WORT, Madison, Wisconsin, February 1988.

### **Editorial Positions/Contributions:**

Honorary Theme Editor, Theme 6.33 Journalism and Mass Communication, Encyclopedia of Life Support Systems, United Nations Educational, Scientific and Cultural Organization (UNESCO).

Editorial Board, Sage series, "Feminist Perspectives on Communication," 1996.

Editorial Board, Committee on South Asian Women Bulletin, 1984-Present.

Manuscript Reviewer, *The Communication Review*

Manuscript Reviewer, *Critical Studies in Media Communication*

Manuscript Reviewer, *Communication Theory*.

Manuscript Reviewer, *Science Communication*.

Manuscript Reviewer, *Journalism Quarterly*.

Manuscript Reviewer, *Howard Journal of Communication*.

Manuscript Reviewer, *Violence Against Women*.

Manuscript Reviewer, *Feminist Media Studies*.

Manuscript Reviewer, *The Journal of Media and Religion*.

Judge, Intercultural and Development Communication Division Paper Competition, International Communication Association, 2000, 2001.

Project Advisory Committee, Research Proposal to Ford Foundation on "Women's Empowerment Through Dairy Cooperatives in India." 1995.

Review of Book Proposal, *Enslavement or Empowerment: Feminist Perspectives on Communication and Development* for Sage Publications, 1995.

Review of Book Proposal, *Women Transforming Communication: Global Intersections in the 21<sup>st</sup> Century* for Sage Publications, 1994.

Judge, Feminist Scholarship Interest Group Paper Competition, International Communication Association, 1992-1995; 2002-2004.

Judge, Committee on Status of Women Paper Competition, Association for Education in Journalism and Mass Communication, 1992.

Judge, International Communication Division Paper Competition, Association for Education in Journalism and Mass Communication, 1991.

**Service:**

*Professional*

Honorary Theme Editor, Theme 6.33 Journalism and Mass Communication, Encyclopedia of Life Support Systems, United Nations Educational, Scientific and Cultural Organization, 1999-2002.

Outstanding Article Award Subcommittee of the International Communication Association, 2004.

Feminist Scholarship Nomination Committee for Vice Chair Candidates, 2004.

Chair, Feminist Scholarship Division, International Communication Association, 1997-1999.

Vice-Chair, Feminist Scholarship Division, International Communication Association, 1996-1997.

*Campus*

Chair, Distinguished Service Award Committee, 2005-present.

University of Michigan Presidential Search Advisory Committee, 2002.

Presenter, Discover Dearborn, 2004.

Faculty Senate Council, 2001.

CASL Representative to the Faculty Senate, 1999-2002.

Faculty Senate Liaison to the Agenda for Women Committee, 2000-2002.

Faculty Senate Liaison to the Research Support Committee, 1999-2000.

Faculty Senate Liaison to the Campus Media Board, 1999-2002.

Faculty Senate Promotion and Tenure Committee, 1999-2002.

Student Code Appeals Board, 2000-2003.

*College*

CASL Curriculum Committee, present.

Invited speaker, Difficult Dialogue series, winter 2007.

Director, Women's Studies Program, 2002-2004.

Presenter, CASL Women on the Move, 2002-2005.

Humanities Department Representative to the CASL Executive Committee, Winter Term, 2000.

CASL Curriculum Committee, 1992-1995.

BGS Committee, 1992-1994.

Women's Studies Curriculum Committee, Fall 1999 - 2000.

Coordinator of Feminist Theory Reading Group, Women's Studies Program, Winter 1999.

CASL Co-op Faculty Advisor, 1992-1994.

Active Participant in Women's Studies Program, 1992-Present.

### *Department*

Chair, Humanities Planning Committee, September 2003-February 2004

Member of Composition Search Committee, Member of Composition and Linguistics Search Committee, Winter 2002.

Mentor, Professor Samoriski, 1998-2001.

Mentor, Professor Woodward, 1998-2003

Mentor, Professor Murphy

Promotion and Tenure Committee, 1998-Present

Peer Review of Teaching, Professor Woodward's "Environmental Communication," Winter 2002.

Peer Review of Teaching, Professor Murphy's Speech 101, Winter 2001.

Peer Review of Teaching, Professor Bergeron's "Introduction to Women's Studies," Fall 1999.

Peer Review of Teaching, Professor Samoriski's "Fundamentals of Electronic Media." Fall 1998.

Peer Review of Teaching, Professor Adler-Kassner's Composition 105, Fall 1998.

Peer Review of Teaching, Professor Samoriski's "Survey of Mass Communication," Fall 1996.

Communications Discipline Representative to the Humanities Executive Committee, 1993-1994.

### *Discipline*

Communications Steering Committee, January-June 2003.

Chair, Print Journalism Search Committee, Fall 2000-Winter 2001.

Editor of Communications Discipline Self-Study Document, Fall 1999-Winter 2000.

Print Journalism Search Committee Member, Fall 1999-Winter 2000.

Discipline Committee on Internship Program, Fall 1998.

Discipline Committee on Thesis Guidelines, Fall 1999-Present.

Director of Communications Program, 1993-1997.

Coordinator of Communications Program, 1991-1993.

Communications Program Faculty Advisor, 1991-1997.

Chair, Joint Communications Program Committee with Henry Ford Community College, 1993-1994.

Chair, Public Relations/Corporate Communication Search Committee, October Fall 1995-Winter 1996.

Chair, Broadcast Journalism Search Committee, Fall 1994-Winter 1995.

### **Honors and Awards**

Regents' Medal for Dedicated Service on the Presidential Search Advisory Committee, University of Michigan, 2002.

First Prize Winning Paper, Poverty Eradication Foundation Paper Competition, 1989

Top Student Paper Award, International Communication Association, 1989.

Dissertation Nominated for the AEJMC Nafziger-White Dissertation Award, 1989

Vilas Graduate Fellowship, University of Wisconsin-Madison, 1984-1985

Top Student Paper Award, Association for Education in Journalism and Mass Communication, 1985.

### **Professional Affiliations:**

International Communication Association

Association for Educators in Journalism and Mass Communication

Association for Asian Studies

Center for South Asian Studies

Committee on South Asian Women

