

RADHIKA GAJJALA
Spring 2011
Director, American Culture Studies
Professor of Communication Studies and American Culture Studies
Bowling Green State University

Primary Research Focii:

Digital Media (ICTs) and Globalization, Gender, Race and Technology, South Asian
Diasporas, Critical Development Studies, Affect and Placement in Digital Space,
Transnational Labor, Women and NGOs.

Primary Theoretical Approaches:

Feminist Media Studies
Critical/Cultural Studies

Academic Degrees:

Ph.D. Media Studies
University of Pittsburgh (1998)
Dissertation: The SAWnet Refusal: An Interrupted Cyberethnography

M.A. Corporate Communication (1993)
Duquesne University, Pittsburgh, PA

B.A. English Literature, Political Science and Economics (1982)
Nizam's College, Osmania University
Hyderabad, India.

Academic Teaching Positions:

Professor (August 2009 to present)
American Culture Studies Program and
Department of Communication (School of Media and Communication)
Bowling Green State University
Bowling Green, OH

Associate Professor (August 2003 to 2009)
Department of Interpersonal Communication
School of Communication Studies
Bowling Green State University
Bowling Green, OH

Assistant Professor (August 1999 to 2003)
Department of Interpersonal Communication
School of Communication Studies
Bowling Green State University
Bowling Green, OH

Assistant Professor (August 1997 to July 1999)
Department of Telecommunications
School of Communication Studies
Bowling Green State University
Bowling Green, OH

Administrative Positions:

Director, American Culture Studies (2010 to present)

Interim Women's Studies Director, Bowling Green State University (2009-2010)

Graduate Coordinator, School of Communication Studies (Fall 2006 to April 2009) –

Chair of Faculty Senate (2004-2005)

Vice Chair of Faculty Senate (2003- 2004)

Dissertation Chair, Communication Studies:

1. Robert Ochieng – Dissertation defended, March 2005.
2. Yahui Zhang – Dissertation defended, March 2008
3. Natalia Rybas – Dissertation defended, April 2008
4. Qi Tang – Dissertation Defended September 2008
5. Phyllis Dako-Gyeke – Defended Dissertation – July 2009
6. Precious Yamaguchi – Dissertation Defended, Spring 2010
7. SueEllen McComas – Dissertation Defended Spring, 2010
8. Candice Munoz –Dissertation Defended – October 2010
9. Samara Anarbaeva – Dissertation Defended Spring 2011

10. Anca Birzescu - Proposal Defended – 2008
11. Michael Delnero –Proposal Defended Spring 2010
12. Franklin Yartey – Proposal Defense, December 2010
13. Yeong Ju Oh – Prelims Fall 2011
14. Sean Watkins – Prelims Fall 2011

Dissertation Chair, American Culture Studies:

1. Maria Derose –Dissertation Defended, Spring 2006.
2. Stephanie Tuszynski –Dissertation Defended, April 2006.
3. Della-Reese Higgs – Dissertation Defended Fall 2007
4. Erika Kubik – Dissertation Defended October 2009
5. Melissa Altman – Proposal Defended April 2008
6. Cassandra Jones – Proposal Defended September 2009
7. Kelly MacDonald – Proposal Defended March 2010
8. Aisha McGriff – Proposal defended, Spring 2010

Dissertation Co-Chair, Communication Studies:

1. Christopher Bollinger –Fall 2004
2. Brett Billman – Summer 2010

Master's Thesis Chair, American Culture Studies:

1. Melissa Altman – Thesis Defended, March 2005
2. Lisa Richman – Thesis Defended, January 2008
3. Lauren Chesnut – Thesis Defended – February 2010

Master's Thesis Chair, Communication Studies:

Rahul Mitra – Thesis Defended April 2009

External:

Examiner – Ph.D. Thesis

Jerome Leo Everard, The Australian National University, Canberra, Australia –
Ph.D. completed, Fall 1998.

Thesis Title: “Virtual States: Internet, Globalization, and
Inequality” (published in book form as Everard, J.L. (2000) *Virtual
States: The Internet and the Boundaries of the Nation-State*.
Routledge: London).

Examiner – M.A. Thesis

Li Luzhou, School of Journalism and Communication,
The Chinese University of Hong Kong (2009)

Examiner – M.Phil.

Yang, Jing, The Chinese University of Hong Kong

Committee Member on Thesis and Dissertations:

Since 1998 on I have been on several Masters and Doctoral Committees (in
English, History, ACS and SMC) as member and as graduate representative. I am
not sure of all their names. In this section I list the committees for which I am still
a non-chair member or graduate college representative as of 2009 December.

William Emerson, ACS (Phd)
Andy Famigliatti, ACS (Phd)
Cynthia Shipman, SMC (Phd)
Jenny Armentrout, SMC (Phd)
Heather Pristash, English (Phd)
Macaela Carder, Theater (Phd)
Tripti Srivastava, Public Policy (MA)
Sitha Lam, SMC (MA)
Leslie Pacheco, MACE (MA)
A’ame Kone, MACE (MA)

Publications:

Single Authored Books:

Gajjala, R. (2004). *Cyber Selves: Feminist ethnographies of South Asian Women*. Walnut
Creek: Altamira Press.

Gajjala, R (Forthcoming December 2011). *Techno-cultural Agency: Identity at the
Interface*, Lexington Press.

Gajjala, R (in-progress). *Coding Value: The Body, Affect, Identity and Money in Online*

Networks and Worlds

Edited Collections:

Gajjala, R., & Gajjala, V. (Eds.). (2008). *South-Asian technospaces*. New York: Peter Lang, Digital Formation Series.

Blair, K., Gajjala, R., & Tulley, C. (Eds.). (2009). *Webbing cyberfeminist practice: Communities, pedagogies, and social action*. New Jersey: Hampton Press.

Chopra R. & Gajjala R., (Eds) (2011) *Global media, cultures, and identities* – Under contract with Routledge.

Gajjala R, and Oh, Yeon Ju (Eds) (under review) *Cyberfeminists: Where have they Gone?* – under contract with Peter Lang, Digital Formations series.

Refereed Journal Publications:

Gajjala R, Birzescu A and Yartey F (in-progress) Global webbing of development and empowerment-A critical feminist look at online microfinance for special issue of “E-politics” on The Politics of Digital Visual Cultures – edited by Yasmin Ibrahim

Gajjala V, Gajjala R, Birzescu A and Anarbaeva S (July 2011) “Microfinance in Online Space: A Visual Analysis of Kiva.org” *Development in Practice*

Gajjala R (May 2011) Snapshots from sari Trails: Cyborgs Old and New, *Social Identities*

Gajjala R and Birzescu A. (2011) Digital Imperialism through Online social/financial networks – for Special issue of *Economic and Political Weekly* (Edited by Rohit Chopra and Aniket Alam).

Gajjala R (2011) E-merging Online-Offline Practices and Identities in Global Labor and Marketing – for *Media Fields*

Gajjala R, Zhang, Y and Dako-Gyeke, P. (2010) “Lexicons of Women’s Empowerment Online” *Feminist Media Studies*, Vol. 10(1): 69 -86

Mitra, R and Gajjala, R (2008) “Queer Blogging in Indian Digital Diasporas: A Dialogic Encounter” in special issue of *Journal of Communication Inquiry*

Gajjala, R and Rybas, N. (2008), "Racing and Queering the Interface: Producing global/local cyberselves" *Qualitative Inquiry, Special Issue on Technology*

- Mamidipudi, A., & Gajjala, R. (2008). Juxtaposing handloom weaving and modernity: Making the case for building theory situated in praxis. *Development in Practice*, 18(2): 235 - 244
- Rybas, N., & Gajjala, R. (2007). Developing cyberethnographic research methods for understanding digitally mediated identities. *Forum: Qualitative Social Research*, 7(3).
- Gajjala, R., Rybas, N., & Altman M. (2007). Epistemologies of doing: E-merging selves online. *Feminist Media Studies*, 7(2), 209-213. [commentary and criticism section]
- Gajjala, R. (2006). Editorial: Consuming/producing/inhabiting South-Asian digital diasporas. *New Media & Society*, 8(2), 179-185.
- Gajjala, R. (2003). South Asian digital diasporas and cyberfeminist webs: negotiating globalization, nation, gender and information technology design. *Contemporary South Asia*, 12 (1), 41-56.
- Gajjala, R. (2002). Interrogating identities: Composing other cyber-spaces. *International and Intercultural Communication Annual*, 25.
- Gajjala, R. (2002). An interrupted postcolonial/feminist cyberethnography: Complicity and resistance in the "Cyberfield." *Feminist Media Studies*, 2(2), 177-193.
- Enteen, J., & Gajjala, R. (2002). Globalization and Intercultural Communication: A virtual exchange project. *Kairos: A Journal for Teachers of Writing in Webbed Environments*, 7 (2).
<http://kairos.technorhetic.net/7.2/binder.html?sectiontwo/enteen>
- Gajjala, R. (2002). Introduction/Editorial: But really *is* it transgressive? *Rhizomes: Cultural Studies in Emerging Knowledge*, 4. <http://www.rhizomes.net>
- Gajjala, R., & Mamidipudi, A (2002). Gendering processes within technological environments: A cyberfeminist issue. *Rhizomes: Cultural Studies in Emerging Knowledge*, 4. <http://www.rhizomes.net>
- Gajjala, R. (2000). Internet constructs of identity and ignorance: "Third-world" contexts and cyberfeminism. In G. Pagnucci & N. Mauriello (Eds.), (1999-2000). *The future of narrative discourse: Internet constructs of literacy and identity: Vol. 17/18. Works and Days* (pp. 33-36).
- Gajjala, R. (1999). Third-world critiques of cyberfeminism. *Development in Practice*, 9 (5), 616-619.
- Gajjala, R., & Mamidipudi, A. (1999). Cyberfeminism, technology and international

“development.” *Gender and Development*, 17 (2), 8-16.

Steinkamp, F., Eldred, M., Gajjala, R., Rodan, D., & Thompson, E. (1997). Gender and postmodern communication. *The Monist*, 80, 448-470.

Special Issues of Journals Edited:

Gajjala, R. (Ed.). (2006). New Media and Society [Special section]. *South Asian Digital Diasporas*, Vol. 8, No. 2, 179-185.

Gajjala, R. (Ed.). (2002). Cyberfeminisms [Special Issue]. *Rhizomes: Cultural Studies in Emerging Knowledge*, 4.
<http://www.rhizomes.net/issue4/index.html>

Book Chapters:

Gajjala, R (in-progress) Transnationalizing Indian Digital Diasporas: Re-mixing Diasporic Cultures through Machinima, in *Media Studies Futures* edited by Kelly Gates – Blackwell Publishers.

Gajjala, R, McComas S., Yartey F., Birzescu, A., Sloane, H., Zhang, Y., (in-progress) Layered Literacies and Nuanced Identities: Placing Praxis From MOO space to Secondlife in *Feminist Cyberspaces: Pedagogies in Transition*, Edited by Carolyn Bitzer, Sharon Collingwood, Alvinia Quintana, and Caroline Smith

Gajjala, R. (in-progress) Always at crossroads: Studying online/offline intersections as a Postcolonial Feminist Researcher in Radhika Parameswaran (Ed) *Blackwell's International Companion to Media Studies: Audience Studies*

Gajjala, R., Birzescu, A. and Yartey, F. (2011) Marketing Empowerment? Commodifying the “Other” through Online Microfinance In Chopra R. & Gajjala R., (Eds) *Global media, cultures, and identities* – Under contract with Routledge.

Gajjala, R. (2010) Placing South Asian Digital Diasporas in Secondlife in Rona Tamiko Halualani and Tom K. Nakayama (Eds) *Blackwell Handbook of Critical Intercultural Communication*

Mitra, R and Gajjala, R. (2010) Networked Agency and Building Community: Encountering Queer “Desi” Blogging through Dialogue in Michael Hinner, (Ed) *The Interrelationship of Business and Communication*. Volume Peter Lang

Gajjala, R. (2010) 3D Indian digital diasporas. In A. Alonso & P. J. Oiarzabal (Eds.), *Digital diasporas*. Reno, NV: The University of Nevada Press.

Gajjala, R. and Birzescu, A. (2010) Voicing and Placement in Online Networks In

Marina Levina, PhD and Grant Kien, PhD (Eds.) *Denoting Danger, Connoting Freedom: Everyday life in the [post]global network*. New York: Peter Lang USA

- Gajjala, R., Rybas, N and Zhang, Y. (2010) Producing Digitally Mediated Environments as Sites for Critical Feminist Pedagogy In Deanna Fassett and John Warren (eds) *The SAGE Handbook of Communication and Instruction and Instruction*. USA: Sage Publications
- Blair, K., Gajjala, R., Tulley, C. (2009) Introduction: The Webs We Weave: Locating the Feminism in Cyberfeminism. In K. Blair, R. Gajjala and C. Tulley (Eds) *Webbing Cyberfeminist Practice*. New Jersey: Hampton Press.
- Gajjala, R. (2008) Response to Shani Orgad. In A. Markham and N. Baym (eds) *Internet Inquiry: Conversations on Method* Sage Publications
- Gajjala, R. and Gajjala V. (2008) Introduction: South Asian Digital Networks and Global Techno-Spaces in R. Gajjala and V. Gajjala (Eds) *South Asian Technospaces* pp. 1 – 6, New York: Peter Lang, Digital Formation Series.
- Gajjala, R. (2008) South Asian Technospaces and “Indian” Digital Diasporas? In R. Gajjala and V. Gajjala (Eds) *South Asian Technospaces* pp. 37- 48, New York: Peter Lang, Digital Formation Series.
- Gajjala, R. (2008) Conclusion: Moving On, Re-mixing It Up: Web 2.0, Offline/Online Intersections, Globalization through NGOs, Machinima, Mash-ups. In R. Gajjala and V. Gajjala (Eds) *South Asian Technospaces* pp. 265- 274, New York: Peter Lang, Digital Formation Series.
- Gajjala, R. (2007). Shifting frames: Race, ethnicity and Intercultural Communication in online social networking and virtual work. In M. Hinner (Ed.), *The Role of Communication in Business Transactions and Relationships*. Peter Lang.
- Gajjala, R. (2006). Cyberethnography: Reading South Asian diasporas. In K. M. Landzelius (Ed.), *Going native on the net: Indigenous cyberactivism and virtual diasporas over the World Wide Web* pp. 272-291, London: Routledge.
- Gajjala, R., & Altman, M. (2006). Producing cyberselves through technospatial praxis: Studying through doing. In P. Liamputtong (Ed.), *Health Research in Cyberspace* New York: Nova Publishers
- Altman, M., & Gajjala, R. (2006). Exploring the production of race through virtual learning environments. In J. Weiss, J. Nolan, & P. Trifonas (Eds.), *International handbook of virtual learning environments* 1089-1106 USA: Kluwer Academic Publishers.
- Gajjala, R. (2005). Cyborg-diaspora: Observations from the cyber-field. In K. Knauer & T. Rachwal (Eds.), *On the Move: Mobility and Identity*. Bielsko-Biala: Akademii Techniczno-Humanistycznej

Gajjala, R., & Mamidipudi, A. (2003). Collaborating across contexts: Rethinking the local and the global, theory and practice. In J. A. Inman, C. Reed, & P. Sands (Eds.), *Electronic Collaboration in the Humanities* 65-88. New Jersey: Lawrence Erlbaum and Associates

Gajjala, R., & Mamidipudi, A. (2002). "Analoging" the digital, digitizing the analogue: Contemplations on communities of production and virtuality. In M. Fernandez & F. Wilding (Eds.), *Domain Error! Cyberfeminist Practices*. Place: Autonomedia.

Gajjala, R. (2001). Studying feminist e-spaces: Introducing transnational/postcolonial Concerns. In S. Munt (Ed.), *Technospaces*. London: Continuum International.

Gajjala, R. (2000). Negotiating cyberspace/ negotiating RL. In A. Gonzalez, M. Houston, & V. Chen (Eds.), *Our Voices: Essays in culture, ethnicity, and communication*. California: Roxbury Press.

Refereed Working Paper:

Gajjala, R. (2002). Cyberfeminist technological practices: Exploring possibilities for a women-centered design of technological environments. Working Paper for GAINS/UN-INSTRAW.

Shorter Essays, Creative Works, Reprints, Interviews and Translations

Gajjala, R. (2008) 'Digital diasporas are products of economic globalization' – Interview in *Interjunction: Media Meets Academia*

Gajjala, R. and Mamidipudi, A. (2005) Cyberfeminism, Technology, and International "Development" reprinted in *Gender Through the Prism of Difference* edited by Zinn, Hondagneu-Sotelo and Messne. Canada: Oxford University Press.

Gajjala, R. (2003). Travelling along data's highway: Who gets mapped out? *LEA: Technology and Difference*.

Gajjala, R. (2003). Fluid architectures running wild: How wild are they really? *American Communication Journal*, 6 (3). <http://acjournal.org/holdings/vol6/iss3/index.htm>

Gajjala, R. (2000). Cyborg writing and mestiza ecriture: Visible absences and audible silences. M/C Reviews Features <http://reviews.mediaculture.org.au/modules.php?name=News&file=article&sid=1788>

Gajjala, R. (1998) Cyborg diaspora and virtual imagined community: Studying SAWNET. *COSAW Bulletin*, 10.

Gajjala, R. (2001). Cyborg diaspora E Comunita Virtuale: SAWNET in AVATAR.

rivista di antropologia e comunicazione, n.2, roma, 2001 (C. Nicotera, Trans.).

Gajjala, R. (1999). Cyberdiva. *New Observations*, 120 (14).

Gajjala, R. (1995). Indian women and national identity, *Manavi Newsletter*, 7 (12), 13-8.

Prior to 1990 I published some short stories and poetry in local and national newspapers and magazines in India.

Conference Proceedings:

Blair, K., & Gajjala, R. (2002). Aligning criteria for online courseware selection with multimodal teaching and learning. *The Ohio Learning Network*.
<http://www.olin.org>

Gajjala, R. (1998). Communities in crisis: Online interaction and defining virtual community. The International Conference on the Social Impact of Information Technology, St. Louis, MO. Published on CD-ROM.

Book Reviews:

Gajjala R (forthcoming) Review of *ICTs and Indian Social Change*, ed. by Ashwani Waith, M. Vijayabaskar, & V. Gayathri in *New Media and Society*

Gajjala, R. (2008) Review of Nayar, Pramod, *Virtual Worlds: Culture and Politics in the Age of Cybertechnology*. New Delhi: Sage, 2004 in *Contemporary South Asia*

Gajjala, R. (2005). Review of Wacjman, Judith, *Technofeminism* in *Journal of Gender Studies*.

Gajjala, R. (2003). Review of Kember, Sarah, *Cyberfeminism and artificial Life* in *Culture Machine*, <http://culturemachine.tees.ac.uk>

Gajjala, R. (1999). The (im)possibility of a “new era of cyberfeminisms”: WoN negotiates the “glocal.” Review in *New Media and Society*, 1(2).

Gajjala, R. (1998). Review of the chapter “Fantasy or ethnography? Irony and collusion in Subaltern representation” in the book *The Middle East and South Asia folklore bulletin*.
<http://www.cohums.ohio-state.edu/comp/bulletin/fantasy.html>

Gajjala, R. (1993). Review of the book *Maid in the U.S.A.* in *Sistersong: Women across Cultures*, 1(2), 72-75.