

Brief Profile

Nimmagadda Bhargav, Ph.D.

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Indian Institute of Management (IIM) Indore

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Current Employment (October 2024 –)

Assistant Professor, Communication Area, Indian Institute of Management, Indore.

Research Interests

Digital Media Sociology | Journalism Studies | Environmental Communication | Ethnography | Sociology of Professions and Organisations | Media Economics | Urban and Regional Studies

Teaching Interests

Critical Thinking | Ethical Persuasion | Managerial Communication | Media Economics & Management | Digital/Media & Society | Academic Writing

Previous Teaching Experience

2023-24 Visiting Assistant Professor, Communication Area, Indian Institute of Management, Indore.

2022-23 Assistant Professor, Manipal Institute of Communication, Manipal Academy of Higher Education, Manipal, Udupi, Karnataka, India.

Postdoctoral Research Experience

2021- 22 Loughborough University (lead research organisation) and University of Hyderabad Research Assistant, Arts and Humanities Research Council (AH/V006738/1) funded project [Framing the Nation: Citizenship, Conflict, and the Media in Contemporary India](#).

Education

2021 Ph.D. in the Department of Communication, University of Hyderabad.

Dissertation: *On the Margins of the Journalistic field: An ethnographic study of stringers in Indian-language journalism*. Guide: Senior Prof. [Vinod Pavarala](#)

2007 M.Phil., Centre for Regional Studies, University of Hyderabad.

Thesis: *Cyberabad: An interpretative study of Eenadu newspaper*. Guide: Prof. P. Thirumal

2005 University Grants Commission – National Eligibility Test (UGC - NET) for Lectureship

2005 M.A. in Communication, University of Hyderabad. Hyderabad

2003 B.Sc. in Mathematics, Physics, and Chemistry, Nagarjuna University. Guntur

Publications

Research Monograph

Bhargav, N. (2023). *Stringers and the Journalistic Field: Marginalities and Precarious News Labour in Small-town India*, London: Routledge.

Peer-reviewed Journal Articles

Bhargav, N., & Thaker, J. (2026). Shifting the Dial: Does Exposure to Climate Change Efficacy Messages Boost Individual and Collective Political Activism Intentions? *Journalism and Media*, 7(2), 112. <https://doi.org/10.3390/journalmedia7020112>

Ravikumar, M., **Bhargav, N.**, Downey, J., Dasgupta, R. K., & Pavarala, V. (2026). Between media capture and journalistic autonomy: The lived experience of Indian journalists. *Journalism*, 0(0). <https://doi.org/10.1177/14648849261456793>

Thaker, J., & **Bhargav, N.** (2025). Exploring the Association Between Emotions and Policy Support Across Diverse Audience Segments of Climate Change. *Environmental Communication*, 1–23. <https://doi.org/10.1080/17524032.2025.2590037>

Bhargav, N., & Downey, J. (2024). Survival Games: Understanding Journalistic and Extra-Journalistic Practices and Pursuits of Small-Town Stringers in South India. *Journalism Studies*, 25(7), 759–775. <https://doi.org/10.1080/1461670X.2024.2340572>

Ravikumar, M., Downey, J., **Bhargav, N.**, Deb, D., Dasgupta, R. K., & Pavarala, V. (2024). Media and Citizenship in India: Heteronomy and Autonomy in the Indian Journalistic Field. *Journalism Studies*, 25(15), 1813–1833. <https://doi.org/10.1080/1461670X.2024.2397679>

Bhargav, N. (2024). Navigating insider–outsider dilemmas in the ethnography of journalistic practices. *Economic and Political Weekly*, 59(26-27).

Book Chapter

Elavarthi, SP & **Bhargav, N.** (2024). Digital Platforms and Minority Language Media: Exploring the Content Generation Strategies of Banjara Language Media in India in Rimscha, M., Rohn, U., and Raats, T (Eds.) *Handbook of Media Economics*. Berlin: De Gruyter.

Popular Writing

Jena, A., & **Bhargav, N.** (2026, March 13). India's AI mela: Spectacle, power and dependence. *The South First*. <https://thesouthfirst.com/opinion/indias-ai-mela-spectacle-power-and-dependence/>

Bhargav, N., & Jena, A. (2025, June 28). [The work of art\(ists\) in the age of GenAI](#). *Economic Times Prime*.

Bhargav, N. (2023). [Why women stringers are missing from Telugu media in small towns](#), *BehanBox*

(a women-led digital media platform).

Bhargav, N. (2020). తెలుగు సాహిత్యంలో పత్రికా విలువల చిత్రీకరణ (Understanding journalism ethics and standards in Telugu literature), *Bhavaveena* (Telugu literary journal), 17(5), 51–57.

Awards and Grants

2022 Manipal Academy of Higher Education, Faculty Seed Grant.

2011 Doctoral fellowship, Indian Council for Social Science Research (ICSSR), New Delhi.

2013 Travel Grant, International Association of Media and Communication Research, Dublin, Ireland.

Reviewer

Feminist Media Studies, Scopus Journal – Q1; SJR – A, Impact Factor: 2.92

Journalism Studies, Scopus Journal – Q1; SJR – A, Impact Factor: 3.6

International Communication Gazette, Scopus Journal – Q1; SJR – B, Impact Factor: 2.0

Industry Experience

2017-2018 *Deccan Chronicle*, Hyderabad
Sub-editor

2008-2010 *The New Indian Express*, Hyderabad
Reporter

Certifications and Accreditations

2019 Foundations in Statistics using R, **Indian Statistical Institute**.

2025 **Cialdini Institute** Certified Persuasion and Influence Practitioner (Accredited).

Membership in Professional Bodies

International Association of Media and Communication Research (IAMCR)

International Communication Association (ICA)

American Anthropological Association (AAA)

Human Language Proficiency:

English: Fluent (academic writing, teaching, publishing)

Telugu: Native (reading, writing, speaking, publishing)

Hindi: Functional (reading, writing, speaking)

Nagamese: Functional (speaking and listening)

Tulu: Functional (reading, writing, speaking, listening)

Kannada: Basic (reading, listening, speaking)

Tamil: Basic (listening, speaking)

References: Upon Request