

Brief Profile

Nimmagadda Bhargav, Ph.D.

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Current Employment

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

Research Interests

Media Sociology, Journalism Studies, Ethnography of Professions and Organisations, Marginalities and Media, Digital Media Studies, and Computational Social Science

Teaching Interests

Critical Reading and Analytical Writing, Critical Thinking, Media Literacy, Media Economics & Management, and Organisational Cultures in India and Global South.

Previous Teaching Experience

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](#)
- 2019 Foundation Course in R, Indian Statistical Institute, Hyderabad
- 2007 M.Phil., Centre for Regional Studies, University of Hyderabad (75%), 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 (66%). Hyderabad
- 2003 B.Sc. in Mathematics, Physics, and Chemistry, Nagarjuna University (70%). Guntur

Publications

Books

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

Book Chapter

Elavarthi, SP and Bhargav, N. 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

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

Bhargav, N. (2020). Telugu sāhityamlō patrikāviluvala citrīkarāṇa (Understanding journalism ethics and standards in Telugu literature), *Bhavaveena* (Telugu literary journal).

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 Association (Journalism Research and Education)

International Association of Media and Communication Research (Environment, Science and Risk Communication, Ethics of Society & Ethics of Communication)

Professional Journalism Experience

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

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

Part-time Teaching Assignments

2022 Annapurna College of Film and Media, Hyderabad
Guest Faculty
Media Economics

2017 Annapurna International School of Film and Media, Hyderabad
Guest Faculty
 Copywriting (Long form and short form)
 Media Philosophy

2011–13 University of Hyderabad, Hyderabad
Teaching Assistant

Guest Lectures

“Framing analysis: Where content analysis meets constructivism”, October 18, 2022, Online Lecture, University of Hyderabad, Hyderabad.

“Theoretical and methodological vacillations: Ethnographic marginalia from the journalistic field”, Manipal Academy of Higher Education, October 8, 2022, Manipal, Karnataka.

“Ethnographic praxeology: Narratives and notes from the field” at Researching Everyday Lives Workshop, December 21, 2021, Council for Social Development, Hyderabad

“The art of provoking for narration: Storytelling and interpretation and their usage in ethnography” at Researching Everyday Lives Workshop, December 20, 2021, Council for Social Development, Hyderabad

“Understanding media texts” for MA I semester in the Department of Communication, December 17, 2021, University of Hyderabad

“Understanding communication as a field of study” for MA I semester students in the Department of Communication, December 16, 2021, University of Hyderabad

“Understanding communication as a process” for MA I semester students in the Department of Communication, December 10, 2021, University of Hyderabad

“Cultural capital” for Communication and Culture course for MA III semester students in the Department of Communication, September 8, 2021, University of Hyderabad

Selected Conference Presentations and Workshops

“Towards a sociology of journalistic ethics: A praxeological view from small-town India”, June 26 – July 5, Online Conference Proceedings, IAMCR, Lyon, 2023.

Summer Institute of Computational Social Science Research Workshop, National University of Singapore, Singapore, June 19-26, 2023.

“Unpacking authenticity, authenticator, and authentication in the local journalistic field: Towards a sociology of newswork”, International Communication Association – Manipal, May, 2023.

- British Academy Writing Workshop: “Critical communication: Supporting effective academic writing in the field of media, communication, and cultural studies in India”, Dec-March, 2022.
- “Raymond Williams and studying Indian media” in Raymond Williams: A Centenary Celebration, Department of Sociology, University of Hyderabad, August 31, 2022.
- “From the fourth estate to real estate: The shifting nature of urban journalism in pandemic and post-pandemic Hyderabad, India”, International Association for Media and Communication Research (IAMCR), 11-15 July 2021.
- “Missing women scribes in Telugu language journalism: Ethnographic observations from the field” at the International Seminar on Media Technologies and Accessibility: Politics, Representations and Paradigms, Pondicherry University, Puducherry January 21-22, 2020.
- “Local news production as performance: An ethnographic study of stringers in Andhra Pradesh and Telangana”, Department of Anthropology and UNESCO Chair on Community Media, University of Hyderabad, 2019.
- “Tarrying with the stringer: Towards a field theory of regional language journalistic production in south India”, IAMCR, Hyderabad, 2014.
- “Language news production in India: A case study of regional newspaper stringers”, IAMCR, Dublin, Ireland, 2013.
- “Space, media and development: How *Eenadu* projects Cyberabad, 1995-2004”, ‘Hyderabad to Cyberabad: Changing cultures, Communities and Urbanscapes,’ organised by TISS, Hyderabad, 2013
- “Situating the journalist: Blue collar or white collar?” Asian Media Information and Communication Centre, Hyderabad, 2011
- “Media, conflict reporting and the International Humanitarian Law”, International Committee of the Red Cross and Press Institute of India, Hyderabad, 2008
- “Interpreting Cyberabad: Social space as rhetoric” in ‘Changing socio-political, cultural and technological spaces in the New Global Order’, Osmania University, Hyderabad, 2006

Academic Roles

- Chairperson at International Communication Association – Manipal Regional Hub, May, 2023.
- Co-organised Raymond Williams: A centenary celebration, Department of Sociology, University of Hyderabad, August 31, 2021
- Chairperson at “Commclave 2013” – A student research symposium organised by the Department

of Communication, University of Hyderabad, 2013.

Chairperson at “RawCon” (Researchers at Work Conference), organised by Centre for Comparative Literature, University of Hyderabad, 2014.

Student Coordinator for Study India Programme for students from the University of San Francisco and the University of Hyderabad, 2005.

School Board Member, Department of Communication, University of Hyderabad, 2004 & 2011.

Coordinator for The Fifth Porticus Global Seminar in Media & Religion “Circulations Local and Global”, University of Hyderabad, Hyderabad, 2011.

Freelance and Consulting Projects (selected)

Psephology: Involved in designing election surveys and analysing data for a reputed poll-survey agency for the Telangana Assembly (Vidhan Sabha) elections in 2018 and Assembly and General Elections (Parliament) for Andhra Pradesh in 2019.

Writing and copyediting: Content/technical writer for websites (start-ups) and collating and creating content for publicising products and services. Copyedited write-ups for various e-magazines, in-house letters, newsletters, blogs, and press briefings for public relations firms.

Translation: Translated project reports, respondent datasets, and allied material for several developmental organisations, global and local NGOs, along with CSR wings of corporate firms from Telugu to English and vice versa.

Human languages and Software

Languages: Proficient: English, Telugu, Hindi
Intermediate: Sanskrit (4 years of classical language learning)
Functional: Tamil, Nagamese (creole), and Tulu.

Software Capabilities: R, Jamovi, QuarkXpress, Adobe InDesign

Membership in Professional Bodies

American Anthropological Association (AAA)

International Association of Media and Communication Research (IAMCR)

International Communication Association (ICA)

References

Upon Request