

Pratiksha Menon

pratixa@umich.edu

PROFESSIONAL POSITIONS: TEACHING

- 2019 – Present **Graduate Student Instructor** | University of Michigan – Ann Arbor
 COMM 306: Gender and Popular Culture
 COMM 290: Public Speaking in the Digital Age (Online & In-Person)
- 2016 – 2018 **Graduate Teaching Assistant** | University of Illinois at Chicago
 COMM 301: Communication Research
 COMM 200: Communication Technologies
 COMM 102: Introduction to Interpersonal Communication
 COMM 101: Introduction to Human Communication (Online)
- 2012 **Teaching Lead** | Gujarat Research Society
 Workshop on Contemporary Journalism for Working Professionals

PROFESSIONAL POSITIONS: MEDIA INDUSTRY

- 2012 – 2016 **Freelance Communications Consultant**
- Social Media Manager for the 3rd Cinetopia International Film Festival & *Max Life Insurance*'s rebranding campaign
 - Social Media Consultant for marketing agency, *Brand Ripples*
 - Film Script Analyst for *Anil Kapoor Film Company*, a film & TV production house
- 2010 – 2011 **Manager, Client Servicing** | Nine Winds Media, Mumbai, India
- Marketing & media consultant on two feature films which entailed negotiations with partner vendors, content integration, publicity & promotion deals, PR & marketing ideation, media planning, event management & monitoring creative team output
 - Arbitrated a high value brand tie-up with Nadiadwala Grandsons Ltd. for feature film *Anjaana Anjaani*
 - Media planning for feature films
- 2008 – 2010 **Associate Producer, Media & Entertainment** | Bloomberg UTV Business News
- Solely conceptualized, led & anchored 2 niche shows breaking the mould of entertainment-based programming on TV news
 - Created & hosted E-Turn, weekly show on the business of entertainment, the first of its kind on an Indian English news channel
 - Reviewed Hindi & English language films
 - Comprehensive daily news coverage of the biggest Media & Entertainment sector stories
 - Anchored breakfast & weekend news bulletins
- 2006 - 2007 **Reporter, Media & Entertainment** | Times Now Global Broadcasting, Mumbai
- 1st Reporter to cover the Cannes Film Festival from a business perspective for an English news channel
 - Part of the core team that founded E-Now, one of the highest rated entertainment shows across news channels.

- 2006 **Editorial Intern, Media & Entertainment** | Star News Network
- Covered the entertainment & lifestyle beat
 - Assisted in the production of daily show *Khabar Filmi Hai*
 - Broke an investigative piece on the ill-treatment of the modelling fraternity at IIFA

EDUCATION

- 2023 (Expected) **Ph.D. in Communication & Media** | University of Michigan – Ann Arbor
- 2018 **Master's in Communication** | University of Illinois, Chicago
- 2006 **Post-Graduate Diploma in Mass Communication** | SIMC, Pune
- 2004 **Bachelor of Arts in History** | St. Xavier's College, University of Mumbai, Mumbai

ACADEMIC PUBLICATIONS

- Forthcoming **Book chapter (Principal Author):** The Dirtbag Left: Bernie Bros and the Persistence of Left-Wing Misogyny. *The Palgrave Handbook of Gendered Violence and Technology*.
- 2020 **Encyclopaedia entry:** Women protagonists in contemporary Hindi cinema. *Encyclopaedia of Gender, Media and Communication*.
Book review: The Burden of Choice: Recommendations, Subversion and Algorithmic Culture. *Television and New Media*.
- 2017 **Book review** This is why we can't have nice things: Mapping the relationship between online trolling and mainstream culture. *Social Media + Society*

CONFERENCE PRESENTATIONS

- 2021 **The Burden of White Guilt.** Paper presentation at the annual conference of the International Communication Association (ICA)
- 2019 **Reclaiming #Prejudice: The Alt-Right Way.** Organized panel & presented paper at the annual conference of the ICA | Washington D.C.
Whose Feminism is it Anyway? The 'Empowered Woman' in Bollywood. Paper presented at the annual conference of the ICA | Washington D.C.
- 2018 **The Joke's On You: Hillary Clinton as the memetic monstrous feminine.** Paper presented at the annual conference of the National Communication Association (NCA) | Utah
- 2017 **Feminist Representations in the Television Show *Archer*.** Paper presented at the annual conference of the NCA | Dallas
Toxic love: An intersectional reading of familial relations and romantic gaze in popular Bollywood cinema. Co-authored paper presented at the annual conference of the NCA.

ACADEMIC & COMMUNITY SERVICE

- 2020- Present **Graduate Employees Organization Steward** | Department of Communication & Media
- Conduit between GSIs and GEO. Represent department concerns; specifically pushing for increased International Center efficiency, GSI input on class sizes
 - Conduct teaching contract orientations
 - Successfully rallied department student body during 2020 strike
- 2017 – Present **Ad hoc reviewer** | *Feminist Media Studies & International Journal of Communication*
- Peer review scholarly articles on gender and humor
- 2017 **Graduate Student Representative** | Department of Communication, UIC
- Conduit between graduate school administration and department
- 2016 – 2017 **Board Member (Communications)** | National Organization for Women
- Responsible for creating monthly membership newsletter
 - Represented organization at various non-profit events such as the Chicago Dyke March
 - Social media management for public events
- 2016 **Adult Literacy Tutor** | Washtenaw Literacy, Ann Arbor
- Trained adults from low-income backgrounds in reading, writing and math for GED/employment