

Pratiksha Thangam Menon

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Professional Academic and Editorial Experience

Research Assistant

Digital Accessible Futures Lab, University of Michigan | Present

- Qualitative analysis of interview data for [DISCO](#) Curriculum Project
- *Accessing Disability Culture* anthology editorial committee member
- Event planning

Editorial Fellow

JSTOR Daily | Summer 2023

- [Authored](#) pieces across varying editorial formats: feature article, blog post, reading list, and interview
- Pitch-to-publication responsibilities: Approving author pitches, editing copy, website production
- Twitter updates for blog posts & throwback stories
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Research Assistant

Annenberg School for Communication, University of Pennsylvania | Winter 2023

- Assisting Dr. Aswin Punathambekar with preliminary research for textbook on the Indian television industry
- Summarizing existing subject-specific scholarly research and identifying key theoretical conversations
- Creating chapter bibliographies

Communications & Research Intern

National Humanities Alliance | Fall 2022

- Case study research on successful efforts to expand access to undergraduate humanities education
- Built multidisciplinary outreach database of scholarly societies and higher-ed associations outside of the humanities disciplines
- Researched & wrote DEI section in the forthcoming *Expanding Access* report

Student Engagement Fellow

University of Michigan Library - Ann Arbor | Nov. 2021- Dec. 2022

- Built an anti-racism toolkit for library staff: responsible for conceptualization, structure, research, content
- Attend meetings with anti-racism task force to ensure consistency of messaging across anti-racism initiatives
- Crafting case studies to create maximum impact, prioritizing accessibility across a cross-section of staff

Media & Communications Professional

Self-Employed | Mar. 2012-July 2016

- Feature film script analysis for AKFC, a film and TV production house
- Social media consultancy and content development for marketing agency, Brand Ripples
- Social media management for Max Life Insurance's rebranding campaign

Broadcast Journalist

Various | Feb. 2006-Dec. 2009

- Conceptualized, researched & produced feature shows on the media & entertainment sector.
- Hosted a weekly show on the business of entertainment, the first of its kind on an English news channel in the country
- Reviewed Hindi & English language films
- Comprehensive daily news coverage of the biggest Media & Entertainment sector stories

Professional Teaching Experience

Graduate Student Instructor

University of Michigan - Ann Arbor | Aug. 2019-May 2021

Graduate Teaching Assistant

University of Illinois at Chicago | Aug. 2016-May 2018

Contemporary Journalism Workshop Lead

Gujarat Research Society, Mumbai, India | 2011

Education

- Ph.D., Communication & Media (Conc: Digital Studies), University of Michigan - Ann Arbor, Expected 2024
 - Rackham Professional Development Diversity, Equity, and Inclusion Certificate - 2023
- M.A., Communication, University of Illinois at Chicago, 2018

- P.G. Diploma, Mass Communication (Conc: Journalism), Symbiosis Institute of Mass Communication, Pune, India, 2006
- B.A., History, St. Xavier's College, Mumbai University, Mumbai, India, 2004

Awards

- **Graduate Student Diversity & Teaching Award (2023)** Dept. of Communication & Media, UMich
- **Anti-Racism Toolkit Team Award (2023)** Library Diversity Council, UMich

Academic Publications

- **Article:** Babri Retold: Rewriting popular memory through Islamophobic humor. (*Ethnic & Racial Studies*, 2023)
- **Book chapter (Principal Author):** The Dirtbag Left: Bernie Bros and the Persistence of Left-Wing Misogyny. (*The Palgrave Handbook of Gendered Violence and Technology*, 2022)
- **Encyclopedia entry:** Women protagonists in contemporary Hindi cinema. (*Encyclopedia of Gender, Media and Communication*, 2020)
- **Book reviews:** The Burden of Choice: Recommendations, Subversion and Algorithmic Culture. (*Television and New Media*, 2020); This is why we can't have nice things: Mapping the relationship between online trolling and mainstream culture. (*Social Media + Society*, 2017)

Conference Presentations

- **Re-energizing Undergraduate Humanities Education: Shifting Perceptions to Attract More Students.** Project presentation at the annual National Humanities Conference (NHC), November 2022, Los Angeles.
- **Hindutva & The #Sigma Male: Schadenfreude as a Shield for Wounded Masculinity.** Paper presentation at the annual Global Fusion conference, October 2022, Philadelphia
- **"It's Funny Because It's True": Rewriting History Through Antagonistic Humor.** Paper presentation at AI & Extreme Speech: International Counterathon Workshop held by For Digital Dignity, July 2021, Virtual.
- **The Burden of White Guilt.** Paper presentation at the annual conference of the International Communication Association (ICA), May 2021, Virtual.
- **Reclaiming #Prejudice: The Alt-Right Way.** Presented paper at the annual conference of the ICA, May 2019, Washington D.C.
- **Whose Feminism is it Anyway? The 'Empowered Woman' in Bollywood.** Paper presented at the annual conference of the ICA, May 2019, Washington D.C.
- **The Joke's On You: Hillary Clinton as the memetic monstrous feminine.** Paper presented at the annual conference of the National Communication Association (NCA), November 2018, Salt Lake City
- **Feminist Representations in the Television Show Archer.** Paper presented at the annual conference of the NCA, November 2017, Dallas.
- **Bollywood's Leading Ladies: Feminist Representations through a Patriarchal Lens.** Paper presented at the annual conference of the Midwest Popular Culture Association, October 2017, St.Louis

Professional Affiliations

Digital Inquiry Speculation Collaboration Optimism (DISCO) Network Graduate Scholar | Present
Institute for Research on Women & Gender (IRWG) Graduate Student Affiliate | Present
Center for Society, Ethics, and Computing (ESC) Graduate Researcher Affiliate | Present
Center for Information, Technology, and Public Life (CITAP) Graduate Affiliate | 2021-2022

Select Service & Volunteer Work

Co-Chair, Communications Committee

Graduate Employees' Organization, Ann Arbor | May 2022-Jan 2023

- Conceptualized Twitter, Instagram & Facebook content plan
- Collaboratively facilitated content creation with a team of 5
- Supervised creatives for merchandise and flyers

Peabody Awards Screening Committee Member

University of Michigan - Ann Arbor | Dec 2022-Feb 2023

Pratiksha T. Menon

- Reviewed 20 submissions in the Arts/Entertainment/Documentary/Children's Section
- Drafted 4 reviews for final Peabody submissions under the guidance of Dr. Devon Powers

Ad hoc reviewer

International Journal of Communication, New Media & Society + Television & New Media

2017 - 2021