

VITA | March 2009**Rebecca de Souza**

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Research

My research program explores the interplay of structure, culture and agency in global and local health contexts. The goals of this research program are (a) to document the ways in which culture and structure shape health beliefs and outcomes (b) to understand the role of communication (i.e., mediated and non-mediated) in empowering marginalized communities to sustain their health, and (c) to uncover avenues that civil society (individuals, communities, and organizations) can use to participate in broader social change.

Education

Ph.D.	2003-2007	<i>Purdue University</i> , Department of Communication, IN, USA Major: Health Communication Minors: Media, Culture, and Qualitative Research Methods Major Professor: Mohan J. Dutta <i>Dissertation: NGOs and empowerment: Creating communicative spaces within the realm of HIV/AIDS in India</i>
M.A.	2001-2003	<i>Purdue University</i> , Department of Communication, IN, USA Major: Media, Technology, and Society Minor: Research Methods Major Professor: John Sherry <i>Thesis: Influence of media economics and dramatic conventions on television portrayals of relationship conflict: A content analysis</i>
B.A.	1996-1999	<i>Bangalore University</i> , Mount Carmel College, Bangalore, India Major: Communicative English Division: Distinction
Exchange	1995-1996	<i>International Cultural Youth Exchange (ICYE)</i> , Wels, Austria The year comprised of a German language course, attending the local Gymnasium (i.e., public high school), and social service at the Lebenshilfe, a center for the mentally disabled.

Academic Appointments

University of Minnesota, Duluth, MN	2007-	Assistant Professor
Purdue University, West Lafayette, IN	2001-2006	Instructor/ TA

Awards & Recognition

Purdue nominee for a 2008 CGS/University Microfilms International Distinguished Dissertation Award

2008 Purdue University College of Liberal Arts Distinguished Dissertation Award, for dissertations that make “unusually significant contributions to their disciplines methodologically and substantively”

Alan Monroe Award, an award recognizing scholarly productivity by a graduate student, Department of Communication, Purdue University, (2006)

Honorable Mention (i.e., 2nd place) for creative essay in the diversity action category at the 75th Literary Awards, Purdue University, (2006)

Student representative for Purdue’s Department of Communication at the Katholieke Universiteit Leuven, Leuven, Belgium, (2005)

Graduate Teacher Certificate, to recognize teacher development activities, (i.e., teaching workshops, micro-teaching with consultative feedback, classroom visitations and videotaping, student and peer feedback, and self analyses), Center for Instructional Excellence, Purdue University, (2005)

Student representative for Purdue’s Department of Communication (sponsored by Eli Lilly) at the American Medical Writers Association Conference (AMWA), St. Louis, Missouri, (2004)

Ross Fellowship, a fellowship awarded to outstanding, Ph.D.-track students entering graduate programs, Purdue University, (2003-2004)

Third rank in Bachelor of Arts, Communicative English, Bangalore University, (1999)

Best Student in Communicative English, Bachelor of Arts, Bangalore University, (1998)

Second rank in pre-university examination, Bangalore University, (1995)

National Merit Scholarship awarded to the first hundred ranks in India, Bangalore University, (1995)

Grants

Office for Vice President for Research, University of Minnesota, Duluth (2008-2009), Training the “Diseased Body” for Participation in the Public Sphere, [\$ 8,325]

Body and Knowing Grant, Institute for Advanced Studies, University of Minnesota (2008-2009), Training the Body for Participation in the Public Sphere, Collaborators: Adam Pine and Mark Zmudy, [\$25,000]

Bilsland Dissertation Fellowship (2006-2007), Purdue University, Mobilizing Communities for HIV/AIDS Prevention: A Study of the Cultural and Communicative Practices of Non-Governmental Organizations in an Indian context, [\$18,000]

Purdue Research Foundation Summer Research Grant (2006), Purdue University, Non-governmental organizations and health campaigns: A case study of the participatory process between non-governmental organizations and their multiple stakeholders, [\$ 2,296]

Purdue Research Foundation Dissertation Grant (2006), Purdue University, NGO-led HIV/AIDS programs in India: Identity and Accountability, [12,000-not funded]

Teaching

Teaching Interests

Health campaigns, health communication, development communication, health and culture, international health, community organization and empowerment, HIV/AIDS and society, media and health, globalization, introduction to mass communication, media effects, introduction to research methods, and qualitative research methods.

Classes Taught (University of Minnesota and Purdue University Teaching Appointments)

COM 114, Fundamentals of Speech Communication (11 sections, 2001-2003/Summer 2005)
 COM 224, Communication in the Global Workplace (TA for 1 Large Lecture, Fall 2003)
 COM 435, Communication and Emerging Technologies (TA for 1 Large Lecture, Spring 2004)
 COM 320, Small Group Communication (5 sections, 2005-2006)
 COM 3395, Health Communication (2007-)
 COM 2102, Media Effects (2007-)
 COM 4394, Media, Culture, & Markets
 COMM 4394, Content Analysis in Health Communication
 COMM 3405, Health Campaigns

Industry Appointments

Newscorp Pvt. Ltd., Star TV Pvt. Ltd., India, (Dec 2000-July 2001)

Designation: Information Architect

- Developed and documented specifications for interactive television (iTV) for the Star digital platform
- Conceptualized iTV navigation structure (e.g., charting how a user sends/ receives email via iTV), iTV products (e.g., remote control functionality), and iTV screens.

LG Software Pvt. Ltd., LG Commerz Now Division, India, (Jul 2000-Dec 2000)

Designation: Production Executive

- Conceptualized navigation structure for external clients' ecommerce websites (e.g., charting how a user navigates a website to buy shoes), and specific web products (e.g., online product enabling customers to determine shoe-size)

BPL Telecom Pvt. Ltd., OyeIndia Internet Works, India, (July 1999-Jun 2000)

Designation: Product Executive

- Developed navigation and functionality for e-products (e.g., email, chat and tarot) for youth portal Oyeindia.com
- Developed Student Professional Program, an online resource used by students to find part-time jobs.

Academic Papers

Publications

de Souza, R. (in press). Creating "communicative spaces": A case of NGO community-organizing for HIV/AIDS. *Health Communication*.

Dutta-Bergman, M. & de Souza, R. (2008). Reconciling the past and present: Reflexivity in the critical-cultural approach to health campaigns. *Health Communication*, 23 (4), 326- 339.

de Souza, R. & Dutta, M. (2008). Global and local networking for HIV/AIDS prevention: The case of the Saathii E-Forum. *Journal of Health Communication*, 13 (4), 326–344.

de Souza, R., Basu, A., Kim, I., Basnyat, I., & Dutta, M. (2008). Who agreed to the neoliberal trade agreements? A discussion of the impact of “fair trade” on the health of marginalized communities. In H. Zoller & M. Dutta. (Eds.), *Emerging Perspectives in Health Communication: Interpretive, Critical, and Cultural Approaches*, Mahwah, NJ: Lawrence Erlbaum.

de Souza, R. (2007). The construction of HIV/AIDS in Indian newspapers: A frame analysis. *Health Communication*, 21(3), 257–266.

de Souza, R. & Sherry, J. (2006) Portrayals of romantic conflict on adolescent television. *Media Report to Women*, 34 (1).

Under Review

de Souza, R. Whose suffering matters? Narratives of women living with HIV/AIDS in India. Submitted for review.

de Souza, R. Empowerment as Communication. Submitted for review.

de Souza, R. Are NGOs still Legitimate Actors in India? A Media Framing Analysis. Submitted for review.

Papers in Progress

de Souza, R. Theorizing empowerment in a non-western context

de Souza, R. & Svihel, D. Portrayal of mental disease in local newspapers. Content analysis

Book Reviews

Book Review for *Health Communication* (in press)

Title: *Communication Perspectives on HIV/AIDS for the 21st Century* (2008). Timothy Edgar, Seth Noar, and Vicki Freimuth (Eds.), New York, NY: Routledge/Lawrence Erlbaum Associates.

Competitive Papers at Professional Conferences

de Souza, R. *NGOs and community-based HIV/AIDS programs: A case-study*. Paper presented at International Communication Division, National Communication Association, San Diego, CA.

de Souza, R. *Are NGOs still Legitimate Actors in India? A Media Framing Analysis*. Paper presented at Mass Communication Division, National Communication Association, San Diego, CA.

Desouza, R. (2006). *The construction of HIV/AIDS in Indian newspapers: A frame analysis*. Paper presented at Health Communication Division, National Communication Association Conference, San Antonio, TX.

Desouza, R. (2005). Who should NGOs collaborate with? *A critical evaluation of the public sphere in participatory approaches to health promotion*. Paper presented at Critical and Cultural Studies Division, National Communication Association Conference, Boston, MS.

Desouza, R., Basu, A., & Dutta-Bergman, M. (2005). *TRIPS and health: Neoliberal policy that marginalizes*. Paper presented at Political Communication Division, National Communication Association Conference, Boston, MS.

Desouza, R. & Sherry, J. (2005). *Portrayals of romantic conflict on adolescent television*. Paper presented at International Communication Association Conference, New York, NY.

De Souza, R. (2004) *Reconciling the Past and Present: Reflexivity in the critical-cultural approach to health campaigns*. Paper presented at Health Communication Division, National Communication Association Conference, Chicago, IL.

De Souza, R. & Buenger, E. (2003). *Lifetime versus Network television: A comparative analysis of heart related health messages for women*. Paper presented at the Health Communication Division, National Communication Association Conference, Chicago, IL.

Sherry, J., Lucas, K., De Souza, R. & Brown, C. (2003). *Video games uses and gratifications as predictors of use and game preference among different age cohorts*. Paper presented at Mass Communication Division, International Communication Association Conference, San Diego, CA.

Sherry, J., Desouza R., Greenberg, B. S., & Lachlan, K. (2003). *Relationship between developmental stages and video game uses and gratifications, game preference and amount of time spent in play*. Paper presented at Instructional and Developmental Communication Division, **Top 3 paper**, International Communication Association, San Diego, CA.

Sherry, J., Desouza, R., & Holmstrom, A. (2003). *The appeal of violent video games in children*. Paper presented at Research Division, Broadcast Education Association Annual Convention, Las Vegas, NV.

Sherry, J. L., Lucas, K., Brown, C., DeSouza, R., & Holmstrom, A. (2002). *Uses and effects of violent video games*. Paper presented at Mass Communication Division, Central States Communication Association, Milwaukee, WI.

Panels

Elton, J., Paglia, J., De Souza, R. (2007). *Broadening Biomedical Worldviews: Critical Cultural Perspectives on Health and Disease*. Critical and Cultural Studies Division. National Communication Association Convention, Chicago, IL.

Zeitz, W., Desouza, R., Basu, A., Jiang, M., & Cantu, I. (2005). *Shedding the politics: A healthy reflection on academic and social identities*. International and Intercultural Division. National Communication Association Convention, Boston, MA.

Desouza, R. (2005). *Culture and Health: Negotiating the Global and the Local*. Central States Communication Association, Kansas City, MO.

Sherry, J. L., Lucas, K., Brown, C., Holmstrom, A., & Desouza, R. (2002). *Collaborative Research at Purdue*. Central States Communication Association, Milwaukee, WI.

Current Projects

Institute for Advanced Studies, University of Minnesota, "Body and Knowing Project (2008)

University of Minnesota, School of Medicine: Grant: Pedagogy of teaching medicine: Reducing tensions between professors and students, theoreticians and clinical practice (2008-)

Institute for Advanced Studies, University of Minnesota: Rhetorical Studies Group: Reconfiguring rhetoric and communication studies (2007-2008)

University of Minnesota, School of Medicine, Grant: Stigma and Mental Health (2007)

Professional Development

Kentucky Conference on Health Communication sponsored by the University of Kentucky, Lexington (April, 2008)

Dreamweaver Workshop, University of Minnesota Duluth, ITSS, (April, 2008)

Current Service

Academic Service

Peer Reviewer

Health Communication

Chair, Academic Panels

Chair of *Conceptualizing American Identity/American Bodies through the Lens of Health, Illness, and Disease* panel organized by Jessica R. Elton (Missouri Western State University). National Communication Association, 2008

University Service

Student Health Communication Internships, University of Minnesota, Duluth, 2008

Student Advisor

Job Search Committee, University of Minnesota, Duluth, 2007

New Faculty Mentoring Group, University of Minnesota, Duluth, 2007

Local /National

Volunteer at community organization *Men as Peacemakers* (3 hours per week), participant in restorative justice program

International

Networked with nongovernmental organizations (NGO) in Karnataka, India and provided theoretically grounded recommendations for empowerment activities
