

**Srividya Ramasubramanian, Ph.D**

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**APPOINTMENTS**

*Texas A&M University*

Assistant Professor, Department of Communication, Fall 2005 to present  
Director, Communication Research Lab, Fall 2007 to present

*University of Pennsylvania (Annenberg Public Policy Center)*

Post-doctoral Research Fellow (with Martin Fishbein & Amy Jordan), 2004-2005

*Penn State University*

Lecturer, College of Communications, 2001- 2004  
Graduate Assistant, 2000-2001

*AC Nielsen ORG MARG Research Inc., Mumbai, India*

Researcher, 1998-1999 (strategic marketing, brand positioning, media campaigns)

**EDUCATION**

Ph.D. (Mass Communication)

Penn State University, August 2004  
Committee: *Mary Beth Oliver (Chair), S. Shyam Sundar, Dennis Davis, Janet Swim*

M.A. (Communication Management)

Mudra Institute of Communications Ahmedabad (MICA), India, 1998

B.S. (Visual Communication)

University of Madras (Loyola College), India, 1996

**AREAS OF SPECIALIZATION**

Social-psychological effects of media  
Race, gender, and sexuality in the media  
Stereotyping processes  
Media literacy

## TEACHING

Fall 2009

COMM 460- 905: Advanced Research Methods – Writing-intensive (18students)  
COMM 663: TCMS seminar on Media Processes and Effects (8 students)

Spring 2009

COMM 375: Media Audiences (60 students)  
COMM 450 W: Media Campaigns – Writing-intensive (25 students)

Fall 2008

COMM 663: TCMS seminar on Media Processes and Effects (11 students)  
COMM 435 W: Rhetoric of TV & Film – Writing-intensive (25 students)

Spring 2008

COMM 308 Research Methods (150 students)  
COMM 450 Media Campaigns - Writing-intensive (25 students)

Fall 2007

COMM 308 Research Methods (250 students)  
COMM 435 Rhetoric of TV & Film - Writing-intensive (25 students)

Spring 2007

COMM 308 Research Methods (170 students)  
COMM 663 Media Processes and Effects (7 students)

Spring 2006

COMM 308 Research Methods (120 students)  
COMM 435 Rhetoric of TV & Film Writing-intensive (25 students)

Fall 2005

COMM 308 Research Methods (55 students)

### *Graduate student advising*

- Alberto Aleman, M.A. (Communication), chair, graduated Fall 2008
- Sarah Kornfield, M.A. (Communication), chair, graduated Spring 2009
- Britney Hibbeler, M.A. (Communication), chair, graduated Summer 2009
- Clayton Whittle, M.A. (Communication), chair, coursework in progress
  
- Katherine Head, M.A. (Communication), committee member, graduated Fall 2008

- Elizabeth Hatfield, Ph.D. (Communication), committee member, coursework completed
- Amanda Martinez, Ph.D. (Communication), committee member, coursework in progress
  
- Analesa Clarke, M.A. (Psychology), committee member, graduated Spring 2006
- Shelly Scarpino, M.A. (Recreation, Park, & Tourism Science), committee member, graduated Spring 2008
- Analesa Clarke, Ph.D. (Psychology), committee member, graduated Summer 2009
- Jacquelyn Jebens, Ph.D. (Sociology), committee member

### *Supervisor of student research*

#### *Undergraduate students*

Allegre Burlew, Ambyr Acton, Dylan Frederick, Erin Wilson, Lindsay Hall, Natasha Seeley, Negar Kalbasi, Rosary Mangano, Sydney Bachtell

#### *Graduate students*

Amanda Martinez, Christine Kleck, Clayton Whittle, Dan Berens (Geography), Jeremy Rogerson, Katherine Hampsten, Masha Sukovic, Zeba Imam

## **RESEARCH**

### *Refereed journal articles*

Ramasubramanian, S. (in press). Television viewing, racial attitudes, and policy preferences: Exploring the role of social identity and intergroup emotions in influencing support for affirmative action. *Communication Monographs*

Ramasubramanian, S. & Jain, P. (in press). Gender stereotypes and normative heterosexuality in matrimonial ads from globalizing India. *Asian Journal of Communication*.

Oliver, M. B., Yang, H., Ramasubramanian, S., Kim, J., & Lee, S. (2008). Exploring implications of perceived media reinforcement on third-person perceptions. *Communication Research*, 35, 745-769.

Yang, H., Ramasubramanian, S. & Oliver, M. B. (2008). Cultivation effects on quality of life indicators: Exploring the effects of American television consumption on feelings of relative deprivation in South Korea and India, *Journal of Broadcasting & Electronic Media*, 52, 247-267.

Ramasubramanian, S. (2007). Media-based strategies to reduce racial stereotypes activated by news stories. *Journalism & Mass Communication Quarterly*, 84 (2), 249-264.

Oliver, M. B., Mahood, C., Kalyanaraman, S., & Ramasubramanian, S. (2007). Sexual and violent imagery in movie previews: Effects on viewer perceptions and anticipated enjoyment, *Journal of Broadcasting & Electronic Media*, 51(4), 596-614

Ramasubramanian, S. & Oliver, M. B. (2007). Activating and suppressing hostile and benevolent racism: Evidence for comparative stereotyping, *Media Psychology*, 9 (3), 623-646.

Ramasubramanian, S. (2005). A content analysis of the portrayal of India in films produced in the West. *Howard Journal of Communication*, 16(4), 243 - 265.

Ramasubramanian, S. & Oliver, M.B. (2003). Portrayals of sexual violence in popular Hindi films, 1997-99, *Sex Roles*, 48, 327-336.

(Reprinted in 2007). In R. Ghadially (Ed.), *Urban women in contemporary India* (pp.170-182. New Delhi: Sage Publications.

(Reprinted in 2006). In C. K. Weaver & C. Carter (Eds.), *Critical readings: Violence and the media* (pp. 210-225). Maidenhead, UK: Open University Press.

Olorunnisola, A., Ramasubramanian, S., Russill, C. & Dumas, J. (2003). Case study effectiveness in a team-teaching and gen-ed environment. *Journal of General Education*, 52 (3), 175-198.

Ramasubramanian, S., Gyure, J.F. & Mursi, N.M. (2002). Impact of Internet images: Impression formation effects of university Web sites. *Journal of Marketing for Higher Education*, 12 (2), 49-68.

### **Book chapters**

Ramasubramanian, S., & Martin, S. (2008). Teens and the new media environment: Challenges and opportunities. In A. B. Jordan, D. Kunkel, J. Manganello, & M. Fishbein (Eds.). *Media Messages and Public Health: A Decisions Approach to Content Analysis* (pp. 99-115). New York: Routledge.

Oliver, M. B., Ramasubramanian, S., & Kim, J. (2007). Media and racism. D.R. Roskos-Ewoldsen & J. Monahan (Eds.). *Communication and Social Cognition: Theories and Methods* (pp. 273-294), Mahwah, NJ: Lawrence Erlbaum.

*Refereed conference presentations (selected, recent)*

Ramasubramanian, S. (November 2009). *Research in progress: Effects of stereotypical media exemplars on racial beliefs, causal attributions, and support for affirmative action*. National Communication Association, Chicago, IL.

Ramasubramanian, S. (October 2009). *It's true because I saw it on TV: Role of source (mediated versus non-mediated) on shaping attitudes about Africa and Asia*. Global Fusion conference, Austin, TX.

Berens, D. & Ramasubramanian, S. (October 2009). *The changing face of fashion in globalizing India: An analysis of Femina magazine from 1985-2005*. Global Fusion conference, Austin, TX.

Ramasubramanian, S. (May 2009). *Pride, prejudice, and policy preferences: Exploring the relationships between TV stereotypes, racial Attitudes, and support for affirmative action*. International Communication Association, Chicago, IL.

Ramasubramanian, S. & Sanders, M. S. (November 2008). *An integrated model of mixed affective dispositions: Effect of character morality, appearance, and competence on viewers' enjoyment of fictional characters*. National Communication Association, San Diego, CA.

Ramasubramanian, S. (November 2006). *Effects of perceived competence and warmth on affective dispositions toward male and female video game characters*, National Communication Association, San Antonio, TX

Ramasubramanian, S. (November 2006). *The role of stereotypes in explaining hostile and benevolent prejudicial feelings in inter-racial contexts*, National Communication Association, San Antonio, TX.

Ramasubramanian, S. (March 2006). *A discussion of methodological decisions for a longitudinal media effects study with adolescents*, Society for Research on Adolescence, San Francisco, CA.

Ramasubramanian, S. (November 2005). *Implicit stereotyping: Effects of exposure to counter-stereotypes and media literacy training on suppressing implicit stereotypes*. Paper presented at the annual convention of the National Communication Association, Boston, MA.

Ramasubramanian, S. (May 2005). *Comparative media stereotyping: How media content about one group influences prejudicial feelings towards another group*. Paper presented at

the annual convention of the International Communication Association, New York.

Yang, H. & Ramasubramanian, S. (May 2005). *Cultivation effects on quality of life indicators: Exploring the effects of American television consumption on feelings of relative deprivation in South Korea and India*. Paper presented at the annual convention of the International Communication Association, New York.

***Invited lectures***

*Post-doc and tenure-track faculty experiences: Trials and tribulations*. Media Effects Research Group (MERG), Penn State University, April 2009

*Yoga as a healing and meditative practice*. Brazos County Health Department, Bryan, TX, March 2009

*Pride, prejudice, and policy preferences: Exploring the relationships between TV exposure, racial attitudes, and affective policy reasoning*. Race & Ethnic Studies Institute Workshop Series, Texas A&M, October 2008.

*Examining Sarah Palin: The rhetoric and representation of women, work, and family*. Graduate-Faculty Colloquium Series, Dept. of Communication, Texas A&M, Sept 2008

*Common myths and misconceptions about India*. "India: A Changing World" continuing education conference for K-12 teachers from Texas, Office of International Outreach, Texas A&M University, May 2008

*A label that sticks: Stereotyping in the workplace, classroom and other social settings*. "A Community of Respect" workshop for K-12 teachers and counselors from all over Texas, International Outreach Education, Texas A&M University, January 2008

*Media literacy: Focusing the lens on Latin America*. Latin America 2007 conference for K-12 teachers from all over Texas, International Outreach Education, Texas A&M University, October 2007

*Racial diversity and the media: Production, representation, and consumption*. Graduate-Faculty Colloquium Series, Department of Psychology, Texas A&M University, April 2006

## GRANTS

- Ramasubramanian, S. & Stephenson, M.T. (2008). "Advanced Research in Communication" course. Undergraduate Curriculum Development Grant. Texas A&M University. \$ 1500.
- Ramasubramanian, S. (2008). Final fantasy: Videogame narratives and gamers' identities. Faculty Stipendiary Fellowship, Melburn G. Glasscock Center for Humanities Research, Texas A&M University, \$1500.
- Ramasubramanian., S. (2004). Effect of media stereotypes on implicit and explicit racial attitudes. Alumni Association, Penn State University, \$5,000.
- Oliver, M.B., Yang, H. & Ramasubramanian, S. (2003). Effects of imported American television content on life satisfaction and perceptions of social inequality in Korea and India. Jimirro Center for the Study of Media Influence, Penn State University, \$ 2,500.
- Ramasubramanian, S. (2003). Effect of media literacy on racial stereotypes. College of Communications, Penn State University, \$500.
- Ramasubramanian, S. (2000). A content analysis study of the portrayal of India in U.S. film media. Infinity Foundation (Media Research Grant), \$ 9,000.

## HONORS AND AWARDS

- Nominee, Advisor of the year award, Texas A&M University, 2008-2009
- Distinguished Social Science Dissertation Award Nominee, CGS/UMI (one dissertation nominated from each university for a national level competition), 2006
- Top Paper Award, ICA (Information Systems), 2004
- Top Paper Award, NCA Doctoral Honors Seminar, 2003
- Deans' Excellence Award for Graduate Student Research, Penn State, 2001-2002
- Sidney and Helen Friedman Endowed Scholarship, Penn State, 2001-2002
- First prize, Annual Graduate Research Exhibition, Penn State, 2001

## SERVICE

### *Affiliations*

National Communication Association (NCA)  
International Communication Association (ICA)  
Society for Research on Adolescence (SRA)

### *Offices held*

Secretary-elect, Mass Communication Division, NCA, 2008  
Nominations committee member, Mass Comm. Division., NCA, 2005-2006

### *Panel chair or respondent*

- Panel chair, Mass Comm. Division, NCA (November 2009), Chicago, IL
- Panel chair, Race, Ethnicity, and (New) Media symposium (April 2009), Texas A&M University
- Respondent, Mass Comm. Division, ICA (May 2007), San Francisco, CA
- Respondent, Mass Comm. Division, NCA (November 2006), San Antonio, TX
- Panel chair, Mass Comm. Division, NCA (November 2005), Boston, MA

### *Conference paper referee*

#### *International Communication Association*

Mass Communication Division, 2005, 2007, 2008  
Information Systems Division, 2006  
Inter-group Communication Division, 2006  
Ethnicity and Race in Communication Division, 2007

#### *National Communication Association*

Mass Communication Division, 2005, 2006, 2008, 2009

#### *Association for Education in Journalism and Mass Communication*

Minorities and Communication Division, 2009

### *Ad-hoc journal referee*

*Sex Roles*, 2008  
*Human Communication Research*, 2007  
*Communication Methods and Measures*, 2007  
*Howard Journal of Communication*, 2006  
*Health Communication*, 2006

*Science Communication*, 2006  
*Media Psychology*, 2005  
*Developmental Psychology*, 2005  
*Communication Theory*, 2004  
*Sex Roles*, 2003

***Symposia***

Organizing committee member, "Race, Ethnicity, and (New) Media" symposium, Race and Ethnic Studies Institute Texas A&M University, April 2009

Organizing committee member, "India: A Changing World", Office of International Outreach, Texas A&M University, May 2008

***University service***

Vice-President, Friends of India Network, Fall 2008 to present

Faculty advisor, Art of Living TAMU Chapter, Spring 2006 to present

***College service***

Member, Interdisciplinary Asian Studies Initiative, College of Liberal Arts, 2005-2006.

Member, Asian Studies Interdisciplinary Program

Member, South Asia Working Group, Glasscock Center for Humanities

Member, Race and Ethnicity Workshop, Race and Ethnic Studies Institute

***Departmental service***

Faculty Advisor, Telecommunications & Media Association, Spring 2007 to present

Diversity Committee Member, Dept. of Communication, Fall 2006 to present

Search Committee Member, African-American Communication and Culture (joint position with Africana Studies), 2007-2008

Search Committee Member, Health Communication (two positions), 2008-2009