

# Nihar Sreepada

College of Media & Communication  
Texas Tech University  
Lubbock, TX 79409  
mobile: 646.724.8598 | e-mail: [Nihar.Sreepada@ttu.edu](mailto:Nihar.Sreepada@ttu.edu)

## Education

---

**Ph.D. Candidate, Media & Communication**, degree expected 2021.  
Texas Tech University, Lubbock, TX.

**Master of Communication**, 2017.

Deakin University, Melbourne, Australia.

- Thesis: “Student Mobility and Efficacy of the New Colombo Plan”

**Bachelor of Technology, Computer Science**, 2014.

Amrita University, Coimbatore, India.

## Academic Positions

---

**Graduate Instructor**, College of Media & Communication, Texas Tech University,  
Summer 2019 – Present.

- PR 4351 – International and Multicultural Public Relations

**Teaching Assistant**, College of Media & Communication, Texas Tech University, Spring  
2019.

- PR 4351 – International and Multicultural Public Relations
- PR 4412 – Public Relations Campaigns

**Lab Instructor & Teaching Assistant**, College of Media & Communication, Texas  
Tech University, Fall 2018

- MCOM 2310 – Business Professional Communication

**Research Assistant**, College of Media & Communication, Texas Tech University.

- Dr. Brian L. Ott, Fall 2019.
- Dr. Ioana Coman, Fall 2018 – Spring 2019.

**Graduate Peer Mentor**, Deakin University, February 2016 – August 2016.

- Provided support and counselling for commencing international graduate students.
- Taught basic methods of approach toward assignments and research units in communication.
- Advised international graduate students on getting accustomed to the **university’s diversity policy and Australian culture**.

- Provided information to students regarding various student services and the opportunities offered by Deakin University.

## Research

---

### Refereed Journal Articles

Guidry, J., Coman, I., Vraga, E., O'Donnell, N., & Sreepada, N. (2020). (S)pin the flu vaccine: Recipes for concern. *Vaccine*.

<https://doi.org/10.1016/j.vaccine.2020.06.012>

Purushothaman, G. M., Gopinadh, G., & Sreepada, N. (2014). [Malware detection in Android](#). *International Journal of Advanced Research in Computer Engineering & Technology*, 3(4), 1429-1436.

### Under Review

Sreepada, N. (2020). The “revenge” of nationalism and the new Indian narrative of Uri: The Surgical Strike. *Film International*.

Aksoy, A., & Sreepada, N. (2020). Negotiating Normality: Using Digital Media to Combat the Stigma and Perceptions of Islam in the West. *Journal of Media and Religion*.

Sreepada, N., & Coman, I. (2020). The aftermath of the 2019 Pulwama Terrorist Attack – religion, nationalism and exclusion in online news comment sections. *International Communication Gazette*.

### Peer-Reviewed Conference Presentations

Sreepada, N. (2020). *The “revenge” of nationalism and the new Indian narrative of Uri: The Surgical Strike*. Paper accepted for presentation at the National Communication Association (NCA) annual conference. Indianapolis, IN, USA.

Sreepada, N. (2020). *Constructing a Nation - Understanding the Socially Constructed Nature of Nations and Cultures*. Paper accepted for presentation at the National Communication Association (NCA) annual conference. Indianapolis, IN, USA.

Aksoy, A., & Sreepada, N. (2020, August). *Negotiating Normality: Using Digital Media to Combat the Stigma and Perceptions of Islam in the West*. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference (virtual).

Coman, I., & Sreepada, N. (2020, March). *Terrorism and mediatized online public spheres in India and Pakistan: The case of the 2019 Pulwama Terror Attack*

*and Balakot Airstrike*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Norman, OK, USA.

Sreepada, N. (2020, February). *The 'devil' of nationalism - Emmanuel Macron's speech at the Centenary of the Armistice*. Paper presented at the Western States Communication Association (WSCA) annual conference. Denver, CO, USA.

Sreepada, N., & Aksoy, A. (2019, November). *Digital archives: How Western media remembers the Gezi Park protest*. Paper presented at the Texas Tech University Arts and Humanities Research Conference. Lubbock, TX, USA.

Sreepada, N., Coman, I., & Singh, S. (2019, August). *The aftermath of 2019 Pulwama Terror Attack*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference (AEJMC). Toronto. Canada.

Guidry, J., Coman, I., & Sreepada, N. (2019, July). *(S)pin the flu vaccine: Recipes for concern*. Paper presented at the International Association for Media and Communication Research annual conference. Madrid, Spain.

## Awards and Fellowships

---

**Top paper runner-up**, Religion and Media Interest Group, Association for Education in Journalism and Mass Communication annual conference (AEJMC). For *Negotiating Normality: Using Digital Media to Combat the Stigma and Perceptions of Islam in the West*.

**Top paper runner-up**, Arts and Humanities Research Conference, Texas Tech University, Lubbock, TX. For *Digital archives: How Western media remembers the Gezi Park protest*.

### **C. R. Hutcheson Endowed Graduate Fellowship**

College of Media & Communication, Texas Tech University, 2020. \$1,500.

**J.T. and Margaret Talkington Graduate Fellowship**, College of Media & Communication, Texas Tech University, 2018, 2019, 2020. \$4,000 (each academic year).

**Helen DeVitt Jones Graduate Fellowship**, College of Media & Communication, Texas Tech University, 2018, 2019, 2020. \$3,000 (each academic year).

**Thomas Jay Harris Institute for Hispanic and International Communication**, College of Media & Communication, Texas Tech University, Summer 2020. \$750.

**Thomas Jay Harris Institute for Hispanic and International Communication**, College of Media & Communication, Texas Tech University, Summer 2019. \$1500.

**Certificate demonstrating academic excellence**, Golden Key International Honour Society, Deakin University, 2016.

**Deakin University International Student Scholarship**, Deakin University, School of Communication and Creative Arts, 2015. \$4000.

## Teaching

---

### Courses

- MCOM 3380 – Research Methods, Graduate Instructor (assigned to teach Fall 2020)
- PR 4351 – International and Multicultural Public Relations, Graduate Instructor.
- PR 4351 – International and Multicultural Public Relations, Teaching Assistant.
- PR 4412 – Public Relations Campaigns, Teaching Assistant.
- MCOM 2310 – Business and Professional Communication, Lab Instructor & Teaching Assistant

### Graduate Peer Mentoring

- School of Communication and Creative Arts, Deakin University.

### Guest Lectures

- Rhetorical Analysis and Memory, COMS 3320 - Media, Technology, and Society, Texas Tech University, Spring 2020.
- Social Media – Politics & PR in a Democracy, MCOM 1301 - Introduction to Digital and Social Media, Texas Tech University, Spring 2019.
- Quantitative Methods - Survey, PR 4412 - Public Relations Campaigns, Texas Tech University, Spring 2019.
- PR in India: Land of Many Languages and Cultures, PR 4351- International and Multicultural Public Relations, Texas Tech University, Fall 2018.

## Invited Presentations

---

Panelist, International Research Talk, Thomas Jay Harris Institute For Hispanic and International Communication, 2020, College of Media and Communication, Texas Tech University.

Terrorism and Mediatized Online Public Spheres in India and Pakistan: The case of the 2019 Pulwama Terror Attack and Balakot Airstrike, PhD Student Visitation Day, 2020, College of Media and Communication, Texas Tech University.

Negotiating Normality: Using Digital Media to Combat the Stigma and Perceptions of Islam in the West, PhD Student Visitation Day, 2020, College of Media and Communication, Texas Tech University.

(S)pin the Flu Vaccine: Recipes for concern, PhD Student Visitation Day, 2019, College of Media and Communication, Texas Tech University.

## Service

---

Representative Member, Graduate Student Society, College of Media & Communication, Texas Tech University, 2019 – Present.

Judge, “Intercultural Encounters,” Identity and Resistance in Global Contexts, Texas Tech University, 2019.

Judge, “Identities in Conflict,” Identity and Resistance in Global Contexts, Texas Tech University, 2019.

Judge, “Expressions of Identity as Forms of Resistance,” Identity and Resistance in Global Contexts, Texas Tech University, 2019.

## Professional Experience

---

**PR & Events Manager**, January 2018 – August 2018.  
**Drunken Monkey**, Hyderabad, India

- Spearheaded PR & Events for India’s largest smoothie brand.
- Responsibilities included:
  - Creation and execution of PR events designed for public outreach and media relations, including if required:
  - Assisting in planing and execution of the “Naturally High” PR campaign.
  - Creating Opportunities for event association and/or sponsorship among -
  - Finding talent for sponsorship and working with-
  - Handling organization’s social media – Facebook, Instagram and LinkedIn
  - Creating opportunities for cross-promotion with brands that complement organization’s positioning and personality.
  - Designing music playlists (type, genre, artist, year) for outlets across the country.
  - Strategizing Influencer marketing and Celebrity endorsements.
  - Brand presence on Food and life-style blogs.
  - Creation and execution of in-store events.
  - Creation and execution of UGC campaigns.
  - Opportunities for media coverage and interviews (print and online)

**Manager, Communications – PR & Events**, April 2017 – October 2017.  
**SLAR Group**, Hyderabad, India.

- Spearheaded communication’s and PR for a non-profit organization working for welfare of Women.
- Responsibilities included:
  - Writing content on website, social media.

- Leading a PR team comprising of six individuals
- Acquiring sponsorships for the company's events.
- Manage everyday communication and market outlook of the organisation.

**Event Supervisor, October 2015 – November 2016.**

**Incognitus, Melbourne, Australia**

- Worked as a supervisor for consecutive Melbourne Cup Carnivals - the most prestigious annual thoroughbred horse race
- Responsibilities included several aspects of event managing:
  - Crowd management
  - Dealing with enquires at various levels.
  - Leading a team comprising of fifteen individuals
  - Tasks included cleaning, crowd enquiries and stadium operations.
  - Handling objections from stadium authorities and communicating with respective team members or other supervisors to provide excellent service.
  - Liaising with supervisors of other companies of catering and security.