

MD KHORSHED ALAM, PH.D.

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Dept. of Writing and Rhetoric
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Associate Professor

Dept. of Mass Communication and Journalism
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EDUCATION

- 2020 Ph.D. in Communication, University of South Florida, USA
Dissertation title: Constructing a Neoliberal Youth Culture in Postcolonial Bangladeshi Advertising
- 2006 MA in Mass Communication and Journalism, University of Dhaka
First Class First with Gold Medal Award
- 2004 BA in Mass Communication and Journalism, University of Dhaka.

RESEARCH APPOINTMENTS

- 2021 – 2022 Visiting Research Scholar, Dept. of Rhetoric & Communication Studies, University of Richmond, USA.
- 2021 – Research consultant, Center for Critical and Qualitative Studies (CQS), University of Liberal Arts.
- 2015 – 2020 Doctoral Researcher, Dept. of Communication, University of South Florida.
- 2013 Graduate Research Assistant, Department of Communication, University of South Dakota, USA
- 2013 Research Stay, Department of Journalism and Media Studies, Oslo and Akershus University College of Applied Sciences, Norway.
- 2011 – 2021 Assistant Professor, Department of Mass Communication and Journalism, University of Dhaka
- 2009 - 2010 Researcher and Consultant, *Association of Women for Progress (Nari Progati Sangha - BNPS)*, Bangladesh
- 2007 - 2008 Researcher, *BBC World Service*, Bengali Service, Bangladesh
- 2007 - 2008 Genealogical Researcher, *BBC Four*, UK
- 2006 – 2007 Researcher & Translator, Disaster Forum (a non-profit organization), Bangladesh
- 2004 Research Assistant, OXFAM-GB, Bangladesh
- 2003 Research Assistant, CARE Bangladesh

TEACHING APPOINTMENTS

- 2022 – Instructor, Department of Writing and Rhetoric, University of Mississippi
- 2016 – 2020 Graduate Teaching Associate, Dept. of Communication, University of South Florida
- 2015 – 2016 Graduate Teaching Assistant, Dept. of Communication, University of South Florida
- 2011 – 2021 Assistant Professor, Department of Mass Communication and Journalism, University of Dhaka
- 2008 - 2011 Lecturer, Department of Mass Communication and Journalism, University of Dhaka
- 2012 - 2014 Visiting Professor, Department of Media Studies and Journalism, Stamford University
- 2009 – 2010 Visiting Professor, Dept. of Mass Communication and Journalism, Jagannath University

INDUSTRY APPOINTMENTS

- 2006 – 2007 Assistant Program Producer, *Versa Media* (production house); talk shows were produced for the *ATN Bangla Television* and *Ekushey Television* (ETV), Bangladesh
- 2006 Program Producer, Department of News and Current Affairs, *Channel-S*, Bangladesh
- 2006 Copy/Sub-editor, *Daily Prothom Alo*, Bangladesh
- 2004 Reporter, *The Daily Star*, Bangladesh

GRANTS

- 2022 - 2025 **Alam, K.**, Moore, E. M., & Fortenberry, R. C. (in progress). Improving public speaking strategies for second-language science students to present their science initiatives to primary language audiences, National Science Foundation, proposed amount: \$300,000.
- 2021 Faculty Research Grant, University of Richmond, Virginia, USA (\$ 6000)

AWARDS AND HONORS

- 2022 **Top Paper Award.** Communication History Division. International Communication Association (ICA), Paris, France, (\$265)
- 2021 Faculty Summer Research Fellowship, University of Richmond, Virginia, USA (\$ 6000)
- 2020 **Top Paper Award.** Asian/Pacific American Studies Division. National Communication Association (NCA), Indiana, USA, (\$220)
- 2019 Selected for the National Communication Association's Doctoral Honors Seminar

- 2019 Waterhouse Family Institute (WFI) Dissertation Award for 2019-2020, Department of Communication, Villanova University, USA (\$ 1,000)
- 2019 University of South Florida Dissertation Completion Fellowship (\$8000)
- 2018 Graduate student representative, National Communication Association (NCA), Asian/Pacific American Studies Division, 2018-19
- 2013 Higher Study Travel Grant, University of Dhaka (\$ 750)
- 2009 Regional Master's (Norway, Pakistan, Nepal, and Bangladesh) Research Grant, (\$ 500)
- 2006 *Mosud Khan Gold Medal* from University of Dhaka for securing the first position in the Master's program.
- 2006 *Bangladesh Military Welfare Grant* for securing the first position in the Master's program (\$250)

RESEARCH CONTRIBUTIONS

Research Interests

My research interest includes critical media & cultural studies, global South media studies, critical advertising and consumer culture, transnational cultural studies, emerging communication technologies, intercultural communication, critical social media, digital culture and activism, postcolonial studies, and South-Asian studies.

Books

Haq, F., & **Alam, K.** (2010). *Content analysis: Gender sensitivity in school textbooks and education materials related to reproductive health, HIV/AIDS*. Dhaka: Nari Progati Sangha (Association of Women for Progress).

Edited Books

Karim, N., Azam, M., & **Alam, K.** (2015). *Bhabbudbud: The dairy of Ahmed Sharif* (Eds.). Dhaka: Jagriti Publications.

Journal Articles

- Alam, K.** (2022). Surveillance of global corruption by Transparency International: Construction of a 'corrupt' south and 'clean' north discourse., *Philosophy and Progress. Centennial Special Issue*, (70) 49–76
- Alam, K.** (2021). Framing Bangladesh in the US media: A postcolonial analysis, *International Communication Gazette*. 83(4) 371–389

- Rahman, A. and **Alam, K.** (2013). State, capital and media in the age of neo-liberalism: An Inquiry into the rapid growth of private TV channels of Bangladesh. *Social Science Review*. 30(2) 291–306.
- Haq, F., & **Alam, K.** (2010). Communication materials of HIV/AIDS and reproductive health: A gender perspective, *Social Science Review*. 27(2).
- Haq, F., & **Alam, K.** (2010). Gender sensitivity in Bangladeshi school textbooks: A qualitative study, *Society and Change*. 4(2) 27-36.
- Alam, K.**, & Haq, F. (2009). Propaganda on AIDS: An evaluation, *Journal of Nari Progati Sangha* (Journal of Women for Progress). 5(10) 13-23.
- Salam, S. A., & **Alam, K.** (2008). Journalism education in Bangladesh: A chronological study. *Samajik Biggan Potrika* (Social Science Journal), 3(3) 59-72.
- Alam, K.**, & Rahman, A. (2007). The news treatment policy of Bangladeshi national daily newspapers in the context of *Adamjee* closure: An evaluation, *Samajik Biggan Potrika* (Social Science Journal), 2(2) 67-94.

Book Chapters

- Alam, K.** (2023, in press). Changing landscape of advertising and promotional industries in Bangladesh, In L. Edwards (Eds.) *The SAGE Handbook of Promotional Society and Culture*, UK: SAGE.
- Alam, K.** & Pal, M. (2023, in press). Extending ethics of care in communication: A transnational feminist perspective. In A. Pinchevski, P. Buzzanell, & J. Hannan (Eds.) *The Handbook of Communication Ethics*, UK: Routledge.
- Alam, K.** (2013). Women supplementary pages of Bangladeshi national newspapers: A tool for patriarchy and capitalism. In F. Haq & A. Mamun (Eds.) *Media: Society and culture (Media: Samaj o sanskriti)* (pp. 281-299). Dhaka: Agami Publications.
- Alam, K.** (2011). The political economy of the anti-corruption discourse of Transparency International of Bangladesh (TIB) in relation to media. *Annals of the Center for Advanced Research in Humanities*. (16)143-160.
- Alam, K.** (2009). Right to Information Act (RIA) is nothing but a bogus propaganda. In R. R. Lenin., & M. Zahir (Eds.) *Jaruri obasta: Rastro o rajniti (Emergency period: State and politics)* (pp. 257-279). Dhaka: Oitijhya Publication.

Translated Works

- The sphere project (2004). The humanitarian charter and minimum standards in disaster response. *The Global Humanitarian Forum*, Geneva, Switzerland (English to Bengali).

Fisk, R. (2003). Press coverage of Iraq, In F. Haq & A. Mamun (Eds.) *Juddho o tottho banijjo* (War and the information business) (pp. 157-161). Dhaka: Srabon Prokashoni (English to Bengali).

Manuscripts Under Review

Alam, K. (under review). Branding Hijab: Construction of a moral consumer in Bangladeshi advertising, *Communication Monograph*.

Alam, K. (under review). (Re)shaping 'friendship': Construction of a fun youth through Telecommunication advertisements in Postcolonial Bangladesh, *Journal of International and Intercultural Communication*.

Alam, K. (under review). Being global: Projecting a 'cool' youth through advertising in postcolonial Bangladesh, *Journal of Applied Communication Research*

Works in Progress

Alam, K. & Moni, S. F. (in progress). Youth and resistance: Media Framing of Bangladeshi *Safer Road Movement 2018*, preparing for submission in the journal of *Social Movement Studies*.

Moni, S. F., & **Alam, K.** (in progress). *Rana Plaza collapse* in Bangladesh: Framing the world's deadliest apparel industry disaster by the USA media, preparing for submission in the *Journal of International and Intercultural Communication*.

Alam, K. (in progress). Postcolonial implications for advertising studies, preparing for submission in the *Journal of Communication Theory*.

Alam, K. (in progress). De-Westernizing postcolonial studies: Doing cultural studies from a marginalized global South setting, preparing for submission in the journal of *Communication and Critical/Cultural Studies*.

INVITED TALKS

Alam, K. (2023, August). Mobile Phone: Skill, Communication & Sociation. **Discussant**, Organized by Bangladesh Institute of Development Studies (BIDS), Dhaka, Bangladesh

Alam, K. (2022, December). 50 Years of Bangladeshi Advertising: From Telop to Telco. **Special Lecture**, Organized by *Reading Club Trust*, Dhaka, Bangladesh

Alam, K. (2022, March). Critical Approaches to Development Communication. **Guest Speaker**. *International Conference of Sustainable Development Goals and Media*, Organized by Department of Mass Communication, School of Social Sciences, Solapur University, India

- Alam, K.** (2022, March). Media and Identity Construction. **Panelist.** *Dhaka Media Summit 2022*, Department of Media. Studies and Journalism, University of Liberal Arts Bangladesh (ULAB).
- Alam, K.** (2022, January). Narratives of Advertising and Construction of Culture. **Panelist.** *Haq-Katha* (Season 2, Episode 6), an online talk show hosted by Fahmidul Haq.
- Alam, K.** (2021, November). *Digital dilemmas: Ethics and media accountability in digital age.* **Keynote.** Department of Mass Communication and Journalism, Bangladesh University of Professionals (BUP).
- Alam, K.** (2021, October). *Rhetoric in South Asia.* **Guest Lecture.** University of Richmond, USA.
- Alam, K.** (2010, July). *The political economy of the anti-corruption discourse of Transparency International of Bangladesh (TIB) in relation to media.* **Keynote.** Center for Advanced Research in Humanities, University of Dhaka.
- Alam, K.** (2010, December). *Gender perspective in textbooks and educational materials: A content analysis.* **Keynote.** Dhaka Reporter's Unity.
- Alam, K.** (2010, November). *Reproductive health & HIV/AIDS in textbooks and educational materials.* **Keynote.** District Commissioner Auditorium, Mymensingh, Bangladesh.
- Alam, K.** (2010, November). *Construction of gender through educational materials.* **Keynote.** District Commissioner Auditorium, Netrakona, Bangladesh.

CONFERENCE PAPERS & PRESENTATIONS (*=competitively selected paper)

- *Moni, S. F. & **Alam, K.** (2023, November). *Coping strategies of workplace stress: A study on Bangladeshi garments workers* at the National Communication Association (NCA) conference. Baltimore, Maryland, USA.
- *Jobair, Z. I & **Alam, K.** (2013, November). *Covering Disaster: Post-traumatic Stress Disorder and the Coping Mechanisms of the Journalists in a Global South Context* at the National Communication Association (NCA) conference. Baltimore, Maryland, USA.
- * **Alam, K.** (2023, May). *Youth and mobile phone: Construction of a friendship culture in Bangladeshi telecommunication advertising* at the International Communication Association (ICA) conference. Toronto, Canada.
- * **Alam, K.** (2022, May). *The changing landscape of Bangladeshi advertising: An oral history of mass media* at the International Communication Association (ICA) conference. Paris, France. (**Top Paper Award**, Communication History Division)
- * **Alam, K.** (2022, May). *Postcolonial implications for advertising studies: An empirical study from a global south context* at the International Communication Association (ICA) conference. Paris, France.

- * **Alam, K.** (2021, May). *Becoming 'global': Aspiring a 'cool' youth through advertising in postcolonial Bangladesh* at the International Communication Association (ICA) conference. Denver, Colorado, USA
- * **Alam, K. & Moni, S. F.** (2021, May). *Youth and Resistance: Framing of Safer Road Movement 2018 of Bangladesh in leading newspapers* at the International Communication Association (ICA) conference. Denver, Colorado, USA
- * **Moni, S. F., & Alam, K.** (2021, February). *Representation of Bangladeshi youth movement in global media*. South Asian Media and Culture Studies Conference, Florida State University, USA
- * **Alam, K.** (2020, November). *Branding hijab: Construction of a moral consumer in Bangladeshi advertising*. Paper presented at the National Communication Association (NCA) conference. Indianapolis Indiana, USA. (**Top Paper Award**, Asian/Pacific American Studies Division)
- * **Moni, S. F., & Alam, K.** (2020, November). *Rana Plaza collapse in Bangladesh: Framing the world's deadliest apparel industry disaster by the USA media*. Paper presented at the National Communication Association (NCA) conference. Indianapolis Indiana, USA.
- * **Alam, K. & Moni, S. F.** (2019, November). *Linking advertising, consumer culture and neo-liberalism in the context of postcolonial Bangladesh*. Paper presented at the National Communication Association (NCA) conference. Baltimore, Maryland, USA.
- * **Alam, K. & Moni, S. F.** (2019, November). *Re(shaping) friendship among youths: Reflection of "fun-furti-friendship" culture on the telecommunication advertisements in postcolonial Bangladesh*. Paper presented at the National Communication Association (NCA) conference. Baltimore, Maryland, USA.
- * **Alam, K.** (2018, November). *Surveillance of corruption in global South through Western eyes: The case of Bangladesh*. Paper presented at the National Communication Association (NCA) conference. Salt Lake City, Utah, USA.
- * **Alam, K.** (2018, February). *Neocolonial gaze of surveillance: A critique of TI's analysis of corruption in Bangladesh*. South Asian Media and Culture Studies Conference, Florida State University, USA.
- * **Alam, K., & Pal, M.** (2017, November). *Framing Bangladesh in the US media: A postcolonial analysis*. Paper presented at the National Communication Association (NCA) conference. Dallas, Texas, USA.
- * **Pal, M., & Alam, K.** (2017, May). *Bodies claiming and being thrown up into public space: Digital mediations of gender and subalternity*. Panel sponsored by "Feminist Scholarship Division" at the International Communication Association (ICA) conference. San Diego, California, USA.

- * **Alam, K., & Pal, M.** (2016, November). *Labor movements of Ready Made Garment (RMG) workers in the Bangladesh*. Paper presented at the National Communication Association (NCA) conference. Philadelphia, Pennsylvania, USA.

NEWSPAPER ARTICLES (SELECTED)

- 2023 (Aug. 20) ['Definition of youth contradicts with age limit for BCS exam'](#), *Daily Star*, Bangladesh
- 2022 (Dec. 15) ["I want Messi to return to Bangladesh." An academic reveals the three reasons why his country goes crazy with the Argentine National Team](#), *La Nacion*, Argentina
- 2022 (Dec. 02) [The bitter night my love for Argentina was born, the "tragic hero" Maradona and trust in Messi](#), *La Nacion*, Argentina
- 2022 (Nov. 30) [Crying for Argentina as a supporter since 1990](#), *Prothom Alo*, Bangladesh
- 2022 (Sept. 5) [50 Years of Bangladeshi Advertising](#), *Daily Star*, Bangladesh
- 2015 (April 19) [Reflection of Bangladeshi language on Calcutta's movie](#), *Daily Samakal*, Bangladesh
- 2015 (April 25) [Dhaka South should not be suppressed by the Dhaka North](#), *Protham Alo*, Bangladesh.
- 2015 (April 19) [Direct bhaigha dimu: A Rubelio slogan](#), *Dhaka Times*, Bangladesh
- 2015 (April 9) [Talk show and democratic practice](#), *Daily Samakal*, Bangladesh
- 2012 (Dec. 28) [Marxist politics and atheism](#), *Banik Barta*, Bangladesh.
- 2011 (Nov.) [Television: A Daily-used 'Idiot Box'](#), Dhaka University souvenir

SERVICE TO ACADEMIC COMMUNITIES

- 2023-24 Member, DWR Awards Committee, Department of Writing and Rhetoric, University of Mississippi, USA
- 2023 Search Committee member, Instructor of Composition and Rhetoric, Department of Writing and Rhetoric, University of Mississippi, USA
- 2022 - Faculty Advisor, Association of Bangladeshi Students and Scholars, University of Mississippi, USA
- 2022-2023 Member, Waterhouse Family Institute (WFI) Grants Evaluation Committee, Villanova University
- 2022 Reviewer of syllabus, MSS in Film and Television, Department of Film & Television, *Pathshala* South Asian Media Institute
- 2021-2022 Member of Department of Mass Communication and Journalism Committee on Alumni, University of Dhaka

- 2019 - 2020 Member of Department of Communication recruitment committee on Diversity: Equity, Accountability, and Inclusion, University of South Florida, USA
- 2019 – 2020 Advisor of Intercultural Speakers (IS), a student organization for international students at University of South Florida, USA.
- 2018 - 2019 Student representative, National Communication Association (NCA), Asian/Pacific American Studies Division.
- 2014 - 2015 Member, syllabus committee (revised), Department Mass Communication and Journalism, University of Dhaka
- 2010 - 2011 Member, syllabus committee, Department of Film and Television Studies (FTS), currently named Department of Television, Film and Photography, University of Dhaka
- 2009 – 2011 Student Advisor, Department of Mass Communication and Journalism, University of Dhaka
- 2005 Editorial Assistant, *Jogagoj Protrika* (Journal of Communication), vol 7, University of Dhaka

RESEARCH SUPERVISION

- 2023 Israt Jahan Oishe, Department of Mass Communication and Journalism, Bangladesh University of Professionals (BUP)
Title: Political communication strategies of Bangladesh government regarding Padma Multipurpose Bridge
- 2022 Riaz Hasan, Department of Mass Communication and Journalism, University of Dhaka
Title: Development discourses reflected in Bangladeshi media: The case of Padma Multipurpose Bridge
- 2021 Zahidul Islam Jobair, Department of Mass Communication and Journalism, Bangladesh University of Professionals (BUP)
Title: Covering disaster: Post-traumatic stress disorder of Bangladeshi journalists and their coping mechanisms
- 2013 Nishat Parvez Nishi, Department of Mass Communication and Journalism, University of Dhaka
Title: The political economy of *valentine day* celebration in Bangladeshi media
- 2012 Mahbubul Haque Bhuiyan, Department of Mass Communication and Journalism, University of Dhaka
Title: Market, media and sports: Commodification of Bangladeshi cricket
- 2011 Jinat Sharmin, Department of Mass Communication and Journalism, University of Dhaka
Title: Construction of gender discourse in Bangladeshi national newspaper

PAPER REVIEWER

2023	<i>Journalism and Media</i>
2022	<i>Social Science Review</i>
2020	<i>Journal of International Communication Gazette</i>
2020	<i>SAGE Open journal</i>
2018 - 2022	International Communication Association (ICA) Conferences
2018 - 2022	National Communication Association (NCA) Conferences
2013	Stamford Journal of Media, Communication and Culture, Bangladesh

MEMBERSHIPS

International Communication Association (ICA)
National Communication Association (NCA)
Association for Education in Journalism and Mass Communication (AEJMC)
American Academy of Advertising (AAA)

PROFESSIONAL TRAINING

2023	Inclusive and Equitable Hiring Practices, Division of Diversity and Community Engagement, University of Mississippi
2023	Online Teaching Endorsement (OTE), University of Mississippi
2020	Online Instructor Certificate course, University of South Florida
2023, 2020, 2018	Title IX (sexual violence, sexual harassment and gender discrimination), University of Mississippi, University of South Florida
2015	International Teaching Assistant (ITA), University of South Florida.
2015	Teaching Assistant Training Certificate, University of South Florida.

RESEARCH SKILLS

Methods: Thematic analysis, Content analysis, Textual analysis, Discourse analysis, In-depth and key-informant interviews, Participant observation, Focus Group Discussion, Document and archival study, Oral history

Proficiency with teaching platforms and tools: Canvas, D2L, Blackboard

PROFESSIONAL REFERENCES

Dr. Mari Lee Mifsud

Professor

Department of Rhetoric and Communication Studies

Women, Gender, and Sexuality Studies Program

University of Richmond

mmifsud@richmond.edu

+1 804 426 8240

Dr. Mahuya Pal

Associate Professor

Department of Communication

University of South Florida

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Dr. Ambar Basu

Professor and Chair

Department of Communication

University of South Florida

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Dr. Jane Jorgenson

Professor

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Dr. Patrice Buzzanell

Professor

Department of Communication

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