

# BELLA MODY

<http://multiversity.colorado.edu/>

<http://journalism.colorado.edu/faculty/bella-mody/>

## **WORK EXPERIENCE**

### **University of Colorado, Boulder** (*August 2004-*)

James de Castro Chair in Global Media  
Professor, School of Journalism and Mass Communication

### **Michigan State University** (*August 1985-2004*)

Professor of Telecommunication (Aug 1995-2004)  
Associate Professor of Telecommunication (Aug 1985-1995)  
Acting Dean, Urban Affairs Programs (Jan-June 1991)  
Assistant Dean for Interdepartmental Graduate Programs, Urban Affairs Programs  
(July 1988-Aug 1992)

### **Santa Clara University, Santa Clara, California** (*January-June 1989*)

Walter P. Schmidt Chair and Visiting Professor in Communication

### **San Francisco State University** (*January 1984-August 1985*)

Associate Professor of Broadcast Communication Arts

### **Stanford University** (*Aug 1977-December 1983*)

Assistant Professor of Communication, Department of Communication (1978-1983)  
Ford Foundation Visiting Scholar (Aug 1977-May 1978)

### **Indian Space Research Organization** (*December 1973-August 1977*)

Manager, Formative Research and Utilization, Software Systems Group, Satellite  
Instructional TV Experiment (SITE) (Sept 1976-Aug 1977)  
Research Scientist (Communication), Software Systems Group (Dec 1973-Aug 1976)

### **Indian Institute of Management, Ahmedabad** (*August 1972-November 1973*)

Research Associate, Centre for Management in Agriculture: design of graduate courses in  
marketing communication; research on maximizing cognitive gains from agricultural TV

### **Operations Research Group, India** (*January-July 1972*)

Communication Researcher

### **St. Paul's University, Ottawa, Canada** (*June-August 1971*)

Visiting Professor, Institute for Social Communication

### **N.W. Ayer Advertising, Philadelphia** (*June-August 1970*)

Copy Research Analyst

### **J Walter Thompson Co.** (*1967-1969*)

Advertising Copy writer

## **RESEARCH AND PUBLICATIONS:**

### **Books**

- Gudykunst, W. and B. Mody, eds., Handbook of International and Intercultural Communication. Thousand Oaks: Sage, 2012 Chinese translation *under production* with new Foreword by Bella Mody.
- Mody, B., Geopolitics of Representation in Foreign News: Explaining Darfur. Lanham, Maryland: Lexington Books, Rowman and Littlefield, 2010. **Best Book of the Year award by Global Communication and Social Change Division of the International Communication Association.**
- Mody, B., ed., International & Development Communication: A Twenty-First Century Perspective. Thousand Oaks: Sage, 2003.
- Gudykunst, W., and B. Mody, eds., Handbook of International and Intercultural Communication. Thousand Oaks: Sage, 2001.
- Mody, B., Bauer, J.M., and J.D. Straubhaar, eds., Telecommunications Politics: Ownership and Control of the Information Highway in Developing Countries. Hillsdale, NJ: Lawrence Erlbaum Associates, 1995.
- Mody, B., Designing Messages for Development Communication: An Audience Participation-Based Approach. Thousand Oaks, CA and New Delhi, India: Sage, 1991.
- ### **Book Chapters**
- Mody, B. "Press Coverage of Africa's Crises: Timely? So What?" In José Carlos Sendín and Antoni Castel ed. African Public Sphere: Media for Democracies. Madrid, 2010: Los libros de los Catarata. (in Spanish).
- Mody, B., "TV for Development," in Encyclopedia of Communication, Blackwell, 2008 (encyclopedia entry).
- Mody, B., "Global and Local Influences on the Shape of Media Institutions," in B. Mody ed. International and Development Communication: A Twenty-First Century Perspective. Thousand Oaks: Sage 2003.
- Mody, B., "Virtual Solutions to Real Problems," in Mansell, R., Samarajiva, R., and A. Mahan eds. Networking Knowledge for Information Societies: Institutions and Interventions. Delft: Delft University Press, 2002.
- Mody, B., Trebing, H. and L. Stein, "Governing the Market for New Media," in L. Lievrouw and S. Livingstone eds. New Media Handbook. London: Sage, 2001.
- Mody, B., and A. Lee, "Differing Traditions of Research on International Communication," in W. Gudykunst and B. Mody eds. Handbook of International and Intercultural Communication. Thousand Oaks: Sage, 2001
- Mody, B., "Contexts of Power and the Power of Media," in K. Wilkins ed. Redeveloping Communication for Social Change. Lanham, Maryland: Rowman and Littlefield, 2000.
- Mody, B., "Competition in Local before Long Distance? A Contextual Analysis of Telecommunications Development in India," in E. Noam ed. Telecommunications in West Asia. New York: Oxford University Press, 1998.

Mody, B., "Technology Options for Third World Countries: Do We Have the Freedom to Choose?" in Opening Windows: Issues in Communication. Singapore: AMIC, 1996.

Mody, B., and J.M. Bauer, "Introduction," in Mody, B., Bauer, J.M., and J.D. Straubhaar eds. Telecommunications Politics: Ownership and Control of the Information Highway in Developing Countries. Hillsdale, NJ: Lawrence Erlbaum Associates, 1995.

Mody, B., and Lai-Si Tsui. "The Changing Role of the State," in Mody, B., Bauer, J.M., and J.D. Straubhaar eds. Telecommunications Politics: Ownership and Control of the Information Highway in Developing Countries. Hillsdale, NJ: Lawrence Erlbaum Associates, 1995.

Mody, B., and J. Borrego, "Mexico's MORELOS Satellite: Reaching for Autonomy?" in G. Sussman and J. Lent eds. Transnational Communication: Wiring the Third World. Newbury Park: Sage, 1991.

Mody, B., "First World Technologies in Third World Contexts," in E.M. Rogers and F. Balle eds. Communication Technology in the United States and Western Europe. New Jersey: Ablex, 1983.

Shingi, P., and B. Mody, "The Communication Effects Gap: A Field Experiment in TV and Agricultural Ignorance in India," in E.M. Rogers ed. Communication and Development: Critical Perspectives. Beverly Hills: Sage, 1976.

#### **Editor, Special Issues of Journals**

Communication, Global Disparity and Social Change. *Communication Theory*, vol. 11, no. 3, 2001 (co-editor).

Mediated Adolescence Around the Globe. *Gazette: The International Journal for Communication Studies*, vol. 64, no. 1, 2001 (editor).

Communication and Development: Beyond Panaceas. *The Journal of International Communication*, vol. 4, no. 2, December 1997 (editor).

#### **Member, Editorial/Other Boards (current)**

International Advisory Board, Global Media and Communication (Sage UK)

International Advisory Board, Journal of International Communication (Routledge Australia)

International Editorial Board, Asian Journal of Communication (Routledge Singapore)

Toda International Advisory Council, Japan

#### **Journal Articles**

Mody, B. The Potential of Foreign News as International Development Communication. *Nordicom Review* Issue 33, pp. 45-59, September 2012.

[http://www.nordicom.gu.se/?portal=publ&main=info\\_publ2.php&ex=362&me=2](http://www.nordicom.gu.se/?portal=publ&main=info_publ2.php&ex=362&me=2)

Published simultaneously in *Glocal Times*, 17/18 2012 <http://ojs.ub.gu.se/ojs/index.php/gt>

Mody B. The Marketization of Foreign News. *Global Media and Communication*. 8 (2): August 2012: 99-115.

Mody, B. Educating Journalism Students to Do Comprehensive Reporting, *Asia-Pacific Media Educator*, December 2011, pp. 9-16. Available at <http://ro.uow.edu.au/apme/vol1/iss21/3/>

- Mody, B. "Student Civic Engagement with Humanitarian Disasters: Collaborative Cross-National Research on Darfur Reporting", *Journal of African Media Studies*, 3:3, 349-366, October 2011.
- Mody B. "News Audiences Beware: Insights from Darfur." *Media Development*, 2011, Issue 4, 32-36.
- Mody B. "News of Sudan's Growing Pains: Watchdog or Lapdog?" *Harvard International Review*. Dec 14, 2010. <http://hir.harvard.edu/news-of-sudan-s-growing-pains>
- Mody, B. "Towards Contextually Grounded Comparative Scholarship," *Global Media and Communication* 6, no. 3, Dec. 2010
- Mody, B., Alexander, S., Stencel, D., and A. Ingersoll. "The *Other* in North American doctoral dissertations: early findings," *Global Media and Communication* 3, no. 3, Dec. 2007.
- Mody, B., "AIDS versus Development." *Media Development* 3, 2006.
- Mody, B., "Fighting HIV-AIDS to Prepare for Tobacco Deaths: Media Messages and More," *China Media Report* 4, 2003.
- Wilkins, K.G., and B. Mody, "Reshaping Development Communication: Developing Communication and Communicating Development," *Communication Theory* 11, no. 4, 2001: pp. 385-396.
- Haejin, Y., Govinder, K., and B. Mody, "Factoring Poverty and Culture into HIV/AIDS Campaigns," *Gazette: An International Journal for Communication Studies* 63, no. 1, Feb 2001.
- Yoo, H., and B. Mody, "Predictors of Downsizing in the U.S. Local Telephone Industry," *The Information Society* 16, no. 1, 2000.
- Mody, B., "The Internet in the Other Three Quarters of the World," *The Annual Review of the Aspen Institute of Information Studies*, April 1999: pp. 69-94.
- Mody, B., "State Consolidation through Liberalization of Telecommunications Services," *Indian Journal of Communication*, 45, no. 4, 1995.
- Mody, B., Tsui, L., and P. MacCormick, "Telecommunication Privatization in the Periphery: Adjusting the Public-Private Balance," *International Review of Comparative Public Policy* 5, Special Issue on International Perspectives on Telecommunications Policy. Jai Press: 1993.
- Borrego, J., and B. Mody, "A Contextual Analysis of the Mexican Satellite Project," *Telecommunication Policy*, Sept 1989: pp. 265-276.
- Mody, B., "Satellite Debt in Mexico's Manana," *Media Development*, December 1988.
- Ferreira, L., and B. Mody, "A Contextual Analysis of the Andean Condor Project," *Chasqui*, December 1988 (in Spanish).
- Mody, B., "From Communication Effects to Communication Contexts," *Media Development* 3, 1988.
- Mody, B., "Contextual analysis of the adoption of a communication technology: the case of satellites in India," *Telematics and Informatics* 4, no. 2, 1987: pp. 151-158.

- Mody, B., "Evaluating Mass Media as Agents of Transnational Incorporation," *The Indian Journal of Communication* 1, no. 2, July-Sept 1986: pp. 65-71.
- Mody, B., "Re-sourcing the Audience: A Folk Tale From Jamaica." Paper presented at the Annual Meeting of the International Communication Association, Honolulu, May 1985. *Gazette* 38, 1986: pp. 147-160.
- Mody, B., "Lessons from Formative Research in Third World Countries," *International Notes*, Summer 1983: Children TV Workshop, New York.
- Mody, B., "Programming in SITE," *Journal of Communication* 29, no. 4, Autumn 1979.
- Mody, B., "Media for Development...But What Message?" *International Development Review* 2, 1978. Rome.
- Mody, B., "Lessons from the Indian Satellite Experiment," *Educational Broadcasting International*, Sept 1978.
- Mody, B., "Planning Development Communication Software," *Development Communication Reports*, July 1978.
- Mody, B., "Towards Formative Research in T.V. for Development," *Educational Broadcasting International* 9, no. 4, Dec 1976. London.
- Shingi, P., and B. Mody, "The Communication Effects Gap: A Field Experiment in TV and Agricultural Ignorance in India," *Communication Research* 3, no. 2, April 1976.
- Zillman, D., Mody, B., and J. Cantor, "Empathetic Perception of Emotional Displays in Films as a Function of Hedonic and Excitatory State prior to Exposure," *Journal of Research in Personality*, 8, no. 4, Dec 1974.
- Cantor, J., Zillman, D., and B. Mody, "Residual Emotional Arousal as a Distractor in Persuasion," *The Journal of Social Psychology* 92, April 1974.
- Mody, B., "Action-television," *Ag-Communication*, Fall 1973. New Delhi.
- Mody, B., "Consumer Intelligence for Rural Marketing Communication," *Executive*, April 1973.
- Mody, B., "Optimal Allocation of Scarce Resources: The Newspaper Case," *Vidura*, August 1972.

### **Conference Presentations and Papers**

- Mody B. "The Food Security Crisis: the Press-PolicyAction Link" invited presentation at the 50<sup>th</sup> anniversary of the Agriculture Communication program at the University of Illinois Champaign-Urbana Feb 17, 2012.
- Mody B. "Broadcasting in the Public Interest: a Research Agenda for 21<sup>st</sup> Century India". Keynote speech presented at the seminar on the Changing Face of Indian Media: What Needs to Be Done on March 22, 2012 Hyderabad India. Center for Economic and Social Studies and Programme Staff Association of All India Radio and Doordarshan.
- Mody, B. Aiming for Comprehensiveness in News Reporting: How Well Does the World's Press Perform? Presentation at the Indian Institute of Mass Communication, New Delhi, India, Aug 1 2012.

Mody B. and Liu Xun. "The Influence of the Intended Audience on the Design of Foreign News". ***Judged a Top Two Paper by the Journalism Studies Division.*** Presented at the International Communication Association annual meeting in Boston, May 2011

Mody, B., "How the Global South Reports on its Own Crises: Comparing Internet and Printed Press Performance on a Comprehensive Coverage Index." Plenary presentation at the Asian Mass Communication annual conference, AMIC, Singapore, June 2010.

Mody, B., "The Geopolitics of Representation." Paper presented at the IAMCR-ICA panel at the International Communication Association annual meeting in Singapore, June 2010.

Mody, B., "Towards Contextually Grounded Scholarship Comparative Scholarship on Media in India and China": Paper presented at the Chindia pre-conference at the International Communication Association annual meeting in Singapore, June 2010.

Mody, B., Maki, J., Hofschire, L., Swensen, T., and A. Mansouri, "Beyond Watchdogs and Mouthpieces: Taking the State-Owned Press Seriously." Paper presented at the Journalism Studies division of the International Communication Association annual meeting in Singapore, June 2010

Mody, B., "Generating Research Literature on Strategic Planning of Communication and Development by the Global South." Presented to the Department of Communication, Makerere University, Kampala, Uganda, July 15, 2009.

Mody, B., and L. Hofschire, "The National Interest on Internet News Sites." Presented at the International Communication Association annual meeting in Chicago, May 2009

Mody, B., "100 World Trade Center Bombings in Sudan: Uncovering Darfur in Print Dailies Around the World." Presented at the International Communication Association annual meeting in Chicago, May 2009

Mody, B., "What are Foreign-Born Faculty Good For?" Presentation to Diversity Summit, University of Colorado, Boulder, February 16, 2009.

Mody, B. and colleagues. "300,000 Dead, 2.7 Million Refugees in Their Own Home Land: Uncovering Darfur Sudan in the World's Press." Invited plenary presented at the First Conference on Press Coverage of Genocide in Darfur Sudan, Bilbao, Spain, November 2008: UN High Commission for Refugees Local Committee.

Mody, B., "Community Participation-based Problem-solving." Presented to the South Asian Students Association, University of Colorado, Boulder, November 5, 2008.

Alexander, S., Mody, B., and O. Baysha, "How the West Asian *Other* is Represented in Doctoral Dissertations in Journalism, Mass Media and Communication in the US." Presented at the Western Conference of the Association for Asian Studies, Boulder, Colorado, September 2008.

Mody, B., "Defining Global Media Studies." Invited panel presentation at the International Communication Association annual meeting in San Francisco, May 2007.

Mody, B., "Talking back to power—with data." Opening plenary session presentation at the International Communication Association annual meeting in San Francisco, May 2007.

Mody, B., "Learning about the Other (Three Quarters): comparing doctoral dissertations on Asia, Africa, Latin America and the Caribbean in the US and Canada in the 1990s." Co-authors Stephanie Alexander, Daniel Stencel, Alex Ingersoll. Presented at the International

Communication Association annual meeting in San Francisco, May 2007.

Mody, B., "Communicating health in a time of poverty." Presented at opening plenary session at the World Bank-FAO World Conference on Communication and development, Rome, Oct 2006.

Mody, B., "Communication embedded in development initiatives against HIV-AIDS." Poster session presented at World Bank-FAO Conference on Communication and Development, Rome, Oct 2006.

Mody, B., "Framing of ethnicity, race and religion in Sudan's crisis in Darfur." Conference on Fundamentalism and the Media, University of Colorado, Boulder, Oct 10 2006.

Lichtenauer, S., and B. Mody, "Asia, Africa, Latin America and the Caribbean in North American doctoral dissertations on Communication-related subjects: 1960-2005." Presented at the Internationalizing Media Studies conference at the University of Westminster, Oct 2006 (peer-reviewed abstract).

Mody, B., "Uncovering Darfur Sudan 2003-2005: Which news organization offered the most comprehensive coverage?" Presented at AEJMC, San Francisco, 2006 (double blind peer review).

Mody, B., "Educating the English-speaking world about regional crises: uncovering Darfur in the Al-Ahram Weekly and in English al Jazeera.net." Presented at the IAMCR, Cairo, Egypt, July 2006 (peer reviewed abstract).

Mody, B., "Asian Pacific Women in the Media: Missing or Sexualized in 2005: Conference on New Directions in the Study of Race and Ethnicity." University of Colorado, Boulder, April 22, 2006.

Mody, B., "From uneven national development to uneven globalization: can communication help construct more equal global change?" Presented at the plenary session on media globalization at the AMIC annual meeting in Beijing, July 2005.

Mody, B., "More than 'best practices' for HIV-AIDS control." Presented at the International Association for Media and Communication Research (IAMCR), Taipei, 2005.

Swenson, T., Skogberg, C., Demont-Heinrich, C., and B. Mody, "When it bleeds in Darfur Sudan, where does it lead? National influences on international coverage." Presented at the International Communication Association annual meeting, New York, 2005.

Mody, B., "Asian Pacific Women in the Media: Missing or Sexualized." Presented at the Real Faces Banishing the Doll Conference, Michigan State University, March 29, 2003.

Mody, B., "Beyond Message Design." Presented at the International Communication Association annual meeting, San Diego, May 2003.

Mody, B., "Expertise in Knowledge Societies: Implications for Developing Countries." Presented at the International Communication Association annual meeting, San Diego, May 2003.

Mody, B., "HIV-AIDS: Does Gender Inequality Make a Difference?" American Women's Medical Association, International Women's Week Seminar, College of Human Medicine, MSU, March 2002.

Yun, H., and B. Mody, "Beyond Poverty: Factoring Gender and Ethnicity in to HIV Prevention." Paper presented at the International Communication Association annual meeting in Washington, D.C., May 2001.

Mody, B., "Integrating Communication in to the Design of Public Advocacy Projects." Presented at the Center of Concern, Washington, D.C., October 2000.

Mody, B., "Designing Media Campaigns to Prevent HIV Transmission." Department of Psychology Seminar at the University of Durban, Westville, South Africa, August 1999.

Kingsley, C., Rampoldi, L., and B. Mody, "The Influence of Ethnicity, Class and Gender on Foreign TV Viewing and Globalization Impacts: The Case of English-speaking teens in Karnataka, India." Presented at the panel on Youth, Culture, and Global Media, International Communication Association, San Francisco, May 1999.

Rampoldi-Hnilo, L., and B. Mody, "Big City-Small Town Differences in Teenage Uses of Foreign TV in South India." Presented at UNESCO-PAC, Bangi, Malaysia, April 1999.

Mody, B., "The Internet in Developing Countries." Presented at UNESCO-PAC, Bangi, Malaysia, April 1999.

Mody, B., "Preparing for Competition: Downsizing in Telecommunication Services Worldwide." Presented at the 12th Euricomm Colloquium on Communication and Culture at the University of Colorado at Boulder, October 2-5, 1997.

Yoo, H., and B. Mody, "Predictors of Downsizing in the U.S. Local Telephone Industry." Presented at the International Association for Mass Communication Research, Oaxaca, July 1997.

Mody, B., and H. Hung, "Women, Wages and Patriarchy: the Facts and Television Fiction in Taiwan." Presented at the Theme Session on Gender and Global Narratives at International Communication Association, May 1997.

Mody, B., "Why the Context Matters." Presented at the panel "Is Global Community an Oxymoron?" at International Communication Association meeting, Toronto, March 1997.

Maitland, C., Malouche, M., and B. Mody, "Jobs in Tele-utopia: an International Comparison of Employment in Telecommunication Services." Presented at the International Studies Association, Toronto, March 1997.

Mody, B., "The State and Telecommunication in India." Presented at the Asian Studies Colloquium, Michigan State University, Jan 30, 1997.

Mody, B., "State Space in the Electronic Domain." Presented at the MSU Conference on Electronic Space, Hikone, Japan, May 1996.

Mody, B., "State Consolidation through Liberalization of Basic Telecommunication Services in India." Presented at the International Communication Association annual meeting, Chicago, 1996.

Mody, B., "The Changing Role of the State." Presented at the International Communication Association, Washington, D.C., May 1993. Revised for presentation at the International Association for Mass Communication Research, Seoul, South Korea, July 1994.

Mody, B., and L. Tsui, "Increasing Private Sector Participation in the Periphery: The Role of the State and Class Structure." Presented at the MSU Department of Telecommunication / Center for Advanced Study in International Development Workshop on Restructuring Telecom in the Periphery, Michigan State University, East Lansing, May 1992.

Mody, B., "Telecommunication Privatization in Asia." Keynote speech presented at the first Asian



Mass Communication Regional Conference, Manila, July 1992.

Mody, B., "Energizing the Communication Component in Agriculture Extension: A Case for New Pilot Projects." Presented at the 12th World Bank Agricultural Symposium, Wash, D.C., Jan 1992.

Mody, B., "Telecommunication Infrastructure for Export Promotion in the Periphery: A Comparative Study of India and Ireland." Presented at the International Studies Association, Vancouver, B.C., 1991 and the International Communication Association, Dublin, May 1991.

Mody, B., "Contextual Analysis for Distance Education Projects." Opening speech at the (British) Commonwealth Consultation on Distance Education, Nairobi, Kenya, June 6, 1990.

Mody, B., "The Role of Telecommunication in Regional Economic Development in the Periphery: The Case of Computer Software Development in India." Presented at the Regional Science Association Annual Meeting, Santa Barbara, California, November 1989. Revised for presentation at the International Communication Association in Dublin, June 1990.

Mody, B., "Response to Dean Kenneth E. Corey's Presentation on Planning and Development in Singapore: Lessons for Other Cities." Presented at the East Asia Round Table at Michigan State University, January 25, 1990.

Mody, B., "Lessons from Satellite Education TV Experiments in the Third World." Battelle Memorial Special Lecture Series, Ohio State University, Columbus, Ohio, May 1989.

Mody, B., "The Role of Academics in Communication Policy Formulation in the Third World." Presented at the International Communication Association Annual Conference, San Francisco, California, May 1989.

Mody, B. (co-author), "A Contextual Analysis of the Andean Condor Project" Presented at the Annual Telecommunication Policy Research Conference at Airlie, Virginia, Oct 1988.

Mody, B., "A Comparison of Satellite Technology Transfer Attempts: India versus Indonesia." International Association for Mass Communication Research, New Delhi, India, August 1986.

Mody, B., "Development, Women and Communication." Presented at the Worldview International Foundation meeting on Women and Development, Nepal, March 5, 1984.

Mody, B., "Internationalizing Communication Curricula: For World Peace or Capitalist Expansion?" Presented at International Communication Association, New Orleans, May 1988.

Mody, B. (co-author), "The Evolution of Digital Switching Systems in India: Transnational Corporations versus Indigenization." International Communication Association, Montreal, 1987.

de Silva, I., and B. Mody, "Towards a Contextual Analysis of TV's Introduction into Sri Lanka." Presented at the Asian Studies Annual Conference by Indra deSilva, Madison, WI, April 1986.

Mody, B., "Segmenting Audience Needs Before Designing Media Solutions: Findings from Women in Poverty in the Limon province of Costa Rica." International Communication Association Paper, May 1986. Chicago.

Salazar, C., Salazar, L., and B. Mody, "Helping Us Keep the Faith." MSU Symposium on Critical Sociology, East Lansing, May 1986.

Mody, B., "The Context of Development Communication Projects." Paper presented at the Annual Meeting of the International Communication Association, Honolulu, May 1985.

Mody, B., "Re-sourcing the Audience: A Folktale from Jamaica." International Communication Association Annual Meeting, Honolulu, May 1985.

Mody, B., "Technology Options for Third World Countries: Do They Have the Freedom to Choose?" Keynote speech presented at the Norwegian National Commission on UNESCO's Conference on the International Program for Development Communication, Oslo, Sept 1983.

Mody, B., "Evaluating Mass Media as Agents of Transnational Incorporation." Paper presented at the UNESCO Conference on Research and Evaluation in Decision Making in Educational Media, India, December 1980.

Mody, B., "Products of Political Crisis: The Female-Headed Vietnamese Refugee Family." Notes presented at the United Nations Mid-Decade Conference on Women (Forum) in Copenhagen, July 1980.

Mody, B., "Underdevelopment, Media and Women: The Need for Needs Assessment." Presented at the International Communication Association Annual Convention, Acapulco, June 1980.

Mody, B., "International News as a Profit-Making Commodity." Paper presented at Seminar on International News, Santa Clara University, Santa Clara, California, January 1980.

Mody, B., "Women's Networks and Development Planning." Paper presented at the International Studies Association Annual Convention, Toronto, March 1979.

Mody, B., "The Indian Satellite Television Experiment: Its Origins, Organization, Messages and Effects." Paper presented at the International Communication Association annual meeting, Chicago, June 1978.

Mody, B., "Infrastructure for Rapid Transformation of Rural Society: A Case for Participatory Local Media." Paper prepared for the USEFI Seminar on Rural Development, India, June 1977.

Mody, B., "Needed: Organizational Structures in the Public Interest for Communication Technology in India." Paper presented at the East-West Communication Institute Summer Seminar, Honolulu, July 1976.

Mody, B., "SITE Social Evaluation: Early Personal Reflections." Paper presented at the Conference on Evaluation of Communication Satellite Effects, East-West Communication Institute, Honolulu, June 21-25, 1976.

Mody, B., "How to Optimize Media Effectiveness." Position Paper presented at the Fertilizer Association of India's Mass Media Seminar, Baroda, January 1973.

### **Unpublished Reports**

Mody, B., "Quality Assessment Review Report," CARIMAC, University of the West Indies. January 2007.

Mody, B., "The Role of Communication in the War of Liberation Against HIV-AIDS: A Manual on How to Use Research Evidence to Design and Evaluate Media Campaigns," UNICEF, Delhi, August 2001.

Mody, B., "Energizing the Communication Component in Extension: A Case for New Pilot Projects." In Proceedings of the Twelfth World Bank Agricultural Symposium, Washington, D.C., April 1992.

Mody, B., INTELSAT (ed.) "How Third World countries make satellite adoption decisions: the case of India." In *Telecommunication for Development, Proceedings of an International Forum*. Washington, D.C., Intelsat, October 1986.

Mody, B., "Report on Workshop on Communication Message Design for African Media Women." UNESCO. Harare, Zimbabwe, 31 July-16 August 1985.

Mody, B., "Towards Communication Support For the Development of the Women of Nepal. A Report on a Needs Assessment-Project Formulation Trip." Worldview International/NORAD project, Kathmandu, Nepal, July-August 1984.

Mody, B., "Evaluating TV in Third World Countries: A Retrospective on the Evaluation of SITE in India." In J. Steinbring (ed.) *Proceedings of the Conference on TV in the Developing World*, University of Winnipeg, 1980.

Mody, B., "The Indian Satellite Experiment: A Case Study." Institute for Communication Research Report. Stanford University, 1978.

Mody, B., "A Case Study of Economic Structure Influences on Modernization Gains After an Exceptional First Year of TV in an Indian Village." SITE/SSG/REC/ECO/01 March 1978.

Mody, B., "SITE Message Systems Analysis: What Did SITE Programmes Consist of: Project SITE/SSG/REC/MSA/01." Space Applications Centre, Ahmedabad, 380015, Sept 1977.

SITE Winter School Proceedings

- a. Pre-testing TV programs in SITE
- b. The Kheda Children's Serial: An Experiment in Team Production
- c. The Kheda Field Communication Laboratory Studies
- d. SITE Message Systems Analysis
- e. SITE Impact as a Function of Economic Class: A One-Village Study in Kheda District

Mody, B., "Needs Assessment Study: SITE Rajasthan SITE/SSG/REC/017." Indian Space Research Organization, Ahmedabad, India, December 1974.

Mody, B., "SITE Audience Profile Kheda District Gujarat SITE/SSG/ REC/006." Indian Space Research Organization, Ahmedabad, India, May 1974.

Mody, B. (co-author), "Farmer Ignorance and Agricultural TV." Centre for Management in Agriculture, Indian Institute of Management. Ahmedabad, India. 1974.

### **Book Reviews**

Comparing Media Systems Beyond the Western World ed. by Daniel C Hallin and Paolo Mancini. Cambridge U Press 2012. *Journalism Studies*. Forthcoming.

Author Response to review by TK Chang, Geopolitics of Representation in Foreign News. *Asian Journal of Communication*, Vol 22, April 2012 233-234.

Exporting Communication Technology to Developing Countries by Emmanuel K Ngwainmbi. University Press of America, 1999, in *Journal of Communication* 51, no. 3, 2001.

"World Telecommunication Development Report," 1998 by the ITU. In *Telecommunication Policy*, 1999.

Soap Operas for Social Change by H. Nariman. In *Journal of Broadcasting and Electronic Media* 39, 1995: pp. 141-144.

Development (Social Change) Communication and "Communicating for Development" by Andrew A. Moemeka. In *Journal of International Communication* 1, no. 2, 1994.

Many Voices, One World by Sean McBride. In *Journalism Quarterly*, 1983 (co-authored with Steven Chaffee).

## **OUTREACH/SERVICE**

President's Office, University of the West Indies, Mona, Kingston, November 2007: Leader, Quality Assessment Team, CARIMAC.

Provost's Office, Bowling Green State University Dec 2001-Feb 2002: External review team member with Dean John Mayo, Florida State University.

United Nations Children's Fund, Delhi, India Jan-May 2001: Consultant on HIV-AIDS Communication (on sabbatical).

The Food and Agriculture Organization of the United Nations, 1993-1995: Consultant to National Dairy Development Board, India on Cooperative Development.

The World Bank, January, 1992: Consultant on agriculture extension, Washington, DC.

(British) Commonwealth Secretariat, June, 1990: Consultant on educational media, Division of Education, Nairobi.

World Health Organization Global Program on AIDS. Social Research to Design AIDS Prevention Media Campaigns. July 1988: Tanzania Workshop; April 1989: Ghana; June 1989: Geneva; December 1989: India.

United Nations Educational Scientific and Cultural Organization (UNESCO). July-August 1985, Zimbabwe: Taught Course on Community Audience Research for Media Campaign Design for women radio producers.

Friedrich Ebert Stiftung, Germany/University of the West Indies, June 1984: Taught Course on Audience Research for campaign design for Women and Development Projects in Barbados.

Ministry of Development Cooperation/Institute for Social Studies, Government of the Netherlands, The Hague, Summer 1983: Evaluated Communication Policy and Planning Course in Kenya.

National Science Foundation / Association for Media-based Continuing Education for Engineers (AMCEE), 1980-81. Engineering Education via TV: Directed Research on Student Profiles, Professor Profiles, needs assessments, and development of an Orientation Videotape for Engineering School Professors.

U.S. Agency for International Development Contract with Stanford University, June 1979-January 1983: Agricultural broadcasting in Jamaica.

## **EDUCATION**

Ph.D. Psychology, Gujarat University, 1980. Dissertation title: "Differential Effect of Television on Modernization As a Function of Economic Class: A One-Village Case Study."

M.A. Communication, University of Pennsylvania, 1971. Thesis title: "Effect of the Excitatory Potential and Hedonic Tone of a Communication on Intensity of Decoded Sadness and Empathy with Tragic Events in a Subsequent Communication."

Post-graduate Diploma in Advertising and Public Relations: Advertising Agencies Association of India, Calcutta, 1968.

B.A. (Honors) English Literature, St. Xavier's College, Ranchi University, India, 1967. Ranked first in the university.