

# PUBLICATIONS

Dr. Mira K. Desai

## Books [Gujarati & English]

1. Kumar Ashok and Mira Desai, *Indian Media: Ecology and Enterprise*, April 2020, Under Production.
2. Desai Mira K (ed.) *Regional language television channels in India: Profiles & Perspectives*, Rutledge- Taylor & Francis. November 2021, ISBN: 9780367210779
3. Desai Mira K (2020) *Evolution of Sport Leagues in India: The Sports, Media and Management*, Kalpaz Publishers, New Delhi. ISBN: 9353242983/9789353242992
4. Desai Mira K (2010) *Television in India: Many Faces*, Authors Press, New Delhi. ISBN: 978-81-7273-555-5
5. Desai Mira K & Binod C Agrawal (2009) *Television and Cultural Change: Analysis of Transnational Television in India*, Concept, New Delhi. ISBN: 81-8069-609-X
6. Desai Mira (2006) "*Champa Kare Paisa ni vat*, Gujarat Vidyapith, Ahmedabad. March 2006. The Gujarati book manuscript for Neo-literates was awarded by Government of India, 2002. ISBN: 81-86445-93-5
7. Desai Mira (1995) "*Champa Kare Vichar*" Gujarati book for Neo-literates: Navbharat Sahitya Mandir, Ahmedabad.
8. Desai Mira (1995) "*Introduction to Computers and BASIC Programming*": Gujarati Textbook for First year college students, B S Shah Prakashan, Ahmedabad, 1994-95.

## Chapter in Book [English]:

1. Desai Mira K (2019) Women in Regional Language Television Channels: An Analysis, Ch-9, Page-106-115 in *Women in Indian Regional Television Channels* edited by Pawar Nisha, Preetam Prakashan, Dharwad.
2. Desai Mira K (2017) Communication Programmes at Women's University, Ch-6, P-46-55 in Sanjay Ranade (ed.) *Reminiscing media education in India*, Ekvira Prakashan, Pune.
3. Desai Mira K (2017) Journalism Education in India: Maze or Mosaic, Chapter-5 Country report, page- 113-134, In *Global Journalism Education in the 21st Century: Challenges and Innovations*," edited by professors Robyn S. Goodman and Elanie Steyn, Endorsed by the World Journalism Education Council Published by Knight Center for Journalism in the Americas, University of Texas at Austin.
4. Desai Mira K (2016) Development communication and Development Journalism: Issues in Curricular Design, p-42-43 In Sanjeev Banawat and Kalyan Singh Kothari (ed.) *Development Journalism: The way forward*, Centre for Mass Communication, University of Rajasthan, Jaipur.
5. Desai Mira K (2016) *Sound Airwaves: Digitisation in Indian Society*, Proceedings of UGC National seminar on 'understanding digital sound-music/digital recording techniques, Yashodeep Publications, Pune, p-48-51.

6. Desai Mira K (2014) Media globalisation and cultural imperialism: Contrary evidences from Indian television, p-7-11 In Manjula Srinivas (ed.) Media and Globalisation, Excel India Publishers, New Delhi (ISBN- 9789383842643)
7. Desai Mira K (2012) Elderly and Media: Uncharted territories, Ch-37, p-377-384 In Joshi U, Pandya R and A Maniar (ed.) Ageing in twenty-first century, Vol-2, Authors Press, New Delhi.
8. Desai Mira K (2012) Cultural values: Reality TV manufactures marriage, Ch-4, p-61-75, In Wyatt N Wendy & Kristie Bunton, The ethics of reality TV: A philosophical examination, Continuum, New York.
9. Desai Mira K (2011) Internet and Education: Crisscross connection, Part-III- Internet Impacts, p-203-216 In Madanmohan rao and osama manzar (ed.) 15 years of Internet in India-Retrospectives and Roadmaps, Netchakra, Digital Empowerment Foundation, New Delhi.
10. Desai Mira K (2010) Girl child, Television advertising and status quo: Gender in HDFC Standard life advertisements, ch-13, p-266-284 In Patel Vibhuti (ed.) Girls and Girlhoods at Threshold of Youth and Gender, Empowering women worldwide series:8, The Women Press, Delhi.
11. Desai Mira K. & Geeta Seshu (2009) Information and Media Literacy in the Indian Context: Diverse Directions, Ch-8, pp-129-150 In Marcus Leaning (ed.) Issues in Information and Media Literacy: Criticism, History and Policy, Informing Science Press, Santa Rosa, California.
12. Desai Mira K (2009) Women, Entrepreneurship, Communication: Intersections of Gender and Power, Ch-12, P-259-270 In Prasad Kiran and S R Joshi (ed.) Feminist Development Communication: Empowering Women in the Information Era, The Women Press, New Delhi
13. Rao M M and Mira Desai (2008) Boom in India: Mobile media and social consequences, Ch-29, p-389-402 In Katz J E (ed.) Handbook of mobile communication studies, Massachusetts Institute of Technology, Cambridge.
14. Desai Mira (2005) Mobile Phones in the lives of young people: Sample Survey of Users in Mumbai, Ch-12, P-231-256 In Joshi S.R. (ed.) Children, youth and electronic media, BR publications, New Delhi.
15. Desai Mira (2004) *Communication Strategies and Empowerment of Women: Experiences from Gujarat* in Prasad Kiran (ed.) Communication and Empowerment of Women: Strategies and Polict Insights from India, Vol.2, Ch-22, p-642-661.
16. Desai Mira (2003) Another Face of Satellite Television in India: Demarginalisation of Minorities, ch-27 in Prasad Kiran (ed.) Political Communication: The Indian Experience, Vol-2, Politicla campaign, awareness and effect, BR Publications, New Delhi.
17. Desai Mira Kapil (2003) Television studies in India: perspectives, practices and problems in Chitty Naren (ed.) Faces of Globalization, Ch-8, p-106-130, Ganga Kaveri Publishing House, Varanasi, June 2003.

### **Research Papers in Journals [English]:**

1. Desai Mira K (2021) Indian Media/Communication Education and Educators: Territories and Traumas, Communication Today Special Issue- Media Education: Critical Thoughts, Vol 25, No2, April-June 2021, P-63-74

2. Desai Mira (2019) Understanding Women and Digital media relationship: Changes and Challenges, Interaction, Vol XXXVII, April 2019, p-24-32.
3. Desai Mira (2018) 'Boundaries' blurred" Relationship of 'teacher' and 'taught' in the context of changing media environment, Quest in Education, Vol. 45, No 3, July 2018, Page-27-33.
4. Desai Mira (2017) ICT4D projects in India: Continuation of Dominant Pradigm...?!, Quest in Education, Vol. 41, No 1, January 2017, Page-12-36.
5. Desai Mira (2016) Role and Relevance of Extension Education: Retrospect and Prospects, Urban World, Vol.9, No.3, July-September 2016, p-14-22.
6. Desai Mira and Kapil Desai (2016) 'Networked' religion in network society: Case of Swaminarayan sect, Journal of the Asian Centre for Religion and Social Communication, Vol. 14, No 1, 2016, p-24-34. (ISSN- 1686-9184)
7. Desai Mira K (2016) Taking stock of media/communication studies in India: North-South divide, Communicator, Vol. XLVII, No 1, Jan-Dec 2012- Published in 2016, p-3-19. (ISSN- 0588-8093)
8. Desai Mira K (2015) A New Era for Indian Bloggosphere, Communication Today, Vol.17, NO-1&2, Jan-June 2015, P-1-20. (ISSN- 0975-217X)
9. Desai Mira K and Putul Sathe (2013) Narmada Bachao Andolan Online: Exploring Discourses of Representation and Resistance, Journal of Media and Social Development, Vol-1, issue-2, Oct-December 2013, p-89-106.
10. Desai Mira K (2013) Globalisation of Bollywood: Gain of markets or Loss of audiences?! Media Watch, Vol-4, No-1, p-54-68, January 2013.
11. Desai Mira K (2013) Indian media histories of last two decades: Story of innovations, Journal of Global communication, Vol-6, No-1, Jan-June 2013, P-44-50.
12. Desai Mira K (2012) Changing face of Indian journalism: Political agitation to economic alliances, Media Watch, Vol 3, Issue-1, p-3-8.
13. Desai Mira K (2009) Girl child, Television Advertising and Status Quo: Gender in HDFC Standard Life Advertisements, India Journal of Media Studies, Vol.III, No: 1&2, p-48-64.
14. Desai Mira K (2009) Satellite Television and Development Communication in India Reaching the unreached, The Indian Journal of Home Science, An official publication of Home Science Association of India, Vol.28, December 2009, p-47-57.
15. Desai Mira (2008) Reviewing Communication/Media Education in India: Many Players, Diverse Directions but Lost focus...?!, Peer Reviewed, Journal of Global Media,VOL.1, NO.2, JULY - Dec. 2008, P- 118 - 131
16. Desai Mira (2007) "Interrelationships of Women-Media: Issues and Perspectives", International Journal for Women & Gender Research, p-14-21, Vol. 1, No 1, January-June 2007
17. Desai Mira (2005) "Message Development process in Jhabua development communications project", Journal of Communication Studies, p-50-57, Vol 4, No 2, Grishm, April-June 2005.
18. Desai Mira (2005) "Intra and Inter-Cultural Diversities in the Era of Globalization: Transnational Television in India", Invited Paper in online journal GLOBAL MEDIA, American Edition, Vol. 4, Spring 2005 published by Purdue University,

- Calumet, available online: [http://lass.calumet.purdue.edu/cca/gmj/fa05/gmj\\_fa05\\_TOC.htm](http://lass.calumet.purdue.edu/cca/gmj/fa05/gmj_fa05_TOC.htm)
19. Desai Mira (2002) Where are women? Women in development process: theory and practices in India, *Samyukta: Journal of Women's studies*, Vol.11, No-2, July 2002, p-253-269
  20. Desai Mira (1999) Women & Media: Issues and perspectives in Indian context, Peer reviewed, *S.N.D.T. Women's University Research Journal*, Vol. XI, p-128-145.
  21. Desai Mira (1996) "Participation in practice: A case of Newsletter for women" *Interaction* Vol. XIV, No-1, p- 3- 20.

### **SLM/SIM/DLM Chapters [English]:**

- ❖ Audio-visual aids Ch-8 to 11, pp-64 to 108 in the textbook for BA Part III, APC Sociology paper II, Community Development II, Methods and materials for Centre for Distance Education, S.N.D.T. Women's University, 1998.
- ❖ Indian Cinema: Art or Commerce? In History as Heritage, Centre for Distance Education, S.N.D.T. Women's University, 1998.
- ❖ Curricular issues related to ODL, Unit 4, Institute of Open and Distance Learning, University of Mumbai, M.A. in Education, ODL, Part II, Paper X, 2010.
- ❖ Curricular Trends in ODL, Unit-5, Institute of Open and Distance Learning, University of Mumbai, M.A. in Education, ODL, Part II, Paper X, 2010.
- ❖ Instructional techniques and materials in ODL, Unit-6B, Institute of Open and Distance Learning, University of Mumbai, M.A. in Education, ODL, Part II, Paper X, 2010.
- ❖ Sexism in Research, Unit-1, MA in Women's & Gender Studies, 2nd Year Curriculum, Research Methods Course, IGNOU, 2011.
- ❖ Media Audiences, Course-2, Block-1, Unit-1, MA in Journalism and Mass Communication, IGNOU, 2012.
- ❖ Gender and Media Course-2, Block-3, Unit-10, MA in Journalism and Mass Communication, IGNOU, 2013.
- ❖ Been part of EPG Pathshala Project for UGC for MA in Communication Studies programme, 2017, Paper on "Development Communication" for Jamia Millia Islamia, New Delhi. URL:

### **Article in Magazine/Newspaper/ Newsletter [English]:**

- Contributions to the Postgraduate Diploma in Communication and Media magazine Mosaic during 2000 to 2003, 2007.
- Food and mass media: Food for thought, CFBP Jagaran, CRB-CFBP-SNDT Publication, Vol.1, Issue 1, April 2001.
- 32 published articles on various topics for Response Department of The Times of India, Ahmedabad during October 1991 to February 1995.
- Desai Mira (2004) "Let's Melt the ICE", Ice Age Newsletter of DECU-ISRO, Issue-4, February 2004, p-9.
- Dear Mira (2004) what comes first: Science or arts, Ice Age, Issue-8, page-6, February 2004.

- Desai Mira K (2014) What Feminism means to me- When i felt i was a feminist.....,RCWS Newsletter, Vol-35, No-1, p-30-31, An IAWS Archives Special.

## Monograph Contributions [English]

- Desai Mira K (2019) Communication 4.0: Community, Culture and Context! , Page-61-65 In Padhi U (ed.) Communication 4.0: Communication in Digital Age, 3rd National Media Conclave 2019, 21-23 November 2019, Indian Institute of Media Studies, Bhubaneswar, Odisha.
- Desai Mira K (ed.) (2017) Book of Abstract, International Communication Association Asia Regional Conference Communications Research in Digital Age, December 14-16, 2017, SNDT Women's University, Mumbai. ISBN: 9365-ISBN-2017-A
- Desai Mira K (2013) *Mapping Communication within 'Extension Education': Retrospects and Prospects*, p-69-80 in Souvenir of XXX Biennial Conference of Home Science Association of India on "100 years of Home Science: Retrospects and Prospects, 19-21 December 2013 at MS University, Vadodara-Gujarat.
- Desai Mira (2008) Content Analysis, Ch-1 in Beyond Vice and Victimhood, Content analysis of media coverage on the issues of sex workers, Centre for Advocacy on Stigma and Marginalisation (CASAM), July 2008.
- Desai Mira (2007) "Women, Entrepreneurship and Communication: Some Reflections", Published as a Seminar material for National Seminar on Entrepreneurship and Venture creation, February 22-23, organised by Dept. of PG SR in Home Science, SNDT Women's University, Mumbai.
- Desai Mira (2002) Indian Television in the era of globalisation: Unity, Diversity or Disparity?, Quaderns del CAC, September- December 2002, Globalisation, Audiovisual industry and cultural diversity. Quadernsdel CAC is quarterly published by Catalonia Broadcasting Council (an independent regulatory authority in accordance with the parliament of Catalonia, one of its kind in Spain) Also available online: [www.audiovisualcat.net](http://www.audiovisualcat.net)

## Chapter/Article in Book/Magazine/Textbook [Gujarati]:

- ❑ "Stri+Purush= Aarisa ni aarpar", Jai shukleshwar, Year 31, issue-2, 8<sup>th</sup> March Women's issue, February 2004, p-6-7.
- ❑ "Strio: Mari andar ane ajubaju" (Women: within me and outside) section-2, Chapter -12, pp-29-33, In a book Nari Samvedna edited by Ashwin Kariya, Ila Joshi, Mridula Matrawadia and Sharmila Vali: Gurjar Granthratna Karyalaya, Ahmedabad, 1998.
- ❑ "Sambhawanao nu Aakash"(Sky full of possibilities) article on Masters programme in Development Communication, Jai Shukleshwar, March 1992.
- ❑ "*Kshitijo ni Brahmana*" (Illusion of horizon) first prize winning Gujarati story in Souvenir 'Ten Decades of Sahiyar', Baroda, 1995.
- ❑ Initiated-designed-written & published Sixteen issues of quarterly Newsletter "*Apani Vat*" in Gujarati for rural poor women between April 1992 to December 1996 for Mahila Samakhya Gujarat (Programme of Education for Women's Empowerment)
- ❑ Two Gujarati articles in *Sandesh*, Gujarati daily in April 1994 and June 1996.

- "Strion mari andar ane mari aaspas", Nari Mukti, No-17, p-55-58, March 1996.

### **Audio-Visuals [English, Gujarati & Hindi]:**

- ❖ Panel Member for Cheche Lazaro Show one-hour live Media in Focus for ABS-CBN, Philippines television station, (2008) and Fasle, Kiran Juneja Show" for Doordarshan (2001).
- ❖ Guided number of AV/video/digital film projects of students at the Department of Extension Education, S.N.D.T. Women's University since 1999.
- ❖ Umatic advertisement for tooth powder, *Kikilat* for a private manufacturer in the year 1995.
- ❖ "Shakshrta ni Sathware: Role of Mahila Samakhya Gujarat in Total Literacy Campaign" 35 min VHS Documentary written & directed for Mahila Samakhya (Baroda) Gujarat: 1994.
- ❖ "Life of Choice" A fifteen minutes documentary film on female camera person Sabeena Gadihock as team production at Sixth South-Asian workshop on Women and Media in Development, New Delhi, December 1993.
- ❖ Number of English scripts for Consumer Education Research Centre and Entrepreneurship Development Institute, Ahmedabad during 1991 to 1993 on subjects ranging from *Charms of being an entrepreneur, Information is power, Poisons in food.*
- ❖ Scripting, compeering and interviewer for women's programmes in Gujarati and English script for *Better Be Tobacco Free*, Anti-Tobacco day for *Doordarshan* Ahmedabad during 1993 to 1995.
- ❖ Scripting for documentary *Awaiting for the dawn* (Aga Khan Rural Support Programme) for Development and Educational Communication Unit, ISRO, Ahmedabad, 1992

### **Report/Documents [English & Gujarati]:**

- ◆ *Two decades of Mahila Samakhya in Gujarat*- Annual Report 2008-09 as a consultant in December 2009 and "SARVAYYU" Annual Report of Mahila Samakhya Gujarat 2007-08 as Consultant.
- ◆ "Getting together" Annual report for the year 1997 in Gujarati and English for Mahila Samakhya Gujarat. [Apart from Annual reports from 1992 to 1996]
- ◆ "Flashback: Processes of Mahila Samakhya Gujarat" Process documentation for Mahila Samakhya Gujarat: October 1996.
- ◆ Numerous Reports, Booklets, Pamphlets, Diaries, folders in Gujarati as well as English for Mahila Samakhya Gujarat between April 1992 to December 1996 in the capacity of Resource Person- Communication/Documentation.

### **Internet Contributions [English]**

- Mira K Desai (2012) ICT-Oral cultures-Development: Connections and Intersections, Information technology in developing countries newsletter, July 2012, Vol22, No 2 issue URL: [www.iimahd.ernet.in/egov.ifip](http://www.iimahd.ernet.in/egov.ifip)
- Mira K Desai (2010) contributed to AMIC blog on <http://amic.org.sg/blog/feature>.
- Desai Mira K (2009) Making of Media Professionals, <http://infochangeindia.org/Media/Related-Features/The-making-of-media-professionals.html>, InfoChange News & Features, February 2009.

- ❑ Desai Mira K (2009) History of communication/media courses <http://infochangeindia.org/Media/Related-Features/History-of-communication/media-courses.html>, InfoChange News & Features, February 2009.
- ❑ Desai M. (2006) Mass media: career avenues, online: [articles.indianetzone.com/2/418.htm](http://articles.indianetzone.com/2/418.htm)
- ❑ My interview about media education in India on <http://indianetzone.com/interviews>
- ❑ Desai Mira (2002) Article on personal experience of loosing a passport in Barcelona-Spain “Lonely Indian in Spain” 05/08/2002-15:43-online on <http://india.indymedia.org/en/2002/08/1964.shtml>
- ❑ Desai Mira (2000) Media Mantra: At the Frontiers of Communication..!! Info exchange section of [indbazar.com](http://indbazar.com)

## Hindi Publication

- Desai Mira K (2011) Stree Shashaktikaran ke sath gano ki salngnta, Antarang Sangini, Oct-Dec 2010, p-49-50.

## Accepted-Presented Unpublished Papers [English]

- ❖ Desai Mira K (2021) “Institutionalizing Educational Television Post-SITE: A Critical Perspective” invited online presentation at Vikram Sarabhai Centenary tribute webinar, Media Research Centre, 18-19 February 2021, Manipal, Karnataka
- ❖ Desai Mira K (2020) “Ideology, Pedagogy and Practices: Critical Challenge of shifting trajectory of UG programme at University of Mumbai”, online plenary speaker at International Web Convention 100 years of Media Education: Decoding South Asian Mystique, December 19-20, 2020.
- ❖ Desai Mira K (2020) “Portrayal of Gender Violence in Indian Print Media Analysis of the Hathras Trajectory”, Online Oral presentation at Gender and Media International Conference: Challenges of Beijing +25, 2 & 3 December 2020.
- ❖ Desai Mira K (2019) “Multilingualism and day-to-day life in India: Explorations” at Communication Culture Diversity organized International conference supported by Swedish Research Council 8-10 April 2019 at Jonkoping University, Sweden.
- ❖ Desai Mira K (2019) “Clash of Cultures? Development & Digital Media in Asian Societies, National Conference Culture, Communication and India’s Development: Contributions of Anthropology of Communication, Media and Communication, 27- 29 August, 2019, at the Department of Anthropology, School of Social Sciences, University of Hyderabad, Hyderabad.
- ❖ Desai Mira K (2018) Relationship of Television with Indian Homemakers: Empirical Evidences over the years, Panel presentation on "The Indian Television Marketing Indigenous Civilization in the 21st Century" for MICA ICMC 2018 (January 11-13, 2018).
- ❖ Desai Mira K (2014) Media, patriarchy and gender construction: interconnected evidences from audiences, IAMCR, Hyderabad.
- ❖ Desai Mira K (2012) State, Religion, Women: Convergences and Collisions (Presented at UPG College of Law)
- ❖ Desai Mira (2010) Language, Law and culture: Indian Realities (Presented at UGC National Seminar, Department of Applied Linguistics, SNDTWU-Churchgate)
- ❖ Desai Mira K (2002) Language and Media Consumption of young adults in Mumbai: No Cultural imperialism but is it cultural homogenisation?! (Presented at UGC National Seminar, Department of Applied Linguistics, SNDT)

### **AMIC International Conference Papers:**

- ◇ 2019-Disconnect of Micro with Macro: Digital world for the "third" world
- ◇ 2018- Understanding Women and Digital Media Relationship: Changes and Challenges
- ◇ 2015-E-ness, Culture and Class in India: Contradictions and Realities,
- ◇ 2013- Indian Media/Communication Education Today: Consequences and Concerns,
- ◇ 2012-Indian Media/communication education and educators: Territories and Traumas,
- ◇ 2011-Taking stock of media/communication studies in India: North-South divide, (Published in Communicator, IIMC, New Delhi)
- ◇ 2010- Transnational Television, Culture, Indian family: Intercultural diversities, Singapore
- ◇ 2009- Women, Individual self and Digital Media: Changes and Challenges,
- ◇ 2008- ICT4D Projects in India: Continuation of Dominant Paradigm...?!,
- ◇ 2007- Reviewing Communication/Media Education in India: Many Players, Diverse Directions but Lost focus...?! (Published in Journal of Global Communication)
- ◇ 2006- Complexity of media consumption: Television viewing and television viewer of India,

### **ONLINE Presence:**

- <https://sndtunivsped.academia.edu/MiraKDesai>
- <http://www.slideshare.net/mirakdesai>
- [https://www.researchgate.net/profile/Mira\\_Desai2](https://www.researchgate.net/profile/Mira_Desai2)
- <https://www.linkedin.com/in/mirakdesai/>

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Mira K Desai