

MD. HARISUR RAHMAN, Ph.D.

Associate Professor of Media, Communication, & Journalism Program
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TEACHING & RESEARCH INTERESTS

Advertising and Consumer Culture; South Asian Media Systems; Cultural Politics and Media Representations; Intercultural Communication; Media, Democratic Engagement, and Social Change; Digital Media and Social Movement in Asia; Cinema and Society in South Asia; Internet and Visual Cultures.

ACADEMIC APPOINTMENTS

- 2022- Present Associate Professor, Media, Communication, and Journalism Program
Dept. of Political Science and Sociology, North South University, Dhaka, Bangladesh
- 2017-2022 Assistant Professor, Department of Political Science and Sociology
North South University, Dhaka, Bangladesh
- 2017 Assistant Professor in Sociology, School of Business and Economics
United International University, Dhaka, Bangladesh
- 2016 Adjunct Faculty, Media Studies and Journalism
University of Liberal Arts Bangladesh (ULAB), Dhaka, Bangladesh
- 2015 Graduate Teaching Assistant, Department of Anthropology
The University of Auckland, Auckland, New Zealand
- 2014 Adjunct Faculty, Department of Media and Communication
Independent University, Bangladesh

EDUCATION

- 2012-2016 Ph.D. in Anthropology, The University of Auckland, New Zealand
Dissertation: *Cultural Subscription and Regional Hegemony: The Circulation and Viewership of Indian Films in Bangladesh.*
- 2008-2010 M.A. in Journalism, Media, and Communication, University of Dhaka, Bangladesh
Project: *Essential Harm Reduction Services for the Injecting Drug Users (IDUs) in Bangladesh: A Visual Rendering on a Drop-in-Center (DIC).*
- 2004-2005 M.A. in Anthropology, Jahangirnagar University, Bangladesh
Thesis: *Indian Cinema, Bangladeshi Viewers: Reconceptualizing Modernity.*
- 1999-2004 B.S.S. in Anthropology, Jahangirnagar University, Bangladesh
Research monograph: *Fry Collectors' Livelihood: An Ethnographic Study in the Coastal Region of Southern Bangladesh.*

LEADERSHIPS & AFFILIATE POSITIONS

- 2024- Director (Research), Center for South-Asian Media and Culture (CSMC), New Mexico, USA.
- 2023- Founding Member, Center for Migration Studies (CMS), NSU, Dhaka, Bangladesh.
- 2020- Coordinator, China-South Asian Center for Socio-Cultural Studies (CSCSS), Bangladesh.

2020- Center for Peace Studies (CPS), NSU, Bangladesh
Founding Member.

FUNDED PROJECTS & GRANTS

- 2024 Principal Investigator, Development of International Logistics Channel in the BCIM Economic Corridor (Funded by Yunnan Baoshan Hengyi Industrial Group Co. Ltd., China).
- 2024 Principal Investigator, Exploring the Impact of Generative AI on University Students and Faculty in Bangladesh (Funded by Bangladesh Ministry of Planning).
- 2024 Co-Principal Investigator, Foreign Policy as an Extension of Domestic Politics: Influences of Bangladeshi Domestic Groups on Bangladesh-China Relations (Funded by SIIS, China & NSU).
- 2023 Co-Principal Investigator, Examining the Social Remittances of Returnee Migrant Workers in Bangladesh. (Funded by Swiss Development Cooperation, Switzerland).

PUBLICATIONS

BOOKS

- Rahman, H. (2024). *Decoding Ad Culture: Television Commercials and Broadcast Regulations in Bangladesh*. Lexington, Maryland, USA.
- Rahman, H. (2019). *Consuming Cultural Hegemony: Bollywood in Bangladesh*. U.K.: Palgrave Macmillan.

BOOK CHAPTERS

- Rahman, H., & Quader, S. (Forthcoming 2025). A Celebrity's Resistance against the "Civil" Social Imaginary: The 2021 Pori Moni Saga and Competing Media Discourses in Bangladesh. In A. Taylor and J. McIntyre (Eds.), *The Routledge Companion to Gender and Celebrity*. U.K. Routledge.
- Siddiqi, B., Shakur, P., Yousuf, M. P. H., & Rahman, H. (2024). Understanding social cohesion: Perspectives from the host and Rohingya communities in Bangladesh. In B. S. Mitra & P. Samaddar (Eds.), *Displacement and refugee issues in South Asia: Uncovering the contested realities* (pp. 71–96), Lexington Books, Maryland, USA.
- Rahman, H., & Siddiqi, B. (2023). The role of media and social cohesion between host and the Rohingyas in Cox's Bazar. In A. Sharifi, D. Simangan, & S. Kaneko (Eds.), *Integrated approaches to peace and sustainability* (pp. 115–135). Singapore: Springer Nature.
- Rahman, H. (2021). The Covidization of Television Commercials in Bangladesh. In H. Rahman & Z. Ahmed (Eds.), *COVID Diary*. Sangbed and SARB Publishing, Dhaka.
- Rahman, H. (2013). "Indian cinema, Bangladeshi viewers: Reconceptualizing modernity." In Z. Ahmed (Ed.), *Contemporary Bangladesh in Anthropological Perspectives*, pp. 79-89. Dhaka: Ranchi Publications.

ENCYCLOPEDIA ENTRY

- Rahman, H. (Forthcoming 2024). Bollywood. In Barry Sandywell and Martin Hand (Eds.), *The Bloomsbury Encyclopedia of Visual Culture*. U.K. Bloomsbury.

PEER REVIEWED JOURNAL ARTICLES

- Rahman, H., & Shehab, S. (2023). Media representations of China's Belt and Road Initiative (BRI) and the formation of public opinion in Bangladesh. *The Journal of International Communication*, 1-19. <https://doi.org/10.1080/13216597.2023.2225169>
- Rahman, H., Weiwei, Z., Siddiqi, B., Jianbin, G., & Zafar, T. (2023). Understanding Xenophobia in Bangladesh: Social Media Representation of China with Regard to the COVID-19 Pandemic in Early 2020. *North South Journal of Peace and Global Studies*, Vol. 1, No. 1, pp. 57-86. <https://nsjpgs.com/documents/04.%20Harisur%20Rahman%20et%20al.%20.pdf>
- Rahman H. (2020). Bollywood in Bangladesh: Hindi film and the formation of a middle-class audience. *Asian Ethnography*, 79(2), 279–300. <https://asianethnology.org/articles/2298>
- Rahman, H. (2017). Bollywoodization or ghettoization? The Bangladeshi dream factory is in disarray. *Studies in South Asian Film & Media*, 8(2), 109–123. https://doi.org/10.1386/safm.8.2.109_1

CONFERENCE PRESENTATIONS

- 2024: "Bridging Dreams and Realities: A Comparative Analysis of Tertiary Level Student Migration from Bangladesh and Nepal to the Global North." Presented at the American Anthropological Association (AAA) Conference, Tampa, Florida, USA.
- 2022: "Mindless Propaganda or Thoughtful Persuasion? The Convergence of Television Commercials and Popular Culture." Presented at the Conference on State and Society in Asia: Past and Present, organized by the New York Conference on Asian Studies (NYCAS), Maxwell School of Citizenship & Public Affairs, Syracuse University, USA.
- 2019: "The Portrayal of Rohingya Crisis in Chinese and Indian Online Newspapers' Headlines: A Critical Discourse and Rhetorical Analysis." Presented at the International Conference on Rohingya Crisis in Bangladesh: Challenges and Sustainable Solutions, North South University, Bangladesh.
- 2018: "From Partition to Hegemony: Bangladesh and Bangladeshi Films in the South Asian Context." Presented at the American Institute of Bangladesh Studies and Institute for South Asian Studies Conference, University of California, Berkeley, USA.
- 2015: "The Construction of the Film Audience in Bangladesh." Presented at the Film and History Association of Australia and New Zealand (FHAANZ) Conference, Queensland University of Technology, Brisbane, Australia.
- 2014: "The Ghettoization of Bangladeshi Cinema and the Changing Viewership in Urban Slums." Presented at the First International Conference on Social Sciences and Humanities, Independent University, Bangladesh.

INVITED TALKS

- 2024 Keynote Speaker for the conference entitled “Breaking Boundaries: Gen Z, Digital Transformation, and New Journalism Education Approaches,” organized by DW Akademie and the Media, Communication, and Journalism Department, North South University, Dhaka, Bangladesh, on November 26-27, 2024.
- 2024 Invited Speaker, UNESCO Talk on “Incorporating Media Information Literacy into Journalism Education” at Global Media and Information Literacy Week 2024, organized by UNESCO Bangladesh.
- 2023 TEDx Speaker, “Why Gen Ed Courses are Essential in a STEM-Driven World,” organized by TEDxBashundharaRd.
- 2023 Invited Speaker, Drik Talk on “Consuming Cultural Hegemony,” organized by Drik and Pathshala South Asian Media Institute.

MEDIA APPEARANCES

- 2024 NSU and UNESCO Dhaka Jointly Celebrate Global Media and Information Literacy Week 2024 – The Financial Express
- 2023 Unraveling OTT Platforms and Piracy – New Age
- 2023 Why not a PhD from a Bangladeshi private university? – The Daily Star
- 2021 Unpacking Bangladesh’s Obsession with Bollywood – The Daily Star

TEACHING EXPERIENCE [OR COURSES TAUGHT]

North South University, Bangladesh

Introduction to Media and Communication (MCJ101)
Television and New Media (TNM 201)
Environment and Mass Communications (ENV380)
Introduction to Anthropology (ANT 101)
Introduction to Sociology (SOC 101)
Media and Communication Research Methods (MCJ 202)
Theories in Media and Communication (MCJ 201)

United International University, Bangladesh

Introduction to Sociology (SOC 101)

University of Liberal Arts Bangladesh

Conflict Management and Resolution (MSJ 11532)
Strategic Public Relations (MSJ 341)
Critical Thinking and Logic (MSJ 301)

Independent University, Bangladesh

Courses Taught: Methods in Media Research (CNM 407)
Research Methods and Cultural Analysis (CNM 504)

The University of Auckland, New Zealand

Music and Culture in Bollywood (ANTHRO 329) Instructor: Dr. Gregory D. Booth
Rhythm, Blues, and Rock: Issues in Culture and Commerce (ANTHRO 217) Instructor: Dr. Gregory D. Booth

CURRICULUM DESIGN & COORDINATION

- 2024 Bachelor of Social Sciences in Anthropology (ANT) Curriculum Coordinator and Designer
- 2024 Masters of Social Sciences in Media, Communication, and Journalism (MCJ), Curriculum Coordinator and Designer
- 2022 Bachelor of Social Sciences in Media, Communication, and Journalism (MCJ), Curriculum Coordinator and Designer
- 2018-Present Syllabus synchronization for the Gen Ed Course (ANT 101; TNM 201) at the Department of Political Science and Sociology (PSS). Curriculum Coordinator and Designer

INDUSTRY EXPERIENCE

- 2011 Research Officer, icddr, b, (An international research organization)
Developed research methods and data collection tools, analyzed qualitative data using Atlas-ti, and authored reports.
- 2006-2008 MRC-MODE Limited of Asiatic MCL (Market research company) Developed technical and financial proposals, managed and supervised multiple projects, conducted TVC concept tests, KAP studies, designed BCC strategies, and authored reports.

PROFESSIONAL SERVICE

Editorial Board Member

- Review of Communication Research (Q1 Journal)*
Studies in Media and Communication (Q3 Journal)

Ad Hoc Reviewer

- Journal of Contemporary Asia (Q1 Journal)*
International Journal of Asia-Pacific Studies (Q2 Journal)
Journalism and Media (Q1 Journal)
Children and Youth Services Review (Q1 Journal)

UNIVERSITY SERVICE

- 2022-Present Member, Faculty Search Subcommittee
- 2022-Present Program Coordinator, Media, Communication, and Journalism (MCJ)
- 2020-2023 Coordinator, Departmental Monthly Seminar Series
- 2017-Present Proctor, University Admission Tests
- 2024-(27-28 Dec) Organizing Committee Members, Conference on “China-South Asia Civilization and Connectivity: History and Contemporary Issues”

COMMUNITY SERVICE

- 2024-Present Coordinating fundraising and distributing essential aid to support flood-affected communities in Eastern Bangladesh.
- 2022-Present Leading a tree-planting initiative in the Bashundhara area of Dhaka, contributing to urban greenery and environmental sustainability.
- 2010-Present Consistent financial supporter of local community programs in Southern Bangladesh, promoting development and welfare.

2005-Present Long-standing financial contributor to NGOs focused on aiding environmentally displaced populations in Southern Bangladesh.

PROFESSIONAL AFFILIATIONS

2023- American Anthropological Association (AAA)
2022- International Association for Media and Communication Research (IAMCR)
2022- Sustainable Development Solutions Network (SDSN)

PROFESSIONAL TRAINING & WORKSHOPS

2018 Academic Writing and Publishing (1 week), UC Berkeley, USA.
2013 NVivo Training (5 days), University of Auckland, New Zealand.
2012 Introduction to Tutoring (3 days), University of Auckland, New Zealand.
2011 Performance Management and Development Systems (1 day), icddr, b, Bangladesh.
2011 ATLAS.ti Training (3 days), icddr, b, Bangladesh.
2010 News Reporting and Editing (1 month), In-house training at Daily New Age, an English-language newspaper in Bangladesh.
2009 Journalism, Advertising, and Public Relations (4 Weeks), College of Journalism & Mass Communication, Kathmandu, Nepal.
2005 Participatory Action Research Training (1 week), Research Initiatives, Bangladesh (RIB), focusing on poverty alleviation.

LANGUAGES

Bengali – Native; English – Fluent



Md. Harisur Rahman
19/01/2025