

Curriculum Vitae

Shaunak Sastry, PhD

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Bio

I am a scholar of critical health communication with research interests in global health, community-partnered research, and pandemic governance. I possess leadership experience in institutionalizing a culture of community-partnered research at institutions of higher learning, managing interdisciplinary research teams, securing program funding, managing diverse stakeholders, and engaging students through a global-critical pedagogical philosophy. I am the 1st Vice-President of the National Communication Association.

Education

Ph.D.	Purdue University, 2012 Major: Communication (Specialization: Health Communication)
M.A.	Purdue University, 2009 (Transferred to Ph.D. program in 2009)
MBA	Mudra Institute of Communications, Ahmedabad (MICA), India, 2006 Major: Communications Management
Exchange	École Supérieure de Commerce et du Management, Poitiers, France, 2005
B.A.	St. Xavier's College, Mumbai University, India, 2004 Major: Psychology

Academic Appointments

2026-present	Professor, University of California at Santa Barbara <i>Department of Communication</i>
2026-present	Executive Director, Pahl Center for the Study of Critical Social Issues <i>UC Santa Barbara</i>
2025	Provostal Fellow, University of Cincinnati <i>Annual fellowship at the Office of the Provost for leading the University-wide COACHE faculty job satisfaction survey process.</i>

2024-2025	Provostal Fellow, University of Cincinnati <i>Annual fellowship at the Office of the Provost for community engagement</i>
2024-present	Professor, University of Cincinnati <i>School of Communication, Film & Media Studies</i>
2021-present 2019-2021	Director, The Cincinnati Project (TCP), University of Cincinnati Co-Director <i>TCP is a research center with the College of Arts & Sciences at UC that focuses on community-partnered projects targeted toward reducing inequity in local communities.</i>
2018-2024	Associate Professor, University of Cincinnati School of Communication, Film & Media Studies <i>(formerly Department of Communication)</i>
2012-2018	Assistant Professor, University of Cincinnati <i>Department of Communication</i>
2010-2012	Graduate Lecturer, Purdue University <i>Brian Lamb School of Communication</i>

Administrative and Disciplinary Leadership

2026-Present	Inaugural Director, Pahl Center for the study of Critical Social Issues, UC Santa Barbara <i>The Pahl Center for the Study of Critical Social Issues was established in 2023 to advance rigorous, publicly engaged social science research that addresses the most pressing challenges facing society. The Pahl Center supports projects that combine data-driven analysis with a commitment to helping develop solutions that matter beyond the walls of academia.</i>
2026 2025	1st Vice-President, National Communication Association (NCA) <i>Responsible for planning the NCA convention in November 2026 in New Orleans, LA.</i> 2nd Vice-President <i>Starting 2025, I begin a four-year term as officer of NCA, including one year as Vice-President and Program Planner (2026), President (2027), and Immediate Past-President (2028)</i>
2024-present	Co-Director, Community Engagement Core, Cincinnati Center for Collaboration on Climate and Community for Health (C4H) <i>C4H is an NIH-sponsored P20 exploratory center for climate and health at the University of Cincinnati—the only one serving Ohio, Kentucky, Indiana, and the Appalachian region. I serve as co-director of the community engagement core of the center, with a goal of aligning local communities' lived experiences of climate change and extreme weather to the research produced at the center</i> <u>Achievements:</u>

1. Established deep professional connections between the center and established local community partners in sustainability and environment (Green Umbrella and Groundwork Ohio River Valley)
2. Awarded \$20,000 in “Grassroots Innovation Grants” to local academic-community collaborations to facilitate a pipeline of community-partnered research around extreme weather in the region.
3. Helped conceptualize the internal communications strategy and refine the visual identity of the center.

2021-2025

2019-2021

2014-2021

Director, The Cincinnati Project (TCP), University of Cincinnati

Co-Director

Leadership Team Member

The Cincinnati Project connects researchers in the College of Arts and Sciences with organizations that serve marginalized people to conduct research with a direct community benefit. Faculty research projects and classroom projects have evaluated programs, administered surveys, created maps, made policy recommendations, developed programming, recommended communication strategies, and produced academic papers. The results have helped agencies improve their services and led to policy changes, such as the city of Cincinnati funding an eviction-prevention program. The Cincinnati Project also responded to community requests by coordinating interdisciplinary research, public exhibitions, service agreements, and needs assessments.

Achievements:

1. Managed successful transition of leadership and continuity of programming and operations as Chair. Secured program funding through several federal extramural grants, private awards, and donor gifts.
2. Ensured successful future and codified direction of The Cincinnati Project by collaborating to develop strategic plan for 2019-2024.
3. Provided meaningful and visible opportunities for leadership among diverse faculty and students.
4. Promoted TCP and solicited participation among faculty and students, leading to over 700 faculty and students participating in 6 years.
5. Advanced TCP by networking with area non-profits and city leaders, overseeing development of website and promotional materials, and managing social media presence and traditional media engagements.
6. Engaged campus and Cincinnati area with an annual symposium featuring academic and non-academic presentations on topics such as how to equitably engage in research partnerships across multiple levels of difference, the benefits of universities and community groups partnering, issues confronting our city, and examples of collaborative projects.
7. Collaborated on successful internal and external grant proposals and foundation proposals needed for operation of TCP.
8. Represented TCP and UC at multiple local, regional and national-level

events around community-partnered research.

2023-2024

Chair, Research Council, National Communication Association

2022-2023

Incoming Chair

2019-2021

Council Member

NCA Research Council is responsible for supporting the creation and dissemination of knowledge about communication. The council works jointly with the director of academic & professional affairs. Research Council administers research grants, scholarly awards and the promotion of Communication research for the discipline's national professional organization.

Achievements:

1. Ideated and co-wrote the proposal for NCA Research Cultivation Grant (RCG), which has led to the development of a research support system for Communication scholars whose areas of work are not typically supported by extramural funding. Since 2019, this mechanism has funded >\$180,000 in supporting cutting-edge, international-facing, innovative Communication scholarship.
2. Collaborated with council members to organize the 2019 and 2021 Mid-Career Scholars Writing Retreats
3. Collaborated to identify three Communication scholars as Woolbert Award winners. The Charles H. Woolbert Award is NCA's most distinguished award for research.
4. As Chair, managed council budgets, coordinated with NCA regional office and with council membership.

2023-present

Member, Executive Committee, NCA Legislative Assembly

The Executive Committee of NCA's Legislative Assembly administers the policies of the Assembly and, between annual meetings of the LA, serves as the chief administrative authority of NCA.

2020-2024

Senior Editor, Health Communication

Senior Editor (one of five) of the flagship journal in the field of health communication

2020-2021

Chair, NCA Asian & Pacific-American Caucus and Communication Studies Division (APAC/SD)

2019-2020

Vice-Chair and Program Planner

2018-19

Second Vice-Chair

The Asian/Pacific American Caucus comprises scholars who research and study the Asian/Pacific American culture. Members of this caucus work with the association to ensure that the interests of Asian/Pacific American members are taken into account for any policies or procedures. They also work to shed light on research pertaining to Asian/Pacific American cultures and integrate that research with other units and divisions. They sponsor meetings and sessions at the annual convention and work with other NCA caucuses to create opportunities for scholars and strengthen the association as a whole

Achievements:

1. As Chair, managed the caucus and divisional budgets, represented the caucus and division at governance meetings, and advocated for AAPI concerns in and outside NCA.
2. As Chair, organized and oversaw convention programming and ran a Mentorship and Networking session at the national convention.
3. As Vice-Chair, planned the convention program for the division and caucus, which included generating a call for papers and panels, soliciting reviews for > 75 submissions, successfully organizing reviews, sharing reviews with submitters, building convention sessions, assigning Chairs and respondents, and coordinating with other divisional planners
4. As second-Vice Chair, introduced language and criteria for new awards for the division, solicited nominations for awards, organized award committees and selected award winners.

2020

Visiting Scholar, Communication University of China

National Communication Association - Communication University of China Visiting Scholar Program, Spring 2020 (to be rescheduled on account of COVID-19)

Awards

2025

Faculty Excellence Award, University of Cincinnati

Selected by the Dean of A&S as sole recipient of this award across the college (21 academic units) for the academic year 2024-25. This award, co-sponsored by the Office of the Provost and the Office of Research, honors faculty who have demonstrated excellence in teaching, research, and/or service.

2025

Distinguished Article in Health Communication Award, NCA Health Communication Division

NCA's Distinguished Article award honors research that has made, or offers the promise of making, a significant contribution to scholarship in health communication theory, research, and/or practice. Articles are not eligible for the award until they have been published at least five years prior. Awarded for the 2019 advance publication of my co-authored article in Communication Theory

2018

College of Arts and Sciences Rising Star Award, UC

Award from University of Cincinnati to recognize all-round excellence among junior faculty

2011

Kendall Award for Excellence in Teaching, Purdue University

Honorable mention at Purdue University's award to recognize excellence in teaching as a graduate student.

- 2010 **Alan H Monroe Graduate Scholar Award, Purdue University**
Graduate student award from the Department of Communication at Purdue University to recognize excellence in research and publication
- 2006 **Top Master's Thesis, MICA, India**
Awarded by Mudra Institute of Communications, Ahmedabad (MICA)
- 2006 **AAAI-Raman Memorial Award**
Advertising Agencies Association of India's award towards excellence in Account Planning by Master's student

Research

Books

1. Sastry, S., Zoller, H.M., & Basu, A. (Eds.) (in press). *Critical health communication: Theory and practice*. Routledge

Peer-reviewed manuscripts (in reverse-chronological order)

*indicates student co-author

1. Bah., U*. & Sastry, S. (2025). Exploring pathways connecting climate change, health, and livelihood loss among coastal communities: A preliminary qualitative study from Sierra Leone. *Environmental Communication*. <https://doi.org/10.1080/17524032.2025.2565477>
2. Dutta, M.J., Basu, A., Dutta, D., Kaur-Gill, S., Pal, M., Basnyat, I, Metuamate, S., Pokaia, V., Elers, P., Mookerjee, D., Sastry, S, & Robb, J. (2025). Anticolonialism and qualitative methods: Culture-centered futures. *Journal of Communication*, 75(4), 244-258. <https://doi.org/10.1093/joc/jqaf021>
3. Sastry, S. (2025). The Cincinnati Project. *Journal of Applied Communication Research*, 53(1), 66–69. <https://doi.org/10.1080/00909882.2025.2464002>
4. McFarlane, S. J., Leach, C., Williamson, L. D., Hull, S., Magsamen-Conrad, K., Wilkin, H., & Sastry, S. (2025). Dialogue on difference: Invisible bridges and barriers of community-engaged research. *Communication Monographs*, 1–21. <https://doi.org/10.1080/03637751.2025.2475819>
5. Sastry, S., Siegenthaler, B*, Mukherjee, P*, *Abdul Raheem, S*, & Basu, A. (2023). The (mis)uses of community: a critical analysis of public health communication for COVID-19 vaccination in the United States. *Human Communication Research*, 47(4), 396-407 <https://doi.org/10.1093/hcr/hqad018>
6. Mitchell, R., Crowe, J. H., DiCaglio, S., DeTora, L., Fitzsimmons, B., Hooker, T. B., ... & Sastry, S. (2023). A dialogue on un/precedented pandemic rhetorics. *Rhetoric of Health & Medicine*, 6(3), 335-363. <https://muse.jhu.edu/article/917408>

7. Mukherjee, P.* & Sastry, S. (2022). Problem definition and community participation in environmental health interventions: An exploratory study of groundwater Arsenic remediation. *Health Communication*, 37, 717-725. <https://doi.org/10.1080/10410236.2020.1864891>
8. Sastry, S., Stephenson, M.S*, Dillon, P.D., & Carter, A*. (2021). A metatheoretical systematic review of the culture-centered approach to health communication: Toward a refined, “nested” model. *Communication Theory*, 31(3), 380-421. <https://doi.org/10.1093/ct/qtz024>
9. Sastry, S. & Basu, A. (2020). How to have (critical) method in a pandemic: Outlining a culture-centered method to health discourse analysis. *Frontiers in Communication*, 5. <https://doi.org/10.3389/fcomm.2020.585954>
10. Dutta, M.J., Collins, W., Sastry, S., Dillard, S.J, Kumar, R., Anaele, A., and Roberson, C. (2019). A culture-centered approach to disseminating comparative effectiveness health information among African Americans. *Health Communication*, 34, 1075-1084. <https://doi.org/10.1080/10410236.2018.1455626>
11. Sastry, S., Zoller, H. M., Walker, T*, & Sunderland, S. (2017). From patient navigation to cancer justice: Toward a culture-centered, community-owned intervention addressing disparities in cancer prevention. *Frontiers in Communication*, 2. <https://doi.org/10.3389/fcomm.2017.00019>
12. Sastry, S. & Dutta, M. J. (2017). Health communication in the time of Ebola: A culture-centered interrogation. *Journal of Health Communication*. 22, 10-14. <https://doi.org/10.1080/10810730.2016.1216205>
13. Dutta, M.J., Sastry, S., Dillard, S.J, Kumar, R., Anaele, A., Collins, W., and Roberson, C. (2017). Narratives of stress in health meanings of African-Americans in Lake county, Indiana. *Health Communication*, 32, 1241-1251. <https://doi.org/10.1080/10410236.2016.1204583>
14. Sastry, S., and Lovari, A (2016). Communicating the ontological narrative of Ebola: An emerging disease in the time of "Epidemic 2.0". *Health Communication* 32, 329-338. <https://doi.org/10.1080/10410236.2016.1138380>
15. Sastry, S. (2016) Long-distance truck drivers and the structural context of health: A culture-centered investigation of Indian truckers' health narratives. *Health Communication* 31, 230-241. <https://doi.org/10.1080/10410236.2014.947466>
16. Sastry, S. (2015). Structure and agency in long-distance truck drivers’ lived experiences with condom use for HIV prevention. *Culture, Health and Sexuality*, 5, 553-566. <https://doi.org/10.1080/13691058.2015.1094575>
17. Koerber, A., Arduser, L., Bennett, J., Kolodziejski, L., Sastry, S., & Strait, L. P. (2015). Risk and Vulnerable, Medicalized Bodies. *POROI*, 11(1), 1-9. <https://doi.org/doi:10.13008/2151-2957.1222>
18. Ban, Z., Sastry, S., & Dutta, M. (2013). “Shoppers' republic of China”: Orientalism in neoliberal U.S. news discourse. *Journal of International and Intercultural Communication*, 6, 280-297. <https://doi.org/10.1080/17513057.2013.792941>
19. Sastry, S., & Dutta, M. J. (2013). Global health interventions and the “common sense” of neoliberalism: A Dialectical Analysis of PEPFAR. *Journal of International and Intercultural Communication*, 6, 21-39.

<https://doi.org/10.1080/17513057.2012.740682>

20. Sastry, S., & Dutta, M. J. (2012). Public health, global surveillance and the “emerging disease” worldview: A postcolonial appraisal of PEPFAR. *Health Communication*, 27, 519-532.
<https://doi.org/10.1080/10410236.2011.616626>
21. Sastry, S., & Dutta, M. J. (2011). Postcolonial constructions of HIV/AIDS: Meaning, Culture, Structure. *Health Communication*, 26, 437-449. <https://doi.org/10.1080/10410236.2011.55416>
22. Clair, R.P, Holyoak, I.C., Dillard, S., Carrion, M., Hill, T., Kumar, R., Angeli, L, and Sastry, S. (2011) Engaging Culture through Food: An Ethnographic study of community identity in ethnic restaurants. *Studies in Symbolic Interaction*, 37, 135-161.

Peer Reviewed Book Chapters

23. Sissy, B.M., Qi, Y., Bah, U., & Sastry, S. (in press). Being/becoming a culture-centered scholar: reflections on the journeys of critical health communication praxis. In Sastry, S., Zoller, H., and Basu, A, (Eds.) *Critical Health Communication: Theory and Practice*. Routledge.
24. Basu, A., Dillon, P.D., Sastry, S. & Ketheeswaran, N. (2020) “HIV drugs [are] like my birth control pill”: Lived narratives of Black and Latino MSM in an urban American context. In A. Spieldenner & Toyosaki (eds.) *Intercultural Health Communication*. (pp. 141-158) Peter Lang
25. Zoller, H, and Sastry, S. (2016) Communicating the politics of healthcare systems. In P. Geist-Martin, B. Sharf, and J. Yamasaki (eds.) *Storied Health and Illness: Communicating Personal, Cultural, and Political Complexities*. (pp. 305-332) Waveland Press.
26. Dutta, M. J., Dillard, S., Kumar, R., Sastry, S., Jones, C., Anele, A., Dutta, U., Collins, W., Okoror, T., & Robinson, C. (2013). Relational tensions in academic-community partnerships: Negotiating communication in creating spaces for voices. In M.J. Dutta and G. Kreps (eds.), *Addressing health disparities: Communication interventions*. (pp. 457-78). Peter Lang.
27. Sastry, S., & Dutta, M. J. (2010). Reading HIV/AIDS in the Indian Media: social, cultural and economic constructions. In L. K. Khiun (ed.), *Liberalizing, Feminizing and Popularizing Health Communications in Asia* (pp. 59-76). Ashgate.

Editorials and Invited Publications

28. Sastry, S., (2023). HIV/AIDS. In E. Y. Ho, C. L. Bylund, J. C. M. van Weert, I. Basnyat, N. Bol and M. Dean (Eds). *The International Encyclopedia of Health Communication*. Wiley.
<https://doi.org/10.1002/9781119678816.iehc0814>
29. Sastry, S. & Ban, Z. (2020, November 3). COVID-19, Anti-Asian Racism, and the racialization of epidemics. *Spectra*, Washington, DC.
30. Sastry, S., Zoller, H.M, & Basu, A. (2021) Editorial Introduction to Doing critical health communication: A forum on methods. *Frontiers in Communication*, 5. <https://doi.org/10.3389/fcomm.2020.637579>

31. Sastry, S. & Ramasubramanian, S. (2020). The subcontinent speaks: Intercultural communication perspectives from/on South Asia. *Journal of International and Intercultural Communication* 13(2): 93-97. <https://doi.org/10.1080/17513057.2020.1745440>
32. Sastry, S. (2014) Postcolonial studies and health. In T. L. Thompson (Ed.), *Encyclopedia of Health Communication*. SAGE Reference.
33. Sastry, S., & Dutta, M., J. (2013, April 2013). Questioning the common sense of Global health campaigns. *Communication Currents*, 8.

Book Reviews

34. Sastry, S. (2020). Feeding the other: Whiteness, privilege, and neoliberal stigma in food pantries [Book Review]. *Health Communication*. 36(8) <https://doi.org/10.1080/10410236.2020.1723052>

Works in Progress

35. Sastry, S. Viral Nations: India, China and the spectacular biopolitics of pandemic governance. Book manuscript proposal in preparation

Keynotes and Invited Talks

1. Sastry, S. Opening Remarks: NCA's commitments to international scholarship. Plenary talk delivered at the Fifth Biennial Conference on Communication, Governance, and Media in the Age of Globalization, Beijing, PRC, in June 2025
2. Sastry, S., Viral nationalism: The spectacular biopolitics of our global COVID-19 Response. University of California Santa Barbara Lambda Pi Eta Choice Scholar Lecture, May 2025
3. Sastry, S. Nuts and bolts of conducting a CCA intervention (with Ambar Basu and Satveer Kaur-Gill). Workshop conducted at the District of Columbia Health Communication conference (DCHC), May 2025
4. Sastry, S. Building, extending, and evaluating culture-centered scholarship: Insights from a metatheoretical systematic review of CCA in health communication. Center for Culture-centered approach lecture series, Massey University, New Zealand, September 2024. (Online public-facing lecture)
5. Sastry, S. The strategic misuses of community in public health: A critical interrogation. Visiting Scholar Lecture, School of Journalism & Mass Communication, University of Iowa, Iowa City, February 15, 2023.
6. Sastry, S. Viral nations: India, China, and the spectacular biopolitics of pandemic prevention. Colloquium Presentation, College of Arts & Sciences, University of Cincinnati, Cincinnati, OH, October 18, 2022.
7. Sastry, S., Communication at the center, communities at the margin: An agenda for communicative justice in pandemic times. Keynote speech, Ohio Communication Association convention, Newark, OH, October 8, 2022.

8. Sastry, S. Community-partnered research at the University of Cincinnati. Keynote talk, Public Engagement of Science (PEWS) workshop, Cincinnati, OH, April, 2021 (delivered online).
9. Sastry, S. The great unmasking: Critical health communication and post-COVID futures. CARE COVID-19 Lecture series, Massey University, New Zealand August 20, 2020 (delivered online).
10. Sastry, S. Bridge Populations: Lived experiences of health and HIV among India's long-distance trucking community. Department of Communications and New Media, National University of Singapore, Singapore, June 8, 2016
11. Sastry, S. "The Politics of Ebola": Roundtable Panel Discussion participant. College of Arts and Sciences, University of Cincinnati, 2014
12. Sastry, S. "Global Health and Poverty": Roundtable Panel Discussion participant, Charles Phelps Taft Research Center at the University of Cincinnati, 2014
13. Sastry, S. Between contamination and contraception: HIV/AIDS and Indian truckers. Workshop presentation given at the Kunz center for social research, Department of Sociology, University of Cincinnati, 2014
14. Sastry, S. Rethinking "empowerment" in trucker-based health interventions. Paper presented at the symposium on "Patient Empowerment, ICTs, and Health Communication" in University of Sassari, Sardinia, Italy, 2014.
15. Sastry, S. AIDS and the Structural Context of Suffering: Communication Campaigns and long-distance truck drivers. Colloquium presented at the Department of Communication, University of Cincinnati, Cincinnati OH, October 2013.
16. Sastry, S. Postcolonial Studies across disciplines: A view from Communication. Roundtable panel participant, Cincinnati Conference on Romance Languages and Literatures, Cincinnati, OH, 2013.
17. Sastry, S. Obtaining the Alan H. Monroe Scholars Research Award. Professional Development panel participant, Purdue Graduate Student Conference on Communication Research, Purdue University, West Lafayette, IN, 2011

Refereed Presentations

18. Sissy, B., & Sastry, S. "They called me *mahaukaciya*" (madwoman): Co-constructing cultural narratives of maternal mental health with Ghanaian Zango women. Paper accepted for presentation at the International Communication Association convention, Cape Town, South Africa, June 2026
19. Qi., Y, & Sastry, S. Practical epistemologies and the rebuttal of scientific consensus: Online health activism against the Fukushima nuclear wastewater discharge. Paper presented at the International Association for

Media and Communication Research convention, Singapore, July 2025.

20. Bah, U., & Sastry, S. Exploring pathways connecting climate change, health, and livelihood loss among coastal communities: A preliminary qualitative study from Sierra Leone. Paper presented at the International Communication Association convention, Denver, CO, June 2025
21. McFarlane, S., Leach, C., Williamson, L.D., Hull, S., Magsamen-Conrad, K., Wilkin, H., Sastry, S., Invisible bridges and barriers of community-engaged research: Insights from and for Communication scholars on balancing the risks and rewards. Paper presented at the International Communication Association convention, Denver, CO, June 2025
22. Sastry, S., Siegenthaler, B., Mukherjee, P., *Abdul Raheem, S., & Basu, A. Locating community in appeals for community participation in COVID-19 vaccine discourse: A critical analysis of public health communication in the United States. Paper presented at the National Communication Association convention, New Orleans, LA, November 2022.
23. Sastry, S. Discussant on a Spotlight panel titled "Writing academic books in health communication" at the National Communication Association convention, New Orleans, LA, November 2022.
24. Sastry, S. Discussant on a Spotlight panel titled "Honoring Paul Farmer in health communication: Centering PLACE through critical health communication praxis at the National Communication Association convention, New Orleans, LA, November 2022.
25. Sastry S. Chair and Discussant on a panel titled "The urgent (and enduring) problem of Anti-Asian racism: Perspectives from across the Discipline of Communication at the at the National Communication Association convention, Seattle, WA, November 2021
26. Sastry, S. Discussant on a panel titled "Chinese media and COVID-19: Media, public health and public participation at the crossroads" at the National Communication Association convention, 2020 (held virtually)
27. Ban, Z., & Sastry, S. Curating health on Web2.0: A critical analysis of PrEP discourse on WeChat. Paper presented at the 1st "Shenzhen Forum" hosted by Shenzhen University and the National Communication Association, Shenzhen, China, June 2019.
28. Sastry, S. The geopolitics of health: Narratives from the global South. Paper presented as part of a panel discussion titled "Crossing Boundaries, connecting domains: evolving issues and promising topics in health communication, Washington, D.C. May 2019.
29. Sastry, S., Stephenson, M.S., & Dillard, P. A systematic review of the application of the culture-centered approach to health communication. Paper presented at the International Communication Association conference, Washington, D.C., May 2019

30. Ban, Z., and Sastry, S. Global Health Policy in the wake of the 'Health Silk Roads': Opportunities and challenges for global health communication research. Paper presented at the 2nd Biennial conference on "Communication, Media, and Governance in the Age of Globalization", hosted by Communication University of China and the National Communication Association, Beijing, China, June 2018.
31. Sastry, S., and Basu, A. Against Exceptionalism: Rethinking Development in Global Health Communication. Paper presented at part of a panel discussion titled "Voices From the margins in the Global South: A critique of development discourse" at the International Communication Association conference, Prague, Czech Republic, May 2018
32. Sastry, S. Lay Etiologies, Structural Violence and Risk among long-haul truckers in India: De- provincializing global HIV/AIDS communication. Paper presented at the International Communication Association conference, Prague, Czech Republic, May 2018
33. Sastry, S. Provincializing the rhetoric of health and medicine: on the (im)possibilities of decolonization. Paper presented at the Rhetoric of Health and Medicine symposium, Cincinnati, OH, September 2017.
34. Sastry, S., and Lynch, J. "The baby with the tiny head: Affective images, uncertain science, and public health discourses of Zika and microcephaly. Paper presented as part of a panel discussion titled "Zika Virus and the Civic Responsibility Surrounding the Language of Epidemic" at the National Communication Association conference, Philadelphia, PA, November 2016
35. Basu, A, Dillon, P. & Sastry, S. "HIV drugs like my birth control pill": Lived narratives of Black and Latino MSM in an urban American context. Paper accepted for presentation at the Kentucky Conference on Health Communication, Lexington, KY, April 2016
36. Sastry, S. Questioning the common sense of condom use: A Gramscian analysis of truck drivers' discourses around condom use for HIV/AIDS. Paper presented at the National Communication Association conference, Las Vegas, 2015
37. Dutta, M.J., Sastry, S., Dillard, S.J, Kumar, R., Anaele, A., Collins, W., & Roberson, C. Narratives of stress health meanings of African-Americans in Lake County, Indiana. Paper presented at the International Communication Association conference, Puerto Rico, 2015
38. Sastry, S. The colonial genealogies of Ebola Zaire: Miasma, tropical medicine and emerging infections. Paper presented as part of an extended session on "Ebola, Health Communication and Culture" at the International Communication Association conference, Puerto Rico, 2015
39. Sastry, S., & Lovari, A. The networked narratives of Ebola: Communicating the meaning of epidemics on social media. Paper presented at the International Communication Association conference, Puerto Rico, 2015

40. Sastry, S., & Basu, A. Provincializing global health discourses: A culture-centered analytical method. Paper presented at the Communication, Postcoloniality & Social Justice: Decolonizing Imaginations, Villanova University, Philadelphia, PA, 2015
41. Sastry, S & Arduser, L. A critical analysis of risk discourses around gestational diabetes mellitus. Paper presented at the Association of Rhetoric of Science and Technology pre-conference at the National Communication Association conference, Chicago, 2014
42. Sastry, S. Between contamination and contraception: The discursive construction of AIDS among Indian truckers. Paper presented at the National Communication Association conference, Chicago, 2014
43. Sastry, S. Narratives of Health as “Place”: Long-distance truckers’ meanings of health in the context of HIV/AIDS. Paper presented at the National Communication Association conference, Washington, D.C., 2013
44. Ban, Z., Dillard, S., Jones, C., Kumar, R. & Sastry, S. Community, Culture, and Power: Culture-centered approaches to communication and social change. Panel session presented at the National Communication Association conference, Orlando, FL, 2012.
45. Ban, Z., & Sastry, S. “Shopper’s Republic of China”: Orientalism in Neoliberal US News Discourse about China. Presented at the International Communication Association conference, Phoenix, AZ, 2012
46. Rajan, P., and Sastry, S. Commenting on Consensus and Corruption: Democratic Collective Action and the “India Against Corruption” Movement . Paper accepted for presentation at the International Communication Association conference, Phoenix, AZ, 2012
47. Sastry, S. Decolonizing Epistemology: Questioning the meanings of identity and resistance in Indian women's work stories. Paper presented at the International Communication Association conference, Boston, MA, 2011
48. Sastry, S. Developing Positives: Truth, Myth, and Stigma in AIDS-Awareness Cinema From India. Paper presented at the International Communication Association conference, Boston, MA, 2011
49. Sastry, S., & Dutta, M.J. Neoliberal Ideologies of HIV/AIDS interventions: The political economy of PEPFAR. Paper presented at the International Communication Association conference, Boston, MA, 2011
50. Sastry, S., & Ban, Z. A Red Flag to Rancière: Naxalism and History of Disagreement. Paper presented at the Third Biennial History Graduate Student Association Internal conference, Purdue University, IN, 2011
51. Sastry, S. The body of the species: Enlightenment logics of global public health programs. Paper presented at the National Communication Association conference, San Francisco, CA, 2010
52. Dillard, S.J., Carrion, M.L., and Sastry, S. Health, culture and cuisine: Americanized Koreanness at an

ethnic/cultural restaurant. Paper presented at the National Communication Association conference, San Francisco, CA, November 2010

53. Sastry, S. & Dutta, M.J. Public Health, Development and Global Surveillance: A Postcolonial appraisal of PEPFAR. Paper presented at the International Communication Association conference, Singapore, 2010
54. Sastry, S. & Dutta, M.J. Postcolonial constructions of HIV/AIDS: Meaning, culture, and structure. Paper presented at the International Communication Association conference, Singapore, 2010
55. Ban, Z., and Sastry, S. Locating Chindia at the McMahon line: Identity-formation at the (imaginary) border. Paper accepted for presentation at the 'Chindia Challenge to Global Communication' pre- conference at the International Communication Association conference, Singapore, 2010
56. Sastry, S., & Dutta, M. J. Constructions of HIV/AIDS in Indian media: Symbolic representations and material consequences. Paper presented at the Central States Communication Association conference, Cincinnati, 2010
57. Clair, R.P, Holyoak, I.C., Sastry, S., Dillard, S., Carrion, M., Hill, T., Kumar, R., and Angeli, L. Engaging Culture through Food: An Ethnographic study of community identity in ethnic restaurants. Paper presented at the 12th annual Chicago Ethnography conference, Chicago, 2010
58. Sastry, S. Exoticising Eroticism: A Postcolonial Look at the Kama Sutra. Paper presented at Crossroads: Asian American Studies Graduate Student conference, Bloomington, IN, 2009
59. Sastry, S. and Dutta, M.J. Reading HIV/AIDS in the Indian Press: A thematic analysis. Paper presented at the 18th Asian Media Information and Communication conference, New Delhi, 2009.

Grants and Research Support

Research Grants

- | | |
|-----------|---|
| 2025 | Waterhouse Family Institute Research Grant
<u>Principal Investigator.</u>
Proposal titled: "We're going extinct": Documenting Narratives of Climate Change, Cultural Extinction, and Community Resettlement on Three Coastal Communities in Sierra Leone.
\$9,790 (Funded)
Grant Type: Extramural Research Grant |
| 2024-2027 | National Institutes of Environmental Health Sciences P20 Exploratory Grant
<u>Co-Principal Investigator.</u>
Proposal titled: Cincinnati Climate Change and Health Research Center (C3HRC).
\$4,400,000 (Funded, in progress) |

Grant Type: Extramural Research Grant

- 2023 Interact for Health Advancing Health Justice Award
Co-Principal Investigator (along with Dr. Steve Sunderland) Amount: \$30,000
Proposal titled: Developing a navigator-led coalition for health justice.
Not funded
Grant Type: Extramural Research Grant
- 2019 Robert Woods Johnson Foundation, Interdisciplinary Research Leaders Grant.
Co-Principal Investigator. Amount: \$326,000
Proposal titled: "REACH: Refugee Empowerment and Community Health."
Not funded
Grant Type: Extramural Research Grant
- 2018 Center for Clinical and Translational Science and Training Process and Methods Grant
Principal Investigator
Amount \$5000; Funded
Grant Type: Internal Research Grant
- 2018 Robert Woods Johnson Foundation, Systems of Action Grant.
Co-Principal Investigator.
Proposal titled: Aligning systems to support community-based cancer patient navigation."
Amount \$250,000
Not funded
- 2016 National Institutes of Health, R34 Planning Grant
Co-investigator
Proposal title: "Optimization of Tailored Video Discharge Instructions for Acute Asthmatics".
Award \$350,000
Not funded
Grant Type: Extramural Research Grant
- 2016 Center for Clinical and Translational Science and Training Pilot Funding Grant
Consultant.
Proposal Title: "Optimization of Tailored Video Discharge Instructions for Acute Asthmatics." Award \$10,000
Funded
Grant Type: Internal Research Grant

- 2014 University of Cincinnati Diversity and Inclusion Grant
Principal Investigator
 Proposal Title: A culture-centered investigation of international graduate students' health experiences at University of Cincinnati. Award \$7500
Funded
 Grant Type: Internal Research Grant
- 2011 Purdue Research Foundation Dissertation Grant
Principal Investigator
 \$15,288 and one year of tuition remission awarded for dissertation project.
Funded
 Grant Type: Internal Dissertation Fellowship

Program Funding for The Cincinnati Project

- 2023 Charles Phelps Taft Research "Conferences and Symposia" Award
 for organizing The Cincinnati Project (TCP) symposium
Principal Investigator. Award: \$5000
Funded
 Grant Type: Internal Program Funding
- 2022 Charles Phelps Taft Research "Conferences and Symposia" Award
 for organizing The Cincinnati Project virtual symposium
Principal Investigator. Award: \$2000
Funded
 Grant Type: Internal Program Funding
- 2021 Charles Phelps Taft Research "Conferences and Symposia" Award
 for organizing The Cincinnati Project (TCP) symposium
Principal Investigator. Award: \$5000
Funded
 Grant Type: Internal Program Funding
- 2020 Research Service Contract with TCP and Beech Acres Parenting Center (BAPC)
 Co-principal Investigator (with Dr. Tia Gaynor)
 External contract for conducting a mix-methods needs assessment for BAPC
 Contract Amount: \$28,620
 Award Type: External Service Agreement
Funded

Pedagogy and Advising

Courses Taught at the University of Cincinnati

COMM 8069	Seminar in Health Communication: Meaning, Culture, Power
Graduate	This graduate seminar addresses the ways that language and culture constitute the meanings of health and illness and the influence of those constructions on our personal, embodied experiences of health and healing as well as institutional and policy outcomes. Students analyze the role of communication in constructing beliefs about health and illness and compare biomedical models of disease with sociocultural and critical approaches to health promotion.
2012-2025	
In-person	
COMM 7007	Advanced Communication Theory
Graduate	One of three required core courses for the MA program in Communication at University of Cincinnati. Students learn the broad frameworks around the philosophy of Communication theory and the various traditions in Communication research.
2015-2025	
In-person and online	
COMM 7042	Qualitative and Rhetorical Research Methods
Graduate	This course offers an introduction to qualitative and rhetorical research methods in the social sciences, beginning with a historical examination of interpretivism as a philosophical endeavor. Through readings in cognate fields of ethnography, cultural studies, communication, textual analysis and discourse analysis, the course will take a hands-on approach to the process of discovery, data collection, analysis, reflexivity, and reporting in qualitative research studies.
2020-2025	
In-person	
COMM 5000	Communication and Health Disparities
Undergrad	Course developed as a senior capstone offering for Communication seniors and allied majors. Students in this seminar read recent research on either one of two research topics: urban communication, or urban health disparities.
Capstone	
2017	
In-person	
COMM 4050	Communication, Culture and Globalization
Undergrad	This is a course I have developed for juniors and seniors in our program. I see this course as central to my personal pedagogical mission of globalizing the Communication curriculum and is the only globally-focused course offered in our program at the undergraduate level. Students read and critique various dimensions of globalization, including, but not limited to cultural, political, economic, migration aspects of globalization, and reflect upon the role of communication and in circulating discourses of immigration, offshoring, cultural appropriation and exchange.
2017-2025	
In-person and online	
COMM 2004	Communicating Health, Science and the Environment
Undergrad	Introductory course for the COMMSHER (Communicating health, science, environment and risk) undergraduate certificate. Developed as an introductory course to issues in health, science and environmental communication for
2012-2025	
In person	

Online (full semester) communication and a number of non-Communication majors. Students are introduced to a survey of the fields of health, science and environmental communication and participate in discussion-based and application-based “adult learner” assignments to understand the everyday nature of COMMSHER. tailored course

Graduate Advising

Doctoral Advising

Yixuan Qi

Usman Bah

MA Advising and Thesis Chair

Balkisa Sissy

Samantha Rubadue

Erinn Sweet

Brandon Mock

Parameswari Mukherjee

Taylor Walker

Ayaka Suzuki

Jamie Hummer

Ashley Weingard

Alyse Zook

MA Thesis Committee Member

Jean Lagreca

Ruth Emmanuel

Isaiah Ball

Christopher Hartis

Jordyn Adams

Blair Kramer

Ashley McDonald

Madeleine Ndambakuwa

Deirdre Elfers

Maggie Heath-Bourne

Hannah Back

Melissa Carroll

Brendan McDonough

Payne Rankin

Sarah Jernigan

Janae Collier-Stone

Katherine Nemeth

External Committee Member

Sabena Abdul Raheem (University of Iowa, PhD dissertation Committee member)
Christine Elers (Massey University, PhD Comprehensive Exam committee member)
Autumn Kirkendall (University of Cincinnati, Psychology, Qualifying Exam committee member)
Smrithi Vijayakumar (National University of Singapore, PhD dissertation committee member)
Tan Ee Lyn (National University of Singapore, PhD dissertation committee member)

Service

Editorial Service

2021-present	Review Board Member , Johns Hopkins University Press Critical Health Communication Series (Series editor: Robin Jensen)
2020-2024	Senior Editor , Health Communication
2019-2020	Guest Editor , Journal of International and Intercultural Communication Special Issue titled “The subcontinent speaks: Intercultural Communication from South Asia”
2019-2020	Special Issue Editor , Frontiers in Communication Research Topic (special issue) titled: “Doing critical health communication: A forum on methods”
2016-present	Associate Editor , <i>Frontiers in Communication</i> [specialty: Health Communication]
2017-present	Expert Reviewer , Lexington Books

Editorial Board Membership

2025-present	Journal of Health Communication
2022-present	Communication Monographs
2021-present	Communication and Critical/Cultural Studies
2019-present	Journal of International & Intercultural Communication
2014-present	Health Communication

Unit-Level Service

2023-2024	Committee Member, SCFMS Director Search Committee <i>Oversaw the creation of a job application, screened more than 80 applications, conducted screening and final interviews that resulted in the successful hiring of Dr. Dana Cloud as Director of SCFMS</i>
2022	Chair, Faculty Search committee (Tenure-track Assistant Professor) School of Communication, Film and Media Studies, University of Cincinnati <i>Oversaw the creation of a job application, screened more than 80 applications, conducted screening and final interviews that led to the successful hiring of Dr. Kelly Merrill</i>
2017-2023	Member, PhD Program Development committee <i>Co-wrote and collaborated on proposals, governance documents, budgets, and strategy for a five-year long project to develop a PhD program in the unit. The committee's work led to the ratification of a PhD in Communication to begin in Fall 2023</i>
2022 2019	Member, Department Head Evaluation Committee <i>Implemented a survey and analyzed qualitative data to evaluate the Unit Head's performance through the academic year</i>
2018-2019	Chair, Departmental Research Working Group
2016-present	Associate Editor, <i>Frontiers in Communication</i> [specialty: Health Communication]
2015-16	Member, Faculty Search Committee (Tenure-track Assistant Professor) Department of Communication, University of Cincinnati <i>Screened more than 80 applications, participated in screening and final interviews that led to the successful hiring of Dr. Pamara Chang</i>
2017	Member, Head's Advisory Group
2017-2018	Coordinator, Graduate Certificate in Health Communication

College-Level Service

2023	Member, Taft Center Postdoctoral Researcher Search Committee
2022-2023	Member, Dean's Search committee (Dean of the College of Arts & Sciences) Member of a search committee that reviewed >80 applications for the position of Dean of the College of Arts & Sciences and led to a successful hire.
2015-2016	Member, Faculty Affairs Committee, A&S Senate
2014-2017	At-large-member, A &S Faculty Senate, University of Cincinnati

University Service

2022-2023	Mentor , Yates Scholar Program (mentee: Isaiah Ball)
2015-2016	Member , Selection Committee, University of Cincinnati Yates Scholar Program
2014	Judge , UC Graduate School Poster Forum

Service to the Community

2017- present	Board Member, Cancer Justice Network, Cincinnati, OH
2024- 2025	Member, Sycamore Schools Advisory Committee, Cincinnati, OH

Service to Professional Associations

2022-present	Participant, National Communication Association Preconference NCA Health Communication Division
2022-present	Attendee , NCA Scholars Office Hours
2021	Reviewer , NCA Preconference Review Committee
2021	Panelist , Association for Education in Journalism and Mass Communication (AEJMC) Preconference
2021	Participant , Rhetoric Society of America Summer Institute Workshop
2010- present	Reviewer , National Communication Association convention <i>Reviewed for the Health Communication, International and Intercultural communication, Asian-Pacific American Communication Studies, and the Critical-Cultural Studies divisions</i>
2011- present	Reviewer , International Communication Association convention <i>Reviewed for the Health Communication, Global Communication and Social Change, and Ethnicity and Race in Communication divisions</i>

Professional Memberships

National Communication Association (NCA)
International Communication Association (ICA)
Updated 01/15/2026