

Rajesh Gaur

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EXPERIENCE

TEACHING

SR. LECTURER

Aug. 2019 - Present

School of Information Science, University of Kentucky

- Created and instructed a course on data science
- Created and instructed a course on machine learning

LECTURER

Aug. 2010 – Aug. 2019

Division of Instructional Communication

School of Information Science, University of Kentucky

- Instructed course in composition and communication
- Instructed courses in business communication
- Created and instructed a course on culture in film and media

INSTRUCTOR

Aug. 2005 – May 2010

Department of Communication, University of Kentucky

- Instructed upper division courses in intercultural communication
- Instructed upper division courses on race, gender, class, and other issues in mass media

GRADUATE TEACHING ASSISTANT

Aug. 2002 – May 2005

Department of Communication, University of Kentucky

- Instructed upper division course in Mass Communication and social issues
- Instructed Interpersonal Communication
- Instructed Basic Public Speaking
- Instructed courses in Persuasion

ADJUNCT FACULTY MEMBER

Jan. 2001 - June 2001

A.Q. Miller School of Journalism and Mass Communications, Kansas State University (KSU)

- Instructed Intermediate level Web Communications course
- Instructed a course on Internet research, content and design

GRADUATE TEACHING ASSISTANT

Aug. 1998 - Dec. 2000

A.Q. Miller School of Journalism and Mass Communications, Kansas State University

- Instructed research methods in mass communications

Advanced Website Course

- Led group of students working on the site design for real world clients
- Taught a computing lab for the School of Journalism and instructed in the development of Web site construction

LECTURER, University of Lucknow

Aug. 1996 - June 1998

- Instructed undergraduate-level classes in political philosophy, political systems, and international relations

PROFESSIONAL

WEB DESIGN

Music Department, Wichita State University

June 2001- Jan. 2002

- Conceptualized, planned and designed the Web site
- Used Dreamweaver, Photoshop, Fireworks, Flash and Freehand

WEB MANAGER, the Orion Project Summers of 1999 & 2000

Journalism and Mass Communications Department, KSU

- Worked for various clients of Orion as team leader
- Assisted in developing and maintaining the Web sites for several non-profit organizations
- Assisted in training students to build Web sites

INTERNSHIP at The Manhattan Mercury, Manhattan, Kansas Dec. 1998 - Jan. 1999

- Wrote stories, copy edited and worked in all the sections of newspaper

REPORTER/COMMENTATOR, The Times of India, Lucknow Aug. 1994 - June 1996

- Wrote stories on social, political and educational issues

RESEARCH AND DATA ANALYSIS Jan.2001 - July 2001

- Conducted data analysis for a major study on role and representation of women in journalism education at post-secondary level

EDUCATION

UNIVERSITY OF KENTUCKY December 2009

Ph.D. in Communication

- Inter-Cultural and Mass Communication
- Major research interests: Critical cultural studies, rhetoric, discourses, and social impact of mass media
- Dissertation: **Protesting liberalization in India: An examination of discursive strategies used by street-vendors and small-retailers to create and universalize resistance narratives**

KANSAS STATE UNIVERSITY, Manhattan, Kansas

Master of Science in Mass Communications December 2000

- Public Relations and advertising and their social impact
- Master's thesis: **Corporate Communications during crisis situations through the Internet.**

UNIVERSITY OF LUCKNOW, Lucknow, India

Master of Arts in Political Science May 1993

- Master's thesis on the comparison of political philosophies of Plato and Aristotle with emphasis on justice and education.

Bachelor of Arts May 1991

- Major in Political Science and International Relations
- Minor in Economics

REFEREED PUBLICATIONS/CONFERENCE

- Gaur, R. (2020). **A multilevel meta-analysis of effects of negative stereotypes of blacks in media on consumers' attitudes.** *Media Psychology, 23(5), 711–732.*
doi:10.1080/15213269.2019.1627888
- Gaur, R. (2010, June). **Protesting retail liberalization in India: An examination of discursive strategies used by small retailers.** Paper accepted for presentation at the annual convention of International Communication Association (ICA), Singapore.

- Gaur, R. (2004, November). **An examination of students from Middle-East articulation of stigma using group and individual narratives.** Paper presented at the annual convention of National Communication Association (NCA), Chicago, IL.
- Gaur, R. (2004, November). **Feminist issues and communication: A participatory approach to theory building and methodology.** Paper presented at the annual convention of National Communication Association (NCA), Chicago, IL.
- Anyaegbunam, C., & Gaur, R. (2004, August). **Exploring polyphony in community radio stations: A case study of an Appalachian community media production center.** Paper presented at Association for Education in Journalism and Mass Communication (AEJMC), August 4 – 7, 2004, Toronto, Canada.
- Gaur, R. (2004, July). **Development of traditional healing in the Appalachia: Exploring a lost history through the stories of the marginalized.** Paper presented at the annual convention of International Association for Media and Communication Research (IAMCR), Porto Alegre, Brazil.
- Anyaegbunam, C., & Gaur, R. (2004, February). **Exploring polyphony in community radio stations: A case study of an Appalachian community media production center.** Paper presented at Association for Education in Journalism and Mass Communication (AEJMC), Mid-Winter Conference February 27-29, 2004, Rutgers University, NJ.
- Gaur, R. (2003, November). **Dialogic understanding in creation of heteroglossia through diasporic discourses on the Internet.** Paper presented at the annual convention of National Communication Association (NCA), Miami, FL.
- Gaur, R. (2003, February). **Discourse and diaspora on the Internet.** Paper presented at the 7th Annual Communication Symposium, Graduate Program in Communication at University of Kentucky, Lexington, KY
- Gaur, R., & Lubbers, C. (2001, April). **A congruency comparison of beliefs about using the Internet for crisis communication.** Paper presented and published at 13th Annual International Association of Business Disciplines (IABD) conference, Orlando, FL.
- Gaur, R., & Lubbers, C. (2000, November). **A corporate use of the Internet during crisis situations: A co-orientation analysis of practitioner and journalist beliefs.** Paper presented at the annual convention of the National Communication Association (NCA), Seattle, WA.

SERVICE

- Served as the faculty advisor for the *Chi Psi* fraternity at the University of Kentucky (2018-present)
- Peer-Reviewed for *Media Psychology*, 2020
- Served on the diversity committee for the School of Information Science. (2015-2019)
- Served on the *Study Abroad* scholarship committee, which awards scholarships to the American students to study abroad (2008 – reserve member, 2009 – full member)
- Served on the *Program Committee*, which determines the general direction of graduate program (Aug. 2005 – May 2005)
- Peer-Reviewed AEJMC Civic Journalism Interest Group (CJIG) division, 2003
- Conducted Open house workshops in Photoshop and Web design for the School of Journalism, Kansas State University in 1999, 2000, and 2001 University Open House

AWARDS & ACHIEVEMENTS

- 2019 **Teacher who made a difference**, awarded by the College of Education at the University of Kentucky.
- 2005-06 **Kentucky Opportunity Fellowship**, awarded by the University of Kentucky for the academic year.
- 2005 **Departmental Outstanding Teaching by a Graduate Student Award**, sponsored by the Instructional and Development Division of the International Communication Association (ICA). Award presented in May 2005, at the annual ICA Conference, in New York.
- 2004 **Sypher Memorial Endowed Graduate Fellowship**, awarded by College of Communication, University of Kentucky to a graduate student who shows excellence in interpersonal, organizational, or mass communication research.
- 2004 **Best Faculty Paper**, awarded by Association for Education in Journalism and Mass Communication (AEJMC) for "Exploring polyphony in community radio stations: A case study of an Appalachian community media production center."
- 2004 **Office of International Affairs Scholarship Grant**, University of Kentucky.
- Certificate of special appreciation (1998-2000) in recognition and significant contribution in the recruitment of new students at Kansas State University Open House by the School of Journalism and Mass Communication.

SKILLS

- Statistic and machine learning: fluent in *Python*, *R*, *SPSS*, and *SAS*
- Fluent in *Python* programming language
- Proficient in *Unix*
- Graphic and Art: proficient in *Adobe Photoshop* and *Adobe CS*
- Languages: fluent in Hindi and Urdu