

Aditya Deshbandhu

Ph.: 091-9642092233(mob)

Email: aditya.deshbandhu@gmail.com

Academic Qualifications:

Ph.D in Communication successfully awarded in December 2017. Degree from the Central University of Hyderabad (was a UGC JRF and SRF Fellow)

The thesis titled "*Digital play in Everyday Life: The Ludic Practices of Indian Gamers*" studies the gaming practices of players in an Indian context.

Master's Degree in Arts (Communication and Journalism) May 2012 (CGPA 9.43)

*(Specialised in **Communication and Media studies**)*

A 2-year degree course from the Central University of Hyderabad

Bachelor's Degree in Communication

Advertising & Journalism B.Sc. (MCAJ)

May 2010 (aggr. 70%)

A 3-year degree course from the Punjab Technical University

Holder of the UGC National Eligibility Test (NET)

July 2012 (awarded with JRF)

Class XII ISC (Sciences & English Literature)

March 2007 (aggr. 81%)

Class X ICSE

March 2005 (aggr. 86%)

Projects & Prior Experience:

- Write a weekly column (every Sunday) on the gaming industry in Telangana Today (an English Daily) since March, 2017.
- Taught Advertising, Psychology of Consumer Behavior and Philosophy at the post graduate and under graduate level at the Annapurna International School for Film + Media.
- Facilitated the execution of a Historical Game in conjunction with field visits across North India for a contingent of scholars and students from Drake University, USA for the Study India Programme, UoH.
- Worked in the capacity of a Research Assistant for the UNESCO Chair in Community media for a project that designed the Community Radio Continuous Improvement Toolkit (CRCIT)
- Was invited to attend a summer school at the University of Tampere, Finland in August 2016
- Taught Media Management and Media Business for a year at the Annapurna International School for Film + Media. Courses taught at Post Graduate level for a programme that was an MBA in Media Management.
- Co-authored a final master's degree thesis on the role played by display pictures in the social networking website Facebook. (a mixed-method approach to research)
- Interned for a period of 45 days with the Mudra Institute of Communications and Research (MICORE) with the internship profile focusing on quantitative research.
- Interned at the reporting section of the New Indian Express, Hyderabad for a period of 35 days.
- Worked as a programme producer and Radio Jockey for Hyderabad's first University

based Community Radio Station Bol Hyderabad 90.4.

Research Interests:

- Primary interests in New Media Studies, Digital Culture and Post-Modern Media Forms
- Also have a grasp of Media Management, Media Audiences and Media Businesses
- Prefer Qualitative and Ethnographic approaches in research design

Other Interests

- Avid Quizzer and orator having won prizes at various competitions at the school level.
- Sports person, Represented school and college for Basketball, Football and Athletics (4x100m relay) at the state level.

Languages Known:

1. Hindi
2. English
3. Telugu

RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTIONS:

1. Books

Title	Publisher	ISBN	Role
Community Radio Continuous Improvement Toolkit (V1.0, 2.0...)	CEMCA, New Delhi	978-81-88770-23-6	Fourth Author
Gaming Culture(s) in India: Digital Play in Everyday Life	Routledge	-	Forthcoming

2. Papers and Publications

Title	Publisher /Journal	Nature of Publication	ISBN/ISSN	Role	Date of Publication
Player Perspectives : What it means to be a gamer	Press-Start, Journal of Glasgow University , Scotland	International	ISSN: 2055-8198	Single Author	Press Start 2016 Volume 3 Issue 2, 07/12/2016

Review of The Healthy Community Radio Station	CEMCA, New Delhi	National	ISSN: 0972-284X	Single Author	Vol. 18 No. 2 March 2014
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3. Paper Presentations at Conferences

Title	Conference	Nature of Conference	Role	Date of Presentation
Life across screens: A ludological autoethnography of gaming platforms today	Annual conference of International Association of Media and Communication Research (IAMCR), Hyderabad, July 15-19 2014.	International	First Author	16/07/2014
Would a health app work? Adolescents, Social Media and health information.	Annual conference of International Association of Media and Communication Research (IAMCR), Hyderabad, July 15-19 2014.	International	Third Author	17/07/2014
Unpacking Binging: New Ways of Production & Consumption	International Conference on Digitality & Communication at The English & Foreign Languages University, Hyderabad, September 4-6, 2018	International	Sole Author	05/09/2018
Alzheimer's Dementia and Gaming: Developing a Framework for Counteracting Interventions	Dementia, 2018 a national conference organized by Alzheimer's and Related Disorders Society of India at the Indian Institute of Science, Bengaluru, September 16-18, 2018	International	First Author	16/09/2018

4. Awards Won:

- Was awarded the UGC NET & JRF for communication in 2011
- Alzheimer's Dementia and Gaming: Developing a Framework for Counteracting Interventions was awarded top paper at ARDSI 2018 and also won 2nd Runner Up for best presentation

5. Current & Upcoming Research:

- Research in conjunction with Dr. Ravi Teja, Innamuri at Christian Medical College Vellore that seeks to develop ludic and gamified interventions that can counteract dementia and related disorders
- Work on Fantasy Football that studies fantasy sports from ludic perspectives, using ludic insights into understanding issues of identity, performance and presencing on football fans in India
- A book chapter on Children & Gaming for an upcoming book for Orient Blackswan on Children & media edited by Usha Raman & Sumana Kasturi

Residential address:

House No. 138,
Doyens Colony,
Serilingampally,
Hyderabad-500019.

Declaration:

I hereby declare the above provided information to be genuine and correct to the best of my knowledge.



Place: Hyderabad

Aditya Deshbandhu