

## AVINASH THOMBRE

### EMPHASES

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Health Communication, New Technologies, Diffusion of Innovations and Entertainment-Education

### EDUCATION

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#### PH.D. COMMUNICATION

University of New Mexico, Albuquerque, New Mexico, July 2004

**Dissertation:** *Analysis of Message Effectiveness of Cancer Websites.*

Director: Everett. M. Rogers.

#### M.S. COMMUNICATION

Bangalore University, Bangalore, India, June 1995

**Thesis:** Mass Media Awareness Among School Teachers.

Director: H. S. Eshwar.

#### B.A. History

Indira Gandhi National Open University, New Delhi, India, May 1997

#### B.Sc.

Bangalore University, Bangalore, India, May 1993

### SELECTED RELATED PROFESSIONAL EXPERIENCE

**HEALTH CORRESPONDENT, *The Times of India*, Pune, India**

September, 1998 to July 2001

**ENVIRONMENT CORRESPONDENT, *The Times of India*, Bangalore, India.**

August, 1998 to March 1996

**EDUCATION CORRESPONDENT/SUB-EDITOR, *Newstime*, India.**

February, 1995 to February, 1996

**FREELANCE STAFF MEMBER, *The Tribune*, Chandigarh, India.**

March 1994 to August 1994

## RESEARCH AND SCHOLARSHIP

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### Research Interests

My research interests are in examining the processes of health behavior change using the traditional communication channels and new technologies. My research informs effect of health behavior change at different levels of socio-ecological framework. International and technological perspectives also inform my research. Additionally, my training in mass communication and health communication provide me with the ability to examine communication from a wide variety of disciplinary perspectives. Presently, I am engaged in examining coping and survival issues after an individual experiences a health trauma. Using the transformation perspective, my present research analyses the communication dimensions of health related individual transformations.

### RECENT PUBLICATIONS

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- Mohammed, S. M., & Thombre, A. (2008, in press). Web-based strategies of HIV/AIDS prevention agencies in Anglophone Caribbean. In Godfrey Steele (Eds.) *Health Communication Reader*. St Augustine: University of West Indies.
- Thombre, A., & Rogers, E. M. (2008). Transformative experiences of cancer survivors. In Maggie Wills (Eds.) *Communicating spirituality in health care*. Cresskill, NJ: Hampton Press.
- Thombre, A. (2007). Organizing multiple HIV and AIDS discourses for engaging crisis communication in India. In Matthew W. Seeger, Timothy L. Sellnow and Robert R. Ulmer (Eds.), *Crisis Communication and the Public Health*. Cresskill, NJ: Hampton Press.
- Chitins, K., Thombre, A., Rogers, E. M., Singhal, A., & Sengupta, A. (2006). [Dis]similar Readings: Indian and American Audiences Interpretation of Friends. *Gazette: The International Journal of Communication Studies*. 68, 2, 131-145.
- Kawakami, H. S., & Thombre, A. (2006). The evolving genre of Our Lady of Guadalupe: A feminist analysis. *Texas Speech Communication Journal*. 30, 2, 121-133.
- Mohammed, S., & Thombre, A. (2005). HIV/AIDS stories on the World Wide Web and transformative experiences, *Journal of Health Communication*, 10, 4, 347-360.
- Rogers, E. M., Singhal, A., Thombre, A. (2004). Indian Audience Interpretations of Health-Related Content in the Bold and the Beautiful. *Gazette, The International Journal of Communication Studies*. 66, 5, 437-458.

### PAPERS AND CONFERENCE PRESENTATIONS

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- Mirivel, J. C., & Thombre, A. (2008). *An analysis of how burn survivors recover from life crisis*. Paper presented to the National Communication Association Conference, San Diego, CA.
- Thombre, A., & Sherman, A. C. (2008). *Transformative experience of Indian cancer survivors*. Paper presented to the Health Communication Division of International Communication Association Conference, Montreal, Canada.

Thombre, A. (2007). *Analysis of message effectiveness of cancer websites*. Paper presented to the Health Communication Division of Annual National Communication Association Conference, San Antonio, TX.

Thombre, A., & Montague, D. R. (2007). *If I could only say it myself: Communicating with children of incarcerated parents*. Paper presented to the Interpersonal Communication Division of Annual National Communication Association Conference, San Antonio, TX.

Thombre, A. (2006). *Organizing multiple HIV and AIDS discourses for engaging crisis communication in India*. Central States Communication Association Convention, Indianapolis, IN, Top three paper.

Thombre, A. (2005). *Behavior change process and content analysis of online health chats*. International Communication Association. New York.

Thombre, A. (2005). *Tribute to Ev Rogers and his Diffusion of Innovations thinking*. Central States Communication Association, Kansas city.

Thombre, A., & Mohammed, S. N. (2003, November). *HIV/AIDS stories on the World Wide Web: A content analysis of transformation perspective*. Paper Presented to the Health Communication Division, 89<sup>th</sup> Annual Convention of the National Communication Association, Miami, FL. (Competitive Paper)

Thombre, A. (2003, November). *Hinduism's mantra of all mantras: The Gayatri mantra, its communicative and philosophic dimensions*. Paper presented at the Spiritual Communication Commission, 89<sup>th</sup> Annual Convention of the National Communication Association, Miami, FL. (Competitive Panel)

Thombre, A., & Mohammed, S. N. (2003, November). *Informed or dis(informed) in the information age: Case study of SARS coverage on the World Wide Web*. Paper presented at the Health Communication Division, 89<sup>th</sup> Annual Convention of the National Communication Association, Miami, FL. (Competitive panel)

Thombre, A. (2003). *Pointing the Hinduism lens at communication*. Paper presented at the Annual Communication and Culture Conference of the Department of Communication and Journalism, University of New Mexico, Albuquerque, NM. (Competitive Panel)

Thombre, A., & Kawakami, H. S. (2002, May). *The evolving genre of Our Lady of Guadalupe: A feminist analysis*. Paper presented at the Visual Communication Division, 53<sup>th</sup> Annual Conference of the International Communication Association, San Diego, CA. (Competitive Paper)

## **TEACHING PHILOSOPHY**

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I embrace teaching as an opportunity to inspire and empower. As a teacher, it is my goal to enhance student learning as a transformative experience. Ideally, I want student to feel personally changed by their participation in a course I am teaching. My courses are founded upon thoughtful integration of theory and practice in a given context. I use the problem-centered approach in my teaching to use case studies and experiential learning strategies that allows students to apply, compare and synthesize communication concepts.

## **COURSES TAUGHT**

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### **UNIVERSITY OF ARKANSAS AT LITTLE ROCK**

#### *Graduate Class*

SPCH 7320 Communicating Change and Information Diffusion

SPCH 7026 Communication Assessment and Consulting

#### *Undergraduate Classes*

SPCH 4300-01 Senior Seminar Capstone

SPCH 2311-01 Introduction to Communication Research

SPCH 3200-01 Small Group Communication

SPCH 1300-01 Nonverbal Communication

SPCH 3200-01 Advanced Public Speaking

SPCH 1300-01 Introduction to Communication

### **UNIVERSITY OF NEW MEXICO**

#### *Undergraduate Classes*

C & J 130 Public Speaking

C & J 221 Interpersonal Communication

C & J 268 Media Effects and Influence

C & J 323 Nonverbal Communication

C & J 324 Intercultural Communication

C & J 327 Persuasive Communication

**SERVICE**

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**TO THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK, DEPARTMENT OF SPEECH COMMUNICATION**

Member, Department Faculty Search Committee, Fall 2004-present

Faculty Advisor, Lambda Pi-Eta, Honor's Society, Department of Speech Communication, 2007-2008

Member, Department Website Committee, 2007-2008

Faculty Coordinator, Health Communication Master Program, 2005 to present

Member, Health Communication Masters Program Committee, Fall 2004-2005

**TO THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK**

Member, College Curriculum Committee, 2007-2008

Faculty Liaison, University of Graz Exchange Program - 2008

Faculty Advisor, Heifer International Club, 2007 to present

Member, Graduate Council, 2006 - 2007

Member, College Council, College of Professional Studies, 2005

**TO THE DISCIPLINE AND PROFESSIONAL ORGANIZATIONS**

Manuscript Reviewer for *International Communication Association, 2008 Conference*

Manuscript Reviewer for *National Communication Association, 2007 Conference*

Manuscript Reviewer for *Journal of Applied Communication Research, 2005*

Manuscript Reviewer for *National Communication Association, 2005 Conference*

Manuscript Reviewer for *Central States Communication Association, 2005 Conference*

Manuscript Reviewer for *Journal of Health Communication, 2004*

**TO THE COMMUNITY AT LARGE**

Conducted Effective Communication workshops for City Year Little Rock – 2008

Conducted workshop for Medical Professionals on Effective Communication Strategies, Pune, India 2001

Conducted workshop for Journalism students in Health Reporting, Bangalore, India 2000

Conducted workshop for Journalism students in ethics of reporting, Bangalore, India 1999