

**MD. HARISUR RAHMAN (Ph.D.)**

Associate Professor in Media and Anthropology  
Department of Political Science and Sociology  
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**SUMMARY**

I am self-motivated and enjoy overcoming challenges to achieve goals. I am results-oriented and keen to apply my academic scholarship and professional acumen toward an institution's development and success. I am committed to excellent outcomes achieved through diligent effort and maintaining effective working relationships.

**RESEARCH INTERESTS**

Media, communication, cultural studies, visual and media anthropology, digital anthropology, business anthropology, consumer culture, advertising research, material culture, globalization, development, health communication, gender issues, migration, South Asian media and cultural politics, intangible cultural heritage.

**OTHER AFFILIATIONS AT NSU****Coordinator, NSU, TV, Radio & Digital Lab****Responsibilities:**

- Coordinating the overall activities of NSU TV, Radio & Digital Lab
- Implementing the works of NSU TV, Radio, and Digital Lab
- Managing and supervising various program activities and student clubs
- Managing and supervising the staff working at NSU TV, Radio, and Digital Lab
- Recruiting student performers and apprentices regularly
- Scheduling and executing regular programs

**Coordinator, China-South Asia Center for Socio-Cultural Studies (CSCSS)****Responsibilities:**

- Carry out training and research on various social and cultural issues

**AFFILIATION AS A REVIEWER AND EXAMINER**

- Regularly review articles from different international peer-reviewed journals
- International Baccalaureate (IB) Diploma Programme (DP) examiner for social and cultural anthropology

**MEMBERSHIP**

- Member of Center for Peace Studies (CPS) at North South University
- Founding Member of Society of Anthropological Research, Bangladesh (SARB)
- Member of Sustainable Development Solutions Network (SDSN)

**CURRICULUM DESIGN AND RESEARCH SEMINAR COORDINATOR**

- I designed a new curriculum for an undergrad degree program, Bachelor of Media and Journalism (MAJ) in 2020
- I coordinated four newly proposed undergraduate degree programs in 2020
- I coordinated syllabus synchronization programs at our Department of Political Science and Sociology (PSS) at NSU

## **KEY SKILLS AND PERSONAL ATTRIBUTES**

### **Teaching:**

- About 10 years of university-level education and research experience
- Passionate about academic teaching & research
- Engaging personality & classroom management style
- Commitment to inclusive and up-to-date instructional methods
- Effective communicator and attentive listener

### **Research:**

- Over three years of NGO and private-sector settings research experience
- Designed ethnographic and qualitative research methods
- Prepared data collection, training, monitoring, and intervention tools
- Analyzed qualitative and ethnographic data with software such as NVivo and ATLAS.ti

## **EDUCATIONAL QUALIFICATIONS**

### **Ph.D. in Anthropology (2012–2016) (Mostly Media, Communication and Cultural Studies)**

University of Auckland, New Zealand

Dissertation title: "Cultural Subscription and Regional Hegemony: The Circulation and Viewership of Indian Films in Bangladesh." (based on 12 months' ethnographic fieldwork)

### **Regional Master's in Journalism, Media, and Communication (2008–2010)**

University of Dhaka, Bangladesh, in collaboration with Oslo Metropolitan University, Norway, College of Journalism and Mass Communication, Nepal, and Punjab University, Pakistan

Master's project title: "Essential Harm Reduction Services for the Injecting Drug Users (IDUs) in Bangladesh: A Visual Rendering on a Drop-in-Center (DIC)."

### **Master's in Anthropology (2004–2005)**

Jahangirnagar University, Bangladesh

Thesis title: "Indian Cinema, Bangladeshi Viewers: Reconceptualizing Modernity."

### **Bachelor in Anthropology (Honors) (1999–2004)**

Jahangirnagar University, Bangladesh

Research monograph title: "Fry Collectors' Livelihood: An Ethnographic Study in the Coastal Region of Southern Bangladesh."

## **LANGUAGE PROFICIENCIES**

**Bengali:** Native-level reading, writing, speaking, listening, and comprehension

**English:** Excellent reading, writing, speaking, listening, and comprehension

## **PUBLICATIONS**

Rahman, H. (Forthcoming, 2023) Television Commercials and Broadcast Communication in Bangladesh: Decoding Ad Culture. From Lexington, USA.

Rahman, H. (Forthcoming, 2022) The Portrayal of Rohingya Crisis in the Chinese and the Indian Online English Newspaper Headlines: A Critical Discourse Analysis. In SK Tawfique Haque, Bulbul Siddiqi & Mahmudur Bhuiyan (Eds.), *The Rohingya in Bangladesh. Discourses and Challenges*, U.K.: Routledge.

Rahman, H. (2021) The Covidization of Television Commercial in Bangladesh. In H. Rahman & Z. Ahmed, (Eds.). *COVID Diary*. Sangbed and SARB Publishing, Dhaka.

Rahman, H. (2020). Bollywood is Bangladeshi! Hindi films and the formation of middle-class audiences. *Journal of Asian Ethnology*.

Rahman, H. (2019). *Consuming Cultural Hegemony: Bollywood in Bangladesh*. U.K.: Palgrave Macmillan.

Rahman, H. (2017). "Bollywoodization or ghettoization? The Bangladeshi dream factory is in disarray." *Studies in South Asian Film & Media* 8(2), 109–123. DOI: 10.1386/safm.8.2.109\_1

Rahman, H. (2013). "Indian cinema, Bangladeshi viewers: Reconceptualizing modernity." In Z. Ahmed (Ed.), *Contemporary Bangladesh in Anthropological Perspectives*, pp. 79-89. Dhaka: Ranchi Publications.

Rahman, H. (2011). "Cultural imperialism' and its possible effects on global communication." In M.H. Moni (Ed.), *A CPMS Peer-Reviewed Journal on Journalism, Media and Communication Studies* 1: 27–31. Center for Practical Multimedia Studies, Dhaka, Bangladesh. Available at: [https://www.academia.edu/981258/Cultural\\_Imperialism\\_and\\_Its\\_Possible\\_Effects\\_on\\_Global\\_Communication](https://www.academia.edu/981258/Cultural_Imperialism_and_Its_Possible_Effects_on_Global_Communication).

### **RESEARCH PROJECTS COMPLETED RECENTLY**

Mindless Propaganda or Thoughtful Persuasion? Television Commercials and Broadcast Regulations in Bangladesh. Completed. Funded by CTRG, NSU, Period: September 2018 to August 2019.

Nosophobia or Sinophobia? Social media representation and public perception about novel coronavirus (COVID-19) in Bangladesh. Status: Ongoing: Funded by School of Sociology and Ethnology: Yunnan University, Kunming, China, Period: March to December 2020.

Language Socialization or Low Self-Esteem? Communication Apprehension Among the University Students in Bangladesh. Ongoing. Funded by: CTRG, NSU, Period: September 2020 to August 2021.

Global Vessels and Local Lives: An Anthropological Study of Shipbreaking Workers in Bangladesh. Status: Ongoing. Funded by: Social Science Research Council (SSRC), Planning Division, Ministry of Planning, Bangladesh, Period: November 2019 to November 2021.

A Cross-Sectional Study on COVID-19 Preventive Beliefs and Practices in Bangladesh. Self-funded (from January 2021 to June 2021)

### **ONGOING RESEARCH PROJECTS: AS PRINCIPAL INVESTIGATOR**

Learning and Earning in Tandem: The Prospects and Challenges of Online-Based Income Generating Activities among Female Students in Bangladesh. Ongoing. Funded by CTRG, NSU, Period: May 2022 and ongoing.

Media Representations of China's Belt and Road Initiative (BRI): Content Analysis and Critical Discourse and Rhetorical Analysis of Bangladeshi and Chinese Television and Newspaper. Ongoing. Funded by CTRG, NSU, Period: October 2019 to January 2021.

The Role of Media and Social Cohesion between Host and the Rohingyas in Cox's Bazar. Funded by Center for Peace Studies, North South University. January 2021 to December 2021.

Covid-19 and its aftermath: Lives and livelihood of the female garment workers in Bangladesh. Funded by Center for Peace Studies, North South University. January 2021 to December 2021.

## **INTERNATIONAL CONFERENCE PAPERS GIVEN**

"Mindless Propaganda or Thoughtful Persuasion? The Convergence of Television Commercials and Popular Culture." Mindless Bangladesh at 50: Beyond Rhetoric. South Asia Forum, Queen Mary University of London. December 9-11, 2021 (Virtual).

"The Portrayal of Rohingya Crisis in Chinese and Indian Online Newspapers' Headlines: A Critical Discourse and Rhetorical Analysis." The International Conference on Rohingya Crisis in Bangladesh: Challenges and Sustainable Solutions. North South University, July 27-28, 2019.

"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, UC Berkeley, May 28, 2018.

"The Construction of the Film Audience in Bangladesh." Presented at the Film and History Association of Australia and New Zealand (FHAANZ) conference, July 1–3, 2015, Queensland University of Technology, Brisbane, Australia.

"The Ghettoization of Bangladeshi Cinema and the Changing Viewership in Urban Slums." Presented at the First International Conference on Social Sciences and Humanities, August 23–25, 2014, Independent University, Bangladesh.

## **ACADEMIC EMPLOYMENT EXPERIENCE**

### **Associate Professor in Media and Anthropology, Department of Political Science & Sociology, North South University**

April 2022 to present (Teaching, Research, & Administrative)

**Courses Taught:** • Introduction to Media and Communication • Television and New Media • Environment and Mass Communications • Introduction to Anthropology • Introduction to Sociology

### **Assistant Professor in Media and Anthropology, Department of Political Science & Sociology, North South University**

May 2017 to March 2022 (Teaching, Research, & Administrative)

**Courses Taught:** Introduction to Anthropology • Introduction to Sociology • Television and New Media

### **Adjunct faculty, University of Liberal Arts Bangladesh**

May 2016 to November 2016 (Teaching)

**Courses Taught:** Conflict Management and Resolution • Strategic Public Relations • Critical Thinking and Logic

### **Adjunct Faculty, Independent University, Bangladesh**

January 2014 to December 2014 (Teaching)

**Courses Taught:** Methods in Media Research • Research Methods and Cultural Analysis

### **Graduate Teaching Assistant, University of Auckland**

February 2012 to November 2015 (Teaching)

**Courses Taught:** Music and Culture in Bollywood • Rhythm, Blues, and Rock: Issues in Culture and Commerce

## **OTHER EMPLOYMENT EXPERIENCE**

**Consultant, Data Analysis and Technical Assistance Limited (research consulting firm)  
Dhaka, Bangladesh, <http://www.databd.org/>**

March 2016 to July 2016 (Research)

### **Responsibilities:**

- Wrote technical and financial proposals and reports
- Designed data collection, communication, advocacy, and training tools
- Conducted training for the field researchers
- Supervised field and data collection
- Coded and analyzed data
- Wrote reports and presented research findings

**Research Officer, icddr,b (a global health research institute)**

**Dhaka, Bangladesh, <http://www.icddr.org>**

March 2011 to November 2011 (Research, Administration & Management)

- Organized and managed social and behavioral research projects
- Implemented and monitored a project on gender and health communication
- Organized and managed a research dissemination seminar and workshop
- Prepared data collection instruments
- Coded and analyzed data
- Authored and co-authored reports and presented research findings

**Research Executive, MRC-MODE Ltd. (a subsidiary of Asiatic 360, media production)**

**Dhaka, Bangladesh, <http://www.asiatic360.com/>**

July 2006 to August 2008 (Research, Administration & Management)

- Managed and supervised social and market research projects
- Designed project proposals and research methodologies
- Trained data collection team
- Prepared data collection instruments
- Conducted fieldwork
- Processed and analyzed data
- Authored and co-authored reports and presented research findings

## **TRAINING & WORKSHOPS**

- Academic Writing and Publishing (1 week), UC Berkeley, USA (2018)
- NVivo training (1 day), University of Auckland (2013)
- Introduction to Tutoring (1 day), University of Auckland (2012)
- Performance Management and Development Systems (1 day), icddr,b (2011)
- ATLAS.ti training (1 day), icddr,b (2011)
- News Reporting and Editing, in-house training (1 month), *Daily New Age*, English-language newspaper in Bangladesh (2010)
- Participatory Action Research training (1 week), Research Initiatives, Bangladesh (RIB, for poverty alleviation) (2005)

## **INTERESTS**

- Humanitarian activities
- Voluntary activities
- Sports: cricket, soccer

## **COURSES TAKEN**

### **Anthropology**

Introduction to Social & Cultural Anthropology • Theories in Anthropology • Other Culture • Kinship • Anthropological Research Methods • Political Power & Institutions • Selected Ethnographic Texts • Peasant Society & Culture • Social Inequality • Political Movements &

Collective Identities • Religions & Society • Contemporary Issues • Anthropology of Development • South Asian History, Society & Culture • Medical Anthropology • Anthropological Issues in Development • South Asian Film • Audience Studies • Media Ethnography • Media Anthropology • Intercultural Communication • Research Monograph & Thesis.

**Journalism, Media & Communication**

Critical Perspectives in Journalism, Advertising and Public Relations • Theories of Journalism, Media and Communication • Development Journalism • Gender and Communication • Commentary on Health and Population Journalism • Photography and Visual Communication • Comparative Media Scene of South Asian Countries • Online Journalism and Multimedia Production • Film Sense and Criticism • Photojournalism • Project Work and Documentary Making.