



Nayantara Sheoran, PhD, MSc

Postdoctoral Research Fellow
Anthropology and Sociology of Development
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Research and Teaching Interests

Anthropology (Medical, Feminist, and Visual)

Cultural Studies

Science and Technology Studies (STS)

Pharmaceutical and Biotechnological Cultures

Neoliberalism and Contemporary India

Qualitative and Interdisciplinary Research Methods

Research, Writing, and Teaching Appointments

2013 - Present Postdoctoral Research Fellow

European Research Council (ERC) Grant on Stem Cell Technologies

Department of Anthropology and Sociology of Development

The Graduate Institute of International and Development Studies, Geneva

2015 – Present Research Affiliation

Center for Studies in Science Policy (CSSP)

Jawaharlal Nehru University, New Delhi

Spring 2013 Dean's Dissertation Writing Fellow

College of Humanities and Social Science (CHHS)

George Mason University, Fairfax, VA

2011 - 2012 Graduate Lecturer

Global Affairs Program

Bachelor of Individualized Study (BIS) Program

George Mason University, Fairfax, VA

Education

PhD Cultural Studies, George Mason University, 2013

Dissertation Title: *Emergency contraceptive advertising: Mediated medical knowledge and the (re)imagined "family planning" project in contemporary India.*

Chair: Dr. Hugh Gusterson

Committee: Dr. Roger Lancaster, Dr. Rashmi Sadana, and Dr. Timothy Gibson

MSc Communication Studies, Shippensburg University of Pennsylvania, 2004

Thesis Title: *Asian-Indian American's presence in popular print media advertising*

Thesis Advisor: Dr. Michael W. Drager

BA Communication and Journalism, Shippensburg University of Pennsylvania, 2001

Emphasis: Advertising and Public Relations

BA Transferred on fellowship from University of Delhi, Miranda House College, 1999

Fellowships, Grants, and Awards

2013 Graduate Student Paper Awards, Council on the Anthropology of Reproduction (CAR), Society of Medical Anthropology (SMA), American Anthropological Association.

2013 Graduate Student Paper Award, Alcohol, Drugs, and Tobacco Study Group (ADTSG), Society of Medical Anthropology (SMA), American Anthropological Association.

2013 Dean's Dissertation Completion Grant
College of Humanities and Social Sciences, George Mason University

- 2010 - 2011 Doctoral Dissertation Research Improvement Grant ,
National Science Foundation (NSF)
Division of Social and Economic Sciences in the Science, Technology, and Society (STS)
- 2011 National Science Foundation (NSF) Travel Grant
Annual Meeting of the Society for Social Studies of Science (4S), Cleveland, OH
- 2005 – 2010 Fully Funded Graduate Research Assistantship Award
George Mason University
- 2001 – 2003 Fully Funded Graduate Research Assistantship Award
Shippensburg University of Pennsylvania
- 1999 – 2001 John F. Kennedy Merit Fellowship
Full tuition coverage for undergraduate studies
Shippensburg University of Pennsylvania

First-Author Publications

- Sheoran, N. (Accepted, 2014) “Stratified contraception:” Imagined cosmopolitanism versus lived tangibility of emergency contraceptive pills in contemporary India. *Medical Anthropology* (Slated for special issue on Extending theory, rupturing boundaries: Reproduction, health and medicine beyond north-south binaries).
- Sheoran, N. (February, 2012) Once an insider, always an outsider: (re)Negotiating boundaries when researchers return “home.” *Anthropology News* 53,(2).
- Sheoran, N. (2011) Reading the i-pill advertisement: The pleasures and pressures of contemporary contraceptive advertising in India. In R. Chopra & R. Gajjala (Eds.), *Global media, culture, and identity* (pp 85 – 99). New York, NY: Routledge.
- Sheoran, N. (2008) Advertising the “new” India in Post-Liberalization India: Creating new consumers with advertising images. *Global Studies Review* 4, 1. Center for Global Studies: George Mason University.

Second-Author Publications

- Ravi, C. and Sheoran, N. (2012) Varying Perceptions of Nuclear Risk in the Debate Over India’s Kundankulam Nuclear Power Plant. *Global Studies Review* 8, 1. Center for Global Studies: George Mason University.

Revise and Resubmit

- Sheoran, N. “I’ve seen it” to “I’ve used it:” Agency, choice, and emergency contraceptive advertising in contemporary India. *Feminist Theory*

In Review

- Sheoran, N. “Please, call me a feminist:” Politics of labeling, equality, and exploitation. Invited paper for special feature on “Young Feminists.” *Feminism and Psychology*.

In Preparation

- Sheoran, N. “Science in action: Of patients, physicians, and publics of stem cell technologies in India.”
- Sheoran, N. (book manuscript) “*i-phone, i-pad...then why not i-pill*”: *Emergency contraceptive advertising and the (re)imagined “family planning” project in contemporary India.*

Teaching Experience

Instructor of Record

- Summer 2013 **Lecturer – Bachelor of Individualized Study (BIS) Program**
BIS Directed Reading/Independent Study -
- Fall 2012 **Lecturer – Global Affairs Program**
GLOA 101: Introduction to Global Affairs – Critically learning about the interdisciplinary and interconnected nature of global political, economic and cultural movements.
Lecturer - Bachelor of Individualized Study (BIS) Program
BIS 300: Introduction to Interdisciplinary Studies – Preparing students of the BIS program to plan and propose interdisciplinary projects.
- Spring 2012 **Lecturer – Global Affairs Program**
GLOA 101: Introduction to Global Affairs – Critically learning about the interdisciplinary and interconnected nature of global political, economic and cultural movements.
Lecturer - Bachelor of Individualized Study (BIS) Program
BIS 300: Introduction to Interdisciplinary Studies – Preparing students of the BIS program to plan and propose interdisciplinary projects.
- Fall 2011 **Lecturer - Bachelor of Individualized Study (BIS) Program**
BIS 300: Introduction to Interdisciplinary Studies – Preparing students of the BIS program to plan and propose interdisciplinary projects.
BIS 490: Interdisciplinary Senior Capstone Project – Helping upperclassmen research and write interdisciplinary capstone projects.
- Summers 2006 – ‘09 **Lecturer - Bachelor of Individualized Study (BIS) Program**
BIS 491: Interdisciplinary Senior Capstone Project Presentation - Preparing graduating seniors to present their senior research projects and assist in understanding and implementing effective public communication techniques.

Graduate Student Instructor

- Fall 2009 COMM 250: Introduction to Communication (with Dr. William J. McAuley)
- Spring 2006 PUBP 739: Public Policy and Media (with Mr. Frank Sesno)
- Fall 2005 COMM 399: Bias in Media (with Mr. Frank Sesno)

Research and Editorial Experience

- 2007 - 2010 **Assistant Editor, *The Gerontologist***
Editor – Dr. William (Jim) McAuley
Maintaining the everyday operations of *The Gerontologist* publication process.
Corresponding with authors, reviewers, and Editorial Board members in regards to manuscript decisions and assisting the Editor with recommendations for manuscript qualifications.
- 2005 – 2010 **Graduate Research Assistant**
Sociology and Anthropology (for Dr. William (Jim) McAuley)
Conducted interviews for research project on Palliative Care.
Conducted literature reviews for a project on Maryland Long Term Care Policy
Conducted literature reviews for a NIH grant proposal on nursing facilities affected by Katrina in Louisiana.
Communication Dept. & School of Public Policy (for Mr. Frank Sesno)
Researching, analyzing, and preparing material for CNN and PBS shows

Peer Reviewed Conference Presentations

- 2014 “Of risks and benefits: Everyday ethics in stem cell research and therapies in India.” 2nd Annual Convention on Ethics in Research on Human Subjects: Evolving norms and guidelines for the Indian Context. Sept 3, 2014. Jawaharlal Nehru University, New Delhi, India
 “Science in action: Of patients, physicians, and publics of stem cell technologies in India.” The 2014 Annual Society for Social Studies of Science (4S) meeting. Aug 23, 2014. Buenos Aires, Argentina.
- 2013 “Emergency Contraceptive Advertising: Selling lifestyles and disciplining bodies in neoliberal India.” The 112th American Anthropological Association (AAA) Annual Meeting. Nov 21, 2013. Chicago, IL.
 “Selling Pharmaceutical Interventions to Healthy Bodies: Contraception, Neo-Malthusianism, and Women in Contemporary India.” Selling Sickness 2013: People before Profits. Feb 22, 2013. Washington, DC.
- 2012 “Advertising Emergency Contraception In India: Contradictions of Imagined Cosmopolitanisms and Material Realities.” The 111th American Anthropological Association (AAA) Annual Meeting. Nov 17, 2012. San Francisco, CA.
 “Imagined cosmopolitanism versus lived tangibility: Contraception and contemporary India.” Charting an alternative imaginary: Re-thinking "progress" for a globalizing India. George Mason University. April 12, 2012. Fairfax, VA.
- 2011 “Between choice and agency: Women and emergency contraceptive advertising in India.” The 110th American Anthropological Association (AAA) Annual Meeting. Nov 18th, 2012. Montreal, Canada.
 “Women, Empowerment and Emergency Contraceptive Advertising in India.” The 2011 Annual Society for Social Studies of Science (4S) meeting. Nov 5, 2012. Cleveland, OH.
- 2010 “Implications for health and beyond: Emergency contraceptive advertising in India.” Innovating the Future: Critical Perspectives in Science & Technology Conference. April 11, 2010. Washington, DC.
- 2009 “Reading the i-pill advertisement: Receptions/perceptions of contraceptive advertising in contemporary India.” The 108th American Anthropological Association (AAA) Annual Meeting. Dec 3rd, 2009. Philadelphia, PA.
 “From *Kama Sutra* to *i-pill*: Contraceptive advertising in India.” 38th Annual Conference on South Asia. University of Wisconsin - Madison. Oct 25, 2009. Madison, WI.
 “Interactions/Detractions/Distractions: STS "talks to" Medical Anthropology, and Cultural Studies.” STS Across Borders Graduate Student Conference. Virginia Tech. March 21, 2009. Blacksburg, VA.
- 2008 “The *i-pill* and I: A two part exploration of the *i-pill* advertising campaign in India.” The 94th Annual National Communication Association (NCA) Convention. Nov 23, 2008. San Diego, CA.
 “On Regulation and Consumption of the *i-pill* advertising campaign in India.” 37th Annual Conference on South Asia. University of Wisconsin – Madison. Oct 19, 2008. Madison, WI.
 “Healing and Me: The Struggle over medicine in “new” India.” The International conference of the Association of Cultural Studies – *Crossroads 2008*. University of West Indies. Jul 4, 2008. Kingston, Jamaica.

- 2007 “Advertising the “new” India in “Post-Liberalization” India – Creating new consumer with “Glocal” images.” 36th Annual Conference on South Asia. University of Wisconsin – Madison. Oct 13, 2007. Madison, WI.

Invited Papers, Panels, and Presentations

- 2014 “Science in action: Of patients, physicians, and publics of stem cell technologies in India.” Invited lecture at the Center for Study of Science Policy (CSSP). Oct 29, 2014. Jawaharlal Nehru University, New Delhi, India
- 2009 “Emergency contraceptive advertising and empowerment? (Re)constructing women’s identities in contemporary India.” Invited paper presented at the Department of Anthropology at Delhi University. July 2, 2009. Delhi, India.
 “i-pod...i-phone...why not i-pill?”: Reading the i-pill Advertising Campaign in India.” Shifting Identities and Globalization in Contemporary India, a One-Day Conference. George Mason University. Feb 26, 2009. Fairfax, VA
- 2008 “Fiction, friction, or fusion?: A critical analysis of globalization and its rhetoric.” Panel organized and chaired as part of International Week – 2008. George Mason University. April 9, 2008. Fairfax, VA
 “What an idea!: A critical examination of advertising industry and images in post-liberalization India.” Paper presented at the Globalization and Society in India (GSI) introductory working group panel. Feb 21, 2008. George Mason University. Fairfax, VA
- 2006 “Mediated Images: New research on Media in the International Circuit.” Panel organized as part of International Week – 2006. George Mason University. April 2006. Fairfax, VA.

Peer Reviewed Panels Organized and Chaired

- 2014 “Revisiting ‘*Testing women, testing the fetus: The social impact of amniocentesis in America.*’” Co-organized Science, Technology, and Medicine (STM) sponsored roundtable discussion at the 2014 AAA (American Anthropological Association) Conference, Dec 2014. Washington, DC.
- 2013 “Techno-medicine: Exploring structural constraints and agentive possibilities.” Co-organized Science, Technology, and Medicine (STM) sponsored panel at the 2013 4S (Society for the Social Studies of Science) Conference. Oct, 2013. San Diego, CA.
 “Beyond Begging, Borrowing, and/or Stealing: Cultural Studies and Innovative Ethnographic Research Methods.” Co-organized and co-chaired panel at the 2013 CSA (Cultural Studies Association) Conference. May 25, 2013. Chicago, IL.
- 2012 “Extending theory, rupturing boundaries: Health, medicine, and reproduction beyond north-south binaries.” Co-organized and co-chaired panel at the 111th AAA (American Anthropological Association) Annual Meeting. Nov 17, 2012. San Francisco, CA.
 “Dis/placing medical technologies in theory and practice.” Co-organized panel at the 2012 4S (Society for Social Studies of Science). Oct 20, 2012. Copenhagen, Denmark.
- 2011 “Tracing reproductive and contraceptive relations: Reproductive politics, technological innovations, and legacies of globalization.” Co-organized and co-chaired double panel at the 110th (AAA) American Anthropological Association Annual meeting. Nov 18, 2011. Montreal, Canada.
 “Reproductive and contraceptive technologies: Shifting subjectivities and contemporary lives.” Co-organized and co-chaired panel at the 2011 Annual Society for Social Studies of Science (4S) meeting. Nov 5, 2011. Cleveland, OH.

- 2009 “Locating Science, Technology, and Medicine in the emerging health matrix in India.” Chaired panel at the 38th Annual Conference on South Asia. University of Wisconsin – Madison. Oct 25, 2009. Madison, WI.
 “From “magical” to medical: The medical nexus in contemporary India.” Organized panel at the Shifting Identities and Globalization in Contemporary India, a One-Day Conference. George Mason University. Feb 26, 2009. Fairfax, VA
- 2008 “Communicating to/with the “new” India: A cultural analysis of matrimonial websites, communication text books, and popular advertisements in contemporary India.” Chaired panel at the 94th Annual National Communication Association Convention. Nov 23, 2008. San Diego, CA.

Service to Profession

Reviewer Medical Anthropology, Medical Anthropological Quarterly, Anthropological Quarterly, Journal of Communication Studies, The Communication Review, Journal of the Royal Anthropological Institute, World Medical and Health Policy.

2011 – Present Co-organizer of Science, Technology, and Medicine (STM) special interest group panels for the 2012 and 2013 Annual Meeting of the Society for Social Studies of Science (4S) and American Anthropological Association (AAA).

Service to Institution and Department

2015 – Present Review committee member for MPhil and PhD Synopsis presentation at Center for Studies in Science Policy (CSSP)

2007 – Present Co-founding member of the Globalization and Society in India (GSI) Working Group at The Center for Global Studies

2008 - 2010 Director, Campus Relations
 Graduate and Professional Student Association (GAPSA)

2009 Conference co-organizer for Shifting Identities and Globalization in Contemporary India, a One-Day Conference.

2008 Honor committee, student representative
 Planning committee member for cultural studies annual conference, “Hotspots: Key Issues in Globalization.”

2007 - 2009 Secretary, Student Organizing Committee (SOC) – Cultural Studies

2005 - 2006 Planning committee member for two cultural studies annual conferences , “Who Owns Knowledge?” (2006) and “Who Owns Culture?” (2005)

Professional Memberships

April ‘09 – Present American Anthropological Association
 April ‘11 – Present 4S (The Society for the Study of Social Studies of Science)
 Aug ‘05 – Aug ‘13 Phi Beta Delta, the honor society for international scholars
 April ‘08 – April ‘09 National Communication Association