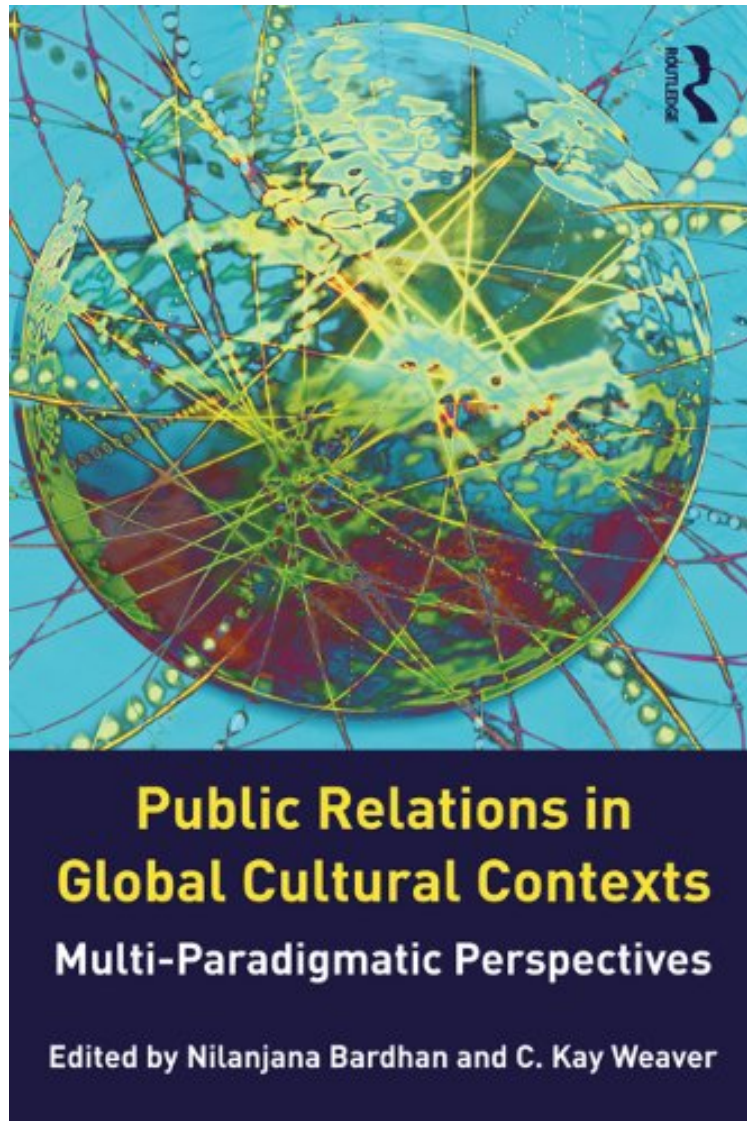


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About the Author Nilanjana Bardhan is an Associate Professor in the Department of Speech Communication at Southern Illinois University Carbondale, USA. She teaches and conducts research in the areas of public relations (especially in global contexts) and intercultural/international communication. She has practitioner experience in India and in the US, and her scholarship has appeared in a number of edited book collections and journals such as the *Journal of Public Relations Research*, *Journal of Communication Management*, *Communication Education*, *Mass Communication and Society*, and the *Journal of Health Communication*. C. Kay Weaver is a Professor in the Department of Management Communication at the University of Waikato, New Zealand. She has taught across the fields of public relations, communication, media, and film studies in the UK and New Zealand. Her research has been published in a number of books and edited collections and in journals such as *Public Relations*, *Journal of Public Relations Research*, *Journal of Applied Communication Research*, *Media, Culture Society*, *New Media Society*, and *Feminist Media Studies*.