Dr. Meenakshi Yadav
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Research Interests
Literature, Cultural Studies, Internet Studies

Academic Background
Ph.D. in English Studies 2024
Jawaharlal Nehru University, Delhi, India
Title: *Alternative Articulations: A Study of Original Entertainment/Comedy User Generated Content on YouTube India and Beyond*.
Advisor: Prof. Saugata Bhaduri

M.Phil. in English Studies 2017
Jawaharlal Nehru University, Delhi, India
CGPA in coursework: 7.5/9 (A only); granted exemption from dissertation and direct admission to Ph.D.

M.A. in English Studies 2014
Jawaharlal Nehru University, Delhi, India
CGPA: 6.87/9 (73.70%) (A minus)

B.A. (Honours) English 2012
Hindu College, University of Delhi
Marks: 64.273% (First Class)

Awards & Examinations
Junior Research Fellowship (JRF) 2016
National Eligibility Test for Lecturership in English 2015
University Grants Commission (UGC), India

Teaching Experience
Worked as Assistant Professor (Ad-hoc) in Kamala Nehru College, University of Delhi from January 2016 to May 2016.

Worked as Assistant Professor (Ad-hoc) in Indraprastha College for Women, University of Delhi from July 2016 to August 2016.

Worked as Assistant Professor in Zakir Husain Delhi College (Evening), University of Delhi from August 2025 to present.

Papers Taught
Popular Fiction (2016)
Contemporary Literature (2016)

DSE: Literature & Cinema (2025)
DSC: Twentieth Century Poetry & Drama (2025)
GE: Language & Culture (2025)
GE: Readings on Indian Diversities & Literary Movements (2025)
SEC: Creative Writing (2025)
SEC: Communication in Professional Life (2025)
GE: Developing English Language Skills-1 (2025)

Publications

Peer-Reviewed Book Chapters

'Neither Polemic nor Popular: *Gamak Ghar* – A Common Story Uncommonly Told', in Jayjit Sarkar and Anik Sarkar (eds.) *The Routledge Handbook of Indian Indie Cinema*, London & New York: Routledge, 2025.

'The Internet and its Vernacular Encounters: Contested Terrain of Digital Folk Video Culture(s) in India' in Nishat Zaidi and Kashish Dua (eds.) *Vernacular Encounters: Politics and Possibilities,* London & New York: Routledge, 2026.

Forthcoming

'Exploring Alternative Articulations: The Emergence of Digital Folk Video Cultures in India and the Issues of Language, Representation, Power, & Culture', in the Journal *Educational Trend: A Journal of RIE, NCERT, Ajmer*, (forthcoming).

Other Publications

'The Wholesome Net' in *The Digital Everyday: A New Lexicon* [SELECTED ENTRIES FROM THE DIGITAL EVERYDAY LEXICONS CLASS OF 2022], POINT OF VIEW, DESIGN BEKU, ARTEZ UNIVERSITY OF THE ARTS, 2023.

Conference Presentations & Workshops

2023

Paper titled "The Central, the Marginal, & the Viral: A Reflection on the Internet Culture(s) in India and the COVID-19 Memes" accepted for participation in Boundary Pushing in Asian Studies Workshop organized by the editors of *The Journal of Asian Studies* in partnership with the Asian Studies Center at the University of Pittsburgh on 10th, 11th, & 12th February 2023.

2022

Participated as a Resident in *The Digital Everyday: Bodies, Technologies, Social Justice* Course organised jointly by Point of View, Design Beku, and ArtEZ University of the Arts (The Netherlands) from September 2022 to December 2022.

"When Virus met the Viral: Internet Memes in India and the Covid-19 Pandemic", Paper presented at Young Researchers' Conference on *Panorama of/and the Pandemic: Literary and Cultural Responses* organised by the Department of English, Jamia Millia Islamia, New Delhi from 17th to 18th December 2022.

"The Digital Natives, the Digital Immigrants, & the Viral: A Reflection on the Internet Culture(s) in India and the COVID-19 Memes", Paper presented at the Second International DHARTI2022 conference on *The Digital Divides: Discontents, Debates and Discussions* organised by the Digital Humanities Alliance for Research and Teaching Innovations (DHARTI) from 21st to 25th February 2022.

2021

"Exploring Alternative Articulations: The Emergence of Digital Folk Video Cultures in India and the Issues of Language, Representation, Power, & Culture", Paper presented at the *National Conference on Indian Languages, Arts, and Culture* organized by the Regional Institute of Education, Ajmer, National Council of Educational Research & Training (NCERT) from 8th to 10th December 2021.

"'Unity in Diversity' v/s 'Living Together Separately': A Reflection on the Idea of India, India, and the YouTube v/s TikTok Controversy", Paper presented at the International Virtual Conference on *Humanities through Literature, Film and Media* organised by the School of Social Sciences and Languages, Vellore Institute of Technology, Chennai, India from 19th to 20th October 2021.

"Of Dank and Normie: A Reflection on the Mainstreaming of the Internet and Internet Memes in the Digital Culture in/of India", Paper presented at the International Online Seminar *Of Centres and Margins: Origin, Conflicts & Issues* organised by the Department of English & the Department of Bengali Panchla Mahavidyalaya in association with IQAC, Panchla Mahavidyalaya and IQAC, Puras Kanpur Haridas Nandi Mahavidyalaya from 25th to 27th June 2021.

"From English to Hinglish to Indic: A Reflection on the Evolution of Digital Folk Video Culture(s) in India and the 'YouTube Vs. TikTok' Controversy", Paper presented at the international Conference on *Language Ideologies and the 'Vernacular' in South Asian Colonial and Post-colonial Literature(s) and Public Spheres* organised by the Department of English, Jamia Millia Islamia and the South Asia Institute, Heidelberg University from 15th to 17th March 2021.

2016

Participated in the *Critical Internet Culture – Masterclass with Geert Lovink* organised by the Sarai programme of the Centre for the Study of Developing Societies (CSDS) on 11th and 12th May 2016 in Delhi.

Participated in English Language Teaching Faculty Development Program (FDP) organised at Kamala Nehru College on 3rd, 4th, & 5th of May 2016.

Participated in Training program for the College faculty members for 4th year Academic Tracks organized at Zakir Husain Delhi College (Evening) on 31st October, 2025.

Orientation, Workshop, and Other Academic Activities:

Participated in four-week Faculty Induction Program-20, 7th January to 4th February 2026 organised by UGC-Malaviya Mission Teacher Training Centre, Jawaharlal Nehru University, New Delhi.

Administrative Positions Held/Participation in the Corporate Life of Educational Institutions

Member, Proctorial Board, Zakir Husain Delhi College (Evening), University of Delhi (DU), November 2025 till date.

Member, Sports Committee, Zakir Husain Delhi College (Evening), University of Delhi (DU), November 2025 till date.

Mess Secretary, Shipra Hostel, Jawaharlal Nehru University (JNU), New Delhi 2019-2020.

Languages
English (Fluent)
Hindi (Fluent)
Angika (Conversational)

Extra-Curricular Activities

Taekwondo: Black Belt (Dan-1), certified by Kukkiwon, South Korea. Gold medalist at the 11th South West District Taekwondo Championship (2018); participant in the 35th Delhi State Championship (2018).

Mountaineering: Completed JNU Mountaineering Club's Summer Trek to Mt. Friendship and Basic Rock-Climbing Programme at Dhauj, Haryana (2018).

Athletics: Winner of multiple inter- and intra-university events including double Gold (800m & 1500m) at the 49th NSS Foundation Day Races (2018); multiple Golds in JNU's Kallol Marathon, Cyclathon, and Fitness Challenge (2017–2019).

Swimming, Yoga, & Meditation: Regular practice for physical, mental, and spiritual well-being.

Theatre: Performed in Bahroop Arts Group's *Ek Qalam Sadak Kinare* at JNU and Sri Ram Centre, New Delhi (2014).