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Mass Communication Professor Chosen as Thompson Scholar

Winthrop University

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Mass Communication Professor Chosen as Thompson Scholar

Quick Facts

- Patwardhan was a member of the team recommending that Winthrop adopt a Global Learning Initiative as its quality enhancement plan required by its reaccreditation process.
- Administrators said her proposal offers promise as a discipline-specific global learning model that other programs across the college and university might replicate.



Padmini Patwardhan

ROCK HILL, S.C. - As Winthrop University's newly appointed **Thompson Scholar**, faculty member **Padmini Patwardhan** will spend the next year piloting a comprehensive global learning plan for two programs housed in the **Department of Mass Communication**.

Patwardhan, an associate professor in mass communication, plans to spend the year researching **global learning** at mass communication departments at other institutions and working with Winthrop's mass communication and integrated marketing communication faculty to identify ways to incorporate globalization into their strategic plans. She anticipates presenting a project proposal in late spring 2012 and developing an implementation timeline.

A member of the Winthrop faculty since 2005, **Patwardhan** was a member of the team recommending that Winthrop adopt a **Global Learning Initiative** as its quality enhancement plan required by its reaccreditation process. The initiative will focus on infusing global awareness into the freshman-sophomore experience and the general education curriculum.

"While the global learning initiative has generated much excitement around campus, it can only serve as the first step," said Patwardhan, adding that departments will be looking for international resources to simplify and aid the planning process.

Administrators said her proposal offers promise as a discipline-specific global learning model that other programs across the college and university might replicate, particularly in relation to general structure, goals, student learning outcomes and assessment procedures.

A native of India, **Patwardhan** holds bachelor's degrees in English and journalism and a master's degree in English, all from the University of Pune in India. She earned a Ph.D. in mass communication from Southern Illinois University. At Winthrop, Patwardhan teaches advertising principles, advertising copy and layout, public relations principles and the senior portfolio.

As a scholar, she has collaborated on international projects, experienced cross-cultural research, received grants with a global focus, written and published 16 peer-reviewed articles since 2003 and given more than 25 research presentations at conferences. She chaired the **American Academy of Advertising's International Advertising Education Committee** in 2008-09.

This is the sixth year for the **Thompson Scholar Award**, created by **Winthrop Board of Trustee member Bob Thompson and his wife, Norma**, of Rock Hill. The fund provides for reassigned time for two classes per year for a faculty member "to work on projects that strengthen the academic, intellectual, and co-curricular life of the university."

The **Robert and Norma Thompson Endowment** was established during the university's first capital campaign. Other Thompson Scholars are: **Phil Moody**, photography; **Pedro Muñoz**, Spanish ; **Carol Marchel**, education; **John Bird**, English; and **David Bradbard/Barbara Fuller**, business.

For more information, contact **Academic Affairs** at 803/323-2220.

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