

Sriram Mohan

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Research Interests

Digital Media, Cultural Politics, New Media and Democracy, Globalization, Visual Culture, Science and Technology Studies

Education

2015 - 2020 (expected) Doctor of Philosophy, Communication Studies
Department of Communication Studies, University of Michigan, Ann Arbor, USA

Graduate Certificate in Science, Technology, and Society (STS)
University of Michigan, Ann Arbor, USA

2012 - 2014 Master of Arts, Media and Cultural Studies
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India

2006 - 2009 Bachelor of Mass Media (specializing in Advertising)
SIES College of Arts, Science & Commerce, University of Mumbai, India

Publications

Edited Volume:

Punathambekar, Aswin & Mohan, Sriram (eds.), *Global Digital Cultures: Perspectives from South Asia*. Ann Arbor: University of Michigan Press. (forthcoming)

Peer-Reviewed Journal Articles:

2017 Punathambekar, Aswin & Mohan, Sriram. "A Sound Bridge: Listening for the Political in a Digital Age," *International Journal of Communication*, 11, 4610 - 4629. Available at: <https://goo.gl/rMe93E>

2015 "Locating the 'Internet Hindu': Political Speech and Performance in Indian Cyberspace." *Television & New Media*, 16(4), 339 - 345. Available at: <http://goo.gl/c8WYYZ>

2014 "The Memories of a Spark: Reconstructing the 1965 riots in Madurai against the imposition of Hindi." *SubVersions*, 2(1), 131-151. Available at: <https://goo.gl/rmGpnY>

Conference Presentations

Oct 2017 "South Side Stories: Producing South India through Online Video"; co-authored with Aswin Punathambekar; paper presented as a part of a panel titled "Digital Media, Politics and Culture in India" at the Annual Conference on South Asia, University of Wisconsin, Madison, USA

Jul 2017 "The Photoshop State: Image Manipulation, Visual Culture and Electoral Politics in Digital India"; paper presented at "Indian Media Studies: Contemporary Perspectives" seminar held at the Indian Institute of Advanced Studies (IIAS), Shimla, India

May 2017 "The Photoshop State: Image Manipulation, Visual Culture and Electoral Politics in Digital India"; paper presented as a part of a panel titled "Reorienting Digital Media Studies: Global and Comparative Perspectives" at the annual conference of the International Communication Association (ICA) in San Diego, USA

"The Datafied Imagination: Deep Mediatization in Cultural Production"; co-authored with Annemarie Navar-Gill; paper presented at the Data and the Future of Critical Social Research pre-conference as a part of the annual conference of the International Communication Association (ICA) in San Diego, USA

Mar 2017 *"A Peninsular Imagination: Online Video and The Narration of a Global South Indian Culture"*; co-authored with Aswin Punathambekar; paper presented as a part of a panel titled 'New Imaginings of the Regional' at the annual conference of the Society of Cinema and Media Studies (SCMS) at Chicago, USA

Oct 2016 *"The Photoshop State: Image Manipulation, Visual Culture and Electoral Politics in Digital India"*; paper presented at Global Fusion 2016 at Temple University, Philadelphia, USA

Jun 2016 *"Digital Media and the Making of Networked Publics in India, 1986-2014,"* co-authored with Aswin Punathambekar; paper presented as a part of a panel titled 'Online Entertainment: A New Wave of Media Globalization?' at the annual conference of the International Communication Association (ICA) in Fukuoka, Japan

Nov 2015 *"On the Phone, Through a Filter: Instagram-ing an Indian Election"*; paper presented at 'Making Meaning: Discourses of Identity, Power, and Access' organized by the Language and Rhetorical Studies Workshop at the University of Michigan, Ann Arbor, USA

Aug 2014 *"Making music, bridging boundaries: Examining the idea of 'fusion' music in the television show Coke Studio @ MTV in India"*; paper presented at the annual conference of the International Association of Media and Communication Research (IAMCR) in Hyderabad, India

May 2014 *"Politics, Polemics and the 'Internet Hindu': Identity, Community and Political Speech in the Indian Cyberspace"*; paper presented at the New Media and Citizenship in Asia: Values, Digital Politics, and Civic Well-Being pre-conference as a part of the annual conference of the International Communication Association (ICA) in Seattle, USA

Jul 2013 *"The Memories of a Spark: Reconstructing the 1965 Riots in Madurai against the Imposition of Hindi,"* paper presented at the Cultural Studies, Transcending Borders: Shifting Perspectives in Asia graduate conference organized by Inter-Asia Cultural Studies Society (IACS), Asia Research Institute (ARI) & National University of Singapore (NUS) at Singapore

Dec 2012 *"The Memories of a Spark: Reconstructing the 1965 Riots in Madurai against the Imposition of Hindi,"* paper presented at the Frames of Reference annual graduate conference organized by the School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India

Invited Talks

Mar 2017 *"The Photoshop State: Image Manipulation, Visual Culture, and Electoral Politics in Digital India"*; paper presented at the UM-UPR Third Symposium: Citizenship and Identity in the Classroom, University of Puerto Rico, San Juan, USA

Apr 2016 *"Users, Peripheries, and Network Logics"*; talk delivered to members of the Information and Communication Technologies and Development (ICTD) research interest group at the School of Information, University of Michigan, Ann Arbor, USA

Teaching

Fall 2017 Graduate Student Instructor (GSI), *COMM 362 - Digital Media Foundations*

Winter 2017 Graduate Student Instructor (GSI), *COMM 371 - Media, Culture & Society*
Guest Lecture: "Television: Technology and Cultural Form"

- Fall 2016 Graduate Student Instructor (GSI), *COMM 101 - The Mass Media*
Department of Communication Studies, University of Michigan, Ann Arbor, USA
- Nov 2014 - Course Instructor, *Web Design*
Apr 2015 optional course for the MA in Media and Cultural Studies
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India
- Jun - Oct Teaching Assistant, *Research Skills*
2014 Teaching Assistant, *ICTs for Empowerment*
compulsory courses for the Post Graduate Diploma in Community Media
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India

Awards and Grants

- 2017 Conference Travel Grant, awarded by the International Institute, University of Michigan, Ann Arbor, USA
- 2016 Winthrop B Chamberlain Scholarship for Graduate Student Research, awarded by the Department of Communication Studies, University of Michigan, Ann Arbor, USA
- 2014 Prof. K E Eapen Fellowship for Early Career Researchers, awarded by the International Association of Media and Communication Research (IAMCR) at Hyderabad, India
- 2014 Travel grant, awarded by the New Media and Citizenship in Asia pre-conference of the International Communication Association (ICA) at Seattle, USA
- 2014 Prof. Vijay Tendulkar Gold Medal for the Best Student (2012 - 2014)
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India
- 2014 Waqar Pyare Khan Certificate for the Best Media Project
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India

Academic Employment

- Summer Graduate Student Research Assistant (GSRA)
2017 Prof. Aswin Punathambekar, Department of Communication Studies, University of Michigan
- Organized, tagged, and summarized archival material pertaining to radio broadcasting in pre-independence India
- Summer Graduate Student Research Assistant (GSRA)
2016 Prof. Aswin Punathambekar, Department of Communication Studies, University of Michigan
- Conducted in-depth interviews with a range of media professionals and executives from online video companies, multi-channel networks, and data and video analytics firms in India
- Apr 2014 - Web Manager/Research Associate
Apr 2015 School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India
- Responsibilities included: coordinating research and archival projects on communal violence and labour struggles in the city of Mumbai; managing the school's online outreach activities and its web-based journal for graduate student research; assisting senior faculty in teaching and guiding students
 - Managed design and development of *Remembering 1992* (<http://mumbairiots.tiss.edu>), an online archive of visual and text resources focused on communal violence in the city of Mumbai
 - Led research, design and development of *Giran Mumbai/ Mill Mumbai* (<http://millmumbai.tiss.edu>), a web archive showcasing audio, video and text resources pertaining to the struggles around the mill lands of Mumbai

Academic Service and Activity

- Graduate Representative (2017) Steering Committee, Science, Technology, and Society (STS) program, University of Michigan, Ann Arbor, USA
- Peer Mentor (2016 - 2017) Department of Communication Studies Peer Mentorship Program, University of Michigan, Ann Arbor, USA
- Reviewer [Television and New Media Urbanisation](#)
[SubVersions](#) (journal for graduate student research)
International Communication Association (ICA)
 - Global Communication and Social Change
 - Media Industries
- Editor [Footnotes 2013](#)
(online magazine featuring long-form news reporting)
- Organizer *Frames of Reference 2013*
(national-level annual graduate student conference in Mumbai, India)
- Member International Communication Association (ICA)
 - Global Communication and Social Change
 - Popular CommunicationSociety of Cinema and Media Studies (SCMS)
Global Media Studies Initiative (GMSI), University of Michigan, Ann Arbor, USA

Professional Experience

- Sep 2010 - Jan 2012 *Associate Editor, YourStory.com, Bangalore, India*
 - Co-authored the first edition of the Tech30 Report, a benchmarking document for early stage technology start-ups
 - Led the team on research and operations for TechSparks, a 5-city series of conferences organized in partnership with Intel, Google, IBM, Amazon Web Services and Sequoia Capital, reaching out to over 1000 product technology entrepreneurs
- Mar - Sep 2010 *Project Manager, McCann-Erickson, Bangalore, India*
 - Managed nationwide advertising efforts of multiple brands in the staple foods category
 - Selected to work on a new product launch in the breakfast foods space and served as one of the agency's core resources for consumer and market research
- Jun - Nov 2009 *Account Executive, Saatchi & Saatchi, Mumbai, India*
 - Coordinated the brand development efforts of Eko, a rural mobile banking initiative funded by the World Bank and the Bill & Melinda Gates Foundation
 - Chosen to be a part of a special team sent out across the country to understand the money management habits of low-income families through ethnographic research

Internships

- Apr - May 2013 *Intern, The Cinema Resource Centre, Chennai, India*
 - Created and managed the non-profit trust's website
 - Scripted and directed a short film explaining the aims and activities of the organization
 - Developed grant proposals for funding and pitch for a book on film posters
- May - Jun 2008 *Trainee, Hansa Outsell, Chennai, India*
 - Developed proposals to define and implement on-ground activities in various Indian

cities, for brands in the automobile and pharmaceutical industries

- Feb - Mar 2007 *Research Intern, Ogilvy & Mather, Mumbai, India*
- Conducted a quantitative research study on the effectiveness of advertising done on traffic signal timers for a men's fairness cream brand
- Dec 2006 - Jan 2007 *Management Trainee, Saatchi & Saatchi, Mumbai, India*
- Provided support to the account management team for clients in the banking and ready-to-eat foods industries

Documentary Films & Video Art

- 2014 *"Padmini My Love"*
(documentary film on taxis and taxi drivers in the city of Mumbai; co-directed with Ruchi Sawardekar, Munmun Dhalaria and Silja Würigler)
Awarded:
- Best Student Documentary at 11th Jeevika: Asia Livelihood Documentary Festival, New Delhi, India and invited to the Asia Liberty Forum in Kathmandu, Nepal
 - Runner Up in the Documentary genre at Cinephile International Annual Film Festival, Mumbai, India
- 2013 *"Delisle Road Dreams"*
(documentary film on mill workers in the city of Mumbai; co-directed with Aastha Tyagi, Anurag Indwar and Rajashree Gandhi)
- "The Memories of a Spark: Reconstructing the 1965 Riots in Madurai against the Imposition of Hindi"* (video art installation)
Exhibited at:
- Indian Languages Mela, Mumbai, India

Software Skills

- Audio & Video Editing Final Cut Pro, SoundTrack Pro, Adobe Audition, Audacity
- Web Design & Content Management Adobe Photoshop, HTML, CSS, Wordpress, Joomla, Drupal
- Statistical Computing R
- Office Microsoft Word, Powerpoint and Excel; LibreOffice

Languages

English, Hindi, Tamil