

Sriram Mohan

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Research Interests

Global Digital Cultures, New Media and Democracy, Popular Culture, Postcolonial Publics, Media Industries

Education

- 2015 - 2020 (expected) Doctor of Philosophy, Communication Studies
Department of Communication Studies, University of Michigan, Ann Arbor
- Graduate Certificate in Science, Technology, and Society (STS), University of Michigan, Ann Arbor
- Graduate Teacher Certificate (GTC), University of Michigan, Ann Arbor
- 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:

- 2019 Punathambekar, Aswin & Mohan, Sriram (eds.), *Global Digital Cultures: Perspectives from South Asia*. Ann Arbor: University of Michigan Press (forthcoming).

Peer-Reviewed Journal Articles:

- 2019 Mohan, Sriram & Punathambekar, Aswin. "Localizing YouTube: Language, Cultural Regions, and Digital Platforms," *International Journal of Cultural Studies*, 22(3), 317 - 333. Available at: <https://doi.org/10.1177/1367877918794681>
- 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://ijoc.org/index.php/ijoc/article/view/7060>
- 2015 Mohan, Sriram. "Locating the 'Internet Hindu': Political Speech and Performance in Indian Cyberspace," *Television & New Media*, 16(4), 339 - 345. Available at: <https://doi.org/10.1177/1527476415575491>
- 2014 Mohan, Sriram. "The Memories of a Spark: Reconstructing the 1965 riots in Madurai against the imposition of Hindi," *SubVersions*, 2(1), 131-151. Available at: <http://subversions.tiss.edu/vol2-issue1/sriram/>

Chapters in Edited Volumes:

- 2019 Punathambekar, Aswin & Mohan, Sriram. "Digital Platforms, Globalization, and Culture" in *Media and Society*, edited by James Curran and David Hesmondhalgh, 6th ed. New York, NY: Bloomsbury Academic.
- 2019 Punathambekar, Aswin & Mohan, Sriram. "Mapping Global Digital Cultures" in *Global Digital Cultures: Perspectives from South Asia*, edited by Aswin Punathambekar and Sriram Mohan. Ann Arbor, MI: University of Michigan Press (forthcoming).

Awards and Grants

- 2019 Katherine Singer Kovacs Best Essay Award
(with Aswin Punathambekar, for “A Sound Bridge: Listening for the Political in a Digital Age”)
Society of Cinema and Media Studies (SCMS)
- 2016-19 Rackham Conference Travel Grants
Rackham Graduate School, University of Michigan, Ann Arbor
- Conference Travel Grants
International Institute, University of Michigan, Arbor
- 2016 Winthrop B Chamberlain Scholarship for Graduate Student Research
Department of Communication Studies, University of Michigan, Ann Arbor
- 2014 Prof. K E Eapen Fellowship for Early Career Researchers
International Association of Media and Communication Research (IAMCR)
- 2014 Travel Grant
New Media and Citizenship in Asia, International Communication Association (ICA)
- 2014 Prof. Vijay Tendulkar Gold Medal for the Best Student
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

Invited Talks

- Apr 2019 *Platforming the Regional: Satire, Streaming Video and Everyday Politics in South India*
Portals and Platforms: Cultures of Entertainment in Digital India
Center for South Asian Studies and Global Media Studies Initiative, University of Michigan, Ann Arbor
- Dec 2018 *Dreaming of #DravidaNadu: Subnationalism and Social Media in South India*
Nationalism, Netizens, and Social Media in a Comparative Global Context
University of Amsterdam, Netherlands
- Mar 2017 *The Photoshop State: Image Manipulation, Visual Culture, and Electoral Politics in Digital India*
UM-UPR Third Symposium: Citizenship and Identity in the Classroom
University of Puerto Rico, San Juan
- Apr 2016 *Users, Peripheries, and Network Logics*
Information and Communication Technologies and Development (ICTD) research group
School of Information, University of Michigan, Ann Arbor

Conference Presentations

- Mar 2018 “*Transacting to Belong: Mobile Payments and the Mediation of Technological Citizenship in Digital India*”; paper presented in panel titled ‘The Everyday Poetics of Digital Media: Perspectives from South Asia’ at the annual conference of the Society of Cinema and Media Studies (SCMS) in Toronto, Canada
- Jan 2018 “*Transacting to Belong: Mobile Payments and the Mediation of Technological Citizenship in Digital India*”; paper presented in panel titled “Mediations of Mobility” at the Graduate Interdisciplinary Conference on South Asia, University of Michigan, Ann Arbor

- Oct 2017 *“South Side Stories: Producing South India through Online Video”*; co-authored with Aswin Punathambekar; paper presented in panel titled “Digital Media, Politics and Culture in India” at the Annual Conference on South Asia, University of Wisconsin, Madison
- 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 in panel titled “Reorienting Digital Media Studies: Global and Comparative Perspectives” at the annual conference of the International Communication Association (ICA) in San Diego
- “The Datafied Imagination: Deep Mediatization in Cultural Production”*; co-authored with Annemarie Navar-Gill; paper presented in the Data and the Future of Critical Social Research pre-conference at the annual conference of the International Communication Association (ICA) in San Diego
- Mar 2017 *“A Peninsular Imagination: Online Video and The Narration of a Global South Indian Culture”*; co-authored with Aswin Punathambekar; paper presented in panel titled ‘New Imaginings of the Regional’ at the annual conference of the Society of Cinema and Media Studies (SCMS) in Chicago
- 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
- Jun 2016 *“Digital Media and the Making of Networked Publics in India, 1986-2014,”* co-authored with Aswin Punathambekar; paper presented in 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
- 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 in the New Media and Citizenship in Asia: Values, Digital Politics, and Civic Well-Being pre-conference at the annual conference of the International Communication Association (ICA) in Seattle
- 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) in 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

Teaching

- Spring 2018 Instructor, *COMM 404 / AMCULT 358 - Global Digital Cultures*
(designed and taught this upper-level seminar that was cross-listed with the Digital Studies program in the Department of American Culture, University of Michigan, Ann Arbor)
- Winter 2018 Graduate Student Instructor (GSI), *COMM 271 - Revolutions in Communication*
Guest Lecture: "Platforms and The Power of Aggregation"
- 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
- 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

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 related 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 at 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
- 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 *Mill Mumbai* (<http://millmumbai.tiss.edu>), a web archive showcasing audio, video and text resources related to peoples' struggles in the textile mill areas of Mumbai

Academic Service and Activity

- Secretary Popular Communication Division
(2019-2021) International Communication Association (ICA)
- Graduate Advisory Board, Digital Studies
Representative University of Michigan, Ann Arbor
(2018-2020)

Graduate Representative (2017-2018)	Steering Committee, Science, Technology, and Society (STS) program, University of Michigan, Ann Arbor
Peer Mentor (2016 - 2017)	Department of Communication Studies Peer Mentorship Program, University of Michigan, Ann Arbor
Reviewer	<u>Television and New Media</u> <u>Public Culture</u> <u>South Asia: Journal of South Asian Studies</u> <u>Journal of Communication Inquiry</u> <u>Urbanisation</u> <u>SubVersions</u> International Communication Association (ICA) <ul style="list-style-type: none"> - Popular Communication - Global Communication and Social Change - Media Industries
Organizer	<i>Turning Points: Conversations in Global Media History</i> 2018 (conferee organized with Aswin Punathambekar and Tupur Chatterjee) <i>Digital South Asia</i> 2015 (conferee organized with Aswin Punathambekar) <i>Frames of Reference</i> 2013 (national-level annual graduate student conference in Mumbai, India)
Editor	<i>Footnotes 2013</i> (online magazine featuring long-form news reporting)
Member	International Communication Association (ICA) <ul style="list-style-type: none"> - Global Communication and Social Change - Popular Communication Society of Cinema and Media Studies (SCMS) Global Media Studies Initiative (GMSI), University of Michigan, Ann Arbor

Professional Experience

Sep 2010 - Jan 2012	<i>Associate Editor, YourStory.com, Bangalore, India</i> <ul style="list-style-type: none"> - 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	<i>Project Manager, McCann-Erickson, Bangalore, India</i> <ul style="list-style-type: none"> - 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	<i>Account Executive, Saatchi & Saatchi, Mumbai, India</i> <ul style="list-style-type: none"> - 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 a 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 Würgler)
- 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