

Sriram Mohan

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Research Interests

Digital Cultures, Global Media Industries, Popular Communication, Media, Technology and Democracy

Education

- 2015 - 2021
(expected) Doctor of Philosophy, Communication and Media
Department of Communication and Media, University of Michigan, Ann Arbor
- Dissertation: "Digital Defiance: Political Expression and Technological Citizenship in South India"
- Chair: Aswin Punathambekar
Committee: Lisa Nakamura, Christian Sandvig, Megan Ankerson, and Sarah Murray
- Graduate Certificate in Science, Technology, and Society (STS)
University of Michigan, Ann Arbor
- Graduate Teacher Certificate
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 & Sriram Mohan (eds.), *Global Digital Cultures: Perspectives from South Asia*. Ann Arbor, MI: University of Michigan Press. Open Access version available at: <https://www.fulcrum.org/concern/monographs/3x816n96q>

Peer-Reviewed Journal Articles

- 2019 Mohan, Sriram & Aswin Punathambekar. "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 & Sriram Mohan. "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

- Forthcoming Kumar, Sangeet, Sriram Mohan & Aswin Punathambekar. “Beyond the Nation: Cultural Regions in South Asia’s Online Video Communities” in *Social Media Entertainment: The New Industry at the Intersection of Hollywood and Silicon Valley*, edited by Stuart Cunningham and David Craig. New York: NYU Press.
- Forthcoming Punathambekar, Aswin & Sriram Mohan. “Language, Culture, and Streaming Video in India: The Politics and Pragmatics of Media Distribution” in *Media Distribution in the Digital Age*, edited by Paul MacDonald, Timothy Havens and Courtney Brannon Donoghue. New York: NYU Press.
- 2020 Punathambekar, Aswin & Sriram Mohan. “Sound Clouds: Listening and Citizenship in Indian Public Culture” in *Indian Sound Cultures, Indian Sound Citizenship*, edited by Laura Brueck, Jacob Smith and Neil Verma. Ann Arbor, MI: University of Michigan Press.
- 2019 Punathambekar, Aswin & Sriram Mohan. “Digital Platforms, Globalization, and Culture” in *Media and Society*, edited by James Curran and David Hesmondhalgh, 6th ed. New York: Bloomsbury Academic.
- 2019 Punathambekar, Aswin & Sriram Mohan. “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.

Awards, Grants and Fellowships

- 2020 - 21 Rackham Predoctoral Fellowship
Rackham Graduate School, University of Michigan, Ann Arbor
- 2020 National Communication Association (NCA) Travel Grant
Third Biennial Conference on Communication, Media, and Governance in the Age of Globalization
NCA and the Communication University of China (CUC) [*postponed due to COVID-19*]
- 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

- Jul 2020 *A Sound Bridge: Listening for the Political in a Digital Age* (with Aswin Punathambekar)
Global Media Cultures podcast (hosted by Juan Llamas-Rodriguez)
School of Arts, Technology, and Emerging Communication, University of Texas at Dallas
- Jul 2020 *A Framework for Studying Global Digital Cultures: Infrastructures, Platforms, and Publics* (with Aswin Punathambekar)
Department of Communication, University of Hyderabad, India
- 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

- May 2020 “*A Framework for Studying Global Digital Cultures: Infrastructures, Platforms, and Publics*”; co-authored with Aswin Punathambekar; paper presented in the Digital Cultures of South Asia: Inequalities, Infrastructures, Informatization pre-conference at the annual conference of the International Communication Association (ICA)
- Oct 2019 “*Dreaming of #DravidaNadu: Subnationalism and Social Media in South India*”; paper presented in panel titled ‘Minoritarian Accounts: Political Narratives, Moral Artistries and Refracted Solidarities of Digital South Asia’ at the Annual Conference on South Asia, University of Wisconsin, Madison
- May 2019 “*A Superpower, Suddenly: Sociotechnical Imaginaries, Satire and Online Video in South India*”; paper presented in panel titled ‘Mapping the Boundaries of Sociotechnical Imaginaries in the Global South’ at the annual conference of the International Communication Association (ICA) in Washington D.C. [panel organized with Padma Chirumamilla]
- “*Discovering Media Regions: Circulation, Culture, and Streaming Video Audiences in South India*”; co-authored with Aswin Punathambekar; paper presented in roundtable titled ‘Media Distribution in the Digital Age’ at the annual conference of the International Communication Association (ICA) in Washington D.C.
- “*New Directions in Social Media Research*”; panel chaired for the Popular Communication division at the annual conference of the International Communication Association (ICA) in Washington D.C.
- May 2019 “*Region as Nation? : Hashtag Counterpublics and Subnationalism in South India*”; paper presented in panel titled ‘Counter Publics, Performance, and Media Activism’ at the Media in Transition 10: Democracy and Digital Media conference, Massachusetts Institute of Technology in Boston

- 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/
Summer
2020 Online Teaching Consultant and Mentor to Graduate Student Instructors (GSIs)
Department of Communication and Media, University of Michigan, Ann Arbor
- Winter
2020 Graduate Student Instructor, *COMM 306 – Media and Globalization*
Department of Communication and Media, University of Michigan, Ann Arbor
- Fall 2019 Graduate Student Instructor, *COMM 101 – The Mass Media*
Department of Communication and Media, University of Michigan, Ann Arbor
Guest Lecture: “Measuring Media Audiences”
- Guest Lecture: “Syrian Refugee Crisis, Digital Passage and Infrastructural Violence”*
FTVM 190 – The App (course on the history and politics of apps offered by the Department of Film, Television, and Media, University of Michigan, Ann Arbor)
- Facilitator for Practice Teaching, Graduate Student Instructors Teaching Orientation
Center for Research on Learning and Teaching (CRLT), University of Michigan, Ann Arbor
- Spring
2018 Instructor of Record, *COMM 404 / AMCULT 358 - Global Digital Cultures*
(designed and taught this upper-level seminar at the Department of Communication and Media; cross-listed with the Digital Studies program in the Department of American Culture, University of Michigan, Ann Arbor)
- Winter
2018 Graduate Student Instructor, *COMM 271 - Revolutions in Communication*
Department of Communication and Media, University of Michigan, Ann Arbor
Guest Lecture: “Platforms and The Power of Aggregation”
- Fall 2017 Graduate Student Instructor, *COMM 362 - Digital Media Foundations*
Department of Communication and Media, University of Michigan, Ann Arbor
- Winter
2017 Graduate Student Instructor, *COMM 371 - Media, Culture & Society*
Department of Communication and Media, University of Michigan, Ann Arbor
Guest Lecture: “Television: Technology and Cultural Form”
- Fall 2016 Graduate Student Instructor, *COMM 101 - The Mass Media*
Department of Communication and Media, University of Michigan, Ann Arbor
- Nov 2014 -
Apr 2015 Course Instructor, *Web Design*
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India
- Jun - Oct
2014 Teaching Assistant, *Research Skills*
Teaching Assistant, *ICTs for Empowerment*
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India

Academic Employment

- Summer 2017 *Graduate Student Research Assistant (GSRA)*
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 2016 *Graduate Student Research Assistant (GSRA)*
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 - Apr 2015 *Web Manager/Research Associate*
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

- Associate Editor *Bioscope: South Asian Screen Studies* (peer-reviewed journal)
- Secretary (2019-2021) Popular Communication Division
International Communication Association (ICA)
- Graduate Representative (2018-2020) Advisory Board, Digital Studies
University of Michigan, Ann Arbor
- Graduate Representative (2017-2018) Steering Committee, Science, Technology, and Society (STS) program,
University of Michigan, Ann Arbor
- Member (2019-2020) Social Media Advisory Group
Department of Communication and Media, University of Michigan, Ann Arbor
- Peer Mentor (2016 - 2017) Department of Communication and Media Peer Mentorship Program,
University of Michigan, Ann Arbor
- Reviewer [*Television and New Media*](#)
[*Public Culture*](#)
[*South Asia: Journal of South Asian Studies*](#)
[*Journal of Communication Inquiry*](#)
[*Urbanisation*](#)
[*SubVersions*](#)
International Communication Association (ICA)
- Communication History
 - Global Communication and Social Change
 - Media Industries
 - Popular Communication
- Organizer *Turning Points: Conversations in Global Media History 2018*
(conference organized with Aswin Punathambekar and Tupur Chatterjee)

Digital South Asia 2015
(conference organized with Aswin Punathambekar)

Frames of Reference 2013
(national-level annual graduate student conference in Mumbai, India)

Editor *Footnotes 2013* (online magazine featuring long-form news reporting)

Member International Communication Association (ICA)
- Global Communication and Social Change
- Popular Communication
Society of Cinema and Media Studies (SCMS)
National Communication Association (NCA)
Global Media Studies Initiative (GMSI), University of Michigan, Ann Arbor

Professional Experience

- Sep 2010 - *Associate Editor, YourStory.com, Bangalore, India*
Jan 2012
- 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

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 the 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