

Sriram Mohan

Department of Communication and Media, University of Michigan, Ann Arbor
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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 Ankersen, 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. <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. <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. <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. <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 organizer]
- “*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

Fall 2020 *Guest Lecture: “Platforms, Publics, and Global Digital Cultures”*
COMS 3200: Communication and New Technology
School of Communication Studies, Ohio University, Athens

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	<p><i>Turning Points: Conversations in Global Media History 2018</i> (conference organized with Aswin Punathambekar and Tupur Chatterjee)</p> <p><i>Digital South Asia 2015</i> (conference organized with Aswin Punathambekar)</p> <p><i>Frames of Reference 2013</i> (national-level annual graduate student conference in Mumbai, India)</p>
Editor	<i>Footnotes 2013</i> (online magazine featuring long-form news reporting)
Member	<p>International Communication Association (ICA)</p> <ul style="list-style-type: none"> - Global Communication and Social Change - Popular Communication <p>Society of Cinema and Media Studies (SCMS)</p> <p>National Communication Association (NCA)</p> <p>Global Media Studies Initiative (GMSI), University of Michigan, Ann Arbor</p>

Professional Experience

Sep 2010 - Jan 2012	<p><i>Associate Editor, YourStory.com, Bangalore, India</i></p> <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	<p><i>Project Manager, McCann-Erickson, Bangalore, India</i></p> <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	<p><i>Account Executive, Saatchi & Saatchi, Mumbai, India</i></p> <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

Documentary Films & Video Art

2014	<p><i>"Padmini My Love"</i> (documentary film on taxis and taxi drivers in the city of Mumbai; co-directed with Ruchi Sawardekar, Munmun Dhalaria and Silja Würgler)</p> <p><i>Awarded:</i></p> <ul style="list-style-type: none"> - 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	<p><i>"Delisle Road Dreams"</i> (documentary film on mill workers in the city of Mumbai; co-directed with Aastha Tyagi, Anurag Indwar and Rajashree Gandhi)</p>

“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