

Sriram Mohan

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Education

- 2022 Doctor of Philosophy, Communication and Media
Graduate Certificate in Science, Technology, and Society (STS)
University of Michigan, Ann Arbor MI
- Dissertation:* “A Southern Internet: Media Regionalism and Cultural Politics in Digital India”
Committee: Aswin Punathambekar, Megan Ankerson, Lisa Nakamura, Christian Sandvig & Sarah Murray
- 2014 Master of Arts, Media and Cultural Studies
Tata Institute of Social Sciences, Mumbai, India
- 2009 Bachelor of Mass Media (specializing in Advertising)
University of Mumbai, India

Publications

Book

- Forthcoming Punathambekar, Aswin, Sangeet Kumar & **Sriram Mohan**. *The Digital Popular: Media, Culture, and Politics in Networked India* (under contract with NYU Press).

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>
[received the Katherine Singer Kovacs Best Essay Award from the Society of Cinema and Media Studies (SCMS)]
- 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/>

Invited Special Forum Article

- 2022 **Mohan, Sriram**, Radhika Parameswaran & Pallavi Rao. “Locating Cultural Studies: The Limits of Translation in Knowledge Production,” *International Journal of Cultural Studies*. <https://doi.org/10.1177/13678779221095585>

Keyword Entry

- 2021 Punathambekar, Aswin & **Sriram Mohan**. "Social Media Platforms," *Bioscope: South Asian Screen Studies*, 12(1-2), 170 - 173. <https://doi.org/10.1177/09749276211026180>

Chapters in Edited Volumes

- 2021 Punathambekar, Aswin & **Sriram Mohan**. "Language, Culture, and Streaming Video in India: The Politics and Pragmatics of Media Distribution" in *Digital Media Distribution: Portals, Platforms, Pipelines*, edited by Paul MacDonald, Timothy Havens and Courtney Brannon Donoghue. New York: NYU Press.
- 2021 Kumar, Sangeet, **Sriram Mohan** & Aswin Punathambekar. "Beyond the Nation: Cultural Regions in South Asia's Online Video Communities" in *Creator Culture: Studying the Social Media Entertainment Industry*, edited by Stuart Cunningham and David Craig. 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 MI
- 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)
[in-person conference in Beijing cancelled due to COVID-19]
- 2020-22 Conference Presentation Grants, Center for South Asian Studies, University of Michigan, Ann Arbor MI
- 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)
- 2017 - 19 Conference Travel Grants, International Institute, University of Michigan, Ann Arbor MI
- 2016 - 19 Rackham Conference Travel Grants, Rackham Graduate School, University of Michigan, Ann Arbor MI
- 2016 Winthrop B Chamberlain Scholarship for Graduate Student Research
Department of Communication and Media, University of Michigan, Ann Arbor MI
- 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 (Documentary Film)
School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India

Invited Talks

- Nov 2021 Panelist, Roundtable on *Digital Media Distribution: Portals, Platforms, Pipelines*
Media Industries Scholarly Interest Group, Society for Cinema and Media Studies (SCMS)
- Mar 2021 Discussant, *COVID Response: A Himalayan Story* (documentary film screening)
Center for South Asian Studies, University of Michigan, Ann Arbor MI
- Feb 2021 *Designing Research Workflows & Managing Information*
Virtual Graduate Student Writing Group
Center for 21st Century Studies, University of Wisconsin, Milwaukee WI
- Feb 2021 Panelist, *Extending Impact and Reach through Open Access: Toward Equity and Inclusion?*
Roundtable on Open Access Publishing in Asian Studies
U-M International Institute and University of Michigan Press
- Jan 2021 *Is the Future Already Here? Field Notes on Media Work*
Being in the Field: Research Theory and Practice amid Pandemics (methods workshop)
Global Media Studies Initiative, University of Michigan, Ann Arbor MI
- Jul 2020 *A Sound Bridge: Listening for the Political in a Digital Age* (with Aswin Punathambekar)
[Global Media Cultures podcast](#)
School of Arts, Technology, and Emerging Communication, University of Texas at Dallas TX
- Jul 2020 *A Framework for Studying Global Digital Cultures: Infrastructures, Platforms, and Publics*
Research Round Table Online
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 MI
- 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 PR
- Apr 2016 *Users, Peripheries, and Network Logics*
Information and Communication Technologies and Development (ICTD) Research Group
School of Information, University of Michigan, Ann Arbor MI

Conference Presentations

- Apr 2022 *Iconic Interventions: Language, Identity, and the Networked Media Logics of Hindu Nationalist Appropriation*
Annual Conference of the Society of Cinema and Media Studies (SCMS)

- Oct 2021 *Whose 'Kural' Is It Anyway? Language, Identity, and the Networked Media Logics of Hindutva Appropriation*
Annual Conference on South Asia, University of Wisconsin, Madison WI
- Jun 2021 *Transacting to Belong: Mobile Payments, Development Logics, and the Mediation of Technological Citizenship in Digital India*
3rd Biennial Conference on Communication, Media, and Governance in the Age of Globalization
National Communication Association (NCA) and Communication University of China (CUC)
- May 2021 *Beyond the Nation: Cultural Regions in South Asia's Online Video Communities*
(co-authored with Sangeet Kumar and Aswin Punathambekar)
Annual Conference of the International Communication Association (ICA)
- Oct 2020 *'Take It Easy Policy': Film Songs, Desire and Development in Post-Liberalization India*
(co-authored with Padma Chirumamilla)
Global Fusion 2020, Southern Illinois Universities, Carbondale and Edwardsville
- May 2020 *A Framework for Studying Global Digital Cultures: Infrastructures, Platforms, and Publics*
(co-authored with Aswin Punathambekar)
Digital Cultures of South Asia: Inequalities, Infrastructures, Informatization Preconference
Annual Conference of the International Communication Association (ICA)
- Oct 2019 *Dreaming of #DravidaNadu: Subnationalism and Social Media in South India*
Annual Conference on South Asia, University of Wisconsin, Madison WI
- May 2019 *A Superpower, Suddenly: Sociotechnical Imaginaries, Satire and Online Video in South India*
[panel organizer]
- Discovering Media Regions: Circulation, Culture, and Streaming Video Audiences in South India* (co-authored with Aswin Punathambekar)
- New Directions in Social Media Research* [panel chair]
Annual Conference of the International Communication Association (ICA), Washington DC
- May 2019 *Region as Nation? : Hashtag Counterpublics and Subnationalism in South India*
Media in Transition 10: Democracy and Digital Media, Massachusetts Institute of Technology, Boston MA
- Mar 2018 *Transacting to Belong: Mobile Payments and the Mediation of Technological Citizenship in Digital India*
Annual Conference of the Society of Cinema and Media Studies (SCMS), Toronto, Canada
- Jan 2018 *Transacting to Belong: Mobile Payments and the Mediation of Technological Citizenship in Digital India*
Graduate Interdisciplinary Conference on South Asia, University of Michigan, Ann Arbor MI
- Oct 2017 *South Side Stories: Producing South India through Online Video*
(co-authored with Aswin Punathambekar)
Annual Conference on South Asia, University of Wisconsin, Madison WI
- Jul 2017 *The Photoshop State: Image Manipulation, Visual Culture and Electoral Politics in Digital India*
Indian Media Studies: Contemporary Perspectives Seminar, Indian Institute of Advanced Studies (IIAS), Shimla, India
- May 2017 *The Datafied Imagination: Deep Mediatization in Cultural Production*
(co-authored with Annemarie Navar-Gill)
Data and the Future of Critical Social Research Preconference, ICA, San Diego CA

May 2017	<i>The Photoshop State: Image Manipulation, Visual Culture and Electoral Politics in Digital India</i> Annual Conference of the International Communication Association (ICA), San Diego CA
Mar 2017	<i>A Peninsular Imagination: Online Video and The Narration of a Global South Indian Culture</i> (co-authored with Aswin Punathambekar) Annual Conference of the Society of Cinema and Media Studies (SCMS), Chicago IL
Oct 2016	<i>The Photoshop State: Image Manipulation, Visual Culture and Electoral Politics in Digital India</i> Global Fusion 2016, Temple University, Philadelphia PA
Jun 2016	<i>Digital Media and the Making of Networked Publics in India, 1986-2014</i> (co-authored with Aswin Punathambekar) Annual Conference of the International Communication Association (ICA) in Fukuoka, Japan
Nov 2015	<i>On the Phone, Through a Filter: Instagram-ing an Indian Election</i> Making Meaning: Discourses of Identity, Power, and Access Language and Rhetorical Studies Workshop, University of Michigan, Ann Arbor MI
Aug 2014	<i>Making music, bridging boundaries: Examining the idea of 'fusion' music in the television show Coke Studio @ MTV in India</i> Annual Conference of the International Association of Media and Communication Research (IAMCR), Hyderabad, India
May 2014	<i>Politics, Polemics and the 'Internet Hindu': Identity, Community and Political Speech in the Indian Cyberspace</i> New Media and Citizenship in Asia: Values, Digital Politics, and Civic Well-Being Preconference Annual Conference of the International Communication Association (ICA), Seattle WA
Jul 2013	<i>The Memories of a Spark: Reconstructing the 1965 Riots in Madurai against the Imposition of Hindi</i> Cultural Studies, Transcending Borders: Shifting Perspectives in Asia Graduate Conference Inter-Asia Cultural Studies Society (IACS), Asia Research Institute (ARI), and National University of Singapore (NUS), Singapore
Dec 2012	<i>The Memories of a Spark: Reconstructing the 1965 Riots in Madurai against the Imposition of Hindi</i> Frames of Reference National Graduate Conference Tata Institute of Social Sciences, Mumbai, India

Teaching

Course	COMM 404 / AMCULT 358 - Global Digital Cultures (Spring 2018)
Instructor	Department of Communication and Media & Department of American Culture University of Michigan, Ann Arbor MI
	<i>Web Design</i> (Nov 2014 – Apr 2015) School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India
Graduate Student Instructor	Department of Communication and Media, University of Michigan, Ann Arbor MI <ul style="list-style-type: none"> • COMM 101 – The Mass Media (Fall 2021, Fall 2019, Fall 2016) • COMM 306 – Media and Globalization (Winter 2020) • COMM 271 - Revolutions in Communication (Winter 2018) • COMM 362 - Digital Media Foundations (Fall 2017) • COMM 371 - Media, Culture & Society (Winter 2017)

Teaching Assistant	School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India <ul style="list-style-type: none"> • <i>Research Skills</i> (Jun – Oct 2014) • <i>Information and Communication Technologies for Empowerment</i> (Jun – Oct 2014)
Consultant/ Facilitator	<i>Remote/Online Teaching Consultant</i> (Summer 2020) Department of Communication and Media, University of Michigan, Ann Arbor MI <i>Facilitator of Practice Teaching for New Graduate Student Instructors</i> (Fall 2019) Center for Research on Learning and Teaching (CRLT), University of Michigan, Ann Arbor MI
Guest Lecturer	“Listening for the Political: Sonic Citizenship and Internet Cultures” <i>COMM 400: Studying Internet Culture</i> (Mar 2021) Annenberg School for Communication and Journalism, University of Southern California, Los Angeles CA “Post-Pandemic Futures? Democracy & The Digital Popular” <i>MCC-UE 1200: Media, Democracy and the New Political</i> (Dec 2020) Department of Media, Culture, and Communication, New York University NY “Platforms, Publics, and Global Digital Cultures” <i>COMS 3200: Communication and New Technology</i> (Sep 2020) School of Communication Studies, Ohio University, Athens OH “Syrian Refugee Crisis, Digital Passage and Infrastructural Violence” <i>FTVM 190 – The App</i> (Oct 2019) Department of Film, Television, and Media, University of Michigan, Ann Arbor MI “Measuring Media Audiences” <i>COMM 101 – The Mass Media</i> (Oct 2019) “Platforms and The Power of Aggregation” <i>COMM 271 - Revolutions in Communication</i> (Apr 2018) “Television: Technology and Cultural Form” <i>COMM 371 - Media, Culture & Society</i> (Feb 2017) Department of Communication and Media, University of Michigan, Ann Arbor MI

Academic Service and Activity

Associate Editor	<i>Bioscope: South Asian Screen Studies</i> (peer-reviewed journal)
Secretary (2019-2021)	Popular Media and Culture Division <ul style="list-style-type: none"> • Designer and Developer, Division Website (icapopular.com) • Member, Division Identity Task Force • Member, Top Paper Award Selection Committee International Communication Association (ICA)
Organizer	<i>Turning Points: Conversations in Global Media History</i> 2018 (conference organized with Aswin Punathambekar and Tupur Chatterjee) <i>Digital South Asia</i> 2015 (conference organized with Aswin Punathambekar) <i>Frames of Reference</i> 2013 (national-level graduate student conference organized in Mumbai, India)

Founding Member	Global Media Studies Initiative, University of Michigan, Ann Arbor MI
Graduate Representative (2018-2020)	Advisory Board, Digital Studies University of Michigan, Ann Arbor MI
Graduate Representative (2017-2018)	Steering Committee, Science, Technology, and Society (STS) Program University of Michigan, Ann Arbor MI
Member (2019-2020)	Social Media Advisory Group Department of Communication and Media, University of Michigan, Ann Arbor MI
Peer Mentor (2016 - 2017)	Department of Communication and Media Peer Mentorship Initiative University of Michigan, Ann Arbor MI
Reviewer	<i>New Media & Society</i> <i>Television and New Media</i> <i>Public Culture</i> <i>International Journal of Communication</i> <i>Asiascape: Digital Asia</i> <i>South Asia: Journal of South Asian Studies</i> <i>South Asian Popular Culture</i> <i>Journal of Communication Inquiry</i> <i>Urbanisation</i> <i>SubVersions</i>
	International Communication Association (ICA): <ul style="list-style-type: none"> - Communication History - Global Communication and Social Change - Media Industries - Popular Media and Culture
Editor	<i>Footnotes 2013</i> (online magazine featuring long-form news reporting)
Member	International Communication Association (ICA) <ul style="list-style-type: none"> - Popular Media and Culture - Media Industry Studies Society of Cinema and Media Studies (SCMS)

Research Appointments

Spring 2022	<i>Research/Editorial Associate</i> Department of Media Studies, University of Virginia, Charlottesville VA <ul style="list-style-type: none"> - Analyzed industrial documents pertaining to censorship on streaming video platforms in India; drafted and edited original writing on women-centric YouTube channels and anti-caste music production in southern India
Summer 2017	<i>Graduate Student Research Assistant (GSRA)</i> Department of Communication and Media, University of Michigan, Ann Arbor MI <ul style="list-style-type: none"> - Organized, tagged, and summarized archival material from the British Library on radio broadcasting in pre-independence India

- Summer 2016 *Graduate Student Research Assistant (GSRA)*
Department of Communication and Media, University of Michigan, Ann Arbor MI
- 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

Professional Experience

- 2014 - 15 **Web Manager**, *School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, India*
- Led research, design and development of *Mill Mumbai*, a web archive of audio, video and text documents outlining textile mill workers' struggles in the city of Mumbai
 - Managed design and development of *Remembering 1992*, an online archive of communal violence and peacekeeping efforts in the city of Mumbai in the early 1990s
 - Developed audience measurement reports for these digital archives and the school's web presence to apply for and renew external grants
 - Designed and established a signature visual style for the promotional material of the talks and seminars organized at the school
- 2010 - 12 **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
 - Edited the work of numerous freelancers and guest writers in addition to developing in-depth interview-based stories of technology entrepreneurship in small towns
- 2010 **Project Manager**, *McCann-Erickson, Bangalore, India*
- Managed nationwide advertising and packaging design work for multiple food brands
 - 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
- 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 to villages 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)
- Awards:*
- 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)

Skills

Research Methods	Participant Observation, Ethnographic Interviews, Focus Groups, Archival Study, Digital Ethnography, App Walkthrough
Video & Audio Production	Film and Digital Photography, Video Editing (Final Cut Pro), Audio Editing (Soundtrack Pro, Adobe Audition, Audacity)
Web Design & Content Management	Adobe Photoshop, HTML, CSS, WordPress, Joomla, Drupal
Learning Management Systems	Canvas, Moodle
Web Scraping	Python
Statistical Computing	R
Office	Microsoft Word, PowerPoint and Excel; LibreOffice

Certifications

University of Michigan, Ann Arbor MI	Responsible Conduct of Research and Scholarship Training Human Subjects Research Protections Sexual Assault Prevention for Graduate Students
University Grants Commission, Government of India	National Eligibility for Assistant Professorship in Mass Communication and Journalism

Languages

English, Hindi, Tamil