

Madhavi Mallapragada

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College of Communication
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Professional Experience

University of Texas at Austin (2006-present)
Assistant Professor, Department of Radio-TV-Film
Faculty Affiliate, Center for Asian American Studies
Faculty Affiliate, South Asia Institute
Faculty Affiliate, Department of Asian Studies

Indiana University-Bloomington (2003-2006)
Assistant Professor, Department of Communication and Culture

University of Wisconsin-Madison (2001-2002)
Lecturer, Department of Communication Arts

University of Delhi, India (1994-1995)
Lecturer, Department of English

Jawaharlal Nehru University, Delhi, India (1993-1994)
Lecturer, Department of Linguistics and English

Education

Ph.D. (Media and Cultural Studies) Department of Communication Arts,
University of Wisconsin-Madison

M.A. (Media and Cultural Studies) Department of Communication Arts,
University of Wisconsin-Madison

M.Phil. (English), Jawaharlal Nehru University, Delhi, India

M.A. (English) Stella Maris College, Madras, India

B.A (English) University of Madras, India

Research and Teaching Interests

Cultural Studies of New Media
Diasporic and Immigrant Cultures
Transnational Satellite Television
Asian American Media
Online community formations

Fellowships, Awards, Grants

Humanities Institute Faculty Fellow, College of Liberal Arts, University of Texas at Austin (forthcoming Spring 2012)

Top Faculty Paper, Race and Ethnicity Division, International Communication Association Annual Conference, Boston, 2011

Dean's Fellow, Fall Semester, College of Communication, University of Texas at Austin, 2010

Summer Research Assignment (SRA), Faculty Development Program, Office of Graduate Studies, University of Texas at Austin, 2010

Faculty Travel Grant, The Graduate School, University of Texas at Austin, 2009-2010

Research Grant of \$7,500 per year for two years, under Title VI South Asia Institute, University of Texas at Austin, 2006-2008

Research Grant \$ 3,000 Center for Asian American Studies, University of Texas at Austin, 2006-2007

Overseas Conference Fund Grant, Office of International Programs, Indiana University-Bloomington, 2005

Summer Faculty Fellowship, College of Arts and Science, Indiana University-Bloomington, 2004

McCarty Dissertation Fellowship, Department of Communication Arts, University of Wisconsin-Madison, 2002

Pearce Award for Academic Performance, Department of Communication Arts, University of Wisconsin-Madison, 2002

McCarty Travel Grant, Department of Communication Arts, University of Wisconsin-Madison, 2001

The Scott-Kloeck Jenson Pre-Dissertation International Research Travel Award,

- Institute of Global Studies, University of Wisconsin-Madison, 2001
- Risser Fellowship for Outstanding Female Graduate Student, Department of Communication Arts, University of Wisconsin-Madison, 2001
- McCarty Travel Grant, Department of Communication Arts, University of Wisconsin-Madison, 2001
- Pearce Award for Academic Performance, Department of Communication Arts, University of Wisconsin-Madison, 2000
- Senior Research Fellowship, The University Grants Commission, Government of India, 1994
- Junior Research Fellowship, The University Grants Commission, Government of India, 1992
- Award for Academic Proficiency, Department of English, Stella Maris College, 1991
- University of Madras Fellowship, 1989
- The University of Madras Gold Medal for 1st Rank in B.A (English), 1989
- The Government of India National Talent Scholarship, 1989
- The Jawaharlal Nehru Memorial Fund Award for Academic Achievement, India, 1989
- The Rao Bahadur M.A Singarachariar Prize for Academic Excellence, India, 1989
- The Sr. Rose Golden Jubilee Endowment Prize for Academic Proficiency, 1989

Book Project

Recasting the Web: New Media and the Cultural Politics of Indian American Identities (manuscript in progress)

Publications: Journal Articles (peer-reviewed)

“Mixed Signals: MTV Desi, South Asian American Audiences and the Discourse of Ethnic Television.” *South Asian History and Culture* (forthcoming 2012).

“Desktop Deities: Hindu Temples, Online Cultures and the Politics of Remediation.” *South Asian Popular Culture*. Vol 8, Issue 2 (2010): 109-121

Reprint: In *Intermedia in South Asia: The Fourth Screen*, edited by Rajinder Dudrah, Sangita Gopal, Amit Rai and Anustup Basu. New York: Routledge (Forthcoming 2012)

“Home, Homeland, Homepage: Belonging and the Indian-American Web.” *New Media and Society*. Vol. 8, Issue 2 (2006): 207-227

Reprint: In *Re-Orienting Global Communication: Indian and Chinese Media Beyond Borders*, edited by Michael Curtin and Hemant Shah, 60-82. Urbana-Champaign: University of Illinois Press, 2010

Publications: Book Chapters

“An Interdisciplinary Approach to the Study of Cybercultures.” In *Critical Cyberculture Studies: Current Terrains, Future Directions*, edited by David Silver and Adrienne Massanari, 194-204. New York: New York University Press, 2006

“The Indian Diaspora in the USA and around the Web.” In *Web.studies: Rewiring Media Studies for the Digital Age*, edited by David Gauntlett, 179-185. London: Arnold & OUP, 2000

Publications: Book Reviews

Review of *Ghostlife of Third Cinema: Asian American Film and Video* by Glen M. Mimura (Minneapolis: University of Minnesota Press, 2009). In *Journal of Asian American Studies*, Vol.13, Issue 3 (2010): 404-406

Review of *Untimely Bollywood: Globalization and India's New Media Assemblage* by Amit S. Rai (Durham, N.C.: Duke University Press, 2009). In *Popular Communication: The International Journal of Media and Culture*, Oct-Dec, Vol 7, Issue 4 (2009): 284-286

Review of *Politics after Television: Hindu Nationalism and the Reshaping of the Public in India* by Arvind Rajagopal (Cambridge: Cambridge University Press, 2000) In *The Velvet Light Trap: A Critical Journal of Film and Television*, Issue 50 (2002): 90-93

Publications: Online Forums

“Capitalizing on Multiculturalism: “Premium” Indian American Audiences and “American” Advertisers.” *Antenna: Responses to Media and Culture*. <http://blog.commart.wisc.edu/>, 2010

“Show me the Money: Desi TV in the US Marketplace.” Media and Scholarly Presentation for *In Media Res*:

<http://mediacommonsthefutureofthebook.org>, 2008

“The Making of “Desi” Culture on MTV.” Media and Scholarly Presentation for *In Media Res*: <http://mediacommons.futureofthebook.org>, 2006

Articles In Progress (for peer-reviewed journals)

“*Drumnation.org*: Race, Online Activism and South Asian Immigrants in the United States.” (under review)

“Problematizing the Homepage: Indian American Web Cultures and Interdisciplinary Theorizations of Home” (in progress)

Invited Presentations

“Charlie Chan in the History of American Media.” Presentation at the Center for Asian American Studies, University of Texas at Austin, 2010

“Deconstructing Desi: Media, Identity, Ethnicity.” Indian Students Association, University of Texas at Austin, 2010

Panelist, *The Rock Star and the Mullah*, The Films of Salman Ahmad and Junoon, A South Asia Institute Film Exhibit and Discussion, University of Texas at Austin, 2007

Panelist, *Water*, Film Screening and Discussion, Women, Power and Leadership Film Series, Center for Women’s and Gender Studies, University of Texas at Austin, 2007

Panelist, “*Saving Face* and Queer Diaspora,” Center for Asian American Studies in Conjunction with Asian Business Students Association's Launch Conference and the Asian Pacific American Coalition, University of Texas at Austin, 2006

“Satellite Television and the American Desi Market,” Roundtable on Selling to and Through Racial Identities in Contemporary Television, Flow Conference, University of Texas at Austin, 2006

“Web Technologies, Network Societies and Emergent Indian-American Alliances.” Workshop on “Global Media and Democracy in India and China.” Organized by the Global Media and Democracy in Asia Initiative (GMDA), University of Wisconsin-Madison, 2006

Panelist, “Techno-Roaming: Spotlighting Innovations from Around the World.” Conference on “Social Collaboration and Dynamic Communities.” Organized by the Center for Information Technology and Society, University of California, Santa Barbara, 2006

- “Reconfiguring Migrant Locations: The Web & Indian American Alliances in the Network Age.” Cultural Studies Conference: MIGRATIONS, Indiana University-Bloomington, 2006
- “Strategic Cyber Practices and Flexible Nation-States: Democracy and New Media Cultures in India.” Workshop on “Global Media and Democracy in India and China.” Organized by the Global Media and Democracy in Asia Initiative (GMDA), University of Wisconsin-Madison, 2006
- “Cyber-diasporic networks and the South Asian Transnational Imaginary.” Conference on “Materializing India: Globalization, Gender and Media.” Organized by the India Studies Program, Indiana University-Bloomington, 2005
- “Gendered Ethnicities and Cyberspace.” A Symposium on “Critical Cyberculture Studies: Current Terrains, Future Directions.” Organized by the Ford Foundation, University of Washington, Seattle, 2003
- “Rethinking Transnational Cultural Flows.” Workshop on International Research for the Scott-Kloeck Jenson Pre-Dissertation International Research Travel Awardees. The Institute of Global Studies, University of Wisconsin-Madison, 2001

Conference Presentations

- “Consuming Ethnic Television: South Asian America and the New Marketing Frontiers of Multicultural America.” Annual Conference of the Association for Asian American Studies, New Orleans, 2011
- “Home Networks: Gender, Space, Technology.” Technologies of Migration Conference, University of Illinois, Urbana-Champaign, 2011
- “Mixed Signals: MTV Desi, South Asian American Audiences and the Discourse of Ethnic Television.” Annual Conference of the International Communication Association, Boston, 2011
- “Televising Immigrants: Satellite Channels, Indian American Audiences and the US ‘new’ media marketplace.” Global Fusion Conference, Texas A & M University, 2010
- “Sites of Contestation: New Media Studies, Online Cultures and the Concept of ‘Home.’” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism, University of Oregon, 2010
- “Desi Iterations: Online Spaces and Indian American Racialized Subjectivities.” Annual Conference of the Association for Asian American Studies,

University of Texas at Austin, 2010

Organizer and Panelist, "Media Studies and Asian American Studies: Issues and Intersections." Roundtable. Annual Conference of the Association for Asian American Studies, University of Texas at Austin, 2010

"Desi Webs: South Asian America, Online Cultures and the Politics of Race." Race, Ethnicity and New Media Symposium, Texas A& M University, 2009

"Desi Webs: Online Iterations of Indian American Locations." Global Fusions Conference, University of Texas at Austin, 2009

Panelist, Roundtable on Flow 2.0. Flow Conference, University of Texas at Austin, 2008

Panelist, Roundtable on Asian Americans and Comedy. Flow Conference (in Association with the Austin Asian American Film Festival), University of Texas at Austin, 2008

"The US Television Marketplace in the Satellite Age: South Asian Networks and Transnational "Ethnic" Audiences, Annual Convention of the National Communication Association, San Antonio, TX, 2006

"Recasting the Viewer: South Asian Satellite Television and the Emergent Market in the United States." Workshop on Satellite Television, Society for Cinema and Media Studies, London, 2005

"Model Minorities and Cyber Grandpas: Parenting and Cyberspace." Annual Conference on South Asia, University of Wisconsin-Madison, 2004

"Home and the Indian-American Web." Society for Cinema and Media Studies, Atlanta, 2004

"Transnational Connections: Satellite Technologies and the South Asian Market in the United States." Society for Cinema and Media Studies, Minneapolis, 2003

Chair and Panel Organizer, "South Asians and Web Technologies: The Politics of Identity, Community and Commerce in Cyberspace." Annual Conference on South Asia, University of Wisconsin-Madison, 2002

"Targeting the Non-Resident Indian Online: Industrial Practices of the Transnational Web." Annual Conference on South Asia, University of Wisconsin-Madison, 2002

Panel Organizer, "Mediating Modernity in the Era of Globalization." Annual Conference on South Asia, University of Wisconsin-Madison, 2001

- “Transnationalism and Cybercultures of the Indian Diaspora,” Annual Conference on South Asia, University of Wisconsin-Madison, 2001
- Chair and Respondent, Panel on “Race, Gender and Ethnicity.” The Second International Conference of the Association of Internet Researchers, Minneapolis, 2001
- “Asian-Indian Masculinities and the World of Internet Networking.” The Second International Conference of the Association of Internet Researchers, Minneapolis, 2001
- Panel Organizer, “Diaspora and Desire: The Politics of Female Identity and Sexuality.” Cyberculture Working Group Conference, University of Maryland, 2001
- “Indian Women and the Curry Brigade: Gender and Sexuality on the Web.” Cyberculture Working Group Conference, University of Maryland, 2001
- “Nation, Community and the World Wide Web.” Annual Conference on South Asia, University of Wisconsin-Madison, 2000
- “Negotiating Nation and its Women: Satellite Television and the Early Nineties in India.” Console-ing Passions, University of Notre Dame, South Bend, Indiana, 2000
- “SiliconIndia.com: Technology, Culture and the Indian Diaspora in the United States.” Society for Cinema Studies, Chicago, 2000

Guest Lectures

- “New Media and Migration.” Bridging Disciplines Program, University of Texas at Austin, 2010
- “New Media and Migration.” Bridging Disciplines Program, University of Texas at Austin, 2009
- “Race, Online Media and Indian-American Identities.” Seminar on Research Methods and Theories, Department of Radio-TV-Film, University of Texas at Austin, 2009
- “How to Prepare Conference Proposals and Presentations.” Co-presented with Dr. Jennifer Fuller. Seminar on Research Methods and Theories, Department of Radio-TV-Film, University of Texas at Austin, 2009
- “Desktop Deities: Hindu Temple Cultures, the Web and Indian-American Spaces.” Seminar on Research Methods and Theories, Department of

Radio-TV-Film, University of Texas at Austin, 2008

“Media Beyond Film and Television Studies.” Brown Bag Series, Department of Communication and Culture, Indiana University-Bloomington, 2004

“The Business of the Indian-American Web.” Department of Journalism and Mass Communication, University of Wisconsin-Madison, 2002

“New Texts for New Contexts: New Media and the Diaspora.” Department of Journalism and Mass Communication, University of Wisconsin-Madison, 2002

Workshop Participation

Emerging Communities for Advanced Digital Technologies, Texas Advanced Computing Center, University of Texas at Austin, 2010

Co-organizer and Discussant, “In Antique Lands,” Workshop on Indian and Turkish Cinemas. University of Wisconsin-Madison, 2000

“Tradition and Transgression: The Discourse on Sexuality in Deepa Mehta’s Fire.” Co-presenter with Mobina Hashmi at “In Antique Lands,” Workshop on Indian & Turkish Cinemas, University of Wisconsin-Madison, 2000

Teaching – Undergraduate Level

RTF 305 Introduction to Media Studies

RTF 331P Internet Cultures

RTF 359/AAS 320 Asian American Media Cultures

Teaching – Graduate Level

RTF 380G: New Media Research Methods

RTF 393P/INF 390N New Media Technologies and Cultures

RTF 387C/ ANS 390 Media and Diaspora

PHD Dissertation Committee

@ University of Texas

Ji-Hyun Ahn (RTF); Brett Caraway (RTF); Shaohua Gua (Asian Studies); Michael Gott (French Studies); Manuel G. Aviles-Santiago (RTF); Sharon Shahaf (RTF); Hua Qian (RTF)

@ Indiana University

Jeeyoung Shin; Brian-Mitchell Young (CMCL)

Ph.D Comprehensive Exams Committee

@University of Texas

Holly Custard; Debasmita Roy Choudhury; Manuel Aviles-Santiago (all RTF)

@Indiana University

Brian-Mitchell Young; Premyslaw Budziszewski; Christian Lander; Katarzyna Chmielewska (all CMCL)

Master's Thesis Advisor

@University of Texas

Alexander Cho (RTF); Natasha Raheja (Asian Studies)

Service – Departmental Level

@ University of Texas

New Media Curriculum Planning Committee, RTF, 2010
 Assistant Graduate Student Advisor, RTF, 2010
 Technology and Equipment Committee, RTF, 2009-2010
 New Media Hire Search Committee, RTF, 2008-2009
 RTF Marshal, College of Communication Commencement, 2007
 RTF Faculty Representative, University Commencement, 2007
 Panelist, RTF Brown Bag on Applying for Jobs, 2006

@ Indiana University

Colloquium and Lecture Series Committee, CMCL, 2005-2006
 M.A. Exam Committee, CMCL, 2004-2005
 Undergraduate Affairs Committee, CMCL, 2004-2005
 New Media Search Committee, CMCL, 2003-2004
 CMCL Representative Travel Grant Committee (COAS), 2003-2004
 Equipment Space and Technology Committee, CMCL, 2003-2004

Service- College and University Level

@University of Texas

Film Screening Committee, Annual Conference of Asian American Studies,
 Center for Asian American Studies, 2010
 Foreign Language Association Scholarship (FLAS) committee, South Asia
 Institute, 2010
 Executive Committee, Center for Asian American Studies, 2006-present
 Flagship-Area Content Course Curriculum (FACC) in Hindi and Urdu

Committee, South Asia Institute. Funded by the National Security Education Program (NSEP), 2006-2007

@Indiana University

Advisory Committee, Asian-American Studies Program Planning, 2005
 India Studies Program, 2003-2006
 Cultural Studies Program, 2003-2006

Service-Professional

Reviewer, Journal Article. *Journal of Intercultural Studies*, 2011

Reviewer, Ethnicity and Race Division, International Communication Association's 2011 Annual Conference, 2010

Reviewer, Book Proposal. Blackwell Publishing in Cultural and Communication Studies, 2007

Reviewer, Journal Article. *Theory, Culture and Society*, 2005

Reviewer, Textbook. *Media and Culture: An Introduction to Mass Communication*, 4th Ed. By Richard Campbell, Christopher Martin and Bettina Fabos (Bedford: St. Martin's Press) 2003.

Student Editorial Board, *The Velvet Light Trap: A Critical Journal of Film and Television*, 1997-2002

Research Circles

2005-06 Global Media and Democracy in Asia (GMDA), University of Wisconsin-Madison

2001 Cyberculture Working Group, University of Maryland

1998-99 Borders and Transnational Cultural Studies, University of Wisconsin-Madison

Professional Membership

Association of Asian American Studies
 National Communication Association
 Society for Cinema and Media Studies
 Association of Internet Researchers
 International Communication Association