

Swapnil Rai

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Education

Ph.D. (Degree Conferral May, 20th) University of Texas at Austin, 2012-2017, Austin, TX

With **Portfolio** in Communication, Information and Cultural Policy

- Department of Radio, TV, Film, Moody College of Communication
- Dissertation: “Star Switching Power and The Rise of Networked Bollywood”
- Committee: Dr. Shanti Kumar (Chair), Dr. Joseph Straubhaar, Dr. Alisa Perren, Dr. Thomas Garza
- Prospectus Defended: January 15th, 2015; Dissertation Defended: April 20th, 2017
- Awarded Competitive University Wide Graduate School Fellowship for Dissertation Completion Fall 2016 - Summer 2017

M.A. (2009) Southern Methodist University, 2007-2009, Dallas, TX

- Department of Cinema-Television, Meadows School of the Arts
- Thesis: Bollywood’s Global Concoction: Transnational India on Global Screens
- Advisor: Dr. Sean Griffin

M.A. (2005) Jawaharlal Nehru University, 2003-2005, New Delhi, India

- Department of English, School of Language, Literature and Culture Studies

B.A. (Honors) (2003) University of Delhi, 2000-2003, New Delhi, India

- Department of English, Miranda House College

Diploma in Journalism (2004) Institute of Media Studies and Information Technology, 2003-2004, New Delhi, India

- Print Journalism

Diploma in Creative Writing (2008) Institute of Children’s Literature, 2007-2008, West Redding, CT

- Writing fiction and non-fiction for children and teenagers.

Publications

Peer-Reviewed Journal Articles

“Road to India – A Brazilian Love Story: BRICS, Migration and Cultural Flows in Brazil’s *Caminho das Indias*.” With Joseph Straubhaar, *International Journal of Communication*, 2016, Vol.10, 3124-3180.

“Whither “Bollywood”? Articulating Bollywood as a Network and Celebrity as the Industry’s Global Node.” *Cinephile*, 2016, Vol.11, No. 2, Spring: 28-32.

“Made in Bollywood: Indian Popular Culture in Brazil’s *Caminho das Indias*.” *Jump Cut*, 2015, Spring: <http://ejumpcut.org/currentissue/RaiBrazilBollywood/index.html>.

“Reinventing Brand Bollywood: Consumption and Consumerism in Global Indian Cinema.” *Journal of the School of Language, Literature and Culture Studies*, 2010, Vol. 13, Spring: 102-114.

Publications Under Review

“Bollywood’s Russian Romance: The Future of Bollywood in Russia and CIS.” *Journal of Intercultural Communication and Research*. (Under Review)

“From Devika Rani to Priyanka Chopra: Bollywood’s Global Network Power and the Female Star.” *Feminist Media Histories* (Under Review)

Book Reviews

Orienteering Hollywood: A Century of Film Culture between Bombay and Hollywood by Nitin Govil. *Journal of Popular Culture*, 2016, Vol. 49, Issue 1, 234-237.

Conference Presentations

Rai, S. (2017, March). "The Rise of Bollywood's Global Stars": SRK, Aamir and the Centrality of the Star in Indian Hindi Cinema's Transnational Entertainment Network, Society for Cinema and Media Studies Conference, Chicago.

Rai, S. & Straubhaar, J. (2016, July). *Organic or Cultivated: Comparing the Soft Power of Cultural Industry-Driven versus State Media-Driven BRICS Nations*, International Association of Mass Communication Researchers Conference, Leicester.

Rai, S. (2016, March). "Whither Bollywood? Articulating Bollywood Celebrity as the Industry's Global Node", Society for Cinema and Media Studies Conference, Atlanta.

Rai, S. (2015, November). *Why did the Chinese, Japanese and Koreans Love '3 Idiots': Global Bollywood's Reception in Lateral Asian Markets*, National Communication Association Conference, Las Vegas.

Rai, S. (2015, November). *Cultivating Audiences on Social Media: Bollywood, Hollywood – A Comparative Perspective*, National Communication Association Conference, Las Vegas.

Rai, S. (2015, July). *The Power of Bollywood: Bollywood and Indian Soft Power in Lateral Markets China and Russia*, International Association of Mass Communication Researchers Conference, Montreal.

Rai, S. (2014, October). "Articulating an Asian Modernity": Popularity of Bollywood's "3 Idiots" in China, Global Fusion Conference, University of Texas at Austin.

Rai, S. (2014, July). *India's Zee: A Networked Media Conglomerate From the Global South*, International Association of Mass Communication Researchers Conference, Hyderabad.

Straubhaar, J. & Rai, S. (2014, July). *The New Middle Class and Changes in Television Systems and Genres in the Two Main Television Systems of the BRICS, Brazil and India*, International Association of Mass Communication Researchers Conference, Hyderabad.

Rai, S. (2014, April). "Bronze not Brown": Bollywood's New Global Star and the Politics of Color," Console-ing Passions Conference, Columbia.

Rai, S. (2013, March). *Made in Bollywood: Indian Popular Culture in Brazil's Caminho das Indias*, Society for Cinema and Media Studies Conference, Chicago.

Rai,S. & Straubhaar, J. (2013, June). *India a love story: Issues of Migration and Identity in Rede Globo's Caminho das Indias*, International Communication Association Preconference, London.

Rai,S. (2010, March). *The Slumdog Effect" and the future of Bollywood's Global Collaborations*, Society for Cinema and Media Studies Conference, Los Angeles.

Rai,S. (2010, October). *Television Flows: A Regional Alternative?* FLOW Conference, University of Texas at Austin.

Rai,S. (2009, October). *Reinventing Brand Bollywood: Consumption and Consumerism in Global Indian Cinema*. Global Fusion Conference, University of Texas at Austin.

Conference Panels Chaired

"The Functions of Celebrity in Production Culture," Society for Cinema and Media Studies Conference, Chicago, March 2017.

"Global Cultures of Circulation: Media Flows from the Global South," Global Fusion Conference, Austin, October 2014.

"Broadcasting the Global and the Local," International Association of Mass Communication Researchers Conference, Hyderabad, July 2014.

Teaching Experience

Instructor of Record

- Instructor, Introduction to Media Studies
 - Spring 2015
 - Fall 2015
 - Spring 2016
 - Summer 2016
- Instructor, Introduction to Global Media
 - Spring 2014
- Instructor, Introduction to Bollywood, Southern Methodist University's Continued and Professional Education Program
 - Fall 2009

Teaching Assistantship

- Introduction to Media Studies
 - Spring 2012
 - Fall 2012
 - Spring 2013
 - Fall 2014
- Introduction to Global Media
 - Fall 2013

Other

- Volunteer Tutor, blind students and orphans (as a National Social Service volunteer in India)

Professional Experience

Scott Carlson.Com Director-Media Development May 2009 to Feb 2011

Dallas International Film Festival Programming Consultant Jan 2010 to Apr 2010

Dallas Video Festival	Programming Coordinator	July 2009 to Nov 2009
AFI Dallas International Film Festival	Media Programming	Oct 2008 to May 2009
Diya Magazine (Lifestyle Magazine)	Executive Editor	Jun 2006 to Sep 2008
Thomson Reuters	Online Producer	Sep 2005 to Feb 2006
Hindustan Times (Indian Newspaper)	Copy Editor	Jul 2005 to Sep 2005
The Indian Express (Indian Newspaper)	Intern	Dec 2003 to Jan 2004

* Copies of journalistic publications available upon request

Awards and Fellowships

- University of Texas at Austin, Graduate Continuing Fellowship 2016-2017 (USD 40,000)
- SCMS Student Diversity Award 2017 (USD 600)
- Asian American Studies Conference Travel Award 2017 (USD 1,100)
- University of Texas at Austin, Department of Radio Television Film Summer Fellowship 2015 (USD 6,000)
- Console-ing Passions Conference Award 2014 (USD 300)
- Southern Methodist University, Meadows Artistic Scholarship 2007-2009 (Covered Graduate School Tuition)

Service

- Reviewer for International Communication Association Conference, 2013
- Reviewer for Global Fusion Conference, 2014
- Member of Editorial Collective for SAGAR (A South Asia Research Journal), South Asia Institute, UT Austin
- Volunteer and Moderator for FLOW Conference 2014, 2016

Languages

English (native), Hindi (native), Sanskrit (written), Bhojpuri (spoken)

Research Interests

Global Media and Transnational Media Flows, Women and Gender Studies, Media Industries & Production Culture, Digital and Social Media, Film Studies, South Asia, BRICS (Brazil, Russia, India, China, South Africa), Public Diplomacy and Soft Power, and Star Studies

Professional Memberships

- Society for Cinema and Media Studies
- International Association for Media and Communication Research
- National Communication Association

References

- Dr. Shanti Kumar shanti.kumar@austin.utexas.edu 512-232-3498
- Dr. Joseph Straubhaar jdstraubhaar@austin.utexas.edu 512-471-5304
- Dr. Alisa Perren aperren@austin.utexas.edu 512-471-1524