

Swapnil Rai

Center for Contemporary South Asia
111 Thayer Street, Providence, RI

Academic Appointments

Wesleyan University

Visiting Assistant Professor, College of Film and the Moving Image, Fall 2017; 2018-2019

Brown University

Postdoctoral Visiting Fellow, Center for Contemporary South Asia, Watson Institute, 2017-2018

Education

Ph.D. (2017) **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: “Networked Bollywood: Star Switching Power and the Global Trajectories of Indian Cinema”
- Committee: Dr. Shanti Kumar (Chair), Dr. Joseph Straubhaar, Dr. Alisa Perren, Dr. Thomas Garza
- 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

Book Project

Star Switching Power and the Rise of Networked Bollywood (Proposal Stage)

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

“May the Force be With You”: Narendra Modi and the Celebritization of Indian Politics.” *Communication, Culture & Critique*. (Revised and Resubmitted)

“Of Courtesans, Dream Girls, and Brahmin Beauties: Female Star Switching Power in Bollywood Production Culture.” *Feminist Media Studies*. (Under Review)

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

Book Chapters

“Magic Modi: Technological Affect and Celebrity Politics in India” In *Celebrity of Politics*, Ed. Matt Sienkiewicz. Indiana University Press. (Forthcoming)

Book Reviews

Celebrity and Power: Fame in Contemporary Culture by P. David Marshall. *International Journal of Communication*, 2018, Vol. 12, Issue 2018, 2263-2265.

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

Encyclopedia Entries

Global Media. Bloomsbury Handbook to Literary and Cultural Theory, ed. Jeffrey R. Di Leo. New York: Bloomsbury, 2018.

Arjun Appadurai and Critical Cultural Studies. Encyclopedia of Communication and Critical Studies, ed. Dana Cloud. New York: Oxford University Press. (Forthcoming)

Invited Talks and Presentations

Bollywood’s Global Narratives, Gendered Tales, Women in Arts Speaker Series, Sacred Heart University, Fairfield, CT. March 22, 2018.

Star Switching Power and Bollywood’s Female Stars, Hazel Dick Leonard Research Symposium, Simmons College, Boston, MA. April 13, 2018.

Panelist, *An Insignificant Man: State of Democracy in India*, Wesleyan University. Middletown, CT. April 24, 2018.

Conference Presentations

- Rai,S. (2018, March). *“Of Courtesans, Dream Girls, and Brahmin Beauties”*: Female Star Switching Power in Bollywood Production Culture, Society for Cinema and Media Studies Conference, Toronto.
- Rai,S. (2017, June). *“To India with Love”*: Pakistani and Turkish Content on Indian TV, Asian American Studies in Asia Conference, Seoul.
- 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

“Still Gazing at the Stars,” Society for Cinema and Media Studies Conference, Toronto, March 2018.

“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

- Visiting Assistant Professor, Wesleyan University, Introduction to Global Bollywood
 - Fall 2018
- Visiting Assistant Professor, Wesleyan University, At Home in the World: Transnational Women’s Cinema
 - Fall 2018
- Visiting Assistant Professor, Wesleyan University, Introduction to Global Bollywood
 - Fall 2017
- Instructor, Introduction to Media Studies, The University of Texas at Austin
 - Spring 2015
 - Fall 2015
 - Spring 2016
 - Summer 2016
- Instructor, Introduction to Global Media, The University of Texas at Austin
 - 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)

Media Industry 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)	Reporter/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

- Member of Editorial Collective for SAGAR (A South Asia Research Journal), South Asia Institute, UT Austin, 2016, 2017
- Reviewer for Association for Education in Journalism and Mass Communication: Commission on the Status of Women, 2018
- Volunteer and Moderator for FLOW Conference, 2014, 2016
- Reviewer for Global Fusion Conference, 2014
- Reviewer for International Communication Association Conference, 2013

Languages

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

Research Interests

Global Media, Media Industries, Women and Gender Studies, Film Studies, Diaspora, Digital Media, Social Networks, Race and Ethnicity, Asian American Studies, South Asia, BRICS (Brazil, Russia, India, China, South Africa), Celebrity Studies, Network Society

Professional Memberships

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