

PROMOTION RECOMMENDATION
The University of Michigan
College of Literature, Science, and the Arts

Aswin Punathambekar, assistant professor of communication studies, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of communication studies, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:

Ph.D.	2007	University of Wisconsin, Madison
M.S.	2003	Massachusetts Institute of Technology
M.A.	2001	University of Georgia
B.E.	1999	University of Allahabad

Professional Record:

2007 – present Assistant Professor, Department of Communication Studies, University of Michigan

Summary of Evaluation:

Teaching – Professor Punathambekar is a rigorous and dedicated classroom teacher who has taken on a range of courses, from large lecture classes to small senior and graduate-level seminars. He teaches courses on media and globalization, media industries, and media convergence. With the exception of the required lecture class in Communication Studies, the remaining courses were designed and introduced to the curriculum by Professor Punathambekar. Students consistently give him very high evaluations for teaching excellence. Their comments indicate that they respect and admire his enthusiasm, knowledge of the subject matter, preparation for class, and willingness to meet with students outside of the classroom. He mentors and works with a growing number of Ph.D. candidates, and has served as the director of the department's Honors Program.

Research – Professor Punathambekar is an outstanding scholar whose research focuses on India and its media industries as they impact a fully globalized world. He is a prolific author who has written ten book chapters, five journal articles, and a book, From Bombay to Bollywood, which is an exemplary piece of scholarship. He is also co-editor of the anthology Global Bollywood and of two special issues of journals. Professor Punathambekar belongs to a generation of scholars who are rethinking the impact of societal modernization and the role of the media in their own country and internationally. His research is regarded as methodologically meticulous and analytically path-breaking.

Recent and Significant Publications:

“Back to the future: Media and communication studies in the 21st century,” with P. Scannell, peer-reviewed special issue for *Media, Culture and Society*, 35(1), forthcoming January 2013

From Bombay to Bollywood: The Making of a Global Media Industry, New York University Press, forthcoming May 2013.

“Television at large,” with S. Kumar, peer-reviewed special issue for *Journal of South Asian History and Culture*, 3(4), 2012.

Global Bollywood, with A. P. Kavoori (co-ed.), New York University Press, 2008.

Service – Professor Punathambekar has been an outstanding departmental citizen, who has served on a series of search committees and has participated proactively and deliberatively in departmental discussions. At the university level he has served on the Executive Committee for the Center for South Asian Studies and on the Fulbright Campus Review Committee.

External Reviewers:

Reviewer (A)

“Based on his high level of productivity, the quality of research, and its influence, I would certainly place Aswin as one of the top 5 scholars in the field at his rank and career stage. ... The positive critical responses to Aswin’s published scholarship and conference papers to date underscore and validate my own high estimation of his standing in the field. ...rare is the book that effectively integrates ‘production studies’ with ‘audience studies’...but the candidate demonstrates why the new approaches to transnational film and media ‘marketing’ make such an integration or dialogue necessary.”

Reviewer (B)

“...this is a very active and distinguished research record, placing him among the most productive scholars of his generation. I would rank Punathambekar’s quantitative productivity as in the top ten percent of comparable dossiers at Research I institutions. ...an even more compelling measure of Professor Punathambekar’s scholarly promise is to be found in a qualitative assessment of his publications, which are uniformly excellent.”

Reviewer (C)

“Dr. Punathambekar is a remarkable scholar...whose work across a variety of venues never ceases to amaze and impress me. ... In Dr. Punathambekar, you have to my mind the best scholar of global media in the correlate fields of media, communication, and cultural studies...a phenomenally smart individual who is already leading the field and who will continue to do so in yet more ways in the years to come...”

Reviewer (D)

“...Dr. Punathambekar’s book...touches quite substantially on so many areas of scholarship and theory development in the vast field of media studies. It speaks to media industry scholars. ...global media scholars. ...television scholars. ...film scholars. ...media reception scholars. And it speaks to those who work primarily on textual analysis and theorization of popular trends.”

Reviewer (E)

“His forthcoming book...is a tour de force, one which connects Bollywood decisively to larger conversations about our current moment of media change... Everything in this portfolio suggests a scholar who has been both productive and generative and who shows every sign...of continuing to be so...”

Reviewer (F)

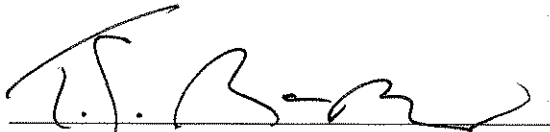
“From Bombay to Bollywood is simply a superb work. When I read the...manuscript...I remember feeling stunned by how well theorized, researched, structured, written and argued the book was. Never before had I come across a first book manuscript of this quality by an assistant professor... You are fortunate to have him as a colleague and should do everything in your power to keep this rising star in global media studies...”

Reviewer (G)

“...Punathambekar’s interdisciplinary research profile, research-related activities, and original scholarly contributions on South Asian media culture represent perhaps one of the most exciting future directions of communication and media studies... [his] current research is outstanding, and his future projects promise to deliver the same high quality work and visibility and prestige for your institution.”

Summary of Recommendation:

Professor Punathambekar is an outstanding scholar doing highly innovative and cutting-edge work in his field. He is a talented teacher and an active citizen in the department and the profession at large. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Assistant Professor Aswin Punathambekar be promoted to the rank of associate professor of communication studies, with tenure, College of Literature, Science, and the Arts.



Terrence J. McDonald
Arthur F. Thurnau Professor,
Professor of History and Dean
College of Literature, Science, and the Arts

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