

Lia Wolock

Department of Communication, University of Wisconsin-Milwaukee

wolock@uwm.edu | <https://sites.uwm.edu/wolock/>

Research & Teaching Interests

Race, Diaspora, & Digital Media | Media Activism & Production | South Asia & United States

Academic Appointments

Assistant Professor,
Department of Communication
UNIVERSITY of WISCONSIN-MILWAUKEE
Aug 2020 - present

Assistant Professor,
Department of Journalism, Advertising, and Media Studies
UNIVERSITY of WISCONSIN-MILWAUKEE
Jan 2018 - Jul 2020

Instructor,
Department of Journalism, Advertising, and Media Studies
UNIVERSITY of WISCONSIN-MILWAUKEE
Aug 2017 - Dec 2017

Education

Ph.D., Communication Studies (now Communication & Media Studies)
UNIVERSITY of MICHIGAN, Ann Arbor
April 2018
Dissertation: "Producing South Asian America: Community, Digital Media, & Connectivity"
Committee: Aswin Punathambekar (Advisor), Lisa Nakamura, Megan Ankersen, & Shazia Iftkhar

M.A., South Asian Studies
UNIVERSITY of MICHIGAN, Ann Arbor
August 2010
Thesis: "Yoni ki Baat: Performing Identity in the South Asian American Diaspora"
Committee: Manishita Dass & Aswin Punathambekar

Intensive Language Program, Hindi
AMERICAN INSTITUTE of INDIAN STUDIES, Jaipur, India
Summer 2009 & 2010

B.A., English Language & Literature, Asian Studies
UNIVERSITY of MICHIGAN, Ann Arbor
April 2007

Publications

Wolock, Lia. "South Asian American Digital Archive." *Journal of American History* 108, no. 1 (2021), 120-124. <https://doi.org/10.1093/jahist/jaab068>.

Wolock, Lia. **"Diaspora and Digital Media."** In *Race and Media: Critical Perspectives*, edited by Lori Lopez, 190-201. New York: New York University Press, 2020. <https://nyupress.org/9781479889310/>.

Wolock, Lia, and Aswin Punathambekar. **"Race and Ethnicity in Post-network American Television: From MTV-Desi to Outsourced."** *Television and New Media* 6, no. 7 (2015), 664-679. <https://doi.org/10.1177/1527476414564985>.

Other Writing

Wolock, Lia, and Padma Chirumamilla. **"#Remember the Mutiny."** *The Aerogram*, November 30, 2018. <http://theaerogram.com/lia-wolock-and-padma-chirumamilla-rememberthemutiny/>.

Works in Progress

Producing South Asian America: Diaspora, Race, and Digital Activism. Book project.

Presentations & Workshops

"Lilly Singh and the Limits of Person of Color (POC) Discourse for South Asian American Creatives." Organizer of panel, *Speaking of Diversity: Performance and Identity in Digital Media Cultures and Entertainment*. Society for Cinema and Media Studies, Chicago, April 2022.

"Shining Examples: #NetflixGolden & the Race for Representation." Media and Cultural Studies Program colloquium series, Department of Communication Arts, University of Wisconsin-Madison, March 2022. [Invited]

"Streaming While Brown: The Racialized and Gendered Politics of South Asian American Media Representation." *Annual Conference on South Asia*, online, October 2021.

"Woke Late Night Television and the Triangulation of South Asian American Identity." *Racialisation and the Media: From Television to Twitter*, Rothermere American Institute - University of Oxford, online, April 2021.

Thinking through Making: Creative Approaches in Teaching Media History and Theory. Workshop presenter. Society for Cinema and Media Studies, online, March 2021.

"Streaming South Asian America: The Racialized and Gendered Politics of Mediating Diasporic Identity." *Global Fusion*, online, October 2020.

"Producing South Asian America: Diaspora and Digital Media Activism." *Center for 21st Century Studies 2019-2020 Fellows Presentations*, online, September 11, 2020.

"Whose South Asian America?: Debating Diasporic Identity through Digital Media Activism." *Annual Conference on South Asia*, Madison, October 2019.

"Keywords in Asian/Am DH: Connectivity." *Association for Computers and the Humanities*, Pittsburgh, July 2019.

Crafting the Present, Preserving the Past: Archives, Lesson Plans and Scholarship Using the South Asian American Digital Archive. Round table presenter. *Association of Asian American Studies*, Madison, April 2019.

“Sound Geographies: Podcasting Profession, Identity, and Place During the Mumbai Terrorist Attacks.” Organizer of panel, *Listening for New Voices: Podcasting’s Promises and What Remains Inaudible.* *Society for Cinema and Media Studies*, Seattle, March 2019.

Organizer of round table, *Revisiting ‘Sepia Mutiny’: Blogging Collectivities in South Asian America.* *Annual Conference on South Asia*, Madison, October 2018.

Producing South Asian America: Diasporic Community & Digital Activism. First Books in Media Studies Workshop, *Global Media Studies Initiative*, University of Michigan, April 2018.

“Digital Archives, American Dreams, and the Making of South Asian Futures.” Chair of panel, *The Everyday Poetics of Digital Media: Perspectives from South Asia.* *Society for Cinema and Media Studies*, Toronto, March 2018.

Organizer of panel, *Asian American Media across Platforms: Transforming Citizens from the Margins to the Digital Mainstream.* *Society for Cinema and Media Studies*, Chicago, March 2016.

“In Living Sound: The Production and Management of Diasporic Connectivity through Podcast Talk.” *International Communication Association*, Fukuoka, Japan, May 2016.

Asian-ish or All-American Boy?: Contextualizing ABC’s Fresh Off the Boat. Round table participant. *Association of Asian American Studies*, Miami, Florida, April 2016.

“Curating Community History.” *What Is Digital Studies? Conference*, Ann Arbor, April 2016.

Annenberg-Oxford Media Policy Summer Institute, Oxford, UK, Summer 2015.

“New Media, New Communities: Digital Cultural Brokers in the South Asian Diaspora.” *Society for Cinema and Media Studies*, Seattle, March 2014.

“Managing Community through Digital Talk: Podcasting in the South Asian Diaspora.” *Internet Research 14.0*, Denver, October 2013.

“Talking Community: Podcasting in the Diaspora.” *Global Fusion*, Athens, Ohio, October 2012.

“South Asian Americans and the Limits of Television.” *Global Fusion*, Philadelphia, October 2011.

Awards & Fellowships

Research Fellow Sep 2019 - Aug 2020
University of Wisconsin-Milwaukee Center for 21st Century Studies

James A. Winn Graduate Student Fellow Jul 2016 - Apr 2017
University of Michigan Institute for the Humanities

Top Student Paper International Communication Association, Popular Communication Division	May 2016
Foreign Language and Area Studies Fellowship University of Michigan International Institute and the US Department of Education for Hindi studies at the University of Michigan, Ann Arbor	Sept 2015 - May 2016
Summer Research Fellowship From the University of Michigan Department of Communication Studies	Jun 2015 – Aug 2015
Dissertation Research Grant From the University of Michigan Department of Communication Studies	Mar 2015 - Aug 2015
Helen H. Weber Research Fellowship From the University of Michigan Department of Communication Studies	Sept 2013 - Dec 2013
Jay H. Payne Research Fellowship From the University of Michigan Department of Communication Studies	Jun 2013 - Aug 2013
Rackham Summer Research Grant From the University of Michigan Rackham Graduate School	Jun 2011 - Aug 2011
Critical Language Scholarship US Department of State, Bureau of Educational and Cultural Affairs for Hindi studies at the American Institute of Indian Studies, Jaipur, India	Jun 2010 - Aug 2010
Foreign Language and Area Studies Fellowship University of Michigan International Institute and the US Department of Education for Hindi studies at the American Institute of Indian Studies, Jaipur, India	Jun 2009 - Aug 2009
Foreign Language and Area Studies Fellowship University of Michigan International Institute and the US Department of Education for Hindi studies at the University of Michigan, Ann Arbor	Sept 2008 - May 2009

Teaching

Instructor of record

Communication 973: Race and Media Activism (UWM*)

Graduate seminar exploring the use of media for identity work and racial equality activism across communities, time periods, and medium, with an emphasis on the United States.

Communication 893: Rhetoric of/and the Internet (UWM)

Graduate seminar exploring how we talk about and talk on the internet, with what effects. Out of what and whose fantasies is the internet built? On top of what social and infrastructural histories?

Journalism, Advertising, and Media Studies 855/860: Participatory Cultures in the Digital Era (UWM)

Graduate seminar exploring how we define and encourage civic engagement and activism in the digital era with an emphasis on global, transnational, and comparative perspectives.

Journalism, Advertising, and Media Studies 620: Seminar in Global Media (UWM)

Upper-level undergraduate and graduate seminar examining media texts and practices from around the world, and interrogating concepts such as globalization and global media studies.

Journalism, Advertising, and Media Studies 262: Principles of Media Studies (UWM)

Introductory class examining the importance of media in our everyday lives from a critical-cultural studies perspective, with sections on technology, texts and audiences, and industries and labor.

Communication Studies 405: Participatory and Public Culture in the Digital Era (UMich)**

Upper-level undergraduate seminar exploring how we define and encourage civic engagement and activism in the digital era with an emphasis on global, transnational, and comparative perspectives.

Honors 135: Welcome to Bollywood (UMich)

Introductory seminar for freshmen students, focusing on representation, aesthetics, identity, and film as political discourse and social lens in the context of Bollywood.

Teaching Assistant

Communication Studies 101: The Mass Media (UMich)

Introductory class covering both the history of the mass media in the U.S. from a humanities perspective and the history of the study of media.

Communication Studies 102: Media Processes and Effects (UMich)

Introductory class on the study of media in the U.S. from a social science perspective focusing on the effects of media on cognitions, attitudes, and behaviors.

Communication Studies 111: Managing the Information Environment (UMich)

Teaches students the computing and web skills necessary to present themselves as responsible scholars and astute professionals in the digital era.

Communication Studies 251/351: Understanding Media Industries (UMich)

Upper-level class exploring the complex and rapidly evolving media industries, and the significance of media industry organization and practices for society.

Communication Studies 365: Visual Culture and Visual Literacy (UMich)

Upper-level class examining contemporary media, imaging technologies, and viewing practices through the lens of visual culture studies.

Communication Studies 371: Media, Culture, and Society (UMich)

Upper-level theory and history class focusing on the study of the media as it developed in North America and England in the twentieth century.

*UWM: Course taught at the University of Wisconsin-Milwaukee

**UMich: Course taught at the University of Michigan-Ann Arbor

Graduate Independent Study Supervisor – Department of Journalism, Advertising, and Media Studies, UWM

- **“Social Movements in the Age of Digital Media.”** Atinc Gurcay (Fall 2019)
- **“Time Travel, Gender, and Race.”** Claire Hackett (Fall 2018)

JAMS Media Studies MA Thesis Advising

Atinc Gurcay (2020) & Claire Hackett (2019)

JAMS Media Studies MA Thesis Committees

Naomi Wilson (2021), Alexia Brunson (2020), David Kocik (2020), Analise Pruni (2019), Ashley Kappers (2019), Safa Khairy (2019), Dasmond McMillan (2019), Srijan Sen (2018), Derrick Johns (2018), & Sierra Wolff (2018).

Communication PhD Thesis Committees

Jessica Gehrke, Kristin Wagel, Iruoma Ezumba, & Jillian Schemenhauer

Communication MA Advising

Noah Culbreth, Lorraine Kuch, Benjamin Stern, & Oluwatunmise (Sarah) Fasipe

Service

Reviewer

- **Alliance of Digital Humanities Organizations**
- **Association of Internet Researchers**
- **International Communication Association (Popular Media & Culture, Media Industries)**
- **Routledge (Gender Studies)**
- *Television and New Media*

Project Sponsor Sep 2020 - present
**Support for Undergraduate Research Fellows (SURF) Program,
“Imagining South Asian America: Media Activism, Immigration, and Race in the Digital Age”**

Member Apr 2021 - present
Critical East Asian Humanities Reading Group, C21 Collaboratory

Member Sep 2018 - present
UW-Milwaukee Global Studies Advisory Committee

Member Sep 2021 - present
Climate Committee, Department of Communication

Member Sep 2020 - May 2021
Awards Committee, Department of Communication

Faculty Respondent 2018, 2019, 2020, 2021
Midwest Interdisciplinary Graduate Conference

Member Aug 2019 - Sep 2020
Undergraduate Committee, Department of Journalism, Advertising, and Media Studies

Founding Member Aug 2015 - May 2020
**University of Michigan Global Media Studies Initiative
Technologies, Mobilities, and the Political working group, The Digital Popular research cluster**

Member Sep 2017 - Aug 2019
Graduate Committee, Department of Journalism, Advertising, and Media Studies

Facilitator Aug 2015

Participant Aug 2014

Arts of Citizenship, University of Michigan Institute for Social Change

Graduate Student Representative Society for Cinema and Media Studies, Asian/Pacific American Caucus	Mar 2014 - Mar 2015
Chair Member Center for South Asian Studies Graduate Student Programming Committee	Sept 2012 - May 2014 Sept 2008 - May 2010
Project Sponsor Undergraduate Research Opportunity Program (UROP), "Digital Cultural Brokers and New Media"	Aug 2013 - May 2014
Member Television and Television Studies in the 21st Century Conference Planning Team	Dec 2012 - Sept 2013
Member Center for South Asian Studies Planning Committee for <i>INDIA IN THE WORLD: 2nd Annual Interactive Workshop for Michigan High School Social Studies Teachers</i>	Dec 2008 - May 2009

Volunteer/Creative

Camp Counselor, Cultural Educator Concepts Consolidated Program, Anderson Middle School, Berkley, Michigan	April 2005 - May 2018
Founding Member, Director, Actor, Activist <i>Yoni ki Baat – South Asian Vaginas Speak!, Ann Arbor</i>	Sept 2005 - May 2013
Founding Member, Playwright, Director, Actor Purple Onion Productions Youth Theater Company	Jan 2004 - Aug 2008