

## Dr. V. Vamshi Krishna Reddy

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### Education

- **Ph.D.** Comparative Literature from University of Hyderabad
- **M.Phil.** Comparative Literature from University of Hyderabad
- **M.A.** English from University of Hyderabad
- **B.A.** English Literature from Nizam College, Hyderabad

### Specialization & Areas of Interest

- Comparative Literature and Comparative Cultural Studies

### Sponsored Research Projects

No.	Project Title	Funding Agency	Funding Value
1	Folk Media and Identity Construction: Production and Dissemination in Second Phase Telangana Movement	IMPRESS, ICSSR	7,00,000/-
2	Digital Connect: Social Media, Creative Labor and Cultural Production in South India'	IoE	15,00,000/-

### Publications

- “YouTube and the Production of Online Video Cultures in Rural South India”. *International Journal of Web Based Communities*, Vol 19, Issue 4, 2023. (Coauthored with Srikanth Nayaka) (Scopus Q2)
- “Cultural Appropriation and Aesthetic Transformation of Telangana Dhoom Dham”. *Summer Hill, IIAS Review*, Vol XXVII, No. 2, Winter 2022. (Coauthored with Sasi Kiran) (UGC-CARE listed)
- “Going Viral: YouTube, Village Life and Digital Cultures in South India”. *Border Crossing and Mobilities on Screen*. Ed. Ruxandra Trandafoiu. **Routledge**, UK, 2022 (Coauthored with Srikanth Nayaka) (Scopus) <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003127703-10/going-viral-srikanth-nayaka-vamshi-krishna-reddy>
- "Periodizing the Residuality of a Composite Protest Art Form: The Case of Telangana Dhoom Dham" *Comparative Literature and Culture* 24.1, 2022. **Purdue University Press**. (Coauthored with Sasi Kiran) <https://doi.org/10.7771/1481-4374.4290> (Scopus Q2)
- “Culinary Transitions: Understanding the Kitchen Space through Advertisements”. *Rupkatha Journal on Interdisciplinary Studies in Humanities*. Vol 13, No. 04, 2021. (Coauthored with Kashyapi Ghosh) (Scopus) <https://rupkatha.com/v13n413/> (Scopus Q3)

- “The Mundane Female Space: Re-evaluating the Dynamics of Women in the Transnational Kitchen”. *Journal of International Women's Studies*, 23(1), 9-21. (Coauthored with Kashyapi Ghosh) <https://vc.bridgew.edu/jiws/vol23/iss1/4/> (Scopus Q2)
- “Competence and Confidence through Technology enhanced Language Learning— The Impact of Technology among Rural and Semi-Urban Undergraduates of Engineering in India: A Study”, **IEEE ICALT–2019**. (Coauthored with Gundala, Upender) (Scopus) <https://doi.org/10.1109/ICALT.2019.00084>
- “From Stage to Screen: Dialectical Evaluation of the Translational Journey of *Mrchchhkatika* to Utsav”, *International Journal of Translation*. Vol. 31, Number 2, 2018. (Coauthored with Dwivedi, Prabha Shankar)
- “Ram Gopal Varma as an Auteur”, India’s Many Popular Cinemas: Theoretical Perspectives. Ed. Keval. J. Kumar. New Delhi: **SAGE, Journal of Creative Communication**. Vol. 6, No.1-2, 2013: 199-206. <https://doi.org/10.1177%2F0973258613499218> (Scopus Q2)
- “Ram Gopal Varma, Bombay and Globalization”, **Asian Cinema**. Vol. 22, No. 2, 2011: 160-177. [https://doi.org/10.1386/AC.22.2.160\\_1](https://doi.org/10.1386/AC.22.2.160_1) (Scopus Q3)

### **E-Content**

- Module on “Visual Culture and New Literature” to “Reading ‘New’ Literatures in English” for UGC MHRD ePathshala.
- Module on “Culture and Class Struggle in Literature: Antonio Gramsci, Raymond Williams” to “Literary Criticism and Theory” for UGC MHRD ePathshala.
- Module on “Classical Western Drama: Origins and Development” to “Comparative Literature: Drama in India” for UGC MHRD *ePathshala*.
- Module on “*Kanyasulkam*” to “Comparative Literature: Drama in India” for UGC MHRD *ePathshala*.

### **Popular Writing**

- “Telangana and Language Politics of Telugu Cinema”, Broad Sheet on Contemporary Politics: Language Region and Community. Ed. Manohar Reddy and Gogu Shyamala. Hyderabad: Anveshi Research Center for Women’s Studies. Vol. 2. 4&5, 2015.
- “Brand Politics in Telangana”. Editorial Page. *The Hans India*. 31, July, 2014. Hyderabad.
- “Telangana and Crisis in Telugu Cinema”, *Deep Focus*. Vol. 1.II 2013: 1-6.

## **Conference Proceedings**

- “Mobile Gastronomies: A Case Study of Food on Wheels Culture in Hyderabad, South India” *Portable Food*, Ed. Mark Mc Williams, Proceedings of the Oxford Symposium on Food and Cookery 2022
- “Communication, Political or Non-Political, on Social Media and Its Impact on English in India”. *Asian Dynamics: Prospects and Challenges*. Ed. Apiradee Jansaeng., Mahasarakham University, Thailand, 2014.

## **Select Seminars and Conferences**

- Presented a paper titled “Channels of Discourse: You Tube and The Emerging Regional Digital ‘Media Culture’ in India” in Moscow Readings: Mass Media and Communications – 2019, Moscow State University, Moscow, Russia
- Presented a paper titled “Aghoris– the Saiva Tantriks of Banaras: Towards a Dialectical Study of Truth, and Myth Generated through Indian Cinema” in 17th Annual Conference of the European Association for the Study of Religions (EASR), Tartu, Estonia (2019)
- Presented a paper titled “Folk Media and Identity Construction: Production and Dissemination in Second Phase Telangana Movement” in Histories of Media and Performances: The Political, the Cultural, and the Deep Pasts (2019), S. N. School, University of Hyderabad
- Presented a paper titled “Language, Ideology and Political Economy: Changing Contours of Contemporary Telugu Cinema” in International Conference on Contemporary Indian Cinema: Contestations & Consolidations (2019), University of Pune and National Film Archive of India
- Presented a paper titled “Environments of Enclosure: Corporate College as a Space of Control” at International conference, International Conference on Contemporary Communication Cultures, Controls & Becomings (2018) conducted by Deleuze and Guattari India Collective, Chennai, India
- Attended Utrecht Summer School on “What Does it Mean to ‘Decolonize’? Introducing the Decolonial Option” (2016) offered by University College Roosevelt and Center for Global Studies and the Humanities of Duke University at Utrecht University, The Netherlands
- Presented a paper at *Asian Dynamics: Prospects and Challenges* (2014) titled “Communication, Political or Non-Political, on Social Media and Its Impact on English in India” at Mahasarkham University, Thailand
- Presented a research paper at FILM AND MEDIA 2013: The Pleasures of the Spectacle, The Third Annual London Film and Media Conference at University of London, United Kingdom
- Presented a research paper titled “American Film Noir and Indian Cinema” at International conference cum workshop, “Cross Cultural Communication: India and US”, conducted by U.S. Consulate Office, Hyderabad and Department of English, Adikavi Nannaya University

## **Teaching Experience**

- 2020 – Present Centre for Comparative Literature, School of Humanities, University of Hyderabad, Hyderabad as an Assistant Professor in Comparative Literature
- 2017 – 2020: Department of Humanities and Social Sciences, Indian Institute of Technology, Tirupati, Andhra Pradesh as an Assistant Professor in English
- 2014 - 2017: Department of Humanities and Social Sciences, National Institute of Technology, Rourkela, Odisha as an Assistant Professor in English