

Saturday, April 7

8:45 Welcome and coffee

9-10:30 Dr. Shikaripur Sridhar, Professor of Linguistics, Distinguished Service Professor, Director, Center for India Studies, State University of New York at Stony Brook
Title: Seeking Intelligibility: India and America

Chair and Respondent: Hans Hock, Professor of Linguistics, University of Illinois at Urbana-Champaign

10:45-12:15 Multinational Corporations

Chair: Madhu Viswanathan, Professor of Business Administration, University of Illinois at Urbana-Champaign

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"India- From Subsistence Marketplaces to Emerging Markets"

Amanda Ciafone, Assistant Professor of International Studies, Macalester College
"Indianize' or 'Quit India': Dependency Critiques and Nationalist Challenges to Coca-Cola in Post-Colonial India"

Sophie Mattheus, Doctoral Candidate, Technical University of Dresden Germany
"The Impact of an American Company in India on the Life, Social Role and Self-Perception of Its Female Employees"

12:15 -12:45 Lunch

12:45-2:00 Religion & Culture

Chair and Respondent: Rajeshwari Pandharipande, Professor of Linguistics, Religious Studies, Sanskrit, and Comparative Literature

Mithilesh Mishra, Lecturer, Department of Linguistics, University of Illinois at Urbana-Champaign

Presence of America in Religious Circles of India

Prakash Oraon, Ex-Director, Central Tribal Research Institute, Ranchi, Jharkhand, India

Influence and Impact of America on the Tribal population of Jharkhand

2:00-3:15 Girish Nath Jha, Associate Professor, Computational Linguistics, Special Center for Sanskrit Studies, J.N.U., New Delhi, India

Title: Science and Technology initiatives for Indian Languages: Impacting India through US and indigenous expertise

Respondent: Marina Terkourafi, Professor of Linguistics, University of Illinois at Urbana-Champaign

3:15-3:30 Tea Break

3:30-5:00 Closing Roundtable and planning meeting



**THE INTERNATIONAL FORUM FOR U.S. STUDIES
Presents**

**The Presence of "America" in India:
Where and How does "America" Appear and
What are the Effects?**

**April 5-7, 2012
Levis Faculty Center
Conference Program**

Conference attendance is free and open to the public. Meals are included with registration by March 28th. For more information or to register for conference, please visit http://ips.illinois.edu/ifu/IndiaConference_registration.html

Thursday, April 5

1:00 pm Registration and Check in (Levis Faculty Center)

2:00 pm Welcome Remarks

Dr. Jane Desmond (Conference Co-organizer), Professor of Anthropology and Gender & Women's Studies, and Director, International Forum for U.S. Studies

Dr. Rajeshwari Pandharipande (Conference Co-organizer), Professor of Linguistics, Religious Studies, Sanskrit, and Comparative Literature

Dr. Wolfgang Schlör, Interim Associate Provost for International Affairs

Dr. Janak H. Patel, Research Professor of Electrical and Computer Engineering

3:00-4:30 Manju Jaidka, Professor of English, Panjab University, Chandigarh, India
Title: "The Reception of American Literature in Indian Universities"

Chair: Jane Desmond, Professor of Anthropology and Gender & Women's Studies, and Director, International Forum for U.S. Studies, University of Illinois at Urbana-Champaign

4:30-6:00 Call Centers/Media

Chair and Respondent: Rini Bhattacharya Mehta, Program in Comparative and World Literature, University of Illinois at Urbana-Champaign

Lavanya Murali Proctor, Schmidt Fellow and Visiting Assistant Professor of Anthropology, Lawrence University

“America Calling: Representations of the United States in Indian English-training Institutes”

Aimee Carrillo Rowe, Associate Professor of Communication Studies, California State University Northridge

“I Used to Call Myself ‘Elvis’”: Passing Through Sound in Indian Call Centers”

Anustup Basu, Associate Professor, English Department, University of Illinois at Urbana-Champaign

Title: “Currying Hollywood: Bombay Film and Adaptations of American Popular Cinema”

6:00-7:30 Dinner (for all pre-registered participants)

7:30-8:30 Entertainment (Free and Open to the public)

Knight Auditorium, Spurlock Museum,
600 S. Gregory Street, Urbana

Performances by

Chai-Town A Capella and Ghungroo Dance Company

Friday, April 6

8:15 Welcome and coffee

8:30-9:45 Dr. Tej K. Bhatia, Professor of Linguistics,
Syracuse University

*Title: America in Indian Advertising:
Changes and Challenges*

Chair and Respondent: Rakesh Bhatt, Professor of Linguistics, University of Illinois at Urbana-Champaign

9:45-11:15 Media/Visual Culture

Chair and Respondent: Edward Bruner, Professor Emeritus, Department of Anthropology, University of Illinois at Urbana-Champaign

Corey Creekmur, Associate Professor, Department of English,
University of Iowa

Title: “Leaving and Returning Home: Shah Rukh Khan in India and America”

Sukanya Gupta, Assistant Professor, University of Southern Indiana
“Constructing the “Miss New India” in a Virtual America”

Santhosh Chandrashekar, Doctoral Student, Department of Communication & Journalism, University of New Mexico

“America,” “India,” and Everything In-Between: My Name is Khan and the Politics of Citizenship”

11:15-11:25 Tea Break

11:25- 12:25 Prof. Udaya Narayana Singh, Pro-Vice-Chancellor, Visva-Baharati,
West Bengal, India

Title: America in the psyche of Bangla authors: From Tagore to Today

Chair: Rajeshwari Pandharipande, Professor of Linguistics, Religious Studies, Sanskrit, and Comparative Literature

12:25-12:55 Narendra Ahuja (via Skype) – Donald Biggar Willett Professor,
Electrical & Computer Engineering, University of Illinois at Urbana-Champaign
Title: Information Technology Research Academy: An Example of UIUC-India Collaboration in Advanced Education

Chair and Respondent: Laxmikant Kale, Professor of Computer Science, University of Illinois at Urbana-Champaign

12:55-1:30 Lunch

1:30-2:30 Security Panel

Chair: Virginia Dominguez, Gutsell Endowed Professor, Department of Anthropology,
University of Illinois at Urbana-Champaign

Bharath Gopalaswamy, Associate Director of the Program in Arms Control Disarmament, and International Security, University of Illinois at Urbana-Champaign
Title: “Indo-US cooperation in Space: Aiming Higher”

Rajmohan Gandhi, Research Professor, Center for South Asian and Middle Eastern Studies, University of Illinois at Urbana-Champaign
“Impacting Each Other: Reflections on the US-India Relationship”

2:30-2:45 Tea Break

2:45-4:30 Literature

Chair and Respondent: Umeeta Sadarangani, Professor of English, Parkland College

Padmini Mongia, Professor of English, Franklin & Marshall College

“Speaking American: Popular Indian Fiction in English”

Liam O’Loughlin, PhD student in English, Department of English, University of Pittsburgh
“Indra Sinha’s Animal’s People and the “NGO Narrative””

Rajyashree Kuhushu-Lahiri, Department of Humanities & Social Sciences, Indian Institute of Technology

“Performing India in America through Pragma-Cultural Markers”

4:30-5:45 Dr. David Carrier, Independent Scholar

Title: “The Place of Indian Art within a World Art History”

Respondent: Pradeep Dhillon, Associate Professor of Education Policy Studies,
University of Illinois at Urbana-Champaign

5:45-6:00 End of day remarks

We encourage conference participants to attend the related and recommended event below that is being offered through the India Studies Lecture.

7:00pm India Studies Lecture- “Backwards into the Future: Reflections on Conservation in India”

Rahul Mehrotra

Professor of Urban Design and Planning and Chair of the Department of Urban Planning and Design, Harvard University

Plym Auditorium, Temple Buell Hall, 611 Loredo Taft Drive, Champaign,

Sponsored by the India Studies Fund of the Center for South Asian & Middle Eastern Studies, Department of Landscape Architecture, and others