

Welcome to the Global Media Cultures podcast! (Pilot)

[opening music]

Juan Llamas-Rodriguez: Welcome to the Global Media Cultures podcast. I am your host, Juan Llamas-Rodriguez.

Today I would like to introduce myself and this podcast series.

A little bit about me. I am an assistant professor of critical media studies in the School of Arts, Technology, and Emerging Communication at the University of Texas at Dallas. My research covers the intersections of border studies, media studies, and globalization.

For example, I have written about luxury movie theaters in India, digital technologies used at airports, and Netflix original series in Mexico. I also have a forthcoming book on media about underground tunnels at the southern U.S. border, and another book about the queer legacy of the film *Y Tu Mama Tambien*.

The idea for this podcast emerged in summer 2020, as I prepared to teach my Global Media Cultures course in an online format for the first time.

Students in the course tend to have a healthy curiosity for the world and the roles that media play in it. Yet learning about so many different regional and cultural contexts can prove overwhelming, so I would usually provide short lectures explaining these contexts in class.

Aware of the limitations students would face taking the course online in fall 2020, amidst the coronavirus pandemic, I devised a way to substitute for what would be these lecture portions of the class into a more accessible format for the students.

During the last six weeks of the summer I worked on creating audio recordings of conversations with the authors of the readings we'd be covering in class.

In the process, I decided to turn these recorded conversations into a podcast series that others could use in their teaching, particularly those adapting online courses with

little or no advance notice. All the authors graciously agreed to have their conversations edited to 45-minute episodes and shared in a public forum.

Hence the Global Media Cultures podcast was born.

Every episode of the podcast showcases an academic article about media in a global context. In each episode, I have a conversation with the author or authors of the article and discuss their research process, the social and cultural context on the subject matter, and any connections between their research and relevant current events.

This is a public humanities project in that it aims to connect scholars of global media studies, particularly those early in their careers, to an audience beyond the academy. The podcast series is intended as a teaching resource for those in higher education and as an introduction to these topics for anyone interested in how media shapes our understanding of the world.

For this first 11-episode series, the geographical focus of the articles discussed spans the globe, from Mexico City, the Mediterranean, and Fukushima to Cuba, Chile, and Chennai. Our conversations also cover all sorts of media: television, music, memes, films, animation, and digital platforms like Google Maps and social media. Its scope is meant to be expansive, albeit not exhaustive.

In short, I hope this podcast will prove insightful and engaging to all the listeners.

[closing credits music]

JLR: This episode of the Global Media Cultures podcast was produced by me, and edited by Alan Yu. Opening music by Podington Bear. Closing credits music by cloud mouth. This project is supported in part by the School of Arts, Technology, and Emerging Communication at the University of Texas at Dallas.

The Global Media Cultures podcast introduces media scholarship about the world to the world. I'm Juan Llamas-Rodriguez. Thank you for listening.