

1. Provide a one paragraph to one-page report highlighting the significance of this presentation on Pakistan Studies.

This presentation was significant in two levels. First, it allowed me to propose an approach toward neoliberal nationalism in Pakistan via the analysis of expressive culture, reality shows, and the musical industry. The analysis of Coke Studio as an exercise of nation branding and nation creation, and the sound politics this construction entailed, resonated with the topics and arguments of the other papers in the panel, all centered in Indian case studies. For example, scholars were enthusiastic about comparing the nation creation process advanced by Coke Studio with the ethnic-nationalist narratives displayed in Tamil cinema. In general, the four papers of the panel touched on two similar topics: the importance of expressive culture and mass media to configure contemporary South Asian identities, and the multiple forms of value creation—and their respective systems of value—that emerge as part of these processes. The three panelists and the discussant of the panel, all professors in research institutions, provided me valuable feedback for my paper. Similarly, members of the audience knowledgeable in Pakistani music and fans of Coke Studio gave me significant insights that will allow me to improve my paper looking forward to a publication. The reception of my paper at the conference confirmed the relevance of this research for Pakistani studies, and I intend it to be the start of a larger research project on Pakistan's neoliberal nationalism via the study of expressive culture.

Second, this presentation was significant for my academic career as it allowed me to establish valuable connections that will derive into research collaborations in the near future. I met important scholars in the field of South Asian music and media, and more importantly, I managed to present my initial work in front of them. In addition, the members of my panel and I agreed on publishing an edited volume in an academic journal based on our papers. Finally, as an outcome of my panel, I managed to have a long meeting with a collaborator of Coke Studio Pakistan who is also a Pakistani scholar. In addition to providing feedback to my paper and insider insights and opinions on Coke Studio and my depiction of it, she offered to help me with contacts and other helpful information that will be useful for advancing my research on the topic. These accomplishments are significant for me as outcomes of my very first incursion into Pakistan studies, and certainly contribute to advance my academic career in this initial stage. In that regard, I am very satisfied with my participation in the Annual Conference on South Asia and its outcomes.