

Sneha Subhedar

Designation: Assistant Professor

Education

PhD Working on 'Mythmaking in Hindi Cinema' from University of Mumbai.

MA Communication and Journalism, University of Pune, India (2005-2007)

MA English Literature with specialization in American Literature, University of Mumbai, (2002-2004)

BA English Literature. University of Mumbai, India (2000- 2002)

Certificate Course: Level 1 Spanish, University of Mumbai

NET National Eligibility Test, UGC, New Delhi (2012)

SET State Eligibility Test, Maharashtra State University Eligibility Test (2009)

Subjects Taught at SIMC

MA(MC) – Craft of Writing

MBA – Communication for Creative Industries

Indian Kaleidoscope

Scholarly Interests and Expertise

Broad areas: Film Studies, Culture and Media Studies, Media Research, Communication theory, Indian Communities

Specific areas: Hindi and Bollywood Studies, Semiotics, Popular culture, Content Analysis, Semiotic Analysis, Qualitative Analysis, Caste and news media, communities and their communication patterns, Gender, Folk media and Film Music.

Teaching Experience: 9 years 3 months (Undergraduate – 5, Postgraduate -3)

- **August 19, 2015 onwards....**
Assistant Professor, Symbiosis Institute of Media and Communication
Symbiosis International University (SIU), Lavale, Pune – 412 115 (MS), India
- **June 9 to August 14, 2014**

Visiting faculty with the Department of Mass Media, for the subjects of Mass Media Research (Sem. IV), Political Concepts (Sem. II), Culture Studies (Sem. III), World History (Sem. I) and Effective Communication Skills (Sem. I) in B.M.M. and Media Research for M.A. (Communication and Journalism) and Media Advocacy for M.A. (Public Relations)

- **October 20, 2011 to July 9, 2014**

Assistant Professor and Co-ordinator for Bachelors of Mass Media, M.A. Communication and Journalism and M.A. Public Relations K.P.B. Hinduja College, University of Mumbai.

- **August 1, 2007 to September 30, 2010**

Course-co-ordinator and lecturer in Ramnarian Ruia College, with the Department of Mass Media for their undergraduate programme of Bachelors of Mass Media.

- **October 3, 2009 to April 30, 2010**

Acted as guide for the 'Development Journalism' specialisation at the Department of Communication and Journalism, University of Mumbai

- **July 1 2008- February 30, 2009**

Acted as a visiting professor for the subject 'Development Journalism' an elective subject at the Masters programme at the Department of Economics, University of Mumbai

- **July 2, 2007 – August 30, 2007**

Worked as a visiting Faculty for the Culture studies, where I not only taught the subject.

- **August 1, 2004 – April 30, 2005**

Worked as a visiting faculty for Business Communication at the Bharatiya Vidhyapeeth for Semester I and III

- **June 8, 2004 – August 30, 2004**

Worked as a visiting faculty teaching 'Background to American Literature' at Ramnarain Ruia College of Arts and Science, for II year students.

Research Publications:

Books:

1. Communication Skills for the New Media Entrant: (In works)

Book Chapters:

1. Sanjay Ranade and Sneha Subhedar: (2013); The Journey of an Indian Sudra Caste from Artisans to Entrepreneurs to Capitalist: The Vishvakarma Panchals, in the Book titled; 'Rethinking India: Perceptions from Australia

Research & Consultancy Projects Completed Undertaken

- a. Worked on a project with the University of Mumbai's Radio to convert the language texts of Maharashtra State Board from standards 6th to 9th into a recorded format in the year 2008-09.
- b. Supervised a series of 200 questionnaires on 'Women's Microenterprise Phone Usage' for Monash Asia Institute.
- c. Produced a documentary on the 'Akshay Prakash Yojana' for the Maharashtra State Electricity Board in 2005.
- d. Conducted the screen test for the docu-drama "Mai Baba Amte Banana Chahta Hun' produced by the Department of Communication and Journalism in 2005.
- e. Part of the team to shoot the film on the Renovation of the Convocation Hall of the University of Mumbai in 2006.
- f. Shot the documentary on the work of the Goa Hindu Association in 2006.
- g. Shot the plays staged during the National Vasant Natyotsav by the Academy of Theatre Arts, University of Mumbai, in 2007.
- h. Conducted a year long research on 'Community influences on Entrepreneurship' as a Junior Fellow in the PUKAR 2005-06 Youth Fellowship Programme.
- i. Conducted a year long research on 'Train Communities in the Women's Compartment of Mumbai's Suburban Trains' as a Senior Fellow in the PUKAR 2006-07 Youth Fellowship Programme .

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