

# Vishram Dhole, PhD

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## Present position

- Assistant Professor, Department of Media & Communication Studies, Savitribai Phule Pune University

## Work Experience

- Teaching: 23 years
- Research/Industrial: 09 years

## Personal Profile

Dr. Vishram Dhole has been working as a teacher with 22 years of experience of teaching at Post graduation and graduation level at various leading media institutes in Pune. He also has 9 years of professional experience in a leading Marathi newspaper. He has worked in various academic and administrative capacities in Savitribai Phule Pune University (SPPU) and developed. He has launched an innovative BA Liberal Arts program at Interdisciplinary School of Science at SPPU. He continues to contribute to professional print and electronic media in the form of columns, articles, research consultancy, subject experts etc. He has planned and directed six documentaries and contributed to several educational videos. He is a regular faculty at the faculty development programs, refresher programs organized by the UGC-HRD center of SPPU.

## Course(s) Taught (Only Titles)

1. Media Research
2. Media Management

## Field of Specialization/Areas of Interests

- Digital Media
- Mass Media
- Popular Culture
- Political Communication
- Research Methodology
- Rhetoric

## Education

- Ph.D. –Journalism & Communication Studies  
Title of the Thesis: A Study of Hindi Film Songs from 1950-2010 as a Location of Popular Culture in India  
Name of University / Institution: Savitribai Phule Pune University

1 | Year of Award: 2020

- **Master of Science/Arts- Media & Communication Studies:** 1993  
University/College: Dept of Media & Communication Studies, Savitribai Phule Pune University
- **Bachelor of Science- (subject name):** B.Sc. Electronics  
**Amravati University, Amravati**

### Fellowship/Awards/ Certifications/Achievements/Recognitions

1. A
2. B
3. C

### Member of College Committees/ Professional Bodies and Others

College Level	Professional Bodies	Others
•		Member of Board of Studies at <ul style="list-style-type: none"> <li>• M.A. in Mass Communication &amp; Journalism, SPPU</li> <li>• M.Sc. in Media &amp; Communication Studies, SPPU</li> <li>• B.A. Liberal Arts, Interdisciplinary School of Science (IDSS), SPPU</li> </ul> Member of Board of Studies at <ul style="list-style-type: none"> <li>• MA in Communication Media for Children, SNDT University</li> <li>• BA in Mass Communication &amp; Journalism, Vishwakarma University, Pune</li> <li>• B.Voc. in Media &amp; Communication Studies, Fergusson College</li> <li>• B.Voc in Media &amp; Communication Studies, Garware College</li> </ul> Member of the committees set up by Savitribai Phule Pune University for <ul style="list-style-type: none"> <li>• Online Entrance Exam</li> <li>• Choice Based Credit System (CBCS),</li> <li>• Student Induction Programme,</li> <li>• University Security</li> <li>• Student's Name Change</li> <li>• College Affiliation and Recognition</li> <li>• Heritage Walk &amp; Archive</li> </ul>
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## Employment History

Example:

- 1) **Organization : Loksatta**  
**Role : Sub Editor**  
**Duration : 1991-99**

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Editing &amp; Reporting</li> <li>•</li> </ul>
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- 2) **Organization : -----**  
**Role : -----**  
**Duration : -----**

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>
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## Research Projects

<b>Title of the Project</b>	<b>Name of Funding Agency</b>	<b>Amount (Rs)</b>	<b>Duration (Year) (From To)</b>	<b>Type (Minor/Major)</b>	<b>Outcome</b>
Sociology of Internet Users in India & Germany	UGC- DAAD	3 Lakhs	2011-13	Minor (Co-Investigator)	Research Report, Faculty Exchange
'Mass Media and Environmentalism: A North - South Divide' Council (ESRC), London (1994-98)	ESRC, UK		1994-98	Major (Research Assistant)	Book- Mass Media and Environmentalism: South Divide (1999)

## Research Publications in National and International Journals

- 1) *Prasaarmaadhyame aani Prayogkala* (Marathi) (Media and Performing Arts) Published by *Lokvaangmay Prakashan* (2011) (Under Endowment from Sir Ratan Tata Trust)
- 2) *Sandnyapan, Janasandnyapan aani Sanskrutee* (Marathi) (Communication, Mass Communication and Culture), Published by YCM Open University, Nashik (Maharashtra) (2004)
- 3) *Prasaarmaadhymaanche Arthashastra aani Vikas Sandnyapan* (Marathi) (Media Economics and Development Communication), Published by YCM Open University (2004)
- 4) Music & the Metropolis in Hindi Cinema: Negotiating the Modern City Through Songs (2018, Journal of Communication: Media Watch Vol VIII No. II) (International Publication)
- 5) *Tantramagna Samajpurushachi Lakshane* (in Marathi) (2018, Media Messenger, Vol I, No.I)
- 6) '*Celebrating the Incommunicable: The Hindu View of Social Communication*', Published in International Journal on 'Religion and Social Communication (Volume 4 No. 1, 2006) (International Publication)

## Participation in Conferences/Seminars/Symposia/Workshop:

- (1) Self-reflexivity and Disruption as the Postmodern Turn in Hindi Film Songs post 2000' at International Conference at Savitribai Phule Pune University Pune, 2019
- (2) 'Music and the Metropolis in Hindi Cinema: Negotiating Modern City through Songs' at International Conference at Symbiosis University, Pune, 2016
- (3) 'Musical Mutiny: Hindi Film Songs as a location of Ideological Negotiations in the context of 'Romantic Love' at International Conference at Istanbul, Turkey (Virtual Presentation)
- (4) 'To 'Like' Or Not: The Uneasy Relationship Between New Media Generated Public Sphere and Nation State' at National Conference at Indian Institute of Advanced Studies, Shimla, 2014
- (5) 'Mapping Metamorphosis: A Conversation Between McLuhan's Extended Man and Floridi's Inforg' at National Conference at Savitribai Phule Pune University, 2013
- (6) '.net or .nat?- Interpreting the Conflicts and Negotiation of Nation State and Internet System' at International Conference at Mangalaytan University, Aligarh, India, 2012
- (7) 'Green Journalism- A Case Study Agro-One a commercial daily for Agriculture' at National Conference at Punjab Agriculture University, Ludhiana
- (8) '*Log in Log Out*': A Taxonomy of Online Communities on Orkut', at National Conference at Savitribai Phule Pune University , 2008
- (9) '*Breaking*' News: Some Thoughts on the Process of Breaking Down of the Classical News Genre', at National Conference at Shimla, 2007

- (10) ‘*Medium is the Message: In Search of New Paradigm for Education in Knowledge Societies*’, at National Conference, New Delhi (2004)
- (11) ‘Environmentalism and Mass Media: Diffusing the North –South Divide’, at International Conference at Pune, 1998

### Events Organized/Coordinated:

Sr. No	Name of the Event	Name of organizing Institute/ College/ University	Nature of contribution	Dates
1.	Refresher Course on Developing MOOCs: Four Quadrants	UGC- HRD Centre SPPU	Coordinator	Feb. 2023
2.	Faculty Development Program on Mediating Education	UGC- HRD Centre, SPPU	Coordinator	Sept. 2018
3.	Historicizing Indian Television Post 1990: People, Programs and Processes	Dept of Media & Communication Studies, SPPU	Coordinator	Feb. 2018
4.	National Conference on Technology, Communication & Culture	Dept of Media & Communication Studies, SPPU	Coordinator	Feb. 2012
5.	Media Melange: National Level Festival on Issues and Practices in Indian Media	Dept. of Media & Communication Studies SPPU	Coordinator	From 2000-2015

### Additional skills/Activities

- **Journalistic:**

1. **Column Writing-** Wrote yearly columns in leading Marathi dailies. It includes columns on Business and Commerce (Loksatta /1998 & 1999/ Weekly) Science (Loksatta/2000 to 2003/ Weekly and Sakal /2006/ Weekly) Media Related Developments (Sakal /2008 & 2009/ Fortnightly and Loksatta /2012/ Fortnightly), Digital Media (Lokmat /2013-14/ Fortnightly), Film Songs and Popular Culture (Lokmat/ 2015/ Fortnightly), Data & Artificial Intelligence (Lokmat/ 2022/ Fortnightly)

2. **Articles:** Wrote several articles and cover stories for supplements & special issues of leading Marathi newspapers on topical issues related to media, digital media, politics, psephology, films, language, culture etc.
  3. **Panel Discussions on TV-** Appeared as a panelist on debate and discussion programmes on ABP Majha, Sam TV and TV9 Marathi on elections and media related issues.
- **Documentaries & Audio-Visual Programs:**
    - 1) Ideated and currently working on a documentary with a working title- Indian Television Post 1990: History, Memory and Experience.
    - 2) Planned, Scripted and Directed 'Sehar' (Dawn) (Hindi, 20 min) -a documentary based on the goodwill work done by Indian Army in the Uri sector of Jammu & Kashmir (2005)
    - 3) Planned, Scripted and Directed *Gumraah* (The Mislead) (Hindi, 18 min)- based on the life and disillusionment of militants in the Kashmir valley (2005)
    - 4) Planned, Scripted and researched for *Aman Ka Safar* (Journey of Peace) which focuses on the Srinagar-Mujaffarabad bus services (2005)
    - 5) Planned, Scripted and Directed a 20 min documentary (in Marathi) titled '*Raanwata*' based on a novel model of development unfolding amongst tribes in the dense forests of Gadchiroli district of Maharashtra. It is also made in English with a title '*Wonder in the Woods*'. (20 min.) (2004)
    - 6) Planned, Scripted and Directed a documentary titled '*Jaldinidi*' on a novel river expedition called '*Jaldindi*' (Holy Voyage on River) to spread the message of positive health, environment and spirituality in the villages along the 400 km stretch of rivers Indrayani and Bhima in western Maharashtra. (35 min.) Dubbed in English with the same title. (2003)
    - 7) Delivered series of 12 video lectures on various topics related to 'Media and Communication' for 'Vyas' national channel for Higher Educational in India (lecture duration 20 min each) (2006-09)
    - 8) Worked as a content expert and interviewer on a couple of educational programs made by Educational Multimedia Research Center (EMMRC) (2007)
    - 9) Worked as content person and interviewer for a video project by Educational Media Research Center, Pune titled '*Science, Society and Culture: Some Perspectives*' carried out during Indian Science Congress 2000'. Included interview with Noble laureate Richard Ernst. (2000)
    - 10) Scripted approx. 25 programs on Pune station 'All India Radio' (since 2002) on Science, and Media
  - **Translation:** Translated from English to Marathi
    - 1) Blood Brothers (Novel 'Blood Brothers' by veteran Journalist M. J. Akbar) Rajhans Prakashn, (2013)
    - 2) The Romance of Tata Steel (Original Book by the same name by R. M. Lala) Utkarsh Prakashn (2010)

- Developed and mentored the BA Liberal Arts program at Interdisciplinary School of Science (IDSS) of Savitribai Phule Pune University
- Contributor to MOOC Program on SWAYAM on ‘Personality Development and Leadership’ (2022)

## Consultancy Services

- Trained top and mid-management employees of Nuclear Power Corporation of India (NPCIL) on ‘Communication Management and Public Interaction’ at eight sites of NPCIL. (2014-17). Previously trained the senior scientists and top management of NPCIL on ‘Media Interaction & Corporate Image’ (2012-14)
- Conducted a couple of exclusive training courses in Applied Media Research for Journalists from leading media organizations Malayala Manorama Group at Kochi (2005), Sakal Group in Pune (2006-08) and Lokmat Group at Aurangabad & Nasik (2010-11)
- Conducted training sessions on Communication for employees of different organizations like BSNL, LIC, MWH etc in Pune.
- Visiting faculty for training courses organized by Tata Management Consultancy Center (TMTCC) Pune, Yashwantrao Chavan Academy for Development Administration (YASHADA) and Orientation as well as Refresher Courses organized by Academic Staff College, SP Pune Univ.
- Worked as a free-lance research and content consultant for media organizations, advertising agencies and NGOs. Consultant to a PR agency for media strategy, crisis communication and translation





