



Sabeha Mufti
Curriculum Vitae

Address	Media Education Research Centre (MERC) University of Kashmir-Hazratbal Srinagar-190006 Jammu and Kashmir-India Email: sabhamufti@yahoo.com Contact: 9419426816/9205680298
Education	<ul style="list-style-type: none">• PhD in Mass Communication (AJKMCRC, Jamia Millia Islamia, New Delhi), 2004• M Phil in Mass Communication and Sociology (University of Kashmir-Srinagar), 1992• MA in Mass Communication and Journalism (University of Kashmir-Srinagar)
Field of Specialization	<ul style="list-style-type: none">• Media Research• Media Sociology
Academic Employment	<ul style="list-style-type: none">• Associate Professor, MERC-UOK from 2009 till present• Reader, MERC-UOK, 2009• Senior Assistant Professor, MERC-UOK• Appointed Lecture Permanent MERC-UOK August, 1992• Lecture Adhoc April, 1991
Publications in Journals	<ul style="list-style-type: none">• Published a Book Entitled “ Media and its Audiences: A Rural-Urban Study of Kashmir” Jay Kay Books 2011• Media & Development in Society: Continuity and Challenges Vol 20 , Issue-II , November 2015 , Pg.47-54. Journal of Humanities and Social Sciences IOSR• Dominant Narratives in Print Media : An Analysis, Vol 4 ; Issue-III Feb 2016, Pg. 35-43. Journal of Periodic Research• New Media & Diaspora : Perspectives of Representation & Usage Vol 4, Issue 2, Feb 2016 , Pg. 86-90. International Journal of Humanities and Social Sciences

	<ul style="list-style-type: none"> • Ethnic Identity & Media Perception: A Study of Gujjar Community in Kashmir Vol 3, Issue 1, March 2016 , Pg. 145-153. International Journal of Recent Research in Humanities and Social Sciences • Folklore as an Alternative Historical Discourse : A perspective of Ladishah as a Dominant Folk Narrative, Vol 1, Issue 4 , April 2016 Pg. 40-44. International Research Journal of Humanities and Social Sciences • Films & Religion : An Analysis of Aamir Khans PK, Vol 20, Issue 1, April 2016; Pg. 1-29. International Journal of Religion and Film • The Idea of Inter State Exchanges in South Asia : an Analysis of India & Pakistan Media Narratives, Vol 6, Issue 3 September 2016 ; Pg. 143-149. BRICS Journal of Educational Research. • Media and Crises: Print Media Coverage of Amaranth Yatra Vol 5, 2013 Pg. 69-83. Kashmir Journal of Social Sciences. • Article entitled “Media’s Lead in Kashmir Earthquake” published in VIDURA(journal of the Press Institute of India(Vol 43-Issue no 2.April-June 2006) • Article entitled “Print Media in Kashmir post -1989” printed in VIDURA (Vol 1-Issue no 1.Jan;March 2009) • Paper entitled “Versions of Reality through Media: An Audience Perspective” in Journal of CSSS,(Centre for the Study of Social Sciences) at CSSS, JNU, New Delhi) 08-2009
<p>Papers Presented in Conferences/ Seminar/Workshops</p>	<ul style="list-style-type: none"> • Participated and presented paper Teens and their Social Media Negotiations in 13th Session of Jammu and Kashmir Science Congress (JKSC-2018), April 2018. • Presented Paper on Dominant Discourses In Print Media during International Conference on Mass Communication Studies March 2-4 2017. • Attended and participated in IAMCR Conference July 2016, University of Leicester UK • Media Coverage of Indo-Pak Relations (June, 2013), Izmir University, Turkey. • Media and Representation of Women (Jan 2013), Aligarh Muslim University. • Methodological Perspectives in Media Research (March 2014), University of Kashmir.

- Media Representation of Women (August 2014), University of Hyderabad.
- Film and Religion in Indian Cinema (May, 2015), Istanbul Turkey.
- Prevention of Women Trafficking & Rehabilitation. (June, 2016), Acharya Nagarjuna University A.P.
- Growth & Development as a Dominant discourse in Print media. (March, 2016), University of Kashmir.
- Media & Representation of Women (March 2016), Govt. College of Education Srinagar.
- New Media & Teenagers : A study of Social Networking sites (March 2016), Dept. of LIS , Kashmir University.
- Media Workshop on Gender Sensitive Reporting (Dec 7-8 2015), University of Kashmir.
- Presented paper during One day Management Students Conclave, November 2013, Communication Perspective in the Management Habitat , University of Jammu.
- Participated in two day seminar, Synthesis of Raga and Maqam in Kashmiri Musical Culture on June 20- 21, 2013, UOK.
- Participated in a three day international Conference, Co-operative Development Ppeace and Security in Central Asia: Challenges and Prospects June-July 2014. University of Kashmir.
- Participated in two day international seminar, Literature and Culture in Medieval central Asia on 11 and 12th of June, 2014.University of Kashmir.
- Participated in two day international seminar, Lal-Ded and Nund Reshi as torch bearers of Universal Brotherhood on 2nd and 3rd of December, 2014.University of Kashmir.
- Participated in two day international seminar, Management of Socio-Psychological Issues in Post-flood Scenario in Kashmir on 29th of October, 2014.University of Kashmir.
- Participated in two day international seminar, Literary legacy of Indo-Central Asia, Afghanistan and Iran on 31st March and 2nd April, 2015.University of Kashmir.
- Participated in two day international seminar, Reshi-Sufi tradition in Kashmir from 25th to 27th of October, 2015.UOK.

	<ul style="list-style-type: none"> Participated in two day international seminar, Heritage of Mir Syed Ali Hamdani on 14th of November, 2015..UOK.
Projects under taken/Completed	<ul style="list-style-type: none"> Conducted and Coordinated Research Project entitled “Socio-Economic Survey on the Impact of Mobile Internet Disruptions in Jammu and Kashmir” Nov-2017 to Feb-2018 for Wee Kee School of Communication and Information. Nanyang Technological University Singapore. Conducted Kashmir Chapter of National Level Project “Usage of Social Media” as Principal Investigator for School of Communication Manipal Academy of Higher Education. May-July 2017. Conducted Research as Principal Investigator for Project entitled “Skill Needs Assessment of Kashmiri Youth” for Commonwealth Educational Media in Asia (CEMA), March –May 2016. Conducted Research as Principal Investigator for HOOT.ORG on Print Media and Crises: Reportage of Amaranth Crises in 2009.
Academic Research	<ul style="list-style-type: none"> Currently 7 Ph.D Programmers Under Supervision Supervised 5 M.Phil Programmers