

Dr. Vaishali Jayaprakash Shinde

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Freelancer- Training & Content Developing



Key Skills

**Teaching | Training and Mentorship | Administration | Implementation of UGC Mandates |
Decision Making | Leadership | Team Management | Counselling**

Educational Qualification

- **Ph. D.** declared by the University of Pune on 10 September 2011 for the thesis entitled '*Linguistic Analysis of Advertisements in Print and Audio-Visual Media: A Comparative Study*' under the guidance of Dr. Ashok Thorat, University of Pune (Exempted from SET/NET as per the UGC norms, as the registration was on 21st January 2009, i.e. before June 2009)
- **M.A. (ENGLISH- LINGUISTICS)** from Shivaji University, Kolhapur
- 55% (B+), 1998 (Eligible as per UGC Norms)
- **B.A. (ENGLISH)** from Shivaji University, Kolhapur
- 65.5% (First Class, stood First in the New College, Kolhapur), 1996

Professional Qualification

- **Post-Graduation Diploma in Instructional Designing** from Symbiosis Centre for Distance Education, Pune in 2015
- 'A' Grade
- **B. Ed. (METHODS- ENGLISH & HISTORY)** from University of Pune in 2004
- 71% (External Assessment)
- 'O' Grade (Internal Assessment)
- 81% (Internal + External Assessment)
- **Post-Graduation Certificate in Teaching English (PGCTE)** from Central Institute of English and Foreign Languages (CIEFL), Hyderabad in 2001
- 'A' Grade

Professional Summary: about 19.5 years of experience in English Language & Literature Teaching

Professional Experience

1. Working as a Visiting Professor in Department of Technology, Shivaji University, Kolhapur from August 2023

2. Working as a Freelancer- Training for IELTS & TOEFL, English Courses in UPSE, MPSC, GMAT & GRE Examinations, Verbal Aptitude, Soft-Skills, Personality Development & Professional Communication since August 2022

3. Worked as a Content Developer for English Language Proficiency Test & English Language Courses for Directorate General of Shipping, Government of India from March 2022-December 2022

4. 1-Week Short-Term Training Programme (STTP) on *Communication & Professional Skills* (25-29 April 2022) was conducted in Bharati Vidyapeeth's College of Engineering, Kolhapur

5. 1-Day Workshop on *Soft Skills & Career Development* (24 March 2022) was conducted in K. R. P. Kanya Mahavidyalaya (Arts, Commerce & Science), Islampur

6. Worked as an Area Director (Head of Department), Humanities, Social Science & Minor Management Courses (HSSM) & an Associate Professor, Humanities at NIIT University, Rajasthan from 20 February 2012 till 21 December 2021 (resigned, served notice period & relieved)

▪ **Work Profile**

- Area Director, Humanities, Social Studies & Management
- Associate Professor, Humanities
- Chairperson, Anti-Sexual Harassment Committee

- Member of Academic Council, Humanities
- Faculty In-Charge, NU VIVIDHA Art Club
- Associate Dean, Accreditations & Rankings
- Head, Mitra Dwar, NU Advisory & Counselling Cell
- Associate Dean, Research
- Editor, NIIT University Newsletter

▪ **Courses being taught and/or designed-**

- Communication Skills for Research (Ph. D.)
- Research and Publication Ethics (Ph. D.)
- Professional Communication (M. Tech. Cyber Security in Collaboration with Infosys)
- Oral and Written Communication (M. Tech. GIS)
- Managerial Communication (MBA Finance & Banking in Collaboration with ICICI Bank)
- Communication & Professional Skills (MBA)
- Applied Instructional Design (M. Tech. ET)
- Communication in English (Integrated MBA)
- Communication Proficiency & Professional Skills I (Integrated MBA)
- Communication Proficiency & Professional Skills II (Integrated MBA)
- Business Report Writing (Integrated MBA)
- Communication Skills (B. Tech.)
- Professional Life Skills I & II (B. Tech.)
- Professional Ethics & Values (B. Tech.)
- Fine & Digital Arts (B. Tech. & IMBA)

▪ **Administrative Responsibilities Handled**

- Research Office
- NIRF & NAAC
- Student Counselling
- Handling the Sexual Harassment Cases

7. Worked as Assistant Professor at Institute of Advanced Studies in English, Pune from 1 August 2011 to 15 February 2012

- **Papers Taught at Post-Graduation Level (M. A.)**
 - English Literature (1550-1832)- Poetry Section
 - Pragmatics
 - Contemporary Critical Theory

8. Worked as an Assistant Professor in Nivrutti Babaji Navale College of Commerce, Sinhgad Institutes, Lonavala from 19 August 2008 to 1 September 2010

- **Papers Taught at Graduation Level**
 - Business Communication- BCA I, BBA I and B. Com. II, the University of Pune
 - Personality Development- BBA III and BBA II, the University of Pune
 - Functional English and Additional English- B. Com. I, the University of Pune
 - Spoken English
- **Additional Job Responsibilities:** Common Room Secretary, In-charge of Teachers' Forum and member of Students' Forum, Discipline and Sports Committee

9. Worked as the Coordinator-cum-Lecturer (2009) for short-term Spoken English Course organized by Sinhgad Institute of Technology, Lonavala

10. Worked for a short span as a Visiting Lecturer (2009) with Smt. Kashibai Navale B. Ed. College, Sinhgad Institutes, Lonavala

- **Papers Taught at Graduation Level**
 - Education in Emerging Indian Society
 - Evaluation

11. Worked as a Lecturer in English in Senior College- Raj. Chh. Shahu College, Kolhapur from 1998 to 2000 as a CHB faculty for one year and then as a Lecturer against Full Time Leave Vacancy for one year

▪ **Papers Taught at Graduation Level**

- Compulsory English
- British Poetry- Romantic Period
- Indian Literature
- Structural and Functional Grammar
- Introduction to Linguistics- Phonology, Morphology, etc.

12. Worked at Sinhgad Public School, Sinhgad Institutes, Lonavala from 1 June 2005 to 18 August 2008 as a Post-Graduation Teacher

▪ **Subjects Taught**

- English - CBSC Pattern for VIth VIIth, VIIIth, IXth and Xth.
- English - SSC Pattern for IXth and Xth std.

▪ **Additional Job Responsibilities:** Editor In-charge, Newsletter

13. Worked with- B. K. Birla Centre for Education, Boys' Residential School, Shirgaon-Gahunje, Pune from 2004 to 2005 as an Assistant Teacher in the Secondary Section

▪ **Subjects Taught:**

- English and Social Studies- CBSC Pattern from Vth to VIIth std.

▪ **Additional Job Responsibilities:** Audio-Visual Room In-charge

Research Profile

Convenor of *Entente-2021*, International Conference in Humanities, Social Sciences, Management & Education (28-30 October 2021), NIIT University (Ref. <https://www.niituniversity.in/entente2021>)

Panel Moderator- *Ethics in Technological Advancements* during *Entente-2021*, International Conference in Humanities, Social Sciences, Management & Education (29 October 2021), NIIT University (Ref. <https://www.niituniversity.in/entente2021/entente-2021-invitation.pdf>)

External Examiner for two Doctoral Theses from Shivaji University, Maharashtra

Book Publication

Advertisement Communiqué: A Language Guide for Researchers and Designers (2015), ISBN: 978-3-659-71421-4, p 1-297, Lambert Academic Publishing, Germany (<https://www.morebooks.shop/shop-ui/shop/product/978-3-659-71421-4> & <https://www.amazon.in/Advertisement-Communique-Shinde-Vaishali/dp/3659714216>)

Book Chapter

'Language of Social Media Advertising' (Chapter 28) in the book entitled- *Postmodern Perspectives in English Language and Literature* (2019), ISBN: 978-93-88332-08-8, Authorspress, India, p 408-431. Online Link- https://www.academia.edu/39928462/Book_Title_Postmodern_Perspectives_in_English_Language_and_Literature

Research Papers Publication

1. The paper entitled- 'Media Language: A Study of Audio-Visual Advertisements' is published in the international journal- *Journal of English Studies*, September 2016, Vol. XI, Issue 3 (ISSN:0973-3728), p 102-109 (*Scopus* Indexed)
Online Link- <http://www.scopus.com/inward/record.url?eid=2-s2.0-85013324876&partnerID=MN8TOARS>

2. The paper entitled- 'Advertising Language: An Effective Marketing Tool' is published in the international journal- *Professional and Academic English, Journal of the English for Specific Purposes Special Interest Group (ESP SIG)*, July 2016, Issue 47 (ISSN:1754-6850), p 18-21.
Online Link- <https://pdfslide.net/documents/sig-journal-47final.html?page=18>
3. The paper entitled- 'Decoding Audio-Visual Advertisements: A Semiotic Study' is published in *Asian Journal of English Studies: An International Journal* (ISSN 2277-3606), October 2015, Vol. 4, Issue 4, p 14-29
4. The paper entitled- 'Contextual Analysis of Advertising Language in Audio-Visual Media: A Case Study in Pragmatics' is published in *Asian Journal of English Studies: An International Journal* (ISSN 2277-3606), July 2015, Vol. 4, Issue 3, p 69-96
5. The paper- 'Advertising Language in Print and Television Media- A Comparative Study' is published in *Asian Journal of English Studies: An International Journal* (ISSN 2277-3606), April 2012, Vol. 1, Issue 2, p 12-27.
Online Link- <http://www.iasepune.com/view/past-ajes.php>
6. The paper- 'The Rhetoric of Advertisement: The Print Media' is published in, *Asian Quarterly: An International Journal of Contemporary Issues* (ISSN 2229-581 X), February 2011, Vol. 8, Issue 4, p 24-44.
Online Link- <http://www.iasepune.com/view/past-aq.php>

Papers Presented/ Sessions Chaired in Conferences

1. Presented the paper- 'Structural Analysis of Advertising Language in Print & Audio-Visual Advertisements- A Comparative Study' in *39th International Conference of Linguistic Society of India (ICOLSI-39)* organised by IIT, Patna (8-11 December 2017)

2. Presented the paper- ‘The Alchemist- A Psychoanalytic Study’ in the *International Conference on Language, Literature and Culture (ICLLC 2017)* organized by Institute of Advanced Studies in English, Pune, Maharashtra (3-5 February 2017)
3. Chaired a session in *the International Conference on Language, Literature and Culture (ICLLC 2017)* organized by Institute of Advanced Studies in English, Pune, Maharashtra (3-5 February 2017)
4. Presented the paper- ‘Conversational Implicatures in Advertising Language: A Pragmatic Study in Indian Context’ in the *International Conference on Studies in Humanities and Social Sciences (ICSHSS'15)* at Phuket (Thailand) organized by International Centre of Economics, Humanities and Management (29-30 July 2015)
5. Chaired two sessions in the *International Conference on Studies in Humanities and Social Sciences (ICSHSS'15)* at Phuket (Thailand) organized by International Centre of Economics, Humanities and Management (29-30 July 2015)
6. Presented the paper- ‘Non-Verbal Communication in Audio-Visual Advertisement: An Effective Marketing Strategy’ in the *International Conference on Language, Literature and Culture* at Institute of Advanced Studies in English, Pune (15-17 December 2014)
7. Chaired the session ‘Feminist and Gender Studies’ in the *International Conference on Language, Literature and Culture* at Institute of Advanced Studies in English, Pune (15-17 December 2014)
8. Presented the paper - ‘Why is The Alchemist So Appealing- A Study in Symbolism’ in the *36th International Conference of Linguistic Society of India (ICOLSI-36)* held at the University of Kerala, Thiruvananthapuram (1-4 December 2014)
9. Presented the paper- ‘Decoding Audio-Visual Advertisements- A Semiotic Study’ in the

35th Annual & the 1st International Conference of Linguistic Society of India (ICOLSI) held at the Central Institute of Indian Languages (CIIL), Mysore, (27-29 November 2013)

10. Presented the paper- 'Advertising Language: An Effective Marketing Tool' in an International Conference on *Methods, Aesthetics & Genres in English Communication* at the Centre for Professional Communication, University of Petroleum & Energy Studies, Dehradun (5-6 January 2013)
11. Presented the paper- 'Contextual Analysis of Advertising Language in Audio-Visual Media: A Case Study in Pragmatics' in the *International Conference on Language, Literature and Culture* at Institute of Advanced Studies in English, Pune (10-12 December 2012)
12. Presented the paper- 'Media Language: A Case Study of Audio-Visual Advertisements' in the International Conference on *Teaching English to Speakers of Other Languages* at Shardabai Pawar Women's College, Baramati, Maharashtra (December 2011)
13. Presented the paper- 'The Rhetoric of Advertisement: The Print Media' in the National Conference on *The Role of Language in Media* at Swami Vivekanand College, Kolhapur, Maharashtra (February 2011)
14. Presented the paper- 'Shakespeare as a Critic of Human Nature and Human Expressions' in an International Conference on *Shakespeare as a Critic* at Maharshi Dayanand University, Rohtak, Haryana (October 2009). The paper is published in the Conference Souvenir.

Seminars/Workshops Attended

1. Attended 3-Day *Winter School in Digital Humanities* organized by the Center for Digital Humanities, Pune (18-20 December 2014)

2. Attended 2-Day Workshop on Modern Approaches to English Language Teaching organized by the Department of Humanities & Social Studies, M. N. I. T., Jaipur (16-17 August 2013)
3. Attended 1-Day Seminar on English as a Global Language organized by Arts, Commerce and Science College, Pune (January 2011).
4. Attended 1-Day workshop on *Enhancement of Academic Excellence* organized by NBNCO, Sinhgad Institutes, Lonavala (April 2010).
5. Attended 1-Day National Seminar on *Gateway to Ph. D.* organized by SIOM, Sinhgad Institutes, Pune (February 2010).
6. Attended 3-Day National Seminar on *Challenges of Global Recession on Indian Economic Sector* organized by NBNCO, Sinhgad Institutes, Lonavala (January 2010).
7. Attended 1-Day Workshop on *Effective Teaching* organized by Ratna Sagar Pvt. Ltd. at Lonavala (2008).
8. Attended 1-Day Orientation Programme via Teleconferencing jointly held by NCERT and State Institute of Educational Technology on *CBSE Board Paper*, Pune (2007).
9. Attended 2-Day Workshop on *Effective Teaching Skills* organized by Great Foundation, Global Research Education and Training Foundation, Pune (2005).
10. Attended 1-Day Orientation Programme in *Disaster Management* organized by CBSE at B. K. Birla Centre for Education, Pune (2004).
11. Attended 2-Day Workshop on *Introduction to Linguistics* organized by the Department of English, Shivaji University, Kolhapur (1999).

Membership of Professional Bodies

- Linguistic Society of India, Pune: Life-Time Membership
- Forum for Innovation and Transformation, Pune: Life-Time Membership
- International Pragmatic Association: Annual (Renewed Annually)
- English Language Teachers' Association of India (ELTAI): Life-Time Membership

Personal Information

Permanent Addresses

- Dr. Vaishali J. Shinde, Flat No. 302, 3rd Floor, Treekaya Apartment, 3rd Lane, Rajarampuri, between Jain Mandir & Tararani Vidyapeeth Back Gate, Kolhapur, Maharashtra-416008 (INDIA) (Correspondence Address)
- Dr. Vaishali J. Shinde, Flat No. 704, 'A' Wing, Meenakshi Puram, Jadhav Nagar, Vadgaon (Bk.), Pune, Maharashtra-411041

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Date of Birth: 19 February 1975

Marital Status: Single

Computer Knowledge

- MS Office
- MS-CIT course
- Digital Designing Certificate Course

Languages known

English, Hindi and Marathi

Strengths

- Excellent written and verbal communication skills
- Ability to quickly gel with the students
- Strong determination and positive approach

Extracurricular Activities

Reading, Drawing, Painting, Powder Shading, Ceramics and Gardening

References

1. Dr. Ashok Thorat
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Email Id: iasepune@yahoo.com
2. Prof. V. S. Rao,
Former President, NIIT University
3. Dr. Vijay Ghorpade
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