



Farooq Ahmed Shariff M

Assistant Professor

Specialization: Electronic Media

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Qualification

- **PhD** (Pursuing)
- **MSc** - Electronic Media
- **MCA**
- **BCA**

Work Experience

- 2011-2021
Assistant Professor –
CMR University
- 2010-2011
Project Engineer -
Wipro

Courses Facilitated & Taught

- Television Production
- Video Editing
- Cinematography
- Photography
- Information Technology for Communication
- New Media and Technology
- Sound Recording and Editing
- News Production
- Animation and Graphics
- Advertising and PR
- Documentary and Film making
- New Communication Technology
- Audio Visual Communication
- Radio Programming and Broadcasting

Career Summary

Farooq Ahmed Shariff M completed his MSc in Electronic Media from Bangalore University and MCA from Sikkim Manipal University and currently pursuing his Doctorate. He started his career as an Editor in TV9, then moved to corporate and worked as Project Engineer. For last 10 years, he has been working as an Assistant professor. With his interest in Documentary and Film Making, he has also guided students in the production of various documentaries and worked as freelancer in product photography and video editing.

Research Interest

- New Media
- Documentary and Film Production Techniques
- Graphics and Animation

Recognition / Awards

Awarded with the "Feather in My Cap" for excellent contribution with productivity and quality – Wipro 2011.

- Media Research
- E-Commerce, E-Business and Marketing