



S D ARVINDA

MS – Mass Communication

Assistant Professor, Department of Arts

Experience: Media Industry – 24 Years | Education Facilitator – 6 Years

Faculty Profile

S D Arvinda is an Assistant Professor in the Department of Arts at Soundarya Institute of Management & Science, Bengaluru. He holds an MS in Mass Communication with a specialization in Visual Media. His teaching focuses on Journalism and Communication, with academic interests spanning Journalism, Media Studies, Digital Media, Film Studies and cultural impacts of media.

Before entering academia, he worked extensively in television and film, collaborating with channels such as ETV, Zee Kannada, Asianet Suvarna, and Kasturi. He also served as Supervising Producer for the Kannada edition of the international game show *Kaun Banega Crorepati*. A filmmaker and music composer, he has directed three feature films including *Jugaari* (2010) and *Last Bus* (2016), with *Jugaari* earning him the Best Debut Director award.

He is a member of KANFIDA and KFCC, and actively mentors students through initiatives such as the *Spectrum* student newspaper, media projects, podcasts and screenplay workshops.

Publications

1. Research Paper – "Cultural Activism Through Visual Media"
2. Book Title: **Media Convergence**. ISBN: 978-81-966629-1-2

Contact & Academic Profiles

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