



**KRISTU JAYANTI**  
(DEEMED TO BE UNIVERSITY)  
Under Section 3 of UGC Act 1956  
A CMI INSTITUTION | BENGALURU | INDIA

## Centre for Research & Development

### Research Supervisor (Guide) Profiles

#### Discipline of Supervision: **Media and Communication**



#### **Dr. K. Nungshithoibi Singha**

Assistant Professor  
Department of Media Studies  
School of Humanities and Social Sciences

#### **Areas of Specialisation:**

Advertising, Film Studies, Digital/Media Literacy,  
Gender Studies and Identity Politics

Dr. K. Nungshithoibi Singha is an accomplished academic and editor with over 15 years of experience in academia and publishing. She is currently an Assistant Professor in the Department of Media Studies at Kristu Jayanti (Deemed to be) University, Bengaluru, where she specializes in Advertising, Film Studies, Digital Media, Branding, and Communication Theories. Before joining Kristu Jayanti University, she served for nine years at IMS Unison University, Dehradun, as an Assistant Professor, where she not only taught Media Studies but also held several academic and administrative responsibilities that enriched her professional journey. Alongside academia, She has extensive editorial experience, having worked with reputed publishing houses such as Macmillan, Taylor & Francis, and Dorling Kindersley, where she served as an editor and senior editorial researcher. Her research interests encompass Digital Literacy, Gender Studies, Identity Politics, and Film Studies, reflecting her multidisciplinary engagement with media and cultural studies.

#### **Selected Publications:**

- 1. K. Nungshithoibi Singha & Dr. Syed Murtaza Alfarid Hussain.** (2019). 'Imperatives of Digital Literacy for a 21st Century Citizenry', Pragyan: Journal of Mass Communication, Vol. 17, January-December 2019, ISSN: 0974-5521. [https://www.iuu.ac/pdf/PRAGYAAN-JOMC%20\(Jan-%20Dec%202019\)-SOMC.pdf](https://www.iuu.ac/pdf/PRAGYAAN-JOMC%20(Jan-%20Dec%202019)-SOMC.pdf)
- 2. Singha, K. Nungshithoibi.** (2025). The Changing Narratives of Gender Identities in the Digital Age, Gender, Identity and Intersectionality in Global Screen Media: An Exploration of Representations in Visual Media. <https://www.bloomsbury.com/in/gender-identity-and-intersectionality-in-global-screen-media-9789369523023/>
- 3. Singha, K. Nungshithoibi.** (2025). Social Media and its Negative Implications on Society: The case of Mob Lynching in Karbi Anglong District of Assam and Chandgaon Village of Aurangabad', Pragyan: Journal of Mass Communication, Vol. 18, June 2020, ISSN: 0974-5521.