



**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. Jai Kishon Goswami**

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

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

Development and Political Communication,  
Film Studies, Digital Media

Dr. Jai Kishon Goswami is an Assistant Professor in the Department of Media Studies at Kristu Jayanti (Deemed to be University), Bengaluru, Karnataka, with over 12 years of experience spanning academia and industry. He holds a B.Sc., an M.A. in Journalism and Mass Communication, an M.A. in English Literature, and a Ph.D. in Journalism and Mass Communication. A Gold Medalist in his postgraduate studies in Journalism and Mass Communication, his doctoral research centered on Documentaries and Development Communication. He has published more than 15 research papers in reputed national and international journals and has contributed eight book chapters to date. He also serves as a peer reviewer and editor for several journals, including SAGE, building a strong academic reputation both in India and abroad. Additionally, he is a certified Media Literacy and AI trainer with DataLEADS. His research interests span Development and Political Communication, Film Studies, Digital Media and Society, Media Education and Literacy, and Artificial Intelligence in Media, underpinned by expertise in both qualitative and quantitative methodologies.

#### **Selected Publications:**

1. Md. D. Rahman., and **J. K. Goswami.** (2025). Unlocking New Media's Potential in Sustainable Governance: A Critical Analysis of Faceless Services in Delhi's Transport Department. International Journal of Communication Studies. <https://indianjournals.com/article/mcomm-17-3-003>
2. **J. K. Goswami.** (2020). Economic Impact of Pandemic 2020 in the Bollywood Industry. Socio-Economic Repercussions of Covid-19 Pandemic, Victorious Publishers, Delhi, India Pp. 111-120, ISBN: 978-93-87294-40-0.  
[https://www.researchgate.net/publication/344437665\\_Economic\\_Impact\\_of\\_Pandemic\\_2020\\_in\\_the\\_Bollywood\\_Industry](https://www.researchgate.net/publication/344437665_Economic_Impact_of_Pandemic_2020_in_the_Bollywood_Industry).
3. **J. K. Goswami.,** and Yogesh, K. (2021). Perceptions of the Efficacy of Covid-19 Health Communication Messages in India During the Early Phases of the Pandemic. [https://www.researchgate.net/publication/357657452\\_Perceptions\\_of\\_the\\_Efficacy\\_of\\_Covid19\\_Health\\_Communication\\_Messages\\_in\\_India\\_During\\_the\\_Early\\_Phases\\_of\\_the\\_Pandemic](https://www.researchgate.net/publication/357657452_Perceptions_of_the_Efficacy_of_Covid19_Health_Communication_Messages_in_India_During_the_Early_Phases_of_the_Pandemic)