



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Media and Communication**



Dr. K Pradeep

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

Areas of Specialisation:

Neuroscience and Media, Neuroaesthetics, Film Analysis, Political Discourse in Media, Advertising and Neuromarketing, AI and Filmmaking.

Dr. K. Pradeep is an Associate Professor in the Department of Media Studies at Kristu Jayanti (Deemed to be) University, Bengaluru. His primary research interests include Neuroscience and Media, Neuroaesthetics, Film Studies, Visual Communication, and Digital Media Studies, with a focus on exploring the relationship between cognitive processes, aesthetic experiences, media narratives, and cultural representations. He has published extensively in national and international journals, contributing to emerging interdisciplinary scholarship connecting media studies with neuroscience, psychology, and Indian knowledge systems. His research encompasses neuroaesthetic interpretations of Indian art and sculpture, neurocinema, neuromarketing, visual discourses, and critical analyses of cinematic and digital media practices. He has also authored and edited books in the areas of neuroscience, media communication, persuasive technology, and cinema studies. In addition to research, he has contributed significantly to funded research projects supported by DST and ICSSR and actively engages in academic development, conference presentations, research supervision, and interdisciplinary collaborations in media and communication studies.

Selected Publications:

1. **Pradeep, K.**, Nishanth, A., Lalmohan, P., Alexander, L. M., & Rajalakshmi, S. A. (2026). The neuroesthetics of music as an alternative therapeutic model for enhancing youth mental wellbeing. *Frontiers in Child and Adolescent Psychiatry*, 4. <https://doi.org/10.3389/frcha.2025.1721717>
2. **Pradeep, K.**, Suler Anbalagan, R., Thangavelu, A. P., Aswathy, S., Jisha, V. G., & Vaisakhi, V. S. (2024). Neuroeducation: understanding neural dynamics in learning and teaching. *Frontiers in Education*, 9. <https://doi.org/10.3389/feduc.2024.1437418>
3. **Pradeep, K.**, P, L., & VG, J. (2025). Neurocinema: Understanding the impact of Violent films through a neuroscience paradigm. *International Journal of Advanced Mass Communication and Journalism*, 6(2), 21–25. <https://doi.org/10.22271/27084450.2025.v6.i2a.116>