



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Media and Communication**



Dr. Venugopal Gowda M K

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

Areas of Specialisation:

Political Communication, Communication for Social Change, Social Media and Digital Media Studies, Media Effect and Audience Studies, Health Communication

Dr. Venugopal Gowda M. K.'s research focuses on political communication, communication for social change, social media consumption behaviour, media effects, information consumption, development communication, and media interventions. His research examines the relationship between media, public perception, political attitudes, social behaviour, and social change. His work includes studies on political information and electoral participation, media influence on political attitudes, news consumption behaviour, media bias and content prioritization, social media behaviour, media authenticity, communal violence portrayal, welfare and development communication, agricultural information, disaster risk communication, and media interventions in health and social issues. His doctoral research examined media intervention in the development of rural Karnataka across four districts. He has also undertaken comparative research examining urban-rural differences and generational differences in media and information consumption. His current research interests extend to the changing digital media environment, political communication, social media and public engagement, and the role of communication in facilitating social and behavioural change.

Selected Publications:

1. **Gowda, V. M. K., & Dutta, S. (2025).** A Study on Information Consumption Behaviour and Media Bias and Content Prioritization among Millennials and Gen- X. *Journal of Communication and Management*, 4(Spl), 1–8. <https://doi.org/10.58966/jcm20254spl01>
2. **Gowda M.K, Dr. V., & Dutta, S. (2024).** Understanding of News Consumption Behavior among Millennials and Gen-X: A Comparative Study. *International Journal of Social Science and Human Research*, 7(05). <https://doi.org/10.47191/ijsshr/v7-i05-82>
3. **Gowda, V. M. K., & Tsepak, N. (2023).** Effectiveness of online advertisement on the behavior of stripling in purchasing the lifestyle products: A comparative study of urban and rural college students. *Communications in Humanities and Social Sciences*, 3(2), 55–62. <https://doi.org/10.21924/chss.3.2.2023.45>