

Broad areas for dissertation or audio visual project pertaining to MA JMC 4th semester

Journalism and News Media

1. Changing trends in print journalism
2. Digital transformation of newspapers
3. Television journalism and changing news formats
4. Mobile journalism and smartphone-based reporting
5. Online journalism and news production practices
6. Regional journalism and local news coverage
7. Investigative journalism in the digital age
8. Data journalism and visual storytelling
9. Journalism ethics and professional accountability
10. Constructive journalism and solutions-oriented reporting
11. Citizen journalism and public participation
12. News selection, framing and agenda-setting
13. Representation of regional issues in mainstream media
14. Challenges faced by journalists in digital newsrooms
15. Language, identity and regional news media

Artificial Intelligence and Emerging Media Technologies

1. Generative AI and journalism
2. AI-assisted news production and editing
3. AI-generated misinformation and deepfakes
4. Artificial intelligence and journalistic ethics
5. AI chatbots as sources of information and news
6. AI literacy among students and young adults
7. Audience trust in AI-generated content
8. AI-assisted fact-checking and information verification
9. Artificial intelligence and digital content creation
10. AI translation and multilingual communication
11. Algorithmic recommendations and news exposure
12. Automation and the future of media professions
13. Digital innovation in media organisations
14. Human–AI collaboration in communication
15. Privacy and data protection in AI-mediated communication

Social Media and Digital Communication

1. Social media and changing communication practices
2. Social media and news consumption
3. Short-form video platforms and audience engagement
4. Influencer culture and digital communication

5. Online communities and public interaction
6. Social media and youth culture
7. Social media and interpersonal relationships
8. Digital activism and online civic participation
9. Social media campaigns and public awareness
10. Viral content and online information sharing
11. Social media algorithms and content visibility
12. Online harassment and digital safety
13. Digital identities and self-presentation
14. Social media and public opinion formation
15. Changing patterns of digital media use among different age groups

Media Audiences and Communication Research

1. Audience reception of media messages
2. Media consumption patterns among young people
3. Audience trust in traditional and digital media
4. Media preferences across generations
5. Uses and gratifications of digital media
6. Audience participation in online news platforms
7. Media exposure and public perceptions
8. News avoidance and information overload
9. Audience engagement with regional-language media
10. Media literacy and critical evaluation of information
11. Media influence on attitudes and perceptions
12. Digital media habits among university students
13. Audience perceptions of credibility and authenticity
14. Changing patterns of entertainment consumption
15. Media access and digital inclusion

Advertising and Marketing Communication

1. Changing trends in digital advertising
2. Social media advertising and consumer behaviour
3. Influencer marketing and audience trust
4. Advertising ethics and social responsibility
5. AI-generated advertisements and consumer perceptions
6. Brand communication through digital platforms
7. Advertising appeals and audience responses
8. Regional-language advertising and consumer engagement
9. Product placement in films and online content
10. Advertising to children and young audiences
11. Political advertising in digital media
12. Comparative analysis of traditional and digital advertising
13. Personalised advertising and consumer privacy
14. Online reviews, electronic word-of-mouth and purchasing decisions
15. Advertising campaigns for public-interest causes

Public Relations and Corporate Communication

1. Digital public relations and institutional image-building
2. Social media strategies of educational institutions
3. Crisis communication and reputation management
4. Internal communication in organisations
5. Public relations and stakeholder engagement
6. Corporate social responsibility communication
7. Public relations in government organisations
8. AI tools in public relations practice
9. Online reputation management
10. Event communication and audience participation
11. Media relations and newsroom–organisation interaction
12. Strategic communication for social causes
13. Communication practices in non-governmental organisations
14. Public information campaigns and audience awareness
15. Transparency and accountability in organisational communication

Development Communication and Social Change

1. Communication for rural development
2. Media and public awareness of government schemes
3. Community participation in development communication
4. Communication and women's empowerment
5. Media representation of marginalised communities
6. Communication strategies for public health awareness
7. Media and educational development
8. Digital communication and livelihood opportunities
9. Community media and participatory communication
10. Communication for social inclusion
11. Media campaigns and behavioural change
12. Communication and disaster preparedness
13. Media and public awareness of social welfare initiatives
14. Digital media and community mobilisation
15. Development journalism and grassroots concerns

Environment, Climate Change and Disaster Communication

1. Media coverage of climate change
2. Environmental journalism and public awareness
3. Media framing of floods in Assam
4. Communication about riverbank erosion and displacement
5. Digital media and disaster warnings
6. Environmental campaigns on social media
7. Community communication during natural disasters
8. Media representation of biodiversity and conservation
9. Climate change communication among young people
10. Media coverage of pollution and waste management
11. Communication and community resilience
12. Indigenous knowledge and environmental communication

13. Media coverage of environmental policies
14. Risk communication and public preparedness
15. Social media and the circulation of environmental misinformation

Gender, Media and Representation

1. Gender representation in news media
2. Women in journalism and media leadership
3. Portrayal of women in advertising
4. Gender stereotypes in television and digital content
5. Social media and women's self-representation
6. Online harassment of women journalists
7. Media representation of gender-based violence
8. Digital media and women's access to information
9. Gender, identity and popular culture
10. Representation of women in Assamese cinema
11. Gender-sensitive reporting and media ethics
12. Women content creators and digital entrepreneurship
13. Media portrayals of masculinity
14. Gender and participation in digital public spaces
15. Representation of transgender and other marginalised gender identities in media

Film, Television and Popular Culture

1. Changing trends in Indian cinema
2. Assamese cinema and cultural identity
3. OTT platforms and audience preferences
4. Digital streaming and film-viewing habits
5. Representation of social issues in cinema
6. Film narratives and cultural values
7. Documentary filmmaking and social change
8. Television serials and audience reception
9. Music videos and youth culture
10. Cinema and the representation of regional identities
11. Film promotion through social media
12. Streaming platforms and regional-language content
13. Celebrity culture and digital audiences
14. Visual storytelling in films and documentaries
15. Adaptation of literary works into films and web series

Radio, Podcasting and Community Media

1. Community radio and grassroots communication
2. Radio listening habits in the digital age
3. Podcasts as platforms for information and entertainment
4. Digital audio journalism and storytelling
5. Community media and local knowledge
6. Radio programmes and public awareness

7. Podcasts and youth engagement
8. Community radio and educational communication
9. Local-language broadcasting and cultural preservation
10. Audience participation in radio and podcast programmes
11. Digital distribution of radio content
12. Community media and disaster communication
13. Radio and communication for rural development
14. Podcast credibility and audience trust
15. Changing professional practices in audio journalism

Political Communication and Public Affairs

1. Social media and political communication
2. Digital campaigns and political participation
3. Political news framing and public perceptions
4. Media coverage of elections
5. Political advertising and audience engagement
6. Political influencers and online discourse
7. Misinformation in political communication
8. Media literacy and political information verification
9. Social media and youth civic engagement
10. Government communication and public trust
11. Political debates on digital platforms
12. Representation of women in political news
13. Regional media and public affairs
14. Political communication and digital campaigning
15. Media coverage of public policy issues

Media Law, Ethics and Information Verification

1. Media ethics in digital journalism
2. Privacy and journalism in the digital age
3. Defamation and online publishing
4. Copyright and digital content creation
5. Ethical use of AI-generated media
6. Fact-checking and misinformation control
7. Media literacy and online source verification
8. Reporting on children and vulnerable groups
9. Sensationalism and journalistic responsibility
10. Transparency in sponsored content and influencer marketing
11. Digital media regulation and freedom of expression
12. Ethical challenges in citizen journalism
13. Responsible reporting of sensitive social issues
14. Corrections, accountability and trust in digital news
15. Image manipulation and ethical visual communication

Regional Media, Language and Cultural Communication in Assam and the Northeast

1. Assamese-language digital journalism
2. Regional news portals and audience engagement
3. Media and the preservation of indigenous languages
4. Social media and Assamese cultural identity
5. Digital representation of festivals and cultural practices
6. Regional content creators and local storytelling
7. Media representation of ethnic and indigenous communities
8. Local news and community information needs
9. Digital communication in multilingual communities
10. Media coverage of tourism in Assam and the Northeast
11. Regional cinema and cultural representation
12. Community radio and local-language communication
13. Social media and traditional cultural practices
14. Digital media and youth identity in Northeast India
15. Regional media coverage of development issues

Emerging and Interdisciplinary Areas

1. Virtual reality and immersive journalism
2. Augmented reality in media and advertising
3. Data visualisation and public communication
4. Digital storytelling and interactive narratives
5. Human–computer interaction and communication
6. Digital wellbeing and media consumption
7. Smartphone dependency and information habits
8. Digital fatigue and online communication
9. Media multitasking among students
10. AI, creativity and the future of media professions
11. Personalisation and filter bubbles in digital media
12. Online gaming, streaming and digital communities
13. Digital accessibility and inclusive media design
14. Communication technologies and public participation
15. Emerging technologies and the changing role of mass media