

Teme lucrari absolvire asistent univ. dr. Andreea Stancea

1. The impact of fake news and manipulative content on young people's voting intentions.
2. Online advertising strategies: digital platforms and their effects on consumer trust and brand credibility.
3. Social media algorithms and content polarization: how recommendation systems shape exposure to specific topics.
4. Why do we use media? Exploring motivations and gratifications in the Digital Age
5. The influence of emerging media. Understanding public perceptions of mass communication today.
6. When silence speaks: social conformity and opinion suppression in online communities.
7. Short-form video and audience engagement: The rise of TikTok, reels, and shorts in shaping communication strategies.
8. Digital identity: How young people curate their personal brand on social media.
9. Parasocial relationships in the age of influencers: Why audiences feel close to online creators.
10. Gamification in communication: How brands and institutions use games and interactive tools to engage audiences.