Communication research is designed to explore, explain, and predict communication phenomenon. Approaches to communication come from many academic traditions and utilize both qualitative or quantitative research. Much of communication research is context specific. In this site we are primarily offering you topics or themes that could help you getting started thinking about an area of communication research worthy of an MA thesis. Consider these good starting points!

Department of Communication and Leadership Studies, Gonzaga University.
These thesis possibilities are meant as a springboard to get you on your way to thesis work.

Some of these will appear in more than one category.

Re-visit your COML 508 syllabus for a refresher on the creative thinking process and remember, research is both fun and important.
Thesis Topics

**Health**
- Injured athletes: How self-talk and communication with others aids in the rehabilitation process
- Direct to consumer advertising of prescription drugs: Do print ads give consumers enough information?

**Public Relations**
- A case for the necessity and inherent ethics of public relations
- Father Joseph Mary Cataldo’s public relations campaign
- The role of public relations in the environmental crisis: Danger and opportunity
- Interpreting Lies in consumers, politics and relationships: Interpersonal Reception Theory revisited.
The dynamics of birth order: A study of the way birth order affects interpersonal communication

Proxemics: A valid explanation of the human condition

How does color tint our communication? A study of race as a factor of communication and perceived attractiveness

Studying honesty and discretion through historical examples

Power and nonverbal communication

Interpersonal deception: Lying to get a date

Social Penetration Theory and the role of race, gender and culture.

Servant leadership and interpersonal communication: Old wine in new bottles

Biblical interpretation & communication A fundamentalist approach to scriptural revelation is an inadequate paradigm for a complete appreciation and interpretation of Christian scripture.

A comparative look at collegiate and professional athletes’ styles of self talk

Media influence in shaping a man’s self-worth

Men are from Mars, women are from Venus: A content analysis of gender differences in personal advertisement
Organizational

- Perceptions of gender differences in the workplace
- Learning organizations and communication theory: A preliminary investigation between the presence of a learning organization and profit
- Implications and applications of the study of nonverbal behavior in organizations
- Critical theory of organizations in three cultures
- Electronic mail in organization: A help or a hindrance?
- Ethnography of flight attendants: From come fly me to present day flight attendant
- Corporate leadership: An examination of the relationship between gender and management systems
Thesis Topics

- **Globalization**
  - New refugee policy must utilize communication models
  - The rise of India in the U.S. imagination: 2000-present

- **Ethics**
  - Ethical considerations of digital manipulation in documentary photography
  - Advertising, ethics, and children
  - Ethical implications of the internet on society
Mass Media

- The success of Volkswagen integrated marketing communication: An application of Volkswagen strategies for the Volkswagen campus
- Effective negative advertising in political campaigns
- Who shapes the American media?
- From Shakespeare to reality: A journey from an oral culture to a visual society
- Talk radio – America’s national party line
- TV violence and Cultivation Theory
- Faith and reason in Middle Earth: A narrative criticism of J.R.R. Tolkien’s “The Lord of the Rings”
- Is our print media gender biased? A content analysis of major newspaper’s female by-lines & the stories they’re writing
- McCarthyism in the 1950’s: An historical application of the spiral of silence theory
- Advertising, ethics, and children
Mass Media

- What is the relationship between pre-marital sex on television and the reality of teen pregnancy?

- Cosmopolitan magazine: Does it pick up where Seventeen magazine ends in the representation of women?

- Inside Islam and the American media: How does the media portray Islam?

- Media bias and the creation of a skewed perspective

- Tracing media influence through time: Agenda Setting Theory

- Direct to consumer advertising of prescription drugs: Do print ads give consumers enough information?

- Legal considerations when making advertising decisions

- The inherent, antagonistic relationship between journalists and public relations practitioners results in consequences which have a negative repercussion on the public

- Sisters in the media: A study of portrayals and realities
Mass Media

- The link between violence in television and the emotional problems of teenagers
- Music in advertising: Listening to current trends
- What has America’s print media communicated regarding the Arctic National Wildlife Refuge oil exploration issue?
- Cross cultural study of women in the U.S. and Japan by analyzing women’s magazines
- A cultural perspective on turning literature into film: A fantasy theme analysis
- More than words can say: Values of the imagery in print advertising
Thesis Topics

**Intercultural/International**
- Communication differences between America and Japan
- Inside and outside. What communication strategies do American born Chinese use when interacting with each other?

**Pedagogy**
- Pedagogical implications of Greek and Roman education on a contemporary speech-communication curriculum
- Developing communication curriculum for the community college
- Communication in the classroom: The dynamics of language and nonverbal expression in secondary education
Thesis Topics

**Ethics**
- Ethical considerations of digital manipulation in documentary photography
- Advertising, ethics, and children
- Ethical implications of the internet on society

**Political**
- The emerging media revolution: Considering the influence of new media forms on democratic society
- New refugee policy must utilize communication models
- Negative political campaigning and its affects on the American voter
- F*# Censorship on the ‘Net! A critical review of the Telecommunication Decency Act
Technology

- Digital communication: An exploratory examination of how this phenomenon is changing communication landscape
- The emerging media revolution: Considering the influence of new media forms on democratic society
- F_}*# Censorship on the ‘Net! A critical review of the Telecommunication Decency Act
- Ethical implications of the internet on society
- Electronic mail in organization: A help or a hindrance?
- Dot-com journalism: Will it overpower print journalism?
- The necessity of surveillance in today’s world
Gender/Race/Class

- How does color tint our communication? A study of race as a factor of communication and perceived attractiveness

- Cross cultural study of women in the U.S. and Japan by analyzing women’s magazines

- Is there a common experiential thread in the stories of girls and women leaders through their development that we can develop into a theory or program that can enrich the leadership and self-actualization potential of girls?

- Gender, Language and Communication Styles.

- Sexism/ageism: Still alive and kicking

- Racial representation in the Abercrombie and Fitch corporate identity

- The normalization of payday loans

- Cosmopolitan Magazine: Does it pick up where Seventeen magazine ends in the representation of women?

- Native Americans on television in the 21st century
Gender/Race/Class

- If Men are from Mars and Women are from Venus, then who is from Earth?
- Perceptions of gender differences in the workplace
- Men are from Mars, women are from Venus: A content analysis of gender differences in personal advertisement
- Standpoint theory, postmodernism and Marxism.
- Iron images: Media masculinity and the impact on adolescent males
- Media influence in shaping a man’s self-worth
- Is our print media gender biased? A content analysis of major newspaper’s female by-lines & the stories they’re writing
Rhetoric / Visual Rhetoric

- Three kings: A look at the persuasive speaking skills of presidents Abraham Lincoln, Franklin D. Roosevelt, and John F. Kennedy
- A neo-Aristotelian criticism on the effectiveness of trash talking during sporting competitions
- Ethical considerations of digital manipulation in documentary photography
- Father Joseph Mary Cataldo’s public relations campaign
- More than words can say: Values of the imagery in print advertising
- Claude Monet: The art of communicating emotions in art
Thesis Topics

► Environmental

► What has America’s print media communicated regarding the Arctic National Wildlife Refuge oil exploration issue?

► The environmental beat: A conflict industry

► The role of public Relations in the environmental crisis: Danger and opportunity

► Crisis management: Environmental disaster

► Faith

► Biblical interpretation & communication A fundamentalist approach to scriptural revelation is an inadequate paradigm for a complete appreciation and interpretation of Christian scripture

► Faith and reason in Middle Earth: A narrative criticism of J.R.R. Tolkien’s “The Lord of the Rings”
Cultural Studies

- The American diet craze and communication: Fad, fraud, or effective?
- McCarthyism in the 1950’s: An historical application of the spiral of silence theory
- The inherent, antagonistic relationship between journalists and public relations practitioners results in consequences which have a negative repercussion on the public
- In what ways has media literacy helped adolescents think critically about media’s role in their lives?
- From Shakespeare to reality: A journey from an oral culture to a visual society
- Media bias and the creation of a skewed perspective
- Dot-com journalism: Will it overpower print journalism?
Cultural Studies

- A cultural perspective on turning literature into film: A fantasy theme analysis
- Ethnography of flight attendants: From come fly me to present day flight attendant
- What is the relationship between pre-marital sex on television and the reality of teen pregnancy?
- Barthes, Ecco, Hall and Fouacult: studies on cultural hegemony.
- Talk radio – America’s national party line
- The normalization of payday loans
- The link between violence in television and the emotional problems of teenagers
- Antonio Gramsci: analysis of culture.
- McDonaldization of Higher Education
Leadership

- The process of becoming (being) authentic: Bernard Lonergan, communication and leadership
- Servant leadership and interpersonal communication: Old wine in new bottles
- A comparative analysis of effective and ineffective leadership
- Corporate leadership: An examination of the relationship between gender and management systems

Is there a common experiential thread in the stories of girls and women leaders through their development that we can develop into a theory or program that can enrich the leadership and self-actualization potential of girls?
Thesis Topics

**Family**
- Parental acceptance, communication patterns and the development of self-esteem in relation to deaf children of hearing parents
- Sisters in the media: A study of portrayals and realities
- Touch and nonverbal communication: violations of trust?

**Miscellaneous**
- Checkmate: Diverging moves in legal communication
- Soccer hooligans: A content analysis of soccer fans in America and England
- Fetching the good out of evil: Why alcoholics anonymous and the 12-Step Program are so effective
- Ballroom dancing and expectancy violations