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The Effectiveness of Academic Consultations in Choosing Research Topics: The Field of Media and Communication Studies as a Case Study

جدوى الاستشارات الأكاديمية في اختيار المواضيع البحثية
ميدان علوم الإعلام والاتصال أنموذجا

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Article abstract:

This study aims to illustrate the significance of academic consultations in the selection of research topics, with a focus on media and communication studies as a case study. To achieve this, a survey methodology was adopted, with interview serving as the main tool for the field study. These interviews were conducted with a targeted sample of 26 professors specialized in Media and Communication Sciences.

The study reached academic consultations is rather an interactive process that guides students toward selecting research topics of scientific value related to their field of specialization.

Key words : *Academic Consultation ; Effectiveness ; Media and Communication Research ; Research Topic.*

ملخص المقال :

تروم هذه الدراسة إلى تبيان أهمية الاستشارات الأكاديمية في اختيار الطلبة لمواضيع نهاية تكوينهم الجامعي مع أخذ ميدان علوم الإعلام والاتصال كنموذج للدراسة، ولأجل ذلك تم اعتماد المنهج المسحي وأداة المقابلة كأداة رئيسية لإجراء الدراسة الميدانية، وجهت إلى عينة قصدية من أساتذة علوم الإعلام والاتصال والمقدر عددهم 26 مفردة.

وقد توصلت الدراسة إلى التأكيد على أهمية الاستشارات الأكاديمية كعملية تفاعلية توجيهية تساعد الطلبة في اختيار مواضيع بحثية ذات قيمة علمية بعيدا عن فخ المواضيع المتكررة وذات صلة بتخصصهم الأكاديمي.

كلمات مفتاحية: استشارات أكاديمية، جدوى، علوم الإعلام والاتصال، موضوع بحث.

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Introduction

In Research interests, past knowledge and experience, academic specialization, prior readings, and time and budgetary constraints are some of the elements that typically impact students' choice of research topics. However, academic advice is another important component influencing the process of choosing a study topic. This entails conversing and sharing viewpoints with academic leaders, ranging from fellow students to specialized professors. These consultations are essential for helping students choose appropriate topics and navigating the topic selection process. The decision to settle on a research topic is not a purely individual one, as some might believe, but rather an interactive and consultative process requiring collaboration between the student and others, including professors with accumulated experience and knowledge, as well as fellow students. This is of paramount importance regardless of the student's field of study, across all university disciplines, including media and communication studies.

The inclusion of modules that embody the value of academic consultation in university training programs in the field of media and communication studies, such as the "Methodology" and "Thesis Preparation" modules in the Master's program for media and communication students, is clear evidence of the importance of academic consultation as a fundamental variable in guiding students towards choosing topics that are significant and worthwhile, and directing them towards the appropriate methodological steps for studying them. For example, during the scheduled sessions within these two modules, students present their research proposals and discuss them with professors and peers. This process contributes to broadening the students' horizons of thinking, helps them discover the scientific importance of the proposed topic, determine an appropriate formulation for it, and discuss its feasibility for study and how to conduct it in the field. This may determine whether the student settles on the initial topic, modifies it, or abandons it and replaces it with another research topic.

Accordingly, this study aims to highlight the importance of academic consultations in selecting scientific research topics, with a focus on media and communication science research as a model. The main question that the study seeks to answer is: What is the usefulness of academic consultations in the process of selecting and determining research topics in the field of media and communication sciences?

1.Academic Consultation

1.1 Academic Consultation:

One of the sources from which a student researcher can derive a research topic is academic consultation. What exactly is meant by this?

1.1.1 The Concept of Academic Consulting:

Academic consulting is defined as the process of providing advice and guidance to students and researchers regarding the stages of preparing scientific or university research.

This advice is offered by professors and academic experts affiliated with institutions and universities, and aims to improve the quality of the educational and research process by enhancing the efficiency and skills of researchers and students (No author, What is the Importance of Academic Advising for Researchers, 2024) .

It is also defined as an interactive learning process between the consultant and the student, whether individually or in groups comprising students and professors. It addresses personal, educational, or professional issues, to acquire the necessary skills to achieve academic, personal, social, and professional success (No author, Introduction to counseling services, pp. 1-2)

An academic advisor is someone who provides personal and professional guidance to students regarding their studies and career paths (Indeed Editorial Team,, 2025) They must be an expert in an academic field with the necessary experience to help students develop study plans that align with their academic requirements and future goals. Their role extends beyond simply advising on coursework; it includes providing psychological

and social support. An academic advisor must possess certain essential qualities and characteristics, the most important of which are (No author, The Importance and Benefits of Academic Advice, 2020):

A). A thorough understanding of the core academic requirements of the student's chosen field and how to fulfill them.

B). Effective communication skills; the academic advisor must be a good listener and know how to convey ideas clearly.

C)Flexibility in dealing with students: The academic advisor must be able to understand the diverse needs of each student. At this point, it's essential to clarify the difference between the concepts of academic advisor and supervisor. Each has a specific role. An academic advisor provides guidance and support to students throughout their education, offering advice on choosing academic specializations, assisting in job searches, and more. The advisor's role extends beyond academics to include career and social guidance. Furthermore, students typically contact their advisors at specific times, not regularly.

In contrast, the supervisor's role focuses on guiding and directing students during their academic research within the framework of postgraduate studies (Master's thesis, doctoral dissertation). The supervisor maintains constant contact with the student throughout the entire research process, from beginning to end. In other words, the role of an academic advisor is broader than that of an academic supervisor.

1.1.2 Objectives of Academic Consultations:

The objectives of academic consultations can be summarized as follows (No author, What is the importance of academic consultations for researchers, 2024):

Academic Guidance: Academic consultations serves as a guide to help students:

- Choose appropriate academic majors that align with their interests and future goals.
- Provide advice on available study programs and how to select courses that support the student's academic goals.

Providing Psychological and Social Support: Some define the objectives of academic consultations as a means of providing psychological support to students to help them cope with the psychological and social challenges they face during their academic, study, and research journeys, and to help them achieve a balance between their academic and personal lives.

Providing Guidance on Future Career Options: Academic consultations can offer advice on available job opportunities after graduation, such as studying abroad, applying for postgraduate studies, or helping students prepare for the job market by providing advice on building a resume and acquiring the skills required in various fields.

Enhancing Academic Research: The goals of academic consultations in the field of scientific research are embodied in several points (No author, What is the Importance of Academic Advising for Researchers, 2024) :

- Academic consultations help guide researchers and graduate students in all stages of scientific research, from choosing a research title to the external and internal organization of the research.
- Academic consultations help guide researchers and students to reliable information sources and select appropriate research tools to obtain useful information from the study population and sample.
- Contributing to the development and enhancement of researchers' and students' academic skills.
- Academic consulting contributes to providing a reliable scientific reference from specialized professors for all researchers and graduate students, and offers innovative solutions to the various obstacles that researchers face at all stages of scientific research.

1.2 The Importance of Academic Consultations in the Field of Scientific Research:

All of the above leads us to clarify the importance of academic consultations in the field of scientific research at its various stages, as follows (No author, The Importance and Benefits of Academic Advice, 2020):

- Reducing academic pressures on students.
- Raising the student's level of academic awareness and preparing them for the university environment.
- Saving time, effort, and hours spent searching for a specialization that suits the student's abilities.

The potential to build relationships with faculty members and academic figures. Researchers seek academic consultation during the research process in several situations, which we summarize below (No author, What is the Importance of Academic Advising for Researchers, 2024) :

- Difficulty in identifying a suitable research topic.
- Difficulty in formulating a research title.
- Difficulty in defining research variables and determining the relationship between dependent and independent variables.
- Difficulty in familiarizing themselves with various references, literature, and previous studies related to the research topic.
- Difficulty in developing a sound research plan that outlines the research steps and overall structure.
- Difficulty in identifying and selecting appropriate data collection tools for the nature of the research and the sample.
- The desire to review and format the research according to the requirements and guidelines set by the research institution or university.
- The desire to have the research reviewed linguistically to ensure its accuracy and freedom from spelling and grammatical errors.

2.Methodological Procedures of the Study:

Based on the above, the following methodological procedures were established:

2.1 Methodological Procedures of the Study:

- Research Population: This consisted of professors specializing in media and communication studies from three universities: Djillali Bounaama University in Khemis Miliana, Ali Lounici University of Blida 2, and Bouira University.

- Study Sample: The study employed a "convenience sample," defined as a sample where the researcher selects individuals encountered or available for interviews. In other words, the researcher attempts to gather a sample of respondents relevant to the study's problem, regardless of their proportion in the overall population (Al-Tayi & Khair Milad, 2007, p. 215). We selected a sample of media and communication professors with whom we have professional and academic connections. They were chosen based on their experience and specialization in media teaching and training. The final sample size for this study was 26 individuals, distributed as follows: 12 from Khemis Miliana, 8 from Blida, and 6 from Bouira.

- Study Methodology and Tools: In our study, we adopted the survey method as an organized scientific effort to obtain data, information, and descriptions of the phenomenon or group of phenomena under investigation (Kandilji , 2008, p. 99). It enables the collection of realistic information that accurately depicts social reality during a specific period, which can then be analysed and interpreted, and conclusions drawn from it (Kandilji , 2008, p. 100).

- Research Tool: In our study, we relied on the open-ended interview tool: an interview in which questions are posed without predetermined answers, and the respondent is given complete freedom to speak without time constraints or limitations on style (Kandilji , 2008, p. 175).

The interview included direct questions directed to the 26 participants via Messenger chat. The interview aimed to achieve several objectives: to clarify the concept of academic consultation and its importance in identifying and selecting research topics in the field of media and communication from the perspective of the study sample (professors); to investigate the stages and mechanisms for selecting suitable individuals for consultation regarding proposed research topics; and to determine the requirements for effectively implementing academic consultations.

2.2. Analysis of Study Results:

First- The Concept of Academic Consultation and its Objectives in the Process of Selecting Scientific Research Topics in Media and Communication:

Choices	Frequency	Percentage
Assisting in formulating the problem statement, hypotheses, and methodology	4	15.38%
Applying SPSS statistical analysis software	3	11.54%
Guidance on Job Opportunities	3	11.54%
Translating articles and scientific research into English or French	3	11.54%
Studying Abroad	2	7.69%
Reviewing linguistic errors and academic style	2	7.69%
Guiding the researcher in choosing appropriate scientific journals	2	7.69%
Guiding students in choosing Master's or PhD specializations	2	7.69%
Preparing Research Presentations (PowerPoint presentations)	2	7.69%
Training and Development Courses	2	7.69%
Obtaining Professional Certifications	1	3.85%
Designing a professional CV that aligns with modern labor market requirements	1	3.85%
Total	**26**	**100%**

Table 1: The Concept of Academic Consultation and its Objectives in Selecting

A quantitative analysis of the data from the countries above reveals that the research participants' understanding of academic consultancy is determined by their needs, as follows: the sample's needs are classified into four hierarchical levels based on demand. Assistance with methodological research ranks first in terms of priority (15.38%). The second level (11.54% each) comprises SPSS analysis, academic translation and career guidance. Six services constitute the middle tier in terms of demand (7.69% each): study abroad programmes, proofreading, selection of scientific journals, postgraduate guidance, preparation of presentations, and training courses. Finally, CV design and professional certificates represent the lowest level of demand, at 3.85% each.

Regarding the concept of academic consultation, the majority of participants agreed that it is the process through which guidance and advice are provided to students and even research professors by experienced academic figures and professors in various fields, including:

- Academic Consultation: This includes guiding professional academic translation services and assistance in preparing scientific research from both methodological and practical perspectives, such as assistance in applying statistical analysis programs. SPSS, and even consultations regarding proofreading services for scientific research, scientific publishing, and assistance in preparing attractive and effective research presentations.

- Professional consultations: This includes providing advice on available job opportunities after graduation, such as studying abroad, applying for postgraduate studies, benefiting from training courses to obtain specific certifications, or assisting in building a resume that highlights the client's skills and aligns with modern job market needs.

Comment:

We find that the respondents have a broad understanding of consultations in general, whether related to providing guidance and advice on career paths, preparing resumes for job applications and postgraduate studies, or academic consultations that help broaden the client's horizons regarding research topics they can

explore and choose the most suitable ones that align with their specialization and research interests and are scientifically viable. This also includes guiding them through various methodological procedures appropriate for their studies, as well as providing other services such as plagiarism measurement and translation, to name a few.

In this regard, we note that academic consulting is witnessing increasing importance in our time, as evidenced by the proliferation of numerous online pages marketing their academic consulting services on social media platforms. These include "The Professional Translation Portal," "Citation and Similarity Measurement," "Article Formatting in Journal Format," and other online pages offering various academic consultations that students and researchers can utilize, naturally depending on their perceived reliability.

However, we believe that the priority for academic consulting should be sought from experienced professors with whom the student has direct contact and communication through trusted intermediaries. This is because many of these online pages' lack credibility and are exploitative, preying on students and even professors.

Regarding the objectives of academic consulting in the process of selecting and defining a research topic in the field of media and communication, the respondents indicated that the primary goal is:

Choices	Frequency	Percentage
Assisting students in selecting a topic aligned with their specialization and characterized by innovation	12	24.00%
Guiding students in choosing suitable research methods and tools for data collection and analysis	11	22.00%
Enabling students to explore under-researched areas and gaps in the existing literature	10	20.00%
Helping students identify variables, delimit the study population, and determine the sample	9	18.00%
Assessing the academic value and practical applicability of the selected research topic	8	16.00%
Total	**50**	**100%**

Table 2: Objectives of Academic Consultation

A quantitative analysis of the distribution of objectives relating to academic consultancy reveals the following objectives:

a) To ensure that the research topic chosen by the student is appropriate to their specialization and possesses originality 24.00%

b) Assistance in exploring the appropriate methodology: Consultation can help students identify the most suitable research methodology and tools for their topic, thus facilitating data collection and analysis 22.00%

c) Exploring a topic by identifying research gaps in the field of specialization: Through academic consultations, students can identify gaps in the existing literature and pinpoint areas requiring further research 20.00%

d) Ability to define study variables, the boundaries of the research population, and the study sample 18.00%

e) Evaluating the scientific importance and feasibility of the chosen topic: Consultation helps students assess the scientific significance of a particular topic they have selected 16.00%

Comment:

The foregoing underscores the importance of academic consultation in scientific research. It plays a crucial role in providing assistance and guidance at various stages of the research process, from selecting and defining the topic and choosing appropriate methodological tools to the completion and analysis of results.

The inclusion of several modules in various disciplines, such as the "Methodology" and "Thesis Preparation" modules in the Master's program for Media and Communication students, exemplifies the significance of academic consultation. During scheduled sessions within these courses, students propose topics for study and field research, which are then discussed with the professor and peers. This process broadens students' perspectives and understanding of the subject matter. These discussions also help guide

them away from repetitive or impractical topics, uncover new and unexpected aspects and ideas, and connect them with specialists in the field. Furthermore, students may be referred to professors specializing in the subject.

Second - The Academic Consulting Process:

Regarding the question of whether academic consultations require specific stages, the responses received indicate that academic consultations in the process of selecting a research topic across various scientific disciplines, including media and communication studies, must follow these steps, In the table, we have attempted to present the respondents' answers in a way that illustrates the sequence of the academic advising process across three stages, as outlined below:

Choices	Description	Frequency	Percentage
Identifying appropriate individuals for academic consultation	Seeking guidance from university professors who previously taught the student	7	38.89%
Communicating with professors and researchers	Contacting scholars through email or social media platforms	6	33.33%
Analyzing feedback and observations	Evaluating academic opinions before making a final research decision	5	27.78%
Total		**18**	**100%**

Table 3: The Academic Consulting Process

- 1- Identifying Suitable Individuals for Academic Consultation 38.89%

The student must identify experienced individuals in the academic field who can provide valuable advice and guidance in choosing their research topic. These individuals could be:

- Professors from within the university, such as a professor who has previously taught the student.
- Professors and researchers from the academic community. This involves searching for professors with relevant scholarly output related to the student's topic and attempting to contact some of them through their Facebook pages or email addresses.
- The department head, who often has a list of topics studied and can refer the student to professors and experts in the field.

Comment:

Generally, the process of selecting and identifying suitable individuals for consultation in order to determine a research topic in the field of media and communication studies, as an example, is linked to several key criteria. These include the professor's relevance to the student's field of specialization, their expertise in the area related to the student's proposed topic, their academic reputation, and their reputation for collaborating with others within the academic community.

In this context, we note that there are several ways to help students identify suitable individuals for academic consultation outside their university. These include:

- Searching academic circles for researchers and professors with scholarly output relevant to the student's interests. This involves reviewing research and articles to identify researchers and professors who have previously addressed aspects of the topic and contacting them by finding their professional email addresses or official social media pages.
- Following and participating in relevant scientific conferences and seminars, which allows for identifying and connecting with active researchers in the field. - Searching through academic websites and social media networks like ResearchGate, where you can find experts and specialized researchers.
- Seeking help from professors and colleagues to connect you with experienced individuals, given their broader networks in the field.

It's also worth noting that fellow students can be valuable advisors when choosing a research topic in the field of media and communication studies. You can benefit from their perspectives and opinions due to

ongoing communication and the fact that some students possess extensive academic knowledge that allows them to learn from one another.

Academic consultations between students and their peers broaden their thinking in the process of selecting a suitable research topic. These consultations are more flexible and straightforward compared to consultations with professors, due to the respect and academic standing of the professors, and they are often scheduled, unlike consultations with peers, which may be unscheduled and without a fixed time or location.

Within the same framework, and from our perspective, several considerations must be taken into account when choosing an academic advisor:

- Experience: The more proficient the advisor is in their field of specialization, the better equipped they will be to guide the student in selecting specific research topics.

- Availability and accessibility: It is essential to choose an advisor who is easily accessible. Therefore, we advise students to carefully review the advisor's schedule if they are a member of the faculty at their university.

- Reputation within the academic community: The reputation of an experienced professor among former students, classmates, or even faculty members is important and beneficial when selecting an academic advisor. Positive experiences from others with that professor encourage students to benefit from their guidance and advice.

2- The stage of contacting potential researchers to benefit from their academic consultations 33.33%

The process of contacting academic advisors to benefit from guidance on choosing a suitable research topic can be done through several means, depending on the responses received. These include:

a- Email: by sending a message introducing the student to the professor and explaining the purpose of the contact.

b- Personal interviews: through personal contact with the professor who taught the student, or by attempting to arrange a personal meeting with researchers, for example, whom the student met at a scientific event such as a conference. This will give the student a better opportunity to interact with them and receive their guidance and direction. In this case, we emphasize the importance of the student preparing a list of questions and points they wish to discuss during the consultation, and being prepared to ask appropriate questions that will help them understand the various aspects of the research topic.

3- The stage of analyzing the observations and opinions discussed 27.78%: After obtaining the opinions and observations resulting from the consultation process, the student must carefully analyze and evaluate them to make an informed decision regarding the research topic.

Comment:

The above confirms that academic consultations require patience, effort, and careful planning in selecting suitable academic figures to benefit from the outcomes of these consultations. This includes determining the most appropriate methods of communication, whether direct face-to-face or electronically through social media platforms or email. Preparation involves formulating various questions and inquiries in advance, analyzing the observations and opinions discussed during the consultations, and maintaining academic ethics in communication with academic figures.

Third: The advantages of academic consultations in the process of selecting a research topic in the field of media and communication:

Advantages of Academic Consultations	Frequency	Percentage
Guiding students towards valid topics	18	34.62%
Enhancing the Researcher's Confidence	14	26.92%
Broadening Research Horizons	12	23.08%
Building a Network in the Academy	8	15.38%
Total	**52**	**100%**

Table 3: Advantages of Academic Consultations

Regarding the benefits of academic consultations during the research phase in the field of media and communication studies, the responses received indicate several advantages, including:

1- Guiding students towards topics that adhere to academic and methodological standards 34.62%:

Academic consultations play a crucial role in guiding students towards topics of scientific and academic importance, primarily related to their field of specialization Media and Communication studies.

In other words, academic consultations can reduce the gap between idea and achievement, as the exchange of discussion helps the student to refine and narrow down the idea of the topic to become feasible for study in a manner that conforms to academic and methodological standards in general

2- Enhancing the Researcher's Confidence and Motivation 26.92%:

Academic consultations are often considered a contributing factor in boosting a student's confidence in choosing a research topic. This fosters a sense of confidence, which in turn enhances their motivation to complete the project, especially in its early stages, and to persevere if they encounter difficulties later.

It is clear from the above that academic consultations not only provide guidance and advice during the research topic selection phase, but also offer students moral support and motivation, leading them to commit to their chosen topic. For example, when professors affirm and praise a student's proposed topic as worthy of study, it increases their motivation to work diligently. Emphasis on the topic's importance by others raises the student's level of enthusiasm and interest.

3. Broadening Research Horizons 23.08%:

Academic advising allows students to explore diverse and varied opinions and perspectives, helping them broaden their thinking on a particular topic. This exchange of knowledge can reveal new aspects previously unconsidered by the student, enriching the chosen subject or leading them to abandon it.

Furthermore, academic advising broadens students' understanding of how to approach their chosen topic and whether there is available scholarly material, such as references and sources.

4. Building a Network in the Academic Community 15.38%:

Academic advising enables students to build and establish a network of academic relationships with professors and researchers. This network can be beneficial in the future, opening avenues for collaboration and potentially leading to joint research projects, thus enriching the academic experience and fostering knowledge exchange.

Comment:

The responses obtained from the participants confirm that academic consultations play a role in broadening the students' research topic selection process through:

- Obtaining diverse perspectives: Interaction and consultation allow students to access varied opinions and experiences from different backgrounds and disciplines, thus expanding their understanding of the topic and helping them see new aspects that might otherwise be overlooked, or leading them to abandon the topic altogether and search for another.

- Exploring new ideas: Consultative discussions can spark new and innovative ideas that the student might not have considered on their own.

- Supporting and motivating the student and opening up new avenues for work and research: Through academic consultations, students can receive the moral support and motivation that makes them committed to the chosen topic and helps them overcome obstacles encountered during the selection process. It can also open up future opportunities for work and research collaborations.

Fourth -

Requirements for Successful Academic Consultation	Frequency	Percentage
Carefully selecting academic figures from among professors with experience in the student's field of specialization.	15	30%
The student's psychological, intellectual, and methodological readiness to benefit from academic consultations.	13	26%
Analyzing the guidance and results obtained from academic consultations.	12	24%
Controlling communication mechanisms with consultants and adopting appropriate communication methods.	6	12%
Maintaining objectivity, showing respect, and accepting different academic opinions during interactions.	4	8%
Total	**50**	**100%**

Table 4: Requirements for Successful Academic Consultation:

Regarding the requirements for effectively utilizing academic consultations during the student's research topic selection process in the field of media and communication studies, or even for other academic research, adherence to certain criteria is necessary, including:

- Carefully selecting academic figures from among professors with experience in the student's field of specialization **30%**
- The student's psychological, intellectual, and methodological readiness to benefit from academic consultations **26%.**
- Analyzing the guidance and results obtained from academic consultations **24%**
- Controlling communication mechanisms with consultants and adopting appropriate communication methods **12%**
-, Maintaining objectivity, accepting different opinions, and showing respect **8%.**

Comment:

In response to the answers obtained regarding the requirements for successful academic consultations, they can be summarized in the following points:

1- Prior preparation by the student: They should be ready for consultation by gathering essential information about the proposed research topic and preparing a list of questions they wish to ask.

2- Selecting a suitable academic consultant: They should have experience in the student's field of interest and academic specialization, and be easily accessible.

3. Flexibility and receptiveness to guidance: Students should be open to receiving advice and guidance from their advisors and willing to modify their topic if necessary.

4. The student must adhere to the ethics of scientific research, including objectivity, acceptance of differing opinions, and respect for the academic community whose advice they seek.

5. Evaluating the information and guidance received: After the consultation, students should assess its effectiveness, identifying what was helpful and what could be improved regarding their proposed research topic.

In conclusion, successful academic consultations rely on prior preparation, careful selection of the academic advisor, and effective communication. They should not be limited to simply receiving and discussing information; a critical analysis of the discussion and evaluation of the information obtained are essential for students to accurately and scientifically define their research topic.

Conclusion:

The choice of a research topic ultimately lies with the student. Therefore, it's crucial for students to invest time and effort in selecting a suitable topic by considering several key factors. These factors include the student’s area of specialization, the feasibility and significance of the topic in contributing to knowledge

within the research field, the need to avoid repetitive and ambiguous subjects, and the importance of ensuring the topic's relevance to current realities.

It has become clear that among the resources available for selecting a worthwhile research topic are academic consultations or discussions with specialized professors and colleagues. These consultations are not merely a formality, but rather an interactive process that allows the student to identify topics characterized by importance and feasibility, topics that align with their interests and abilities, and are particularly relevant to their academic specialization. Furthermore, they help the student assess the methodological feasibility of conducting the research. Moreover, consultations play a crucial role in avoiding repetitive or impractical topics, thus saving time and effort and enhancing the research's value and originality.

The inclusion of "Methodology" and "Thesis Preparation," among other modules, in Master's programs in Media and Communication Studies, the field of our study, underscores the importance of academic consultation in guiding students toward research topics that are both relevant and scientifically significant.

Therefore, we recommend that students prioritize academic consultation and seek advice from others during the research topic selection process for their Master's degree in Media and Communication Studies. This is not merely a formality or a secondary procedure, but a fundamental and vital process that contributes to the success of scientific research. Therefore, every researcher and student should give academic consultation the importance it deserves.

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