

MAMC RESEARCH REPORTS DEFENSES_28th October, 2026		
S/N	Name	Dissertation Title
1.	BERA, John I. DAR-MAMC-56212	Implications of Digital Communication Strategies in Promoting Tourism Attractions in Tanzania: A Case Study of Serengeti National Park.
2.	SALLA, Eagan P. DAR-MAMC-56284	Analyzing the Role of TikTok and X In Shaping the Political Engagement of Youth in Kinondoni, Dar Es Salaam, Tanzania
3.	SALUM, Sheila DAR-MAMC-56268	The Usage of AI Technology Among Public Relations Practitioners in The Ministry of Industry and Trade in Tanzania
4.	KASUGA, Temaluge DAR-MAMC-56308	Assessment of The Coverage of Male Gender-Based Violence in Mwananchi and Habari Leo Newspapers
5.	SULLI, Faraja EVELYN DAR-MAMC-56259	Assessment of the Effectiveness of E-Communication Channels in Enhancing Efficiency at Arusha International Conference Centre
6.	OLE KIMOSA, Ngarayai S DAR-MAMC-56235	Newspapers' Coverage of The 2025 Presidential Election Campaign in Tanzania: A Comparative Study of Mwananchi and Habari Leo Newspapers
7.	KATUNGE, Mariam J. DAR-MAMC-56222	Assessing The Strategic Role Of The Public Relations Unit In Branding Public Transport Services: A Case Study of The Standard Gauge Railway In Tanzania
8.	JOSEPH, Joanita DAR-MAMC-56255	Assessment of the Use of Instagram by Local Government Officers In Enhancing Public Communication in Tanzania. A Case Study of Ubungo Municipality
9.	MWANACHE, Pascal P DAR-MAMC-56270	Generative AI in Evangelization: Practices among Catholic Priests in the Archdiocese of Dar es Salaam

MAMC RESEARCH REPORTS DEFENSES_29th October, 2026		
S/N	Name	Dissertation Title
1.	MATEMU, Genofeva DAR-MAMC-56205	The Effectiveness of Digital Media in Raising Awareness of the Risks of Cardiovascular Disease in Tanzania: A Case Study of Mwananchi Online and Ayo Tv
2.	SADDA, Michael DAR-MAMC-56195	The Impact of Social Media Influencer Marketing on Youth Consumer Behaviour in Tanzania: A Focus on Instagram.
3.	KANUDA, Yunge DAR-MAMC-56269	Assessment of Public Relations Strategies in Enhancing Occupational Safety Awareness in Healthcare Institutions: A Case Study of Muhimbili National Hospital
4.	MAJUTO, Darlin SAID DAR-MAMC-56256	Assessment of Tanzanian Newspapers' Coverage of the 4Rs Strategy of President Samia Suluhu Hassan: Evidence from Mwananchi and Habari Leo Newspapers
5.	MWAISEMBA, Rayson DAR-MAMC-56247	Audience Perceptions of Instagram in Promoting the Tanzania Premier League: A Case Study of the TFF Instagram Account
6.	EKONI, Edwin FRANK DAR-MAMC-56088	Assessment on The Use of Social Media by Youth in Sharing Information During 2025 General Elections in Tanzania
7.	KAWISHE, Martha P. DAR-MAMC-56236	Media and Environmental Awareness in Tanzania: An Evaluation of "Mazingira Yetu Na Tanzania Ijaye" Programme on TBC One.
8.	MAPEPELE, James DAR-MAMC-56254	Assessment of The Adoption of Digital Skills Among Media Professionals In Tanzania: A Case Study of Azam Media and Tanzania Broadcasting Corporation

MAMC RESEARCH REPORTS DEFENSES_30 th October, 2026		
S/N	Name	Dissertation Title
1.	RENATUS, Lucia K. DAR-MAMC-56215	Newspaper Coverage of Clean Cooking Energy in Tanzania: A Comparative Study of Mwananchi and Habari Leo Newspapers (May 2024- April 2025)
2.	SULEIMAN, Suleiman J. DAR-MAMC-56207	The Role of Mteгани Community Radio FM In Promoting Seaweed Farming in Zanzibar
3.	JOHN, Monica DAR-MAMC-56093	The Newspapers' Framing of Women Candidates During The 2024 Local Government Elections in Tanzania: A Case of The Daily News and The Guardian Newspapers
4.	KATABAZI, Ashiraf S DAR-MAMC-56208	Assessment of Critical Media Literacy Skills among TikTok Users in Kinondoni District, Tanzania.
5.	ISSA, Iddi H DAR-MAMC-56282	Effect of Social Media on Mainstream Radio Journalism Practices In Zanzibar: A Case Study of ZBC Radio, Zenji FM and Radio Mteгани FM
6.	ANDREA, Mwamini DAR-MAMC-56245	Media Coverage of People with Disabilities in Tanzania: A Case Study of Mwananchi and Habari Leo Newspapers
7.	LEMA, Judith AARON DAR-MAMC-56291	Utilization of E- Foreshore in Enhancing Public Service Delivery in Tanzania: A Case Study of the President's Office – Public Service Management and Good Governance
8.	KAJELA, Emmanuel DAR-MAMC-56027	Assessing The Effectiveness of The TBC Taifa Safiri Salama Radio Program in Promoting Road Safety in Tanzania: A Case Study in Ubungo District Dar es Salaam
9.	MSENYA Isack D DAR-MAMC-56106	Assessing the Perceived Outcome of TAGCO Capacity-Building on Strategic Planning Skills of Local Government Communication Officers in Dodoma.
10.	KABELWA, Abdulrahman DAR-MAMC-56209	Instagram and The Digital Image of Radio Stations in Tanzania: A Case Study of Bongo FM