A good communication channel is required to transmit information across diverse channels (Shiva et al., 2020). The communication channels have grown effectively in the space of media studies from traditional to modern channels (Trzebiński et al., 2022). These channels have provided a lot of stimuli for other domains like management, psychology, public administration, political science and others. In modern society, the use of social networks has grown exponentially and used more than ever and they have become the most popular medium for daily communication (Smatt et al., 2022). Social media platforms have become an integral source of all kinds of global and local news for millions of users (Ali et al., 2022). However, social media platforms are a double-edged sword (Bhatt & Shiva, 2020; Wankhade et al., 2022). Although the great advantages they offer such as unlimited easy communication and instant news and information, they can also have many disadvantages and issues (Al Shehab, 2022). One of their major challenging issues is the spread of fake news. Fake news identification is still a complex unresolved issue (Gaeta, 2023). Furthermore, fake news detection (Aïmeur et al., 2023) on social media platforms presents unique characteristics and challenges that make finding a solution anything but trivial (Clayton et al., 2020). On the other hand, artificial intelligence (AI) approaches are still incapable of overcoming this challenging problem. To make matters worse, AI techniques such as machine learning and deep learning are leveraged to deceive people by creating and disseminating fake content (Rana et al., 2022). Consequently, automatic fake news detection remains a huge challenge, primarily because the content is designed in a way to closely resemble the truth, and it is often hard to determine its veracity by AI alone without additional information from third parties (Awan et al., 2022).

This research is required in the area of improved and authentic communication and detecting genuine channels of communication. This timely and specific issue on communication investigates the role of correct communication is the area of accounting, finance, marketing, human resource management, media studies, psychology and related areas. The aim is to examine how the challenges of incorrect communication will impact the human understanding of the facts around the world.

**EDITOR IN CHIEF:**

Dr Sumit Narula,
Deputy Dean Research (P&C)
Amity University Gwalior

**GUEST EDITORS**

Dr Atul Shiva
Associate Professor, Chandigarh University, Mohali, India

Dr Carla Moronne
Professor, Sapienza University, Rome

Dr Puja Khatri
Professor, GGIUP, Dwarka, New Delhi
SUGGESTED AREAS ARE:
- Role of Audit reports for effective communication in financial markets
- Impact of research reports on corporate frauds and investment decisions
- Fake news, disinformation and misinformation in social media
- Role of Social Media and marketing communications
- Misleading information and consumer buying behaviour
- Implications of sentiment analysis on marketing communications
- Artificial Intelligence and communication channels
- Corporate communication and Human Resource Management
- Modern communication channels in media studies

SUBMISSION INFORMATION AND KEY DATES
Please take note of the following requirements if you wish to have your paper considered for this June 2023 issue:

- All papers must relate to communication and channels of communication.
- The content of the paper must conform to the terms of reference of the Journal of Content, Community and Communication.
- All papers submitted will be subject to the normal double-blind refereeing process undertaken by the journal.
- Submitted papers must not be under review by any other journal.
- Articles must be analytic and rigorous, not merely descriptive.

PLEASE SUBMIT YOUR PAPERS DIRECTLY TO
jccc@gwa.amity.edu

FULL AUTHOR GUIDELINES AND INSTRUCTIONS ON HOW TO SUBMIT CAN BE FOUND ON THE
https://www.amity.edu/gwalior/jccc/index.html

REFERENCES