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EDITORIAL

Navigating the Evolving Landscape of Media and Communication

Dear authors,

As we embark on another year of scholarly exploration, it is with enormous enthusiasm that we present Volume 4, Issue 1 (2025) of our journal. This issue arises when media and communication undergo profound transformations shaped by rapid technological advancements, shifting audience behaviours, and the ever-growing need for media literacy.

In this edition, we bring together a collection of insightful research articles, critical analyses, film reviews, and case studies that delve into pressing issues in media studies, journalism, digital communication, and public relations. Our contributors explore contemporary challenges and opportunities, ranging from the ethical implications of artificial intelligence in journalism to the role of community media in fostering democratic engagement.

The current issue of JCM brings together an eclectic mix of research that reflects the dynamic shifts in film studies, the ongoing impact of COVID-19 on communication patterns, the role of new media in contemporary discourse, and an in-depth meta-synthesis of communication paradigms. This edition aims to provide critical insights into these evolving landscapes and foster academic discourse that bridges past learnings with future possibilities.

The journal remains committed to providing a platform for interdisciplinary scholarship, welcoming contributions from academics, practitioners, and policy experts. We are grateful to our esteemed reviewers and the editorial board for their unwavering dedication to upholding the journal's academic rigor and integrity. As we move forward, we invite scholars to continue engaging with the evolving media landscape, critically examining its complexities and contributing to meaningful dialogues. We hope this issue inspires further research and collaboration, fostering a deeper understanding of the media's role in shaping our global society.

We extend our heartfelt appreciation to our readers, authors, and contributors for their continued support. We look forward to another year of impactful scholarship and meaningful media and communication studies discussions. We hope this edition sparks meaningful discussions and encourages further exploration in these vital research areas. As always, JCM remains committed to fostering interdisciplinary dialogue and advancing scholarly contributions in communication and media studies.

Happy reading!
Best wishes

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