

With this third issue of *Insights: Journal of Humanities and Media Studies Review*, we continue our commitment to fostering critical, interdisciplinary dialogue at the intersection of media, culture, politics, and society. The articles brought together in this issue reflect the rapidly shifting landscapes of communication technologies, global narratives, and socio-political dynamics, while remaining grounded in rigorous scholarly inquiry.

Several contributions in this issue examine the transformative power of digital media on perception, behavior, and belief systems. The study on advertising value and university students' attitudes toward Facebook advertisements offers timely insights into how young audiences negotiate persuasion, credibility, and engagement within algorithm-driven platforms. Complementing this, the qualitative exploration of virtual influencers and the future of brand marketing pushes the discussion beyond traditional advertising models, raising important questions about authenticity, identity, and trust in an era where artificial personas increasingly shape consumer culture.

The cultural and ideological implications of digital media are further explored in the article on TikTok consumption and its impact on Islamic societies. This research highlights the tensions between globalized digital trends and local religious, moral, and social frameworks, contributing to broader debates on cultural continuity, adaptation, and resistance in the face of technological change.

Moving from platforms to narratives, the article "From Fact to Fiction: How Global OTT Narratives Shape Collective Memory and Historical Truth" critically interrogates the power of streaming services to influence how history is remembered, reinterpreted, or even reimaged. In an age of binge-watching and transnational storytelling, this study underscores the urgent need to examine media's role in shaping collective memory and historical consciousness.

Finally, the analysis of the role of Iran in the Israel–Palestine conflict brings a crucial geopolitical perspective to this issue. By situating Iran's involvement within regional power structures and ideological frameworks, the article enriches our understanding of one of the most enduring and complex conflicts of our time, reminding readers that media studies and humanities research remain deeply connected to real-world political realities.

Together, the articles in this third issue exemplify the journal's aim to bridge theory and practice, local contexts and global phenomena, and traditional humanities inquiry with contemporary media analysis. We hope this collection will inspire further research, critical reflection, and meaningful dialogue among scholars, students, and practitioners. We extend our sincere gratitude to the authors, reviewers, and editorial team whose dedication has made this issue possible. As *Insights* continues to grow, we remain committed to providing a platform for diverse voices and innovative research that illuminates the evolving relationship between media and society.

**Dr. Masroor Khanum**

Editor