

In the changing world of media, politics, and global affairs, the link between the humanities and media studies is essential for understanding today's realities. This issue of *Insights: Journal of Humanities and Media Studies Review* gathers a diverse range of research that explores the political, technological, and cultural changes shaping modern societies, focusing particularly on Pakistan and the global context.

Our first article, "The Role of Urdu Leading Newspapers (Daily Express, Daily Nawa-i-Waqt, and Daily Jang) in Influencing Political Communication during the 2013 Election," presents a detailed content analysis of how major print media affected political discussions during an important election period in Pakistan. By examining language, framing, and editorial choices, this study enhances our understanding of media influence in politics and its role in shaping public opinion.

Shifting from traditional narratives to future-focused ones, the second article, "Reimagining Pakistani Cinema: The Role of Artificial Intelligence and Digital Innovation in Shaping the Industry's Future," looks into how technological advancements, including AI and digital production tools, are changing storytelling, distribution, and audience engagement in Pakistani cinema. This research highlights both the opportunities and challenges of combining cinematic creativity with new technologies.

Our third article, "Exploring the News Media Revolution and Journalism Practices: The Transition from TV to Digital Journalism," outlines the shift from traditional television to digital platforms. It examines the effects of this change on journalistic practices, newsroom dynamics, and audience behavior, providing insights into how journalism is being redefined in the digital age.

The fourth article, "The Impact of Political Economy on the Transformation of Political Culture of Pakistan," investigates how economic policies, power structures, and global influences have shaped and continue to shape the political norms and culture in Pakistan. It places media and public discourse within the broader context of political economy and offers critical reflections on governance, civic involvement, and ideological changes.

Finally, expanding beyond national concerns, the fifth article, "The Evolution of the Palestine-Israel Conflict: Key Milestones and Their Significance," presents a thorough historical analysis of significant events in the conflict. This piece revisits the geopolitical aspects and highlights the human and media stories that have affected international views and policy.

Together, these articles present a varied perspective on the role of media, technology, political systems, and global conflicts in shaping societies today. As editors, we are pleased to offer this issue as a platform for thoughtful scholarship, critical engagement, and interdisciplinary dialogue. We sincerely thank our contributors, reviewers, and readers for their ongoing support of *Insights* as a venue for meaningful academic exchange. We hope this volume inspires further research, discussion, and inquiry within the lively field of humanities and media studies.

**Dr. Masroor Khanum**

Editor