

## Editor's Note

The rise of generative AI continues to be the talk of the town. Whether it becomes just another everyday tool--like social media, software programs, or even a kitchen utensil--the real challenge lies in how we use it responsibly and wisely. For scholars, this opens up space to examine its influence on individuals, consumers, audiences, organizations, institutions, and society as a whole.

Against this backdrop, CMAP continues its commitment to exploring the diverse intersections of communication and media. In this issue, we present six articles that reflect both contemporary concerns and enduring questions in the field: 1) The impact of femvertising on Indonesian consumers' brand perception and response, 2) Virtual anchors in action: Navigating regional consumer behavioral responses and cultural dynamics in Chinese e-commerce, 3) Memory, identity, and time: The nonlinear narrative strategies in Wong Kar-wai's films, 4) Willingness to disclose personal data for enhanced customer experience through marketing technology and online data privacy personality, 5) Uncensored feeds and social advantages of Ilokano alters on X, 6) Sidelining women and their achievements: Representing women's sports in Bangladeshi newspapers.

This issue also marks a turning point: It will be the last to appear in both print and online formats. Starting with the next issue, CMAP will be published exclusively online. Whatever the format, we hope these articles spark ideas, encourage reflection, and contribute to your future studies.

Warm regards,  
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Editor-in-Chief