

Volume 9 marks another important milestone for CMAP. With this issue, we introduce a redesigned cover and move fully to online publication. From now on, CMAP will be available exclusively in digital format.

The articles featured here reflect both the dynamism of online communication and the continuing relevance of offline contexts. On the digital front, we feature: “From Audience Commodity to Promotion Struggles: A Political Economy Approach to YouTube,” an invited paper by Professor Yungwook Kim from Ewha Womans University, South Korea; “Understanding Social Media Content Virality: A Study of Youth Perceptions in Bangladesh;” “Chinese Consumer Response to AI Functions on Online Second-hand Platforms;” and “Journalism in the 21st Century: Evolution, Functions, and Challenges.”

In addition, we present studies grounded in offline experiences: “Adapting to a New Environment: Mental Health Challenges Among South Asian International Students in Bangladesh,” which explores stress and adaptation among international students, and “Indonesian Gay Men’s Perceptions of Thailand as a Gay-friendly Destination,” which discusses Thailand’s reputation as a welcoming and progressive destination.

As always, we hope readers find CMAP a valuable resource and a catalyst for new research ideas. Our goal remains to make CMAP a vibrant forum where scholars showcase and exchange insights that advance the field of communication.

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