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## From the Editor,

In the Fall 2025 issue of GMJ-TR, we are pleased to present six original articles that address contemporary communication studies from both theoretical and empirical perspectives. The contributions in this issue cover a broad thematic spectrum, including artificial intelligence and digital discourse, opinion journalism in the post-truth era, technological transformations in health communication, urban image construction on digital platforms, undergraduate communication curricula, and populist political communication in new media environments.

Our first article, authored by **Esra Çizmeci Ümit and Tuğçe Durmaz**, is titled *Social Reflections of Artificial Intelligence Discourse in Türkiye Through "Alara X."* This study examines user-generated comments on the YouTube program of Alara X, positioned as Türkiye's first domestic virtual influencer, through critical discourse analysis, focusing on perceptions of artificial intelligence, digital reality, media representation, and technological nationalism.

The second article, authored by **Dilhan Apak**, is titled *The Role of Opinion Journalism in the Post-Truth Era: A Comparative Study of Global Media*. This study emphasizes how opinion journalism functions within ideological positioning and democratic debate by comparatively analyzing the opinion sections of The Washington Post, The Guardian, and Pravda, highlighting the role of media literacy, press freedom, and ownership structures.

Our third article, authored by **Akın Ay and Serhat Bekar**, is titled *Health Communication, Artificial Intelligence, Bibliometric Analysis, Health Literacy*. This study explores academic research published between 2000 and 2025 through a large-scale bibliometric analysis, revealing trends, key concepts, collaboration networks, and ethical challenges related to artificial intelligence applications in health communication.

The fourth article, authored by **Mehmet Carlık**, is titled *Constructing the Image of a City on Ekşi Sözlük: The Case of Sultanbeyli*. This research investigates how urban image is produced and circulated through user-generated content on digital platforms, emphasizing the role of online discourse in shaping perceptions of cities.

Our fifth article, authored by **Betül Sabahçı**, is titled *Reflections of New Communication Technologies on Undergraduate Curricula of Communication Faculties in Türkiye*. This study examines how new communication technologies are incorporated into undergraduate curricula at communication faculties, offering insights into the alignment between communication education and digital transformation.

Our final article, authored by **Velî Özdemir**, is titled *Populist Political Communication and New Media: A Comparative Analysis of Marine Le Pen and Geert Wilders' Digital Emotion Mobilization*. This study analyzes how right-wing populist leaders employ emotional strategies in digital political communication and discusses the implications of these practices for democratic representation in new media environments.

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We believe that the articles featured in this issue will make valuable contributions to the field of communication studies and inspire stimulating discussions among our readers.

Thank you for your interest and continued support.

**Prof. Dr. Pelin Hürmeric**  
**Global Media Journal Turkish Edition Editor-in-chief**