This issue of the *Journal of Language, Communication and Culture* brings together ten diverse and thought-provoking articles that collectively underscore the evolving intersections of language, media, identity, and society in the general section and a further seven articles in the journal’s inaugural thematic edition with the theme ‘Communicating Islam, Gender and Sustainability’, curated and edited by Assoc. Prof. Dr. Nik Norma Nik Hasan. Each contribution offers a unique lens into how communication practices shape, and are shaped by, cultural, political, and technological context against a backdrop of pressing issues such as environmental sustainability and geopolitical tensions.

The general issue opens with a critical discourse analysis of Chinese American comedian, Joe Wong’s political satire, offering a timely exploration of humour as a form of resistance against discriminatory immigration policies. This study not only enriches our understanding of political satire but also illustrates how stand-up comedy can serve as a powerful medium for social critique and identity negotiation.

From the global stage to local communities, the second article investigates how elderly slum dwellers in Kenya use media to access health information. By highlighting the role of accessible communication technologies in promoting health literacy, this study contributes to public health communication strategies in underserved populations.

The third article delves into the nativisation of Baba Malay in Malaysian fiction, revealing how linguistic hybridity can be a vehicle for ethnic identity construction. This work is significant for its contribution to postcolonial literature and bilingual creativity, offering insights into how language preserves cultural narratives in Malaysia.

Internal communication within Nigerian public universities is the focus of the fourth article, which identifies structural inefficiencies and advocates for digital transformation. Its findings are particularly relevant for institutional reform and administrative capacity building in higher education.

In the realm of media linguistics, the fifth article examines young adults’ perceptions of English usage on Malaysian radio stations – Hitz FM and Traxx FM. It reveals how informal language styles influence listener preferences, providing valuable implications for broadcasters and media educators. The sixth article applies machine learning to detect narcissistic traits in Malaysian Twitter or X users, marking a novel intersection of computational linguistics and psychology. Its methodological innovation and predictive accuracy offer promising directions for digital behaviour analysis that will enrich communication and media research.

Metadiscourse in news reporting is the subject of the seventh article, which demonstrates how textual and interpersonal markers enhance reader engagement and clarity. This study is especially relevant for journalism educators and writers seeking to improve audience connection. The eighth article investigates the motives behind social media use and addiction among Malaysian youth. By identifying enjoyment and media appeal as key predictors, it contributes to the growing discourse on digital well-being and media psychology.

In a culturally-sensitive exploration, the ninth article assesses Gen Z’s attitudes toward LGBTQ+ advertising in Vietnam. Its findings challenge traditional gender assumptions and highlight the importance of authenticity and inclusivity in brand communication. Finally, the tenth article presents a cooperative preschool education model in Ulanqab’s ethnic areas, using an input-process-output framework. It offers practical insights into early childhood education policy and the role of community collaboration in enhancing educational quality.

Collectively, these articles in the general section as well as the thematic edition reflect the journal’s commitment to interdisciplinary scholarship and social relevance. Whilst the articles may be based on studies that were conducted in specific contexts and locations, their implications are permeate boundaries, with profound adaptable insights that are applicable in various contexts. They not only advance theoretical frameworks and methodological approaches but also address pressing societal issues—from digital identity and media influence on education and health communication. We hope this eclectic and thought-provoking collection inspires further research and dialogue across disciplines and communities.

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Editor-in-Chief

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