



Iranian documentary enters Brazil's PLANETA.doc competition

Arts & Culture Desk

Iranian filmmakers Saied Nabi and Maryam Khadivi have sent their documentary 'Forgotten' into the international line-up of Brazil's 10th PLANETA.doc festival, which runs nationwide from September 25 to December 25. The organizers placed the film in the festival's main competitive strand, a section

that draws leading environmental titles from across the world and brings in heavy-weight broadcasters such as National Geographic, Love Nature, Canal Off and Travel Box Brazil, ILNA reported. Screenings roll out through December in cinemas in Rio de Janeiro, São Paulo, Brasília and Florianópolis, with schools and universities given free, non-down-loadable access through the

festival's official platforms. The documentary centers on Abdolkazem Saki, an Iranian world and Paralympic champion who lives beside the Hoor al-Azim wetland on the country's southwest border. The film sets Saki's daily battle to stay in peak condition against the declining fortunes of the wetland, a place whose future, the directors say, "rises and falls" with the same fragility as the

athlete's sporting career. PLANETA.doc promotes a shared language across science, economics and the arts. Its remit ranges from biodiversity and renewable energy to sustainable innovation and environmental governance. In a festival statement, organizers said the time had come for disciplines to "pull together" and build a common vocabulary for sustainable development.

Nabi and Khadivi are already internationally recognized for their previous documentary, 'Standing with the Wolf,' which earned the Legendary Hero award in Russia, nominations for the Golden Panda in China and the Golden Sun in Spain, a diploma of honor at China's international festival, and two further nominations at festivals in Kolkata and Delhi.

'My Little Moon' shines at Nigeria's Lagos Festival

Arts & Culture Desk

Iranian director Ali Atshani's film 'My Little Moon,' produced by American Brightlight Film Productions, won three major awards at the 5th Universal Movie Awards (UNIMA) in Lagos, Nigeria, taking Best Screenplay, Best Sound and Best Original Score. The film had been nominated in eight key categories, including Best Picture, Best Director and Best Cinematography, ILNA reported. The festival, one of West Africa's most significant cinematic events, showcased films from across the globe in Surulere, Lagos. Founded in 2020 by Hope Obiuma Opara, the Universal Movie Awards (UNIMA) promotes professional standards in film and television and supports international filmmakers, combining competition with cultural development in the region.



'My Little Moon' tells the story of two teenage girls whose online friendship spans continents. One lives in the United States, the other in Iran. Their bond demonstrates that love and friendship "know no boundaries," crossing cultural and geographical divides. The film stars Natalia Polo, Nicole Amato, Brent Kublick and Matthew Fireman. Its success

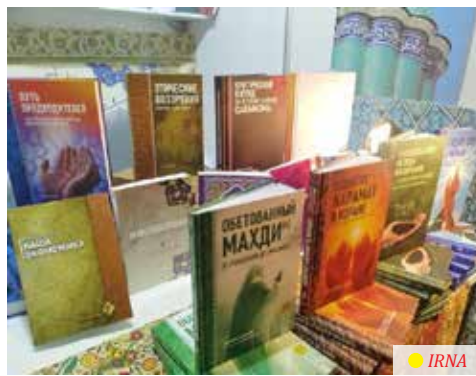
highlights the growing reach of Iranian-related cinema, which continues to earn accolades at international festivals. The Universal Movie Awards concluded with the awards ceremony on November 29, attended by filmmakers from Africa, Europe, Asia and the United States, cementing the festival's role as a hub for global cinema in West Africa.

Moscow non-fiction fair displays over 40 Iranian titles

Arts & Culture Desk

Iran unveiled over 40 recently translated works into Russian at the International Non-Fiction Book Fair held in the historic Gostiny Dvor hall, part of the Moscow International Book Fair running from December 4 to 8. The launch was attended by Iran's Ambassador to Russia, Kazem Jalali, and featured publications from Sadra Publishing House, affiliated with the Ibn Sina Islamic Studies Foundation, IRNA reported. The new titles included a study of Islamic tombstones in Kubači, Dagestan, a two-volume collection on marriage and women in the statements of Iran's Leader Ayatollah Seyyed Ali Khamenei, a treatise

on "Money in Islamic Economy", a three-volume guide to Iranian miniature painting, and a critical history of the United States. Several works were designated as recommended reads by the fair's curators. Ambassador Jalali said Iranian books in Russian attract a substantial readership in Russia. Sadra Publishing alone has released more than 500 titles in Russian, many of them translations of major Iranian works. He highlighted the strength of the collection in Iranology, Islamic studies and philosophy. Masoud Ahmadvand, cultural attaché at the Iranian Embassy, confirmed that more than 15 Iranian publishers are represented at the pavilion. Many of their



titles focus on children, families, and general readers. A number of books also mark the 1,500th anniversary of the birth of the Prophet Muhammad (PBUH). Nakhle Sabz Publication presented Russian editions of "Stay Celestial", a devotional book on Lady Fatimah, alongside a three-volume history of colonialism and nine new children's

titles. The publisher aims to provide a "cultural basket" for families with diverse worldviews while avoiding duplication of translated works. The fair brings together over 400 publishers from Russia and abroad and is a key platform for cultural exchange between Iran and Russian-speaking audiences.

When overload meets algorithms, public turns away from news

By Alireza Sepahvand
Journalist

OPINION EXCLUSIVE

In a world where human attention has become a scarce commodity, media outlets and platforms compete fiercely for it, often by compressing information and favoring superficial content. Traditional media, struggling to survive, have increasingly pivoted to short videos, emotional headlines, and fast-paced storytelling.

A growing phenomenon is emerging, widespread disinterest in news. This is no longer an isolated or temporary behavior but a social-media reality with profound implications for public awareness, civic engagement, and the quality of democracy. How has a society that is more exposed to information than ever become so alienated from it?

News fatigue, psychology of constant stress

Part of the answer lies in human psychology. Over the past decade, audiences have faced an unprecedented volume of reports on political crises, corruption, discrimination, war, economic downturns, and human tragedies. In a world where crises arrive without pause and media outlets em-

ploy alarmist and emotional tones to capture attention, audiences endure a continuous emotional load, leading gradually to mental erosion. Psychologists call this "news fatigue," a state in which people lose the energy or desire to engage with news and unconsciously avoid it. This avoidance acts as a form of psychological protection, helping reduce the anxiety, sadness, or helplessness triggered by negative reports. Simply put, the weight of global problems feels beyond personal capacity, prompting people to distance themselves to preserve mental calm.

Superficial content, brain's hunger for instant reward

Digital platforms have intensified this trend. Most media consumption now occurs on platforms designed to maximize user retention. Algorithms prioritize fast, short, entertaining content—material requiring minimal mental effort and delivering immediate reward.

In this environment, serious news, complex, demanding focus, often non-entertaining, loses out. The brain naturally seeks the easiest route to reward, especially under daily stress. Short humorous videos, simplified educational content, and emotionally charged narratives dominate attention, leaving in-depth reporting behind.

Algorithms, cycle of avoidance

Human behavior is only half the story, and the structure of digital technologies plays an equally decisive role. Social media algorithms prioritize engagement, meaning posts with more likes, comments, or shares gain greater visibility. Negative or serious news rarely prompts such reactions, so it is gradually pushed out of view, while uplifting, entertaining, or emotionally gratifying content is systematically amplified.

This creates a vicious cycle in which audiences tire of news and engage less, algorithms interpret the drop in engagement as disinterest, news appears less frequently, and even those who want to stay informed miss critical updates. Over time, this pattern turns into a habit. Disinterest in news becomes the outcome of an ongoing interaction between human psychology and digital logic, not merely an individual choice.

Collapse of attention, engagement economy

The pursuit of attention drives media toward brevity and sensationalism, sacrificing depth, nuance, and quality. As a result, audiences cannot develop informed, rational relationships with news, they either turn away or consume simplified versions.

Lost solutions amid constant warnings

Much of the disinterest stems from media focusing on crises without explaining causes, providing context, or suggesting pathways for action. When news fails to inform constructively, it breeds collective anxiety. Feeling powerless, audiences retreat further, reinforcing avoidance.

Social, political consequences

News avoidance has broader effects:

- Decline in public awareness: Societies disengaged from current

events lose understanding of major developments.

- Rise of misinformation: The void left by credible news fills with rumors and sensational content.

- Drop in civic participation: Studies link news consumption directly to civic and political engagement.

- Weakening collective analysis: Without accurate reporting, societies struggle to evaluate reality critically.

- Reinforcement of oversimplified narratives: Superficial accounts easily replace nuanced understanding with distorted interpretations.

Restoring trust, engagement

Experts suggest several steps to reverse this trend, including producing solution-focused content rather than crisis-only coverage, offering accurate yet accessible narratives that simplify complexity without oversimplifying, using algorithms more responsibly across platforms and regulatory bodies, strengthening media-literacy education, and improving transparency in the news-production process to rebuild trust. Restoring the audience's relationship with news will take time. Without it, the gap between global realities and public understanding will only deepen.



AUCTION SJSCO. B140404

Sirjan Jahan Steel Company is pleased to announce the sale and export of 10,000 tons **STEEL BILLET** (Size 150 x 150 mm) on basis of FOB Bandar Abbas according to INCOTERMS 2020. Interested applicants are hereby invited to obtain the tender documents by visiting the official website of Sirjan Jahan Steel Company at sjSCO.ir, through the Sales and customer portal, Tender and Foreign Tender section. All documentation will be provided electronically. All bids on conformity to tender instruction should be submitted no later than **Monday, December 15, 2025.**

For more information, please contact us at:
Tel: +2186084642