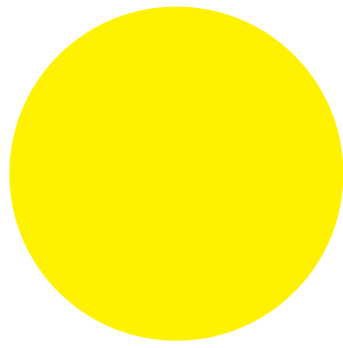


Media on cusp of historic transformation

AI reduced content production costs, but multiplied fabrication: *Expert*

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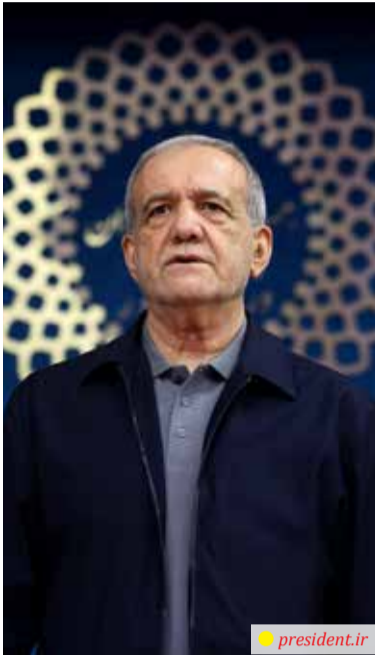


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Pezeshkian hails peace deal as 'diplomatic victory'



president.ir

International Desk

Iranian President Masoud Pezeshkian on Monday praised a peace memorandum with the United States as a "diplomatic victory" and an "honor" for the Iranian nation achieved through "steadfastness and resistance against excessive demands."

"The victory astonished the world and brought dignity and pride to the country," Pezeshkian said at a gathering attended by provincial governors and members of his cabinet in Tehran, according to IRNA.

He said the outcome was the product of exceptional unity, solidarity and coordination among the three branches of power, Iran's Armed Forces and the guidance and support of the country's Leader Ayatollah Seyyed Mojtaba Khamenei.

Pezeshkian also thanked Iranian negotiators, including Parliament Speaker Mohammad Baqer Qalibaf and Foreign Minister Abbas Araghchi, for their role in the process.

He described Israel's concern and anger over the agreement as "a clear sign of" Iran's success.

According to Iran's Supreme National Security Council, the agreement announced by Pakistani Prime Minister Shehbaz Sharif, whose country served as a mediator, in the early hours of Monday will "immediately and permanently" end hostilities on all fronts, including Lebanon.

The deal will also fully and immediately lift a US naval blockade against Iran that have been in force since mid-April.

The memorandum is due to be signed in Geneva on Friday in the presence of US Vice President JD Vance and Iranian negotiators.

Pezeshkian said full implementation of the deal, provided the other side honors its commitments, "could help resolve many regional issues and usher in new international conditions."

He also stressed the importance of expanding relations with Islamic countries and neighboring states in the post-war period.

"Muslim countries are our brothers and we must work to strengthen relations and mutual cooperation," he said.

During the 39-day war waged by the United States and Israel against Iran in late February, Iran carried out missile, drone and air strikes against Israel and targeted US bases in Arab countries from which attacks against Iran had been launched.

Iran, US announce deal on ending war, reopening Hormuz

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Key to success at World Cup for Iran is to focus solely on matches



By Amir-Reza Vaez Ashtiani
Political, sports affairs analyst

OPINION EXCLUSIVE

Iran's national football team enters the World Cup group stage under circumstances in which handling the distractions surrounding the squad may prove just as important as what happens on the pitch. Ever since Iran's participation in the event was confirmed, political and media controversies have overshadowed technical and sporting matters, raising concerns that the same pattern could

continue throughout the tournament. Coping with such pressures is never easy. But now that Iran has made its way into the World Cup, the overriding responsibility of the players, coaching staff and team officials is to preserve calm and remain fully focused on football.

The ideal scenario for Iran during its matches is to prevent controversies from taking shape in the first place. Even a minor emotional reaction or an unconventional response could quickly become fodder for media outlets that have had their eyes on Iran's national team for a long time.

For that reason, players and coaches should avoid any behavior that could fuel

tension or provide an opening for media narratives to spiral out of control. If incidents occur during matches, responses must be professional, measured and free of emotion. Experience has shown that cameras at events like these are not solely focused on goals and technical moments. Under current circumstances, distractions could quickly become liabilities for Iran.

The same approach should extend to press conferences. By sticking to football, avoiding inflammatory remarks and speaking in a thoughtful, disciplined manner, the team can significantly reduce opportunities for controversies to emerge. Some media organizations

may already have their own narratives in place, but a consistently professional approach can neutralize many of those efforts.

At the same time, the atmosphere inside stadiums and the behavior of spectators remain beyond the team's control. Different groups may attempt to shape the environment through flags, slogans or other actions. What the Iranian team can control, however, is the image it projects: one of composure, dignity and a culture rooted

in Iranian values. It should demonstrate that, for Iranian players, football is a sporting competition rather than a stage for peripheral conflicts.

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