

## 'Hope' Media Festival Drills Skills to Counter Cognitive War



Managing Director of Kayhan Group of Newspapers Hussein Shariatmadari receives a plaque of honor from IRGC chief Major General Hussein Salami in Tehran on Sunday.

TEHRAN – Iranian journalists have come together in a festival, dubbed Hope Media Cup, in Tehran in a bid to showcase their skills in confronting the cognitive warfare waged by the enemies against the Islamic Republic.

The festival which started Saturday at the Comprehensive University of Islamic Revolution in the capital city ran for two days.

It aims to serve as a platform where reporters and photojournalists will cover news stories and developments taking place within 36 hours in the country.

Participants are to produce pieces of news in varied categories of headlines, op-eds, editorials, reports, photos, podcasts, mobile clips, posters, infographics, and idea generation.

Minister of Culture and Islamic Guidance Muhammad Mehdi Esmaili said media professionals should create hope in the face of the enemies' attempts to disappoint the Iranian nation.

"Try not to harm the national interest in your works," he said, adding that giving hope to Iranians must be pursued in news

stories. "The enemy's main plan is to use false publicity, or propaganda, as they call it. The way to overcome propaganda is clarification," he said.

"Clarifying the truth must be done by different people, with different voices, with different interpretations, and using new forms," Leader of the Islamic Revolution Ayatollah Seyyed Ali Khamenei has said.

"Jihad of clarification must be taken seriously, by everyone, in the seminaries, in the universities, and in particular on radio and television, in the printed media, in all the places where you are, all around you," he has said.

The first national Hope Media Cup which started on Saturday at the Comprehensive University of Islamic Revolution in the capital city wrapped up Sunday.

The national festival served as a platform where reporters and photojournalists covered the speeches delivered by high-ranking officials and experts on various topics within 36 hours in the country.

# Tehran International Book Fair Wraps Up

TEHRAN – The 35th edition of the 2024 Tehran International Book Fair ended Sunday, where 2,700 foreign and domestic publishers and booksellers sold more than three million copies of books in the 11-day event and registered a 25% increase compared to the past year.

The opening ceremony of the 2024 Tehran International Book Fair kicked off under the theme "Let's Read and Create" at the Imam Khomeini Mosalla, a grand mosque in the Iranian capital, on May 10 and the books were put on display both in person and online.

Allocation of all parts of the Mosalla to the fair was one of the positive aspects of the Tehran cultural event. Also, at the event, special attention was given to the issue of literary tourism.

Among the participating publishers, 60 with 50,000 titles of books were from foreign countries. And, Yemen was the Book Fair special guest.

On average, the public gave this year's



Tehran Book Fair 70 out of 100 points.

During the 11 days, Leader of the Islamic Revolution Ayatollah Seyyed Ali Khamenei, President Ebrahim Raisi, the judiciary chief and other Iranian officials and the cabinet members toured the 2024 Tehran

Book Fair.

Also, cultural attachés from about 10 countries attended the Tehran event.

Semnan, a city in central north of Iran, took part in the exhibition as the book capital of the country.

## Comedy Packs a Punch at Box Offices in Iran

TEHRAN – Social dramas have made Iranian films and their directors renowned at international festivals such as Cannes, but at home it's comedy that sells and has long been the favored genre.

There are around 750 screens in the Islamic Republic, and going to the movies is a preferred leisure activity for people seeking distraction from often difficult daily lives.

An Iranian film may be in competition at this year's Cannes, but it was comedy that monopolized the top six box office places in the Iranian year 2023-2024 that ended in March.

During those 12 months, 28 million cinema tickets were sold in Iran.

"These films offer a simple plot and structure that make them accessible to everyone," movie critic Houshang Golmakani told AFP.

It's a generic formula that works



Iranians walk past a movie theatre in Tehran on April 13, 2024.

well and generally has stereotypical characters -- young people wanting a better life, a "Don Juan" and clumsy pious men.

"We need to laugh because the social-economic situation is difficult," said 47-year-old trader Milad, speaking outside a cinema in the capital Tehran. "I go to the movies and can forget all my troubles for a few hours."

Elaheh Kargar, a 24-year-old nurse, said she "naturally chooses a comedy" so she can "have a good time" at the cinema.

Take one of the big successes of the past few months, the comedy "Hotel".

This film tells the tale, replete with misunderstandings and mix-ups, of a man who hides his fiancée from his former wife so he can borrow money from his ex's aunt.

It was filmed on the island of Kish, where Iranians like to recharge their batteries in a relaxed setting inspired by Dubai just a 12-hour ferry ride across the Persian Gulf.

"Hotel" was seen by 6.2 million

people, but even it was overtaken by "Fossil" which, at 7.5 million, became one of the top-viewed movies in the history of Iranian cinema.

"Fossil" chronicles the adventures of a group of musicians before and after the Islamic Revolution of 1979, after which pop music was banned for more than two decades.

"When we screened 'Fossil' the house was always full," said one employee at a Tehran cinema who asked not to be identified.

"This film revived cinema, which had been in recession because of Covid. If we screened it again now, the house would still be full."

The authorities tolerate comedies because "they respond to the needs of the population", Golmakani said.

Golmakani believes that the success of comedies pushes producers to favor the box office to the detriment of social dramas, which are "increasingly marginalized" at a "time when costs are increasing".

"The excessive production of comedies affects the overall quality of Iranian cinema," he said.

## Iran's Female Inventor Rate Above World Average

TEHRAN -- The proportion of female inventors to male inventors in Iran is 10% higher than the global average, an official with the Iranian Vice-Presidency for Science, Technology and Knowledge-Based Economy said.

"Based on a study conducted in the Vice-Presidency for Science, Technology and Knowledge-Based Economy regarding patents registered in Iran, participation of women in patenting has increased by 5% in Iran in the past 5 years which is considered a good situation compared to the global data," said Mitra Aminlou, the director of Intellectual Property Management Center of the Iranian Vice-Presidency for Science, Technology and Knowledge-Based Economy.

"This figure was nearly 26% two years ago which is 10% more than the world average," she added.

"We are yet far from the optimal state of a balance and we should adopt policies so that women can participate more in the development of technology," Aminlou said.

According to a February report by Iran's National Innovation Fund, 12% of knowledge-based



companies in the country enjoy female managing directors.

Twenty-three percent of members of the board of directors and 12% of the managing-directors of knowledge-based companies in Iran are women. Also, 17% of the shares of knowledge-based companies are owned by women, the report said.

The number of knowledge-based companies in Iran has increased from about 1,500 to nearly 8,260 companies from 2015 to 2023, and in recent years, an average of 1,000 companies have been added to the number of knowledge-based companies, it added.

The three areas of electricity

and electronics, software and machinery respectively have the largest number of companies and 65% of knowledge-based companies are active in these three areas. Also, 60% of knowledge-based companies were established after 2014 (implementation of the law to support knowledge-based companies). These companies have earned 16% of the revenue of knowledge-based companies.

At the end of last Iranian year (March 20, 2023), nearly 300,000 people were working in knowledge-based companies, and this figure has grown by 20% compared to the start of the previous year.

## Picture of the Day



The latest mural on Enghelab Square has been unveiled with the theme of population and the threat of aging in Iran and the slogan "Warning! We are getting old."

Photo by Mehr News