

Preface

Joanna RADWAŃSKA-WILLIAMS
Macao Polytechnic Institute, Macao

This third and final issue of Volume XXV contains seventeen articles grouped in seven thematic areas: Intercultural Communication, Education, Comparative Pragmatics, Media Studies, Translation Studies, Cultural Studies, and Literary Studies, as well as a book review article.

The issue begins with five articles on various aspects of intercultural communication. Justin C. VELTEN and Carley H. DODD explore the effects of a competency-based adaptive learning approach on the intercultural communication competence of students preparing for study abroad. Don SNOW examines the effect of the affective factors of violated expectations and language fatigue on students' interpretive judgments in intercultural communication encounters. Xiaoshu ZHU and Dianjun GAO investigate the readaptation process of Chinese returnees from study abroad. Yang Soo KIM and Young Yun KIM investigate if, how and why Asian college students in the US tend to experience greater difficulty than their European counterparts in adapting to the American cultural environment. In the fifth article in this section, Yang Soo KIM researches the multicultural aspect of contemporary Korean society as it impacts on Korean identity and interethnic communication.

The second thematic section contains two papers on specific issues in education and curriculum design. Vincent (Tzu-Wen) CHENG investigates the extent of the usage of gender-inclusive and gender-neutral third-person pronouns in social science textbooks in Taiwan and whether the reform of pronoun usage aids the promulgation of curriculum reform under the Taiwan Gender Equity Education Act of 2004. Adrian J. DAVIS focuses on social work undergraduate majors in Macao and content-based curriculum design in Teaching English as a Foreign Language.

The next section offers three papers on pragmatics from a comparative cross-cultural perspective. Lin TAO, Sumi YOON and Yoshinori NISHIJIMA compare Japanese, Chinese and Korean concepts of politeness. In the second article, Yoshinori NISHIJIMA examines different strategies in apologetic situations in Japanese and German. In the third article in this section, Hairong FENG, Weiqing ZHANG, Weiqing HUANG and Sooyeon HONG investigate how belief-based attitudes and subjective norms mediate the influence of individualism and collectivism on intentions of giving advice among American and Chinese college students.

The following four sections deal with media studies, translation studies, cultural studies and literary studies, respectively.

Two papers on media studies fill gaps in under-represented areas that deserve more in-depth research. Uttaran DUTTA gives a comprehensive picture of the contemporary mediascape of indigenous media in India and their role in foregrounding marginalized voices. Dapeng WANG and Chunying YUE investigate the role of social media in political elections of all levels in the Taiwan region. Both studies in this section employed ethnographic methodology to gain access to valuable data.

In a path-breaking paper on translation studies, Li LI examines the translation projects

initiated by the Chinese government to promote Chinese classics and academic works to the foreign market, and the role of these translations in the construction of China's national image abroad.

The papers on cultural studies offer insights into different facets of cultural expression. Takura SAKURAI employs the theoretical perspective of the Neo-Kantian philosopher Jean Gebser (life dates: 1905-1973) to explore the significance of the tradition of shamanic kagura performance in Japan. Xiangyang ZHANG compares Chinese and English proverbs to reveal their common vs. contrasting cultural characteristics.

In the seventh and final section, on intercultural perspectives in literary studies, Xue WU adopts a Daoist reading for the analysis of South African novelist J. M. Coetzee's *Disgrace*, while Jing HE employs insights from psychoanalysis and feminist theories to compare the metaphorical images in the fiction works of contemporary avant-garde Chinese writer Chen Ran and Chinese American writer Amy Tan.

The issue concludes with a book review on the theme of Language Studies and Globalization. Fairclough's (2006) framework of globalization is compared to two other studies, Wu (2008) and Blommaert (2010). The strength of Blommaert's study is its sociolinguistic approach and global distribution of source material (e.g., Japan, Tanzania, South Africa), while the strength of Wu's (2008) volume is its discourse-based approach and empirical data from Cultural China. Wu (2008) "proposes several useful analytical notions such as discursive appropriation and discursive reinvention", thus extending the theoretical framework of language studies in relation to the phenomena of globalization/globalization.

As editors of *Intercultural Communication Studies*, we are very happy to offer this diverse and interdisciplinary issue to close out the year 2016.