

Preface

Joanna RADWAŃSKA-WILLIAMS
Macao Polytechnic Institute, Macao, S.A.R., China

The first issue of Volume XXIX contains three sections: Intercultural Communication, Media Studies, and Pragmatics. We are very happy to present a variety of perspectives examining cultural contexts from different continents, ranging from China, India and Thailand to Hungary, Norway and Russia.

We begin with three articles on various aspects of intercultural communication and cross-cultural sensitivity. In a collaborative article by Robert VAAGAN from Oslo Metropolitan University and Annelise BOTHNER from Oslo Museum - Intercultural Museum (IKM), the authors report in detail on the interactive installation "Anatomy of Prejudice", a part of the exhibition "It's just like them..." at IKM. The exhibit features a "contact zone", a digital public space in which the museum visitors themselves construct the content of the exhibition and "confront stereotypes, racism and xenophobia in public discourse". The second article, by Erika MAREK, Nóra FAUBL and Timea NÉMETH from the University of Pécs, examines the intercultural competence of medical students in Hungary. The authors argue that it is vital to provide "interculturally competent care for patients with diverse ethnic or cultural backgrounds [...], as a result of the accelerating inward migration in Europe", and that intercultural sensitivity training should be better integrated into medical curricula. The final article in this section, by Erich BERENDT from Seisen University in Japan, is a reflective essay. The author spent four and a half years teaching in Thailand, and compares the educational contexts of Thailand and Japan, in terms of teacher-student interaction and cultural pragmatics.

The issue continues with a section on Media Studies. The first article, by Siobhan SMITH-JONES, Greg LEICHTY, Margaret D'SILVA and Nicole MEYER from the University of Louisville, examines the media coverage in India of the trial of the human rights activist and pediatrician Dr. Binayak Sen. The authors investigate the framing of the news reporting from the perspective of the frames of procedural justice, distributive justice, legitimacy, and collective action, and find that, "[i]n contrast to previous research, [...] citations of Sen's supporters outnumbered citations from state authorities and the prosecution". The study employs a combination of content analysis and quantitative hypothesis testing, and is an important contribution to the literature on social movement campaigns and the role of journalism as the fourth estate which reports on the potentially conflicting perspectives between various social constituencies and government authorities. The second article in this section, by Yulia DOLGOVA from Moscow State University, examines the Western world's image in current affairs programs on Russian television. The author "investigates the evolution of foreign topic frames on Russian TV, analyzing television content in 2011, 2015 and 2019". She finds that since the Ukraine crisis of 2014, "the number of international news on TV has significantly increased, with the negative frame predominating"; at the same time, "the infotainment news style [...] supports the creation of mythological discourse in weekly current affairs program[s]". She also finds that the trend of negative frames "was more typical for state owned television", and that the "adverse connotations" were typically projected onto foreign

countries as agents in international conflicts, rather than onto "the citizens of these countries, when taken apart from foreign policy considerations".

The last section in this issue, Pragmatics, contains a study of compliment responses in Chinese, by Chunsheng YANG from the University of Connecticut. The author elicited compliment responses (CRs) through a discourse completion task, supplemented by retrospective interviews. Contrary to traditional views of Chinese compliment-response pragmatics, it was found that "more compliments are accepted than rejected across locations in China". The average age of the 171 participants was 24.92, with an SD of 7.23, and they were recruited from among undergraduate and graduate students in Tier 1 and Tier 2 cities (e.g., Beijing and Chengdu, respectively) and recent (within four years) arrivals in the US. The qualitative concepts which emerged in the retrospective interviews were considerations of modesty, face, sincerity, and the age and social role (e.g., senior vs. peer) of the complimenter. The authors comment that the participants' "daily experience with the social and economic change in China, their educational experience, their easy access to the [W]estern media, and their ever-increasing self-confidence obtained through both the better-off living and their own all-around development, physically, intellectually and artistically, all contribute to the change in CRs". This suggests that the pragmatics of the younger generation in China is changing "[f]rom the sociolinguistic perspective". The authors add the suggestion for further research to corroborate patterns of CRs among the older generation and the lower socio-economic segments of society such as the rural population and internal migrant worker populations in large cities.

It should be highlighted that the authors in this issue represent seven different universities and institutions in five countries (Hungary, Japan, Norway, Russia, and the US), reflecting the vibrant international nature of current scholarship in intercultural communication studies.