

Call for Chapters of a Textbook Reader of the 21st Century Type
Intercultural Communication: Adapting to Emerging Global Realities: A Reader (2nd Edition)
Cognella Publisher, San Diego, CA, USA. Publication Date: August 7, 2017

Edited by Wenshan Jia, Ph. D., Professor of Intercultural/Global Communication, School of Communication 214, Chapman University, 1 University Drive, Orange CA 92866 USA

Professors/scholars of intercultural communication are all invited to submit original research or innovative theoretical position chapters to be considered for inclusion in the 2nd edition of a 21st century type of textbook reader *Intercultural Communication: Adapting to Emerging Global Realities-A Reader* scheduled for publication by **August 7, 2017** by Cognella Publisher, San Diego, California, USA (For more information about the popular 1st edition of this book, please read **Appendix I PREFACE**). While any topic of intercultural communication in a global context is welcomed, topics focusing on new developments of intercultural communication based on the evolving global dynamics and structures as well as the emerging global trends of the early 21st century such as the relationship between intercultural communication and global citizenship and the relationship between intercultural communication and new media are particularly welcomed. Preference is also given to solid chapter contributions addressing issues of strategic intercultural communication between emerging economies such as the BRICS and the established economies such as the G7 as well as among the BRICS countries such as China and India, China and Russia, China and Brazil, China and South Africa and so on. Last but not least, submissions addressing applied topics such as intercultural communication effectiveness and competence in such sectors as the global institutional and corporate arenas, global public diplomacy, global health and global environmental changes, and global creative industry as well as case studies of new transnational strategic initiatives such as the United States' Pivot to Asia, China's One Belt One Road Initiative, alternative visions for the future of EuroAsia by countries such as the US, Russia, Japan, and India, immigration and refugee issues in both the US and EU, and Brexit so on are highly encouraged. A variety of innovative research approaches such as a mix of the qualitative, quantitative, and critical are accepted. When picking a topic, feel free to consult **Appendix II Suggested Topics for Potential Authors**.

The targeted readership of this book consists of undergraduate and graduate students, related professionals, and the general public who have an interest in enhancing personal and organizational intercultural competence for both advancing one's legitimate interest and for creating peace and cultivating harmony in an evolving, even volatile, global context in the 21st century.

Guidelines for Submission

All submissions must conform to the latest APA style standards. Please use Times New Roman, 12-font size, and single-space. Feel free to refer to ***Intercultural Communication: Adapting to Emerging Global Realities: A Reader (1st Edition)*** available at https://www.amazon.com/Intercultural-Communication-Adapting-Emerging-Realities/dp/1634875990/ref=sr_1_1?ie=UTF8&qid=1474059647&sr=8-1&keywords=wenshan+jia when in doubt. A proposal of no more than 500 words is due along with a biography of 50 words and a list of intercultural communication or related courses one teaches or has an interest in teaching by **October 31, 2016**. Tentative selections based on the

proposals are made according to the criteria of fit, originality, and quality. The full manuscript of 5000 to 7000 words is due on **January 31, 2017**. Formal selections for inclusion in the textbook are made after a rigorous professional review process. No previously published articles/chapters will be accepted. Send all submissions electronically with the E-mail subject title "IC Submission to WSJ" to: Dr. Wenshan Jia's assistant John Wu at johnwu0414@163.com & copy it to Wenshan Jia at jia@chapman.edu. If you have any questions, please contact me at jia@chapman.edu or (714) 997-6725 (o).

APPENDIX I PREFACE

Having taught Intercultural Communication classes for the past two decades nonstop, I have been dreaming of editing my own intercultural communication reader, a reader which truly incorporates the substance and dynamics of intercultural communication on a truly global scale. Today, I have realized this dream with the publication of this *reader Intercultural Communication for an Inclusive Global Order (1st Ed.)* here at hand. The following features define the uniqueness of this reader:

1. This reader employs a broad definition of culture which consists of everything man-made. This includes almost all social science and humanities disciplines such as philosophy, politics, economics, communication, and media, and so on. This definition allows this reader to break down the artificial disciplinary barriers and offers an all-inclusive perspective as a result of the fusion of multiple disciplinary insights. This is consistent with the increasing collage of various disciplinary knowledge and industries due to deepening globalization. Most traditional textbooks and readers of intercultural communication tend to define culture as one of the many variables and define communication as primarily interpersonal which I have found constraining our effort to educate students for their global/intercultural competence in the global village. This broad definition of culture allows this reader to present intercultural communication at all levels of analysis-macro, mezzo, and micro. While some articles in the reader deal with intercultural communication at the interpersonal level, some other ones deal with it at the international level, and still some other ones deal with it at the inter-civilizational level.
2. This reader collapses the differentiation of the domestic contexts from the international contexts which has receded back into the 20th century. Given the weakening of nation-states thanks to globalization, especially since the start of the third millennium, the boundary between the two has been becoming increasingly blurred. This would allow readers to view communication and culture as forces constructing or deconstructing, maintaining or eroding institutions such as nation-states and new burgeoning transnational entities.
3. This reader integrates intercultural communication and international communication into global intercultural communication or simply global communication. This has allowed me to incorporate various areas of knowledge-intercultural communication which is primarily interpersonal, international communication which is primarily mass communication and international relations, and global communication which is a mix of global studies, globalization studies and communication studies, into a melting pot or a collage of a book.

4. This reader places a particular emphasis on improving understandings about new transnational dynamics such as emerging powers/economies such as the BRICS both as each individual BRICS member country and as a single transnational or global institution as well as their relationship with the established powers/economies such as G-7. It also highlights the challenges and opportunities facing global powers such the US and China in managing their relationship and issues of global governance. The purpose is to cement stronger intercultural relationships between the developed countries and rising powers to maximize mutual benefit such as shared global security, mutual economic gains, peace and harmony. This purpose is exactly what the title of the book means. However, due to the limited space, the articles selected are intended as suggestive. Instructors are encouraged to add more similar articles related to such topics and /or require students to search more such literature for deeper illuminations on such subjects.

Given the above unique qualities, this reader is especially useful for courses such as Intercultural Communication, Global Communication, Global and Globalization Studies. While this reader is intended for undergraduate students at various levels, it could also be used in the relevant Freshman Foundation courses in undergraduate Honors Program and relevant Master's Program or MBA programs. While the reader tries to sample as many nations and cultures as possible, due to the limited space, some are left out not to suggest that they are not significant. Adopters of this reader are encouraged to use this book as an intellectual springboard to explore all facets of global intercultural communication from all possible angles above and beyond the selections of this book.

In conclusion, this reader, incorporating knowledge and insights mostly created on the basis of research into the evolving and volatile realities and trends of the early 21st century, aims to provide knowledge and vision, strategies and skills which will hopefully make a positive contribution towards the creation of an inclusive global order for the 21st century. In this sense, this textbook reader is a 21st century type of textbook. I highly encourage you to adopt this reader of the 21st century for our 21st century students in lieu of many existing readers or textbooks of the 20th century which are still available in 2016. Let's do justice to our evolving times! Wenshan Jia, Ph. D., Professor of International/Intercultural Communication, Chapman University

APPENDIX II Suggested Topics for Potential Authors

Dear Colleagues:

Below is the complete Table of Contents of the FIRST edition of *Intercultural Communication: Adapting to Emerging Global Realities A Reader*. The purposes of my editing the SECOND edition of this book are as follows: 1. To remove all the reprinted chapters which have been published elsewhere, add original research or theoretical position chapters instead, and make the SECOND edition of this book completely original in content. Please pick any topic which resembles or relates to the topic of one of the reprinted chapters under Table of Contents. Do not pick a topic which has already been marked as “**Taken**” as these chapters are already completed and original in content. 2. To update information and knowledge about global intercultural

communication as lots of changes have taken place during the past year since the publication of the first edition of the book. Any topic on intercultural communication which is beyond Table of Contents is considered. However, please do consult the editor of the book ASAP for a possible consensus. Feel free to E-mail Dr. Wenshan Jia at jia@chapman.edu before a formal submission of a proposal or abstract.

Intercultural Communication: Adapting to Emerging Global Realities A Reader (1st Ed.)

Edited by Wenshan Jia, Ph. D., Professor of Intercultural/Global Communication, Chapman University & Renmin University of China

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(jia@chapman.edu) & Pierce Rothchild (**Taken**)

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s343193	New Directions for a More Prosperous Brazil	Journal of International Affairs	17	2013	Journal of International Affairs

III. Russian (Eurasian) (Inter) Cultural Communication

Van der Zweerde, E. (2010). Where is the common ground? Interaction and transfer between European and Russian philosophical culture. *Studies in East European Thought*, 62(3/4), 259-277

Matveev, A. V. (2004). Describing Intercultural Communication Competence: In-Depth Interviews with American and Russian Managers. *Qualitative Research Reports in Communication*, 555-62

Ersen, E. (2014). Rise of new centres of power in Eurasia: Implications for Turkish foreign policy. *Journal of Eurasian Studies*, 5(2), 184-191. doi: 10.1016/j.euras. 2014.05.003

IV. Indian (Inter) Cultural Communication

Bangalore to Bengaluru-Garden City to Silicon Valley: Scenes from a Rapidly Changing and Conflicted City Space by Peter M. Kellett, Ph.D. Associate Professor Roy Schwartzman, Ph.D. Professor, & David Carlone, Ph.D. Associate Professor Department of Communication Studies at The University of North Carolina at Greensboro. **(Taken)**

Empowering “Pub-going, Loose and Forward Women” to Rebel: India’s Social Media Foster Activism and Exchange of Ideas by Debashis “Deb” Aikat, School of Journalism & Mass Communication, The University of North Carolina at Chapel Hill **(Taken)**

s6401	Bollywood and the Frictions of Global Mobility	Media on the Move: Global Flow and Contra-Flow		15	2007	Routledge
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V. Chinese & East Asian (Inter) Cultural Communication

Jia, Wenshan (2002). The Chinese conceptualizations of face: Personhood, communication and emotions. In L. Samovar & R. Porter (Eds.) Intercultural communication: A reader 10th edition). USA: Wadsworth (The author holds his own copyright **(Taken)**)

“Face” (*mianzi*) among the New Generation of Chinese Youth in Japan by Kiyoko Sueda & Yue Wei (Kiyoko Sueda, Ph.D., Professor of Communication Studies, International Communication Department School of International Politics, Economics and Communication Aoyama Gakuin University, 4-4-25, Shibuya, Shibuya-ku, Tokyo 150-8366 Japan) **(Taken)**

On the Communication Tactics and Grand Strategies of the Diaoyu/Senkaku Islands Disputants by Dexin Tian, Ph. D., Professor of Intercultural Communication, School of International Studies, Yangzhou University, Jiangsu, China **(Taken)**

s345600	Soap Operas as a Matchmaker: A Cultivation Analysis of the Effects of South Korean TV Dramas on Vietnamese Women's Marital Intentions	Journalism and Mass Communication Quarterly		23	2013	Association for Education in Journalism and Mass Communication
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s6189	Muslim Voices in the Blogosphere: Mosaics of Local-Global Discourses	Internationalizing Internet Studies: Beyond Anglophone Paradigms	18	2009	Taylor & Francis
s6188	The Internet in Iran: The Battle Over an Emerging Virtual Public Sphere	Internationalizing Internet Studies: Beyond Anglophone Paradigms	19	2009	Taylor & Francis

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s326093	Revolutionary Reporting: The Media, Democratization, and Eastern Europe	Harvard International Review	5	2010	Harvard International Relations Council

VIII. (South) African (Inter) Cultural Communication

Salawu, A. (2010). A network of tongues: African languages, multilingualism and global communication. *South African Journal of African Languages*, 30(1), 66-71.

Complicating what it means to be South African? Investigating the Role of Blogs in Intercultural Communication by Rick Malleus Ph.D., Assistant Professor

Seattle University 304 Lynn Hall Communication Department 901 12th Ave Seattle WA 98122 U.S.A. **(Taken)**

s348929	South Africa in the BRICS: Evolving International Engagement and Development	Harvard International Review	5	2013	Harvard International Relations Council
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Edi, E. (2007). Africa and the New World Order: Voices and Way of Armah's Osiris Rising. *The Journal of Pan African Studies*, 9. Retrieved September 17, 2014, from <http://www.jpanafrican.com/>

IX. BRICS & China's Belts & Roads Proposal

Socialisation as a Two-way Process: Emerging Powers and the Diffusion of International Norms by Pu, Xiaoyu, *The Chinese Journal of International Politics*, 2012, 27 pages in all, doi:10.1093/cjip/pos017

s348634	The BRICs 12 Years in Review: Which Countries Truly Dominate Emerging Markets?	The Brown Journal of World Affairs	8	2013	The Brown Journal of World Affairs
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Kumar T., (2012). Culture and work styles in the BRIC countries. *Asian Journal of Research in Social Sciences and Humanities* 2(5), 209-217

X. Challenges & Opportunities Ahead for the US as an Established Global Power

Gilmore, J., Meeks, L., & Domke, D. (2013). Why Do (We Think) They Hate Us: Anti-Americanism, Patriotic Messages, and Attributions of Blame. *International Journal of Communication*, 7701-721.

XI. Intercultural/Global Communication Theory

In-Betweenness as an Emerging Paradigm in Intercultural Communication The Illustrative Case of China by Llera, Mar, Associate Professor at the Faculty of Communication, University of Seville, Spain (**Taken**)

Dwelling in Intercultural Spaces: Global Citizenship as a Mindset by Lily A. Arasaratnam, Associate Professor, Director of Research, Alphacrucis College 30 Cowper Street, Parramatta, NSW2150 Australia (**Taken**)

Asante, M. (2011). Maat and Human Communication: Supporting Identity, Culture, and History Without Global Domination. *Intercultural Communication Studies*, 20(1), 49-56

Kraidy, M. M., & Murphy, P. D. (2008). Shifting Geertz: Toward a theory of translocalism in global communication studies. *Communication Theory*, 18(3), 335-355

Castells, M. (2008). The new public sphere: Global civil society, communication networks, and global governance. *The ANNALS of the American Academy of Political and Social Science*, 616(1), 78-93.

XII. Global Intercultural Competence, Training and Consulting

The Intercultural Profession in The Past Decade by Anja Franz, Susan Salzbrenner & Tanja Schulze (**Taken**)

Leading across cultures in the human age: an empirical investigation of intercultural competency among global leaders by Michael F Tucker^{1*}, Ron Bonial¹, Adam Vanhove² and Uma Kedharnath²

(Correspondence: michael@tuckerintl.com ¹Tucker International, 5777 Central Ave., Suite 110, Boulder, CO 80301, USA.
(<http://www.springerplus.com/content/3/1/127>)

s26277	Working with Multicultural Groups and Teams	Cultural Intelligence	22	2009	Berrett-Koehler Publishers
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s343939	Effective Organizational Consulting Across Cultural Boundaries: A Case Focusing on Leadership Styles and Team-Building	Organization Development Journal		19	2012	O. D. Institute
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