

Editorial Introduction by Editors-in-Chief of *Intercultural Communication Studies*

Joanna RADWAŃSKA-WILLIAMS
Macao Polytechnic University, Macao SAR, China

Roland SUSSEX
University of Queensland, Australia

Lixian JIN
City University of Macau, Macao SAR, China

The interdisciplinary field of intercultural communication “recognizes a plurality of relations within human culture, e.g., relations between countries, between cultures, between dominant cultures and subcultures, between individuals from different cultures or subcultures, between individuals and groups, between individuals who are multilingual or multicultural and individuals or groups that have a more monolingual or monocultural identity, etc.” (Radwańska-Williams, 2025) and studies the problem of communication between these individuals and groupings. As an official journal of the International Association for Intercultural Communication Studies (IAICS), *Intercultural Communication Studies (ICS)* aims to publish high-quality papers from researchers worldwide in the field of intercultural communication, and to represent the diverse scholarly membership of the Association.

Starting with Volume XXXIII (2024) Issue 2, IAICS is proud to partner with Scilight Press, a leading publisher of open access scientific journals. The journal *Intercultural Communication Studies* was originally established in 1991 and has been published regularly ever since, with two to four issues per year, including occasional special issues. It was originally published in hard copy and subscribed to by leading academic libraries. We are now making a seamless transition to a professional online publisher, ensuring a bright sustainable future for our publication. The IAICS will now welcome readers to read the open access *ICS* journal from <https://www.sciltp.com/journals/ics/2024/2> and researchers to submit your papers online <https://www.sciltp.com/journals/ics/about/submissions>.

The International Association for Intercultural Communication Studies was originally established in 1985 as the International Conference on Cross-Cultural Communication: East and West, first held in Seoul, Korea. It was originally based at the Institute for Cross-Cultural Research of Trinity University in San Antonio, Texas, USA, and was incorporated as a non-profit organization in 1996 (Radwańska-Williams, 2022). Since then, it has held international conferences on intercultural communication in 12 countries and territories: China, the Czech Republic, Hong Kong, India, Japan, Korea, Macau, Mexico, Poland, Russia, Taiwan, and the United States. On 24th–28th August 2025, IAICS is proud to hold its 30th anniversary conference for the first time in the southern hemisphere, hosted by Fundação Armando Alvares Penteado (FAAP) in São Paulo, Brazil (FAAP, 2025).

This second issue of Volume XXXIII contains six research articles spanning several overlapping thematic areas (in alphabetical order): advertising, business communication, community-based action, cultural adaptation, cultural diversity, education, governmental

communication, health communication, interpersonal communication, migration, social media, social programs, and sustainability. The studies use a variety of research methodologies, including quantitative questionnaire survey research with statistical analysis, qualitative survey research (questionnaires, interviews, narrative analysis), and content analysis of social media posts.

In terms of the various intercultural groupings and subgroupings mentioned in the first paragraph of this introduction, the research subjects span many intercultural contexts. Lina WANG and colleagues conduct a quantitative study comparing the effect of cultural variables on interpersonal communication apprehension among students in Japan, China and the US. Xuechen HU and Jiro TAKAI carry out a narrative content analysis of posts on Chinese vs. English-speaking social media in the context of health communication about the perceptions of epidural painkiller medication in women's labor (childbirth). Yang Soo KIM examines the interpersonal communication experiences and cultural adaptation of Indonesian expatriates working in South Korea. Neil ROBINSON reports on community-based action research to remedy feelings of social isolation after the Covid-19 epidemic among immigrants in a culturally diverse community in Australia. Bonnie Hor Yee CHEN conducts a qualitative content analysis of the Hong Kong Government's social media posts employing the cartoon mascot Big Waster to promote the policies of the Hong Kong Environmental Protection Department to the Hong Kong public. Lastly, Alisa KASIANOVA and László KOVÁCS conduct a semiotic analysis of cultural similarities and differences in Facebook advertising by the German automaker Volkswagen vs. Italian automaker Fiat, to German, Hungarian, and Italian customers.

The six papers in this issue of *Intercultural Communication Studies* are written by eleven authors representing eight universities in China, Hong Kong, Hungary, Japan, and the United States: California State University at Fullerton (USA), Eötvös Loránd University (Hungary), Hong Kong Baptist University (Hong Kong), Middle Tennessee State University (USA), Nagoya University (Japan), University of Pannonia (Hungary), Zhengzhou University (China), and Zhengzhou Shengda University (China). This diversity of authors and thematic areas represents the geographic and interdisciplinary vitality of the International Association for Intercultural Communication Studies.

References

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