

Preface

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This second issue of Volume XXXII contains four research articles, each of which represents a distinct thematic area: Business Communication, Education, Interpersonal Communication, and Media Studies.

In the section on Business Communication, Yang Soo KIM and Young Hun KOH investigate the adaptive personality, communication patterns and psychological health of Korean expatriates working in Indonesia. The study employs the integrative theory of cross-cultural adaptation developed by Young Yun Kim. Using a carefully designed questionnaire among 76 respondents, four hypotheses are tested, concerning the extent to which adaptive personality positively affects communication, which in turn leads to better psychological health of the expatriates. The study fills a research gap on the cultural adaptation by Asian expatriates in another Asian country and is a valuable contribution to our knowledge of Asian business environments and the cultural and psychological variables affecting employees' performance.

The Education section contains a comparative study by WANG Lina, WU Xiaoyan, Peter S. LEE and Jiro TAKAI. They investigate the intercultural communication anxiety, intercultural sensitivity, and global awareness of students in Japan, China and the United States, from the perspective of the mediating roles of culture and language competence. The authors propose a model "to elaborate on the effect of the three intercultural competence factors on intercultural communication apprehension" (ICA). The three factors (based on Chen & Starosta, 2007) include second language competence (LC), intercultural sensitivity (IS), and global awareness (GA). Several hypotheses are formulated about the interplay of these factors and their effect on ICA among the three student cohorts. The results are analyzed quantitatively with factorial analysis to discover significant relationships among factors. The results of this study emphasize the importance of English language competence, intercultural sensitivity, and global awareness in the globalization of a society, especially in the internationalization of education, through its reduction of intercultural communication anxiety. The authors stress that education in China and Japan should focus on promoting these three factors (LC, IS, and GA) so as to reduce students' communication anxiety and train an internationalized work force.

The article that follows can be classified in the thematic area of the theory of Interpersonal Communication. The authors, Rin ITO, Alexander NAVARRO and Jiro TAKAI, explore the relationship between mental processes and Japan's unique communication style of *aisou*, which is a social expectation of amiability of expression and harmonious way of relating to others in the public sphere. The authors develop an "*Aisounoyosa* scale" (amiability scale), which examines the relationship between the amiable communication style and an individual's mental processes in expressing it. The personality factors considered as affecting amiability are: promotion focus of self-regulation, prevention focus of self-regulation, compassion, narcissism, and shyness. These factors are considered as "internal mental processes" which can be self-reported by participants. Five hypotheses are formulated considering these factors, and tested by a questionnaire among 204 participants. The findings

are summarized as follows, “the internal processes that influence amiability include compassion and the approach-orientation that seeks to gain favorable impressions from others. In other words, compassion and the approach-orientation to be liked by others are factors that contribute to an amiable communication style. Based on the above, it can be said that we have found the existence of other-orientation and positive proactivity toward interpersonal relationships in the core theory of the amiable communication style.”

The issue closes with an article in the thematic section on Media Studies. In a descriptive study, the author, YAO Cheng, examines the cultural imagination of the Other in the representation of Chinese actresses in Hollywood movies. A comparative perspective is adopted, comparing representations of Chinese women in Chinese vs. American cinema: first, the representation of a girl skilled in gongfu in *Crouching Tiger, Hidden Dragon* vs. *Rush Hour 2*, both played by Ziyi Zhang, and second, the characters played by Bingbin Fan in *I Am Not Madame Bovary* vs. *X-Men: Days of Future Past*. With reference to the theory of Edward Said, the author argues that representation of Chinese women in Hollywood movies is influenced by the stereotype of Orientalism. Moreover, the representation suffers additionally from a stereotypical representation of women in general. The female characters played by Ziyi Zhang and Bingbin Fan in the American movies are found to be uncomplicated psychologically and sexualized for the male gaze, whereas the same actresses portray characters with more psychological depth in, respectively, the Chinese movies *Crouching Tiger, Hidden Dragon* and *I Am Not Madame Bovary*.

The four papers in this issue of *Intercultural Communication Studies* are written by nine authors representing universities in China, Japan, Korea, the United Kingdom, and the United States: California State University at Fullerton (USA), Hankuk University of Foreign Studies (Korea), Middle Tennessee State University (USA), Nagoya University (Japan), University of Liverpool (UK), Xi’An Jiaotong-Liverpool University (China), and Zhengzhou University (China). This diverse scope of authors and research topics represents the geographic and disciplinary vitality of the International Association for Intercultural Communication Studies.