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## Introduction- Special Issue on Cross Cultural Communication

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### INTRODUCTION

This Special Edition of the *Journal of Promotional Communication* is composed of papers selected from the proceedings of the 2nd International Cross-Cultural Communication Conference, held in Barcelona, Spain, on January 24-25th 2018. The conference was organised by a partnership of five leading research and teaching universities in the field of communication - Chulalongkorn University (Thailand), Bournemouth University (UK), Zayed University (UAE), Emerson College (USA) and Blanquerna school of Communication and International Relations — Ramon Llull University (Catalonia-Spain).

The conference committee was especially seeking new frames of reference on intercultural aspects of communication. As a result, the conference provided a scholarly platform for broad scope of research in cross-cultural communication adaptation and intercultural communication challenges.

Papers presented at the conference reflected the history and narratives; current theory, practice and education as well as trends in practice, theory and education of cross-cultural communication. Advertising, corporate communication, marketing communications, mass communication, media and public relations researchers, educators and graduate students from sixteen countries submitted their presentations at the 2nd CCCC.

There were many more submissions than could be scheduled during the conference, which illustrates the growing strength of scholarship and extensive world-wide interest in the cross-cultural communication. Full proceedings of the conference were published for the benefit of conference participants and are also available online at the conference website for other readers who might benefit from the insights of the conference <https://cccckbangkok.com>

The editorial committee had to make difficult decisions selecting papers for this publication, and the articles presented here reflect the key values of the conference: international perspectives, geographical diversity, and a focus on cross-cultural communication; as well as, of course, academic rigour and valuable results. Authors selected for this edition come from three countries and five different universities. Their

approaches to communication research vary significantly, from qualitative to thematic and content analysis, case studies and literature review. This methodological diversity seems to reflect current status in cross-cultural communication research in general.

Another important trend that we were able to observe during the conference was a growing interest in such topics as applied communication strategies perspectives. The questions of dialogic communication on social media in faux pas paracrises (Bogomolets) provides a thematic analysis of case studies in crises communication, bringing interesting and new insights. This paper contributes to crisis communication scholarship by corroborating, enriching recent studies and revising the dominant theory (situational crisis communication theory) to publics' spontaneous reactions to crisis communication, focusing on the receiver's end of crisis communication.

The topic of cultural aspects of business communication continues in the paper by Chaiwong and Koontawee, which overviews Thai and non-Thai petrol brands' loyalty programs, examining the four-related elements of marketing mix in the loyalty-card process and the relationship between repeat purchase and the card user's loyalty towards the brand.

Shapiro's paper is an example of applied research in the field of emerging intercultural strategies in transformative mass transit planning, providing recommendations to communicate with different constituents to facilitate cultural shifts and attitudinal change.

The Hoyer and Slutskiy study examines the Stock Exchange of Thailand (SET) listed companies' Corporate Social Responsibility (CSR) initiatives with respect to the media coverage that these receive by the most popular English newspaper in Thailand. Surprisingly, they discover that the total coverage of the company does not determine the amount of media coverage that CSR initiatives of the company receives.

The paper by Glenn provides an overview of core global interpersonal practices and their implications for teaching and research. Theoretical in nature, this paper relies on literature review in its attempts to answer the question of what are the core practices that centrally contribute to effective cross-cultural interpersonal communication and promote just, nonviolent relationships in conflict situations.

We hope our readers will find the papers in this special edition both useful and enjoyable. On behalf of the editorial board, we would like to congratulate the contributors of this outstanding edition and to express our appreciation for all the effort put into the production of this special edition of the Journal of Promotional Communication. We are also very grateful to the peer reviewers for their very useful suggestions. Most of all, we are indebted to the *Journal of Promotional Communication* for producing this special edition.