

## Foreword

This volume will interest anyone who studies, teaches, or practices cross-cultural computer-mediated communication. The book puts a solid foundation of cross-cultural, linguistic, and rhetorical theory under what, for many of us, is daily work on the Internet. At the same time, alongside a strong theoretical foundation, the chapters in this collection offer a wealth of practical advice. Such a combination of theory and practice, of foundational discussions, and of applicable recommendations for action makes this book appealing to academic researchers and industry practitioners alike.

In reviewing this volume, several key terms stand out. Terms like “social engagement,” “culture clash,” “cultural exchanges,” and others. These terms set the tone for the discussions in the collection. In so doing, they signal what’s important in the modern study of computer-mediated cross-cultural communication.

The range of essay topics in this collection is wide and intriguing. Alongside topics that usually get a lot of coverage in academic and professional literature (online education, social networking, and so on) appear discussions on such fascinating subjects as e-matchmaking in India, virtual scams in global contexts, and online game-playing as a multi-cultural practice, to name just a few. This wide range of topics and approaches is another reason why this book is bound to be an important contribution to the conversation about Internet-mediated cross-cultural communication.

21<sup>st</sup>-century discourse studies have seen a dramatic shift from the study of “text” to the study of context. This shift is evident both in both the academic and in the workplace investigations of how language, media, and culture function. Given such a climate, this collection is a very timely addition to the discussion. It achieves a fine balance between the coverage and analysis of specific discourse instances in cross-cultural computer-mediated communication on the one hand and the coverage of the all-important context of that communication.

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