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# JOURNAL OF COMMUNICATION, LANGUAGE AND CULTURE

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## EDITOR'S NOTE

Multimedia University, in particular the Faculty of Applied Communication and MMU University Press takes pleasure in presenting the inaugural issue of the Journal of Communication, Language and Culture (JCLC) to the academic and researcher community this August 2021. The Journal of Communication, Language and Culture (JCLC) is a peer-reviewed open-access academic journal that welcomes contributions that are centered in communication, language and culture and is open and welcoming to contributions from the many disciplines and approaches in these disciplines. JCLC features diverse perspectives and methods, including qualitative, quantitative, critical, and textual approaches to these disciplines. It is envisaged that the journal will provide an engaging platform for academics, researchers, and practitioners alike to further develop the field and grow to be a key resource in the field.

Turning to our inaugural journal issue, we present a diverse selection of interesting articles from researchers and students. The first article by Ong Sue Lyn provides a stimulating start to the journal by discussing and exploring an integrated conceptual framework as an interpretative framework for intercultural research in intercultural interactions as well as the reciprocity between them. Ong's article enriches the field of intercultural communication with regards to identity and culture as the cornerstones of intercultural communication. The next article by Farah Hanis Rohaizad, Mokhtarrudin Ahmad and Raja Razana Raja Razali examines how brand story enhances the development of a positive brand image which in turn enhances the purchasing experience of customers in the aviation industry using surveys. The final article in this issue by Sidra Mahmood sheds an interesting analysis of the slogans that are affixed on Pakistani automobiles, and which are in response to the various social issues facing society among the public using a critical discourse analysis approach.

The publishing of this first issue is the result of a great deal of effort and contribution by the entire team. I take this opportunity to acknowledge the contributions of the Dean of the Faculty of Applied Communication, Dr. Ong Sue Lyn for initiating this project and the Managing Editor of JCLC, Dr. Sareen Kaur Bhar for effectively managing the operations of the journal. Our heartfelt appreciation to the MMU Press team of Assoc. Prof. Dr. Tan Siow Hooi, Assoc. Prof. Dr. Dennis Khong and Mr. Ahmad Rizal Selamat for their guidance and assistance in establishing this journal.

I would also like to express our gratitude to all the authors, reviewers, the international advisory board, editorial board, and editorial assistants for making this journal a reality and publishing our first issue as scheduled. I am certain that with the concerted effort of everyone, JCLC will continue to grow from strength to strength and be a valuable resource to researchers and students in the field of communication, language, and culture.

*Gerald Goh Guan Gan*

Editor-in-Chief

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