

Introduction

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The One Asia Community is helping to promote cultural exchanges between Asia and the rest of the world in order to strengthen cultural ties. In this light of cross-cultural dialogue, this thematic issue explores cross-cultural practices between the East and the West from a semiotic perspective.

Because culture is always national, but also always international and transnational, research papers in the issue focus on how signifying semiotic inter-actions, in the form of cultural representations, transcend the specificity of a given nation in multidirectional ways.

Cultural representations are strategic and intuitive roadmaps, often foretelling and looking ahead as they contemplate the present and the past. In this sense, the papers included in the volume can be contemplated as strategies that attempt to map transcultural situations. This conception of representations as strategies for handling public cultural content deals with situations that overlap from location to location and from one historical period to another, acquiring universal relevance and becoming cross-cultural.

The volume is structured across world regions, China, Korea, Japan, Indonesia and the Philippines. Papers included approach cross-cultural semiotic dialogues in various media formats –transmedial adaptation such as cinema and opera, territorial cartography, media advertising and intercultural reception, the problematics of translations studies, artistic objects, their meanings and their circulation, the history of trade routes, the impact of food taste, the study of literary texts and their intertextuality, forms of hybrid cross-cultural architecture, and so on. Papers employ multidimensional semiotic approaches that explore representations as complex communication systems. Thus, papers focus

on the authors, the material formats which contain concepts/ideas, the dissemination strategies used to transfer content, and the audiences who receive it in diverse locations.

The volume, partly the outcome of the One Asia Foundation program in Complutense University Madrid shows the complex multidimensional patterns displayed in cultural products across nations, and involved in transnational dialogue.

Jinghua GUO is an associate professor at the College of Foreign Languages of Inner Mongolia University of Technology. She holds a PhD in Comparative Literature Studies from Beijing Language and Culture University. She was awarded the Talent Development Fund in 2016 and "321 talents project in the New Century" (2015) by the government of Inner Mongolia. Her research interests are cross-cultural and semiotics studies. She has been engaged in the visiting study program in Harvard University (2013, 2016), Universidad Complutense de Madrid (2015) and the University of Melbourne (2010).

Asunción LÓPEZ-VARELA coordinates the research program Studies on Intermediality and Intercultural Mediation SIIM at Complutense Univ. Madrid. She is an editor in various academic journals, honorary member of the ArtNetwork Award Beijing, of the Executive Committee of Alumni RCC-Harvard, the European Society of Comparative Literary Studies, and external evaluator for European Union Research Programs (Horizon 2020) and several other universities. She coordinates the One Asia Foundation Seminar Series on Cross-cultural dialogue in Eurasia.