



## Illuminating the pluriversality of communication: in celebration of the *Journal's* 20th anniversary

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## Illuminating the pluriversality of communication: in celebration of the *Journal's* 20th anniversary

The present commemorative issue marks the twentieth anniversary of the *Journal of Multicultural Discourses (JMD)*. More than a retrospective, it is a bold reaffirmation and a forward-looking manifesto for a rein(ter)vention in Communication Studies. For two decades, JMD has served as a cultural-critical platform dedicated to one core mission: dismantling the intellectual hegemony of ethnocentrism in communication and discourse studies, and constructing in its place a pluriversal, equitable, and ethically engaged global dialogue.

The 16 commemorative messages gathered here, from a diverse array of internationally reputable scholars, collectively argue that knowledge production has long been captive to a Western-centric paradigm, which discursively universalizes its own categories, marginalizing non-Western perspectives and approaches. At the same time, they also see that scholarship must shoulder a societal responsibility, given the run-away economic disparity, climate catastrophe, resurgent nationalism and digital fragmentation.

In response, JMD champions a new paradigm and program called Cultural Discourse Studies (CDS). It posits a fundamental shift: communication is not a neutral, universal phenomenon but a *global system composed of culturally diverse and competing discourses*. Here, culture is no longer conceived of as an external variable to be added, but the very foundation of how peoples of the world think, communicate and interact. The task of CDS then is two-fold: to reconstruct and re-present especially unfamiliar or disadvantaged discourses on the one hand, and to characterize and critique especially the power relations and practices involved between different cultural discourses on the other hand. This work is grounded principally in a methodology that is locally grounded and globally minded, culturally conscious and critical, i.e. drawing on both local intellectual wisdoms and societal wishes and global intellectual ideas and societal ideals. Ultimately, CDS is designed to achieve scholarly innovation on the one side and cultural harmony and prosperity on the other side.

In celebration of the 20 years of JMD, this selection presents both a milestone and a compass. It documents a significant intellectual activism that has moved from the margins closer to the center of scholarly debate. More importantly, it charts the course forward: toward wider and deeper reconstruction of pluriversal theory, greater engagement with technological and ecological frontiers, the institutionalization of pluralistic pedagogies, and the forging of truly equitable transnational and multicultural collaborations.

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