**De-Westernizing Visual Culture: Perspectives from the Global South**  
Call for Submissions

This edited volume of the renowned NOMOS publishing house (book series “intercultural and transcultural communication”) invites scholars from a broad range of disciplines to submit manuscripts on the theme of “De-Westernizing Visual Culture: Perspectives from the Global South”.

Visual Culture here refers for example to imagery, GIFs, emoticons, pictures and other visual means in an online or offline environment, non-inclusive of the audiovisual content and moving images. Despite the increasing prominence of visual culture in general, academic studies focused on visual culture from a de-Westernization perspective in the Global South are scarce. Recent discussions focused e.g. on plurality of emoticons such as hijabs, or emoticons with different facial color. Despite such discussions in the public sphere, there is a lack of trans-cultural, cross-cultural studies looking at the differences in visual culture. This call for submissions therefore hopes to fill this research desiderate.

Arguably, a lack of visual culture research in the Global South is attributed to the prevalent Western tradition in communication research. This volume serves to overcome the dominance of Western approaches in visual culture research. Following these considerations, scholars are invited to submit their original manuscripts that address the following topics, among others:

* Comparative studies of visual culture, including at least one country from the Global South as comparative country;
* Content or discourse analysis of journalistic visual content, advertisements, PR and political communication visual content and social web visual content from the Global South and/or from a de-Westernization perspective;
* Research on use of emoticons in the Global South and/or from a de-Westernization perspective;
* Nonverbal communication addressing the Global South;
* Theory development or contrasting theory streams explaining Visual Culture;
* Other topics (please enquire with the editors in advance).

Theoretical as well as qualitative and quantitative approaches investigating visual culture are welcome. The work should explicitly mention how a de-Westernization approach will contribute to a more profound discussion of visual culture. Moreover, different disciplinary approaches can be pursued. Submissions must not have been previously published nor be under consideration by another publication. An extended abstract (up to 1000 words) or a complete paper at the first stage of the reviewing process will be accepted. All the submissions must be received by **July 31, 2018**. If the extended abstract is accepted, the complete manuscript must be received by **November 30, 2018**. Manuscripts should be prepared in accordance with the APA publication manual (6th edition) and should have a length of 22,000 to 33,000 characters with spaces (about 3300 to 5000 words) including tables and references. All manuscripts will be peer reviewed by the editors, and the authors will be notified of the final acceptance/rejection decision.

Please direct questions and submissions to book editors

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