



## Asiacentricity

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### What is it?

Asiacentricity is the self-conscious act of centering Asian languages, religions/philosophies, histories, and aesthetics when addressing Asian people and phenomena. As a paradigmatic and pragmatic idea, it insists on revivifying and revitalizing diverse Asian cultural traditions as theoretical resources in order to capture Asians as subjects and actors of their own cultural realities rather than objects and spectators in the lived experiences of others. Asiacentricity is also about learning to embrace the Asian heritage for Asian voices and visions and finding a way to reaffirm and renew the Asian legacy as a source of ethical reflections with the aim of bringing forth the best of what it means to be Asian and human as active agents instead of passive participants.

### Who uses the concept?

Asiacentricity is, and can be, used by theorists and practitioners (especially in Asian Studies, Asian American Studies, cross-cultural counselling, multicultural education, international relations, and intercultural communication) who engage in any analysis of Asian individuals and communities. Asiacentricity makes it possible to: (1) give more accurate accounts of Asian thinking and behavior, (2) cultivate a positive and healthy Asian identity, and (3) critique negative practices according to the ethical ideals contextualized within the Asian ethos.

### Fit with intercultural dialogue?

Asiacentricity prevents intercultural contacts among people of Asian heritage or between Asians and non-Asians from becoming mere imposition-

imitation encounters, promoting genuine intercultural dialogue as multicultural learning. For Asians, it can provide the beginning of and basis for equality and mutuality in intercultural settings. For non-Asians, it can stimulate their cross-cultural reflections on alternative and ethical ways of being, knowing, and valuing through their non-ethnocentric exposure to Asian versions and visions of humanity.

### What work remains?

Asiacentric studies of South Asia, Southeast Asia, and West Asia are underrepresented in the current literature. These regions are at the crossroads of inter-Asian civilizations, offering rich historical insights into Asian intercultural exchanges and multicultural co-existence. Future theorizing and research on South Asia, Southeast Asia, and West Asia from Asiacentric vantage points will not only enhance an understanding of cultural dynamics in these areas but also enunciate Asian models of intercultural dialogue and multicultural society.

### Resources

- Miike, Y. (2014). The Asiacentric turn in Asian communication studies: Shifting paradigms and changing perspectives. In M. K. Asante, Y. Miike, & J. Yin (Eds.), *The global intercultural communication reader* (2nd ed., pp. 111-133). New York, NY: Routledge.
- Wong, P., Manvi, M., & Wong, T. H. (1995). Asiaticism and Asian American Studies? *Amerasia Journal*, 21(1/2), 137-147.
- Yin, J. (2009). Negotiating the center: Towards an Asiacentric feminist communication theory. *Journal of Multicultural Discourses*, 4(1), 75-88.