

September 2017



# Korean American Communication Association

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## President's Message



**Seungahn Nah, Ph.D.**

*Associate Dean for Graduate Affairs  
& Research; Professor  
University of Oregon  
KACA President 2015-2017*

**Dear KACA Fellows, Families, and Friends,**

I hope this message finds you all in the best of health and good spirits.

Time flies so fast. Yes, indeed! I can't believe that it's already been two years since the 14th KACA officers' service started in September 2015. Now it is time for us to "remember the past and imagine the future."

Looking back, KACA has "outgrown" over the last several years. Most of all, KACA has strengthened its membership initiatives resulting in increased membership and resources. Equally important, KACA has been exponentially growing with more active participation by members serving on various programming and award committees, as well as in events and activities such as receptions, off-site socials, and mentoring sessions. As a consequence, KACA has been able to build a more collegial, collaborative, and caring environment for its members.

The 14th KACA leadership has initiated numerous awards, activities, and projects while keeping the long-established legacy and tradition alive since its foundation in 1978. The following highlights some of these achievements.

First, KACA has launched a research grant and dissertation and teaching awards through rigorous peer review processes. These new awards are in addition to preexisting awards including top faculty- and student-paper awards and travel grants for graduate students at AEJMC, ICA, and NCA conferences as well as the distinguished service award and outstanding student award. Through various types of awards, KACA has stimulated premier scholarship of research, teaching, and service in excellence.

Second, KACA has revamped its website as a main communication venue for our members to obtain and share useful academic and professional resources. KACA further expects the new website to help KACA members to build professional networks through bulletin boards, newsletters, and social media outlets. I welcome

# KACA Executive Committee

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## President

**Dr. Seungahn Nah**  
University of Oregon

## Vice Presidents

**Dr. Eyun-Jung Ki (ICA)**  
University of Alabama

**Dr. Ji Young Kim (NCA)**

University of Hawaii at Manoa

**Dr. Chang-Dae Ham (AEJMC)**

University of Illinois at  
Urbana-Champaign

## Secretary

**Dr. Joonghwa Lee**  
University of North Dakota

## Treasurer

**Dr. Sunyoung Lee**  
Texas Tech University

## Editor

**Dr. Hyunjin Seo**  
University of Kansas

## Webmaster

**Dr. Seung Mo Jang**  
University of South Carolina

## Student Representatives

**Dr. Dam Hee Kim**  
University of Michigan

**Dr. Myoung-Gi Chon**  
Auburn University

**Eunyoung Kim**  
University of Alabama

**Sungsu Kim**  
University of Georgia

all KACA fellow members, friends, and families to navigate KACA's monumental history.

Third, KACA has strived to achieve the global relevancy by establishing collaborative networks with international professional associations, such as the Korean Association of Broadcasting & Telecommunication Studies (KABS), the Korean Society for Journalism and Communication Studies (KSJCS), the Chinese Communication Association (CCA), and the World Journalism Education Council (WJEC), among others. Key collaborative efforts include co-hosting a joint reception and competitive research sessions with CCA at the ICA's annual meetings and the post-2016 ICA conference in Beijing, China co-organized by KACA and CCA.

Looking forward, KACA will mark its 40th anniversary in 2018 and has organized a steering committee to prepare a celebration at the AEJMC pre-conference in D.C. Through the special conference, KACA will showcase its wonderful achievements and accomplishments over the 40 years including first-rate scholarship, academic and administrative directorship, professional leadership and more. Of particular importance, KACA's accumulated scholarship over the decades regarding Korea and its related communication studies will be published in the Handbook and Annotated Bibliography under preparation by the publication taskforce.

KACA has been a leader in the fields of communication, media, and journalism studies and beyond. KACA will continue its every effort to reach its highest standards of professionalism through stimulated intellectual dialogues, continued scholarly endeavors, and expanded professional networks. In doing so, the 15th KACA officers will work diligently with all KACA fellow members, friends, and families who have been (and will be) at the center in the history-making process. My sincere gratitude goes to KACA's former and present officers, advisory board members, conference and award committees, presenters, moderators, discussants, mentors, and mentees, alongside members, supporters, advocates and more for their dedication to KACA. Please join me to applauding the 14th outgoing officers and welcoming the 15th incoming officers!

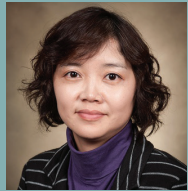
It's been my absolute honor and pleasure to serve KACA as President.

**THANK YOU.**

**ON KACA! ANY TIME!!**

# KACA Outgoing Officers' Reflections

“ The two years I served as a vice president of KACA turned out to be a golden opportunity for me to grow in many ways. First, working with the 2015-2017 officers was not only joyful but also a wonderful learning opportunity. Each of the officers offered something I wanted to learn, including work ethic, dedication, professionalism, passion, warm-heartedness, and care for other KACA members. Second, my personal network has grown exponentially through KACA. I am now able to reach people I never imagined I could be connected with. Third, KACA is the backbone of my academic life. It has become the strongest support system for me. KACA, its officers, and its members are the ones I rely on the most. I am the primary beneficiary of my service for KACA, not the other way around. Hopefully, more members realize the value of KACA and will take the opportunity to receive such benefits from this great organization. ”



**Dr. Eyun-Jung Ki**  
Vice President, ICA  
Professor, University of Alabama

“ I feel so honored to have been able to serve KACA for the past two years as Vice President for NCA. I have extremely enjoyed working with the excellent team and I'd like to thank everyone (committee members, paper reviewers, student council, mentor/mentee volunteers, and my peers) who supported me, particularly for the Las Vegas, Philadelphia and upcoming Dallas conferences. It was such a rewarding experience to learn about conference planning, to meet new people, and to make a positive contribution to our network. Welcome our incoming officers for the 2017-2019! I am looking forward to KACA's further success and growth in the future. ”



**Dr. Ji Young Kim**  
Vice President, NCA  
Assistant Professor, University of Hawaii at Manoa

“ It was absolutely a great opportunity for me to meet good people and learn good things. I feel I contributed so little compared to what I earned from the KACA. I thank all KACA officers, members, and particularly student members who helped me a lot. ”



**Dr. Seung Mo Jang**  
Webmaster  
Assistant Professor, University of South Carolina

“ The number of communication scholars and students in the U.S. has grown significantly during the recent decades. During that time, I believe that KACA has played an important role in connecting, supporting, and encouraging Korean and American scholars to develop and establish their career path as communication scholars in the U.S. and other countries. Such belief led me to serve as a Vice President of KACA for the last two years. Since I joined academia in the U.S., nothing was easy, from research to normal life. However, people I met through KACA always helped, guided, and encouraged me to take the right way without giving up any difficult challenge. While I am glad to have a good opportunity to work for KACA, the most important work I have focused on is to develop and maintain such relationships among the members, by meeting and talking with each other; sharing their knowledge and life; and further drawing a long-term vision together as excellent communication scholars and responsible citizens in their community. Not sure if I did this role well, but hope this basic but important role of KACA will continue in the following years. Lastly, I was happy to work with excellent officers and AEJMC committee members. Much appreciated. ”



**Dr. Chang-Dae Ham**  
Vice President, AEJMC  
Assistant professor, University of Illinois at Urbana-Champaign

“ I had never thought about studying in the U.S. and becoming a professor when I was an undergraduate student in Korea. I was lucky to have met people who encouraged me to consider studying in the U.S. and who helped me find my job. They gave me advice, help, encouragement, and friendship with no expectation of anything in return. I am sure that I could have not completed my graduate study and enjoyed my job without them. Serving as a KACA officer is one of the opportunities that I can return what I have been given from those people. It was a great time for me to learn about KACA and to be a part of the team. ”



**Dr. Joonghwa Lee**  
Secretary  
Assistant Professor, University of North Dakota

# KACA Outgoing Officers' Reflections

“ Working as treasurer of the KACA for the past four years, from 2013 to 2017, has been a memorable experience. While performing my duties, I learned how to manage an organization's finances and auditing, and was able to experience how a professional academic organization is run and understand challenges and opportunities it faces. Interacting with KACA officers and also with KACA members made me feel the importance of being a member of the organization. I feel a strong sense of attachment to the KACA, as it is an organization of which I can say that we grew up together—I was an officer as a student representative for four years, and now have been an officer as faculty member for four years, and I've observed how the KACA has grown and developed along with me. My thanks go to all the outgoing officers who gave me their help and support, the membership committee who worked together with me, and all the KACA members I've interacted with over these years. As I feel that I've received so much from the KACA in the past, I look forward to being a valuable resource to the organization in the future. ”



**Dr. Sun Young Lee**  
Treasurer  
Assistant Professor, Texas Tech University

“ Serving for three years as a student representative, I have realized that the KACA has undoubtedly taken up a large part of my doctoral studies. It has been a truly rewarding experience. In particular, I am grateful that the student council was able to help support many talented and hardworking graduate students through the KACA conference travel grants. As a student representative, most importantly, I was able to connect with great mentors and colleagues. Interactions with them helped me to grow intellectually. Finally, I would like to thank all the 2015-2017 KACA officers for making such a wonderful team together and for inspiring me with their dedicated service to KACA. ”



**Dr. Dam Hee Kim**  
Student Representative  
Lecturer, University of Michigan, Ann Arbor

“ Serving as KACA newsletter editor was an important reminder to me of how much the association has grown over the years. From strong scholarship demonstrated through research sessions at major conferences to professional and personal relationships forged among KACA members, every piece of news shared with the Newsletter Committee was a source of delight for me. Most of all, I enjoyed working with the 2015-2017 KACA officers who dedicated time and energy to this association as well as the members of the Newsletter Committee who enthusiastically provided creative ideas. I am happy to add this to a list of experiences that have taught me how good teamwork makes things more enjoyable. Looking forward to staying connected with you all! ”



**Dr. Hyunjin Seo**  
Editor  
Associate Professor & Docking Faculty Scholar, University of Kansas

“ It has been already two years working as the Student Representative as a part of KACA's Student Council. I would like to take this opportunity to express my deep appreciation to all of KACA members and other executive officers who have supported the Student Council. Personally, I am honored and grateful to have had this experience which I believe could not otherwise have been achieved during my doctoral study. I have relished the past two years working for KACA and the Korean scholarly community. During the period, KACA has made much progress and meaningful accomplishments in establishing professionalism, and I believe the Student Council has contributed to developing beneficial programs for graduate students to engage in. The Student Council has managed the Student Travel Award and helped to host graduate student events during the three major conferences (i.e., ICA, AEJMC, and NCA). I hope the next student representatives will continue to provide opportunities for graduate students to get involved with KACA and expand their professional networks in our discipline. ”



**Sungsu Kim**  
Student Representative  
Doctoral Student, University of Georgia



# KACA Election Results 2017–2019 Officers

Congratulations to those just elected to serve on the KACA Executive Committee from fall 2017 to summer 2019!

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**President**

**Dr. Eyun-Jung Ki**

Professor  
University of Alabama



**Vice President, ICA**

**Dr. Chang Wan "Isaac" Woo**

Associate Professor  
James Madison University



**Vice President, NCA**

**Dr. Eun-Ho Yeo**

Associate Professor  
Plymouth State University



**Vice President, AEJMC**

**Dr. Gi Woong Yun**

Associate Professor  
University of Nevada, Reno



**Secretary**

**Dr. Yoonmo Sang**

Assistant Professor  
Howard University



**Treasurer**

**Dr. Jiyoung Cha**

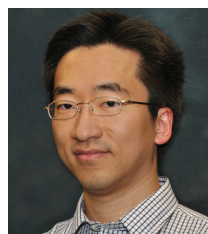
Assistant Professor  
San Francisco State University



**Editor**

**Dr. Soomin Seo**

Assistant Professor  
Temple University



**Web Master**

**Dr. Nakho Kim**

Assistant Professor  
Penn State University, Harrisburg



**Student Representative**

**Ah-Ram Lee**

Doctoral Student  
University of Florida



**Student Representative**

**Bumsoo Kim**

Doctoral Student  
University of Alabama



**Student Representative**

**Jeeyun (Sophia) Baik**

Doctoral Student  
University of Southern  
California



**Student Representative**

**Jeyoung Oh**

Doctoral Student  
University of Alabama

## Korean Communication Conference in Hawaii

By Ji Young Kim, KACA Vice President, NCA; Assistant Professor, University of Hawaii at Manoa



*Conference participants in front of the Center for Korean Studies at the University of Hawaii at Manoa with UHM College of Social Sciences Dean Denise Eby Konan who gave welcome and closing remarks.*

The Center for Korean Studies at the University of Hawaii at Manoa hosted a conference from July 27-28, 2017 with the theme “Korean Communication Research and Practice: Looking Back, Looking Forward.” Several leading Korean communication scholars joined from U.S., Korea and Canada.

The purpose of the conference was 1) to critically evaluate the existing scholarship on Korean communication in key topic areas; 2) to dialogue about the gaps in the current research literature; and 3) to exchange ideas and perspectives about the future directions of communication research about Korea.

This conference was generously supported by the UHM Center for Korean Studies, UHM College of Social Sciences, Nam Center for Korean Studies at the University of Michigan (through the Academy of Korean Studies grant), the University of Oregon's School of Journalism and Communication, Simon Fraser University's Centre for Policy Research on Science and Technology. Korean American

Communication Association (KACA) was also a co-sponsor of the conference and the results of the conference will contribute to a book to be published in commemoration of KACA's 40th anniversary in 2018.

The Center for Korean Studies at the University of Hawaii at Manoa, the lead sponsor of the conference, promotes interdisciplinary and intercultural approaches to Korean-related studies, conducts scholarly conferences, sponsors research projects, coordinates UH Manoa resources on Korea, and researches the activities of Hawaii's Korean community. For more information, please visit the website: <http://www.hawaii.edu/korea/>

Special thanks go to our KACA Publication Committee members who supported the conference planning: Drs. Dal Yong Jin, Simon Fraser University; Nojin Kwak, University of Michigan; Hye-ryeon Lee, University of Hawaii at Manoa; Seungahn Nah, University of Oregon; and Kyu Ho Youm, University of Oregon.



## Conference Highlights

As keynote speaker, Professor Kwan Min Lee from Nanyang Technological University, presented "User Experience (UX) Research and Practice in South Korea," and five panel sessions were held over two days on various topic areas: Communication and Society, Public Communication, Digital Media and Community, Cultural/Visual Communication, and Future of Korean Communication.



Keynote Speech: Dr. Kwan Min Lee



Communication and Society Session: Drs. Seok Kang, Shin Dong Kim, and Kyu Ho Youm



Public Communication Session: Drs. Yongick Jeong, Jae-Hwa Shin, Hye-Jin Paek, and Hun Shik Kim



Digital Media and Community Session: Drs. Kyong Yoon, Dal Yong Jin, and Yong-Chan Kim



Cultural/Visual Communication Session: Drs. Jisuk Woo (Moderator), Yung Soo Kim, Ji Hoon Park, and Hye Seung Chung



Future of Korean Communication Session: Drs. Dal Yong Jin, Nojin Kwak, Kyu Ho Youm, Hye-Ryeon Lee, and Seungahn Nah

# KACA-ICA Committee

## Dr. Eyun-Jung Ki

Professor

University of Alabama

## Dr. Yonghwan Kim

Assistant Professor

Dongguk University

## Dr. Jaehee Park

Associate Professor

University of North  
Florida

## Dr. Chang Wan Woo

Associate Professor

James Madison  
University

## Joo Young Jang

ABD

University of  
California-Davis

## Ah Ram Lee

Doctoral Student

University of Florida

## Jeyoung Oh

Doctoral Student

University of Alabama

## Jungyun Won

Doctoral Student

University of Florida

## 2017 KACA-ICA Conference

By Eyun-Jung Ki, KACA Vice President ICA; Professor, University of Alabama

The 2017 International Communication Association (ICA) convention was held in San Diego, California (May 25-29) at the Hilton San Diego Bayfront Hotel. KACA held two joint research sessions with the Chinese Communication Association (CCA), a reception, a business meeting, an off-site social, and a graduate student social.

### KACA & CCA JOINT RESEARCH SESSION:

#### Health and Safety: Emotion, Learning and Behavior from the Media

Friday, May 26, 8:00 AM to 9:15 AM

In this first research session, five research papers were presented: two papers were from KACA and three from CCA. Dr. Bu Zhong, CCA President and associate professor at Penn State University, served as the discussant and offered insightful suggestions to each presenter. Approximately 25 people attended this early-morning session, and all of the presenters shared their work in a professional and easily understandable way.

### KACA & CCA JOINT RESEARCH SESSION:

#### From Local to International: Media, Content, Context, and Consumption

Friday, May 26, 3:30 PM to 4:45 PM

In this afternoon research session, six papers were presented. Three papers were from KACA and the other three from CCA. The two respondents—Dr. Moonhee Cho (University of Tennessee) and Dr. Nan Yu (North Dakota State University)—provided insightful comments on the presented papers and approximately 45 people attended this session.





**KACA BUSINESS MEETING**

**Friday, May 26, 5:00 PM to 5:15 PM**

The KACA business meeting, held right before the KACA-ICA reception, was attended by 28 members. Reports on the KACA-ICA activities as well as financial reports were shared during the meeting. In addition, awards were presented as follows:

**Top Faculty Paper Award**

Tetsuro Kobayashi, City University of Hong Kong; Kyu S. Hahn, Seoul National University, Korea; Atsushi Tago, Kobe University, Japan; Yuki Asaba, University of Niigata Prefecture, Japan; and Seulgi Jang, Seoul National University, Korea (Paper Title: Perceptions of Relative Economic Power and Nationalism in Japan and Korea: A Cross-national Comparative Experiment)

**Top Student Paper Award**

Jiyoung Lee, Syracuse University (Paper Title: Shifting from Audience to Active Public in Social Viewing: Focusing on Interpersonal Relationships)



**Graduate Student Travel Grant Award**

Winner (\$300): Jiyoung Lee, Syracuse University  
 Runner-ups (\$100): Hyeseung Elizabeth Koh, University of Texas-Austin; Soyoung Jung, Syracuse University



**KACA RECEPTION**

**Friday, May 26, 6:30 PM to 7:45 PM**

The KACA reception was sponsored by three institutions: the Nam Center for Korean Studies at the University of Michigan (Dr. Nojin Kwak, Director); the School of Communication and Media at Ewha Womans University in Seoul, Korea (Dr. Yunjeong Choe, Dean); and the College of Communication Arts and Sciences at Michigan State University (Dr. Prabu David, Dean). The reception was attended by at least 250 people from across the globe. Ad posters for KACA and reception sponsors were displayed in front of the reception area.

**GRADUATE STUDENTS' SOCIAL**

**Saturday, May 27, 10:30 AM to 11:45 AM**

KACA sponsored a graduate students' social gathering brunch at the Union Kitchen and Tap Gaslamp in San Diego. KACA student council member, Dr. Dam Hee Kim (University of Michigan), along with two graduate students from the KACA-ICA subcommittee, Ah Ram Lee (the University of Florida) and Jungyun Won (the University of Florida), organized the social. Ten graduate students from various institutions were in attendance.



## 2017 KACA-AEJMC Conference

By *Chang-Dae Ham*. KACA Vice President, AEJMC; Assistant professor, University of Illinois at Urbana-Champaign

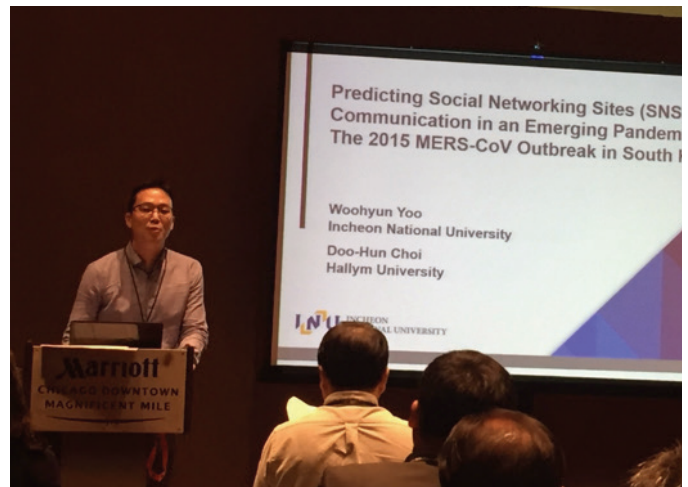
The 2017 annual conference of AEJMC was held in Chicago, IL, from August 9 to 12. During the conference period, KACA hosted diverse academic programs and social events including two referred research sessions, a business meeting, a mentorship program, and a member dinner and a graduate student social event.



### KACA-AEJMC RESEARCH PAPER SESSIONS

Friday, August 11, 1:45 PM-3:15 PM & 3:30 PM-4:30 PM

In the two research sessions, 10 selected research studies, including two awarded studies, were presented with 39 attendees in the first session and 30 in the second session. Dr. Yoonmo Sang (Howard University), Kyungjung Han (California State University at Bakersfield) and Dr. Chang-Dae Ham (University of Illinois at Urbana-Champaign) moderated those sessions while Dr. Soojung Kim (University of North Dakota) Dr. Chul-Ju Lee (Seoul National University), and Dr. Sung-Un Yang (Indiana University) served as discussants for in-depth discussions of presented research. This year, competition was very high, as demonstrated by the 47.6% acceptance rate (ten accepted out of 21 submissions). Eight selected research studies were presented in the first referred research session. In the second research session, two awarded faculty papers were presented, followed by a presentation by Dr. Matt Shapiro (Illinois Institute of Technology), who received the 2016 Ewha-KACA research grant. Dr. Shapiro presented the result of his grant research, “Media Effects, Public Attitudes, and Communications from Experts: Understanding the Yellow Dust Problem from a Korean Perspective.”



### KACA-AEJMC BUSINESS MEETING

Friday, August 11, 4:30 PM-5:00 PM

The KACA-AEJMC business meeting was presided over by Dr. Chang-Dae Ham with a total of 32 KACA members in attendance. KACA research paper reviewers, reviewers for Ewha-KACA award, and mentors who volunteered to advise mentees were recognized during the business meeting. Outgoing and incoming KACA officers and AEJMC sub-committee members were introduced, and KACA President Dr. Seungahn Nah (University of Oregon) delivered remarks to the members and presented several awards as follows:



# KACA-AEJMC Committee

**Dr. Chang-Dae Ham**  
Assistant Professor  
University of Illinois at  
Urbana-Champaign

**Dr. Soojung Kim**  
Assistant Professor  
University of North  
Dakota

**Dr. Yoonmo Sang**  
Assistant Professor  
Howard University

**Kyung-Jung Han**  
Assistant Professor  
California State  
University at Bakersfield

**Jisu Kim**  
Doctoral Student  
University of Minnesota-  
Twin Cities

**Regina Ahn**  
Doctoral Student  
University of Illinois at  
Urbana-Champaign

## Top Faculty Paper Award

1st Place: Wan-Soo Lee, Dongseo University, and Chan-Souk Kim, Cheongju University (Paper Title: Revisiting Social Capital: Power Elites' Social Capital Building via Korean Newspapers' People Section)

2nd Place: Yungwook Kim, Ewha Womans University, and Jiyoung Lee, Syracuse University (Paper Title: How Do Health Messages and Self-Stigma Operate in Extended Parallel Process Model?: A Focus on a South Korean Smoking Issue)

## Ewha-KACA Research Grant

Dr. Peter Schulz, University of Lugano

## Graduate Student Travel Grant Award

Jiyoun Suk, University of Wisconsin-Madison

## KACA Dissertation Award

Jinsook Kim, University of Texas at Austin

## KACA Teaching Award

Jin-Ae Kang, East Carolina University



### KACA Programs\* at 2017 AEJMC Annual Conference in Chicago

- ☞ Refereed Paper Research Session I  
August 11, Friday, 1:45pm – 3:15pm
- ☞ Refereed Paper Research Session II  
August 11, Friday, 3:30pm – 4:30pm
- ☞ KACA Business Meeting  
August 11, Friday, 4:30pm – 5:00pm
- ☞ KACA Social Event  
August 11, Friday, 6:00pm – 8:00pm
- ☞ KACA Graduate Student Social  
August 11, Friday, 11:30am – 12:30pm
- ☞ KACA Mentoring Program (apply now!)  
Mentor application: <http://tiny.cc/MENTOR2017>  
Mentee application: <http://tiny.cc/MENTEE2017>

1978-2018 Join Celebrating KACA's 40<sup>th</sup> Anniversary at 2018 AEJMC, Washington D.C.

\*For more information, contact Dr. Chang-Dae Ham, VP, KACA, [cdham31@uiuc.edu](mailto:cdham31@uiuc.edu)



<http://www.thekaca.org>  
<https://www.facebook.com/groups/thekacaof>  
<http://www.thekaca.org/news/newsletter/>

## KACA-AEJMC Social Events & More

Several social events were held during the conference. Ten graduate students attended the graduate social brunch, and 56 KACA members attended a dinner on August 11. In addition, outgoing and incoming KACA officers had a lunch meeting on August 10. This year's mentor-mentee program involving eight mentor-mentee pairs was successfully concluded during the conference. A KACA advertisement appeared on the page 38 of the 2017 AEJMC program book.



# KACA-NCA Committee

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**Dr. Ji Young Kim**  
Assistant Professor  
University of Hawaii at  
Manoa

**Dr. Dan (Dong Hoo) Kim**  
Assistant Professor  
UNC-Chapel Hill

**Dr. JongHwa Lee**  
Assistant Professor  
Angelo State University

**Dr. Jiyeon So**  
Assistant Professor  
University of Georgia

**Jeeyun Baik**  
Ph.D. student  
University of Southern  
California

**Jin-A Choi**  
Ph.D. student  
University of Texas at Austin

## 2017 KACA-NCA Program

By Ji Young Kim, KACA Vice President, NCA; Assistant Professor,  
University of Hawaii at Manoa



### NCA 103rd Annual Convention: Our Legacy, Our Relevance November 16-19, 2017 in Dallas, TX

**SESSION 1: Asian Communication in Full Display: From Nationalism, Social  
Talk and Social App to Korean Expatriates Social Capital and Adaptation**  
Friday, November 17, 9:30 AM-10:45 AM, Marriott Champagne (Third Floor)

**Evolving Chinese Nationalism: Using the 2015 Military Parade as a Case**  
Yiben Liu, University of Alabama; Shuhua Zhou, University of Alabama

**How Chinese College Students Decide to Download an App?**  
Chenjie Zhang, Bowling Green State University; Louisa Ha, Bowling Green State  
University; Xiaoyan Liu, Shenzhen University; Yinqi Wang, Shenzhen University

**Korean Expatriates in India: Preparedness, Adaptive Personality, Host  
Communication Competence and Cross-cultural Adaptation**  
Yang-Soo Kim, Middle Tennessee State University

**Social Capital Building Process of a Korean Immigrant Church in the U.S.**  
Chang Wan Woo, James Madison University; Julie Ann B. Gochenour, James  
Madison University; Sungil Chung, James Madison University

**What We Talk about When We Talk about China: An Analysis of Tweets  
During 2016 United States Presidential Debates**  
Rui Wang, Louisiana State University; Lance Porter, Louisiana State University;  
Yuanqing Tang, Communication University of China

**SESSION 2: Culture, Identity, and Communication**  
Friday, November 17, 11:00 AM-12:15 PM, Marriott Plaza Ballroom A (Third Floor)

**The Role of Gender Identity at Workplace: Comparative Study of Korean  
Women Attending Qomen's Schools and Coeducational Schools**  
Hee Sun Park, School of Media and Communication, Korea University;  
Mikyong Kim, School of Advertising and Public Relations, Hongik University;  
Hye Eun Lee, Ewha Womans University; Ezgi Ulusoy, School of Communication  
and Media, Ewha Womans University, South Korea

### Globalization, Cultural Traits, and Korean Pop Music: A Content Analysis of Music Videos

Quan Xie, Bradley University; Ji Young Kim, University of Hawaii, Manoa; Chalisa Magpanthong, Bangkok University; Drew McDaniel, Ohio University

### Factors Influencing the Delayed Adoption of VR Games: Focusing on Information Acquisition, Future Utility, Present Utility, Social Effect, and Risks

Shin-hye Kwon, Sungkyunkwan University; Lu Li, Sungkyunkwan University; Byeng-Hee Chang, Sungkyunkwan University; Chang-Sok Yoo, Kyunghee University

### Framing Electronic Carcinogens: A Content Analysis of South Korean E-cigarette Websites

Taewook Ham, San Diego State University

### LGBT Representation on Webtoons: Parasocial Contact Hypothesis, Familiarity and Interaction

Jeeyun Baik, University of Southern California

## **SESSION 3: Media Analysis and Public Opinion**

**Friday, November 17, 12:30 PM-1:45 PM, Marriott Plaza Ballroom A (Third Floor)**

### Narrating Culinary Korea: The Shifting Cultural Boundaries of the Nation in Korean Television Food Shows

Jaehyeon Jeong, Temple University

### The Samsung-Apple Patent War: Socio-cultural Comparative Study of News Frames in a Business Conflict Issue

Wansoo Lee, Dongseo University

### The Communication of Identity in a Korean Self-Interior Design Blog: The Discourse of "Single life" Self-expression in a Korean Amateur Interior Design Blog: The Discourse of 'Single Life'

Soo Oak Yoo, University of Massachusetts at Amherst

### Media Frame's Influence on People's Perception of Doctor-Patient Conflict in China

Xiaoya Jiang; Shuangqing Liu, Chinese University of Political Science and Law

### The Public Opinions in Cyberspace in Improving the Public Sphere in China: A Comparative Analysis of Weibo and People's Daily in Discussing Li Tianyi Gang Rape Issue

Yumeng Luo, University at Albany, SUNY

## **PANEL DISCUSSION SESSION: The Sole Root of Democracy: Communicative Public Activism and Impeachment of President of South Korea** **Saturday, November 18, 8:00 AM-9:15 AM, Marriott Plaza Ballroom A (Third Floor)**

The National Assembly of the Republic of Korea voted by a huge margin on December 9, 2016 to impeach President of South Korea over her corruption and influence peddling scandal and immediately suspended her from the running of South Korea. On March 10, 2017, the Constitutional Court of Korea finally upheld the president's impeachment in a unanimous 8-0 decision. The impeachment of President of a country was not only the first time in the history of South Korea, but also a very rare case in the entire history of other Asian countries. Beyond the fact of impeachment, the most surprising remark in this unprecedented political event was the entire process of impeachment nonviolently proceeded with over 20 times of peaceful public protests with hundreds of thousands of participants. This presentation will focus on how the massive number of protesters communicated through legitimately organized communication channels over time and rhetorically demonstrated a mature democracy in a country with just a few decades of history of democracy. In addition, this presentation will interpret the rhetoric of the impeachment decision by South Korea's Constitutional Court, "The root of democracy is the public," in the context of South Korea's unique history of democracy.

**Chair and Respondent:** Do Kyun Kim, University of Louisiana, Lafayette

**Presenter(s):** JongHwa Lee, Angelo State University; Hojeong Lee, Temple University; Chuyun Oh, Hamilton College; Young-Chan Kim, Yonsei University

# Member News

## TENURE, PROMOTION & APPOINTMENTS

**Dr. Seungahn Nah** joined the School of Journalism and Mass Communication at the University of Oregon in July 2017 as Professor and Associate Dean for Graduate Affairs & Research.

**Dr. Eyun-Jung Ki** was promoted to full professor effective fall 2017 in the Department of Advertising and Public Relations at the University of Alabama.

**Dr. Yang Soo Kim** was promoted to full professor effective fall 2017 in the Department of Communication Studies and Organizational Communication at Middle Tennessee State University.

**Dr. Dal Yong Jin** was promoted to full professor effective fall 2017 in the School of Communication at Simon Fraser University.

**Dr. Hyejung Ju** was promoted to associate professor with tenure effective fall 2017 in the Department of Mass Communications at Clafin University.

**Dr. Chang Wan "Isaac" Woo** was promoted to associate professor with tenure effective fall 2017 in the School of Communication Studies at James Madison University.

**Dr. Myojung Chung** joins the University of San Francisco as assistant professor in fall 2017. Dr. Chung previously taught at the Nanyang Technological University in Singapore.

## AWARDS, GRANTS & RECOGNITIONS

**Dr. Hyunjin Seo**, associate professor at the University of Kansas, received a grant from the Waterhouse Family Institute for the Study of Communication and Society to support her research on social media and activism.

**Dr. Hyunjin Seo**, associate professor at the University of Kansas, received the Faculty Excellence in Service Learning Award from the University of Kansas in recognition of community engagement contributions through her teaching.

## NEW BOOKS

**Dr. Yang Soo Kim**, professor at Middle Tennessee State University, published a co-authored book in 2017, titled "Global Business-Wa-Indonesia-I-Moonhwa-I-Hae [Global Business and Understanding Indonesian Culture]" (published by Hankuk University of Foreign Studies Knowledge Press, Seoul, Korea).

**Dr. Dal Yong Jin**, professor at Simon Fraser University, published two books in 2017: Understanding the business of global media in the digital age (with Micky Lee; published by Routledge) and Smartland Korea: Mobile communication, culture, and society (published by University of Michigan Press).

## Send us Your Newsletter Items!

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If you have any questions related to the newsletter or items you want to share with KACA members, email the Newsletter Committee at [kacanewsletter@gmail.com](mailto:kacanewsletter@gmail.com). Any items that might be of interest to our members are welcome including promotions, moves, new books, awards, etc.

## KACA Newsletter Committee

**Dr. Hyunjin Seo**

*Editor*

Associate Professor  
University of Kansas

**Dr. Hyejoon Rim**

Assistant Professor  
University of Minnesota

**Dr. Myojung Chung**

Assistant Professor  
University of San Francisco

**Dr. Jeongsub Lim**

Professor  
Sogang University

**Dr. Hyun Jee Oh**

Assistant Professor  
Hong Kong Baptist University

**Jiyoung Lee**

Doctoral Student  
Syracuse University

**Kelly Reeve**

Visual Communication Student  
University of Kansas



# Financial Report

| GENERAL OPERATION ACCOUNT   | INCOME         | EXPENSES        | BALANCE        |
|---|----------------|-----------------|----------------|
| Balance from February 2017  |                |                 | 13343.00       |
| Membership dues (Feb. 23, 2017–Aug. 18, 2017)                             | 2144.11        |                 |                |
| Sponsorship: U of Michigan Nam Center for the KACA ICA reception          | 2000.00        |                 |                |
| Sponsorship: Michigan State University for the KACA ICA reception         | 1000.00        |                 |                |
| Balance at the ICA post-reception social                                  | 34.00          |                 |                |
| Dontaions from PaypalGivingFund   | 183.43         |                 |                |
| AmazonSmile fund  | 14.35          |                 |                |
| ICA ad  |                | 300.00          |                |
| ICA reception   |                | 6975.95         |                |
| ICA advisory board meeting  |                | 302.95          |                |
| Top faculty paper awards (ICA, AEJMC)                                     |                | 200.00          |                |
| AEJMC ad  |                | 500.00          |                |
| Ewha-KACA research award (2016 half: \$2000 + 2017 half: \$1750)          |                | 3750.00         |                |
| Teaching award  |                | 250.00          |                |
| AEJMC outgoing and incoming officer meeting                               |                | 241.00          |                |
| Website renewal   |                | 106.49          |                |
| Miscellaneous (certificates, card reader, easels, AEJ program card, etc.) |                | 142.68          |                |
| <b>Total Income to Account Feb. 23, 2017–August 2017</b>                  | <b>5375.89</b> |                 |                |
| <b>Total Expenses to Account Feb. 23, 2017–August 2017</b>                |                | <b>12769.07</b> |                |
| <b>End of August 2017 Balance</b>   |                |                 | <b>5949.82</b> |

| GRADUATE PROGRAM ACCOUNT   | INCOME         | EXPENSES       | BALANCE        |
|--|----------------|----------------|----------------|
| Balance from February 2016   |                |                | 5453.29        |
| Contribution from membership dues (March 2016–August 2016)           | 1427.05        |                |                |
| Graduate student travel grants (ICA (3 students), AEJMC (1 student)) |                | 800.00         |                |
| Top student paper awards (ICA)                                       |                | 100.00         |                |
| Dissertation award   |                | 1000.00        |                |
| ICA graduate social  |                | 187.00         |                |
| AEJMC graduate social  |                | 330.00         |                |
| KACA student representative travel funds (2 students)                |                | 200.00         |                |
| <b>Total Income to Account Feb. 23, 2017–August 2017</b>             | <b>1427.05</b> |                |                |
| <b>Total Expenses to Account Feb. 23, 2017–August 2017</b>           |                | <b>2617.00</b> |                |
| <b>End of August 2016 Balance</b>                                    |                |                | <b>4263.34</b> |

## A SPECIAL THANKS TO THE FOLLOWING PLATINUM, GOLD, SILVER, & PRIME MEMBERS:

\*Based on membership dues paid from February 23, 2017–August 18, 2017.

| PLATINUM       | GOLD           | SILVER        | PRIME          |
|----------------|----------------|---------------|----------------|
| Huh, Jisu      | Oh, Hyun Jee   | Rim, Hyejoon  | Kim, Taemin    |
| Jung, Younbo   | Jeong, Yongick | Lee, Jayeon   | Han, Jee Hee   |
| Kwak, Nojin    | Kim, Shin Dong | Lee, Chunsik  | Lee, Sangwon   |
| Kim, Chan-Souk | Chung, Sungeun | Park, Hyojung | Wohn, Donghee  |
|                |                | Kim, Junga    | Yvette         |
|                |                |               | Heo, Jun       |
|                |                |               | Yook, Esther   |
|                |                |               | Woo, Chang Wan |
|                |                |               | Lee, Joonghwa  |
|                |                |               | Cho, Jaeho     |
|                |                |               | Cho, Jaehee    |

# Membership Dues

| ANNUAL MEMBERSHIP DUES | KACA MEMBERSHIP CATEGORIES | HOW THE MEMBERSHIP DUES ARE USED   | BENEFITS  |
|------------------------|----------------------------|--|---|
| \$ 20                  | Student Member             | KACA Operational Account   | *All membership benefits  |
| \$ 30                  | Regular Member             | KACA Operational Account   | *All membership benefits  |
| \$ 50                  | Prime Member               | KACA Operational Account (\$30) + Graduate Student Supporting Fund (\$20)        | *All membership benefits + Name recognition on the newsletter, blog and Web site                                    |
| \$ 75                  | Silver Member              | KACA Operational Account (\$30) + Graduate Student Supporting Fund (\$45)        | *All membership benefits + Name recognition on the newsletter, blog and Web site                                    |
| \$ 100                 | Gold Member                | KACA Operational Account (\$30) + Graduate Student Supporting Fund (\$70)        | Silver Member benefits + Name recognition at the Conferences  |
| At least \$200         | Platinum Member            | KACA Operational Account (\$20) + Establishment / contribution to a special fund | Gold Member benefits + As a platinum member, you can choose to direct your dues to one or more of the special funds |

*\*All membership benefits include the Newsletter and the KACA Members Page.*

## How to Pay:

- 1) Go to <http://www.thekaca.org/membership/>
- 2) Once you click the “Join Now” button at the bottom of the page, you will be directed to the application form page.
- 3) Please fill out your information in the form. Please fill out the form even if you are an existing member.
- 4) Once you submit the form, you will be directed to the PayPal page where you can pay either through your PayPal account or by credit card. You can pay by credit card even if you don’t have a PayPal account.

If you have any questions or problems with paying your membership dues, please contact the KACA treasurer, Sun Young Lee, at [pearl.syl@gmail.com](mailto:pearl.syl@gmail.com).



## You Shop at Amazon. Amazon gives to the KACA!

### How many of you shop at Amazon.com?

Here is another way you can support the KACA while shopping at Amazon.

Since the KACA is a 501(c)(3) organization, it was able to join the AmazonSmile program in 2015. AmazonSmile is an Amazon's program to support nonprofit organizations. Amazon donates 0.5% of the price of customers' purchases to the nonprofits that the customers designate.

What that means to us is that if you shop on AmazonSmile instead of on the regular website, Amazon.com, Amazon will donate 0.5% of the price of your Amazon purchases to the KACA whenever you shop on AmazonSmile. AmazonSmile is the same as Amazon on your end—the same products, same prices, and same Amazon Prime benefits. The only difference is that if you use AmazonSmile instead of the regular Amazon website, we at the KACA receive some funding from it. This is a great way to support the KACA without any additional cost!

### How:

1. Click the following link: <http://smile.amazon.com/ch/30-0800053> (this is the KACA-designated AmazonSmile link).
2. Log in with your Amazon account and start shopping at AmazonSmile.
3. The rest of process is exactly same as when you shop at Amazon.com!

This is the page you will see, depending on your login status.

1. If you have not logged in to your Amazon account before you click to follow the link (<http://smile.amazon.com/ch/30-0800053>), this is the page you will see:



You shop. Amazon gives.

- Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to **Korean American Communication Association** whenever you shop on AmazonSmile.
- Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.
- AmazonSmile is the same Amazon you know. Same products, same prices, same service.
- Support your charitable organization by starting your shopping at **smile.amazon.com**

2. If you are already logged in at Amazon, you will see this under the search bar.



Please use the KACA's AmazonSmile program when you shop at Amazon! Your shopping will help the KACA continue to grow and give back to Korean scholars and students in many ways.

If you have any questions regarding AmazonSmile, please contact the KACA treasurer, Sun Young Lee, at [pearl.syl@gmail.com](mailto:pearl.syl@gmail.com)

## KACA Advisory Board

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University of Hawaii at Manoa

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Jonathan Marshall First Amendment  
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