

# KACA newsletter

KOREAN AMERICAN COMMUNICATION ASSOCIATION

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## President's Note

Greetings--

Back in May at the ICA Chicago convention, our association presented a program, "Conflict Resolution through Communication: Roles of Mass Media in the Negotiations between South and North Korea." We approached the conflicts between Seoul and Pyongyang from a communication perspective.

At that time ICA officials endorsed our program enthusiastically and suggested that we present a similar program at the 1987 ICA Conference to be held in Montreal, Canada.

I am happy to report to our association members that our program proposal has been submitted to ICA and we are waiting for its approval. The title of our new program is, "Political Propaganda and Information Flow in Korean Reunification Issue."

As soon as we hear from ICA, our members will be informed of our detailed plan regarding the program participation. The timeline for our plan is: (1) get ICA approval for our program sometime in December, (2) send out a paper call to our members immediately, (3) submit our final list of

program participants and their topics to ICA in February.

Those who are interested in our program participation will submit their topics and a brief description of their papers to me or Dr. Jin Keon Kim as soon as we send out a paper call.

If you have any questions regarding this program, call me at 715-346-3240 (office) or 715-341-7600 (home). Also, you may direct your questions and comments to Dr. J. K. Kim (518-564-4288), Dept. of Communication, SUNY, Plattsburgh, N. Y., 12901.

Best Regards, ---Hyun Kap Kim

## Invited Essay

The annual directory put out by KACA shows an ever increasing number of affiliations with the association, and it is readily noted that much of this increase occurs in the student memberships. As these student members complete the usual path in academic preparations and enter the professional world of academe, the association is bound to benefit from their active participation and contributions to play a role in an even more significant direction.

The steady increase in the number of students with Korean connections studying communication is a blessing in its own right, but yet one wonders what do they study in this loosely defined discipline of communication.

Of course many will specialize in the areas of their primary interest; many other might be struggling with the research topics preferred by their respective mentors. The latter case usually involves research grant projects which serve the financial-aid sources for starving graduate students. Yet one thing hangs out as a dire need of the "real life reality"--one's "marketing" potential for a faculty position.

What do you study? What's your specialization area? We toss these questions to recent graduates for hiring purposes. Some of the answers that I feel less than comfortable with include "theories and methods," "multiple discriminant scaling," and "computer applications," to name a few. As you can tell it, these are not areas of specialization in the sense that all competent academic members are supposed to be versatile in the theories and methods of their chosen areas and in the use of computer for their respective purposes. Additionally, the limited number of courses devoted to such highly specialized topics are usually taught by senior members on the faculty.

From beginning members we look for the "best fit" to man in the immediate need to teach functionally identifiable areas like news reporting, public relations, counselling, political campaigns and so on. Hence it is instructive to ask oneself occasionally what is "my"

specialization area and what is its relevance to the areas often listed in job announcements.

May I list one more concern or apprehension that I sometimes experience from interviews with recent graduates? That is, what would you feel if you have a candidate who says he/she can teach news reporting while the person never has had any reporting experiences at all?

Of course a pediatrician doesn't necessarily have to have a string of a dozen children oneself to be qualified as a competent baby doctor. Yet the employer's assessment is beyond your control. It always helps if one has professional experiences relevant to one's area of specialization. Academic preparations when coupled with relevant professional experiences register a measure of maturity.

The need to have a concrete functional area of specialization and the need to back it up with relevant professional experiences are likely to be stressed even more in the years ahead as the supply of qualified junior members of the academic profession far exceeds the demand. Given a slate of multiple applicants equally well qualified, we tend to look for "best fit" and maturity, not simply the doctoral credit card.

--- Jae-won Lee, Cleveland State University

[Editor's Note: The editor welcomes essays on any topic, both serious and mundane, from the members of KACA. Any helpful hints for career improvements, reflections on the ironies of bicultural identities, fresh ideas for the future directions of our organization, or anything else that will tease our brain and touch our hearts. Hats

off to Dr. Jae-won Lee who sacrificed his precious holiday time.]

### Professional News

Jong Geun Kang, Ph. D. Candidate, U. of Massachusetts, delivered two convention papers: "Silver Spoons Goes to Korea: U. S. TV Programs among Korean Children," at the Conference on Culture and Communication, Philadelphia, October, 1986; "Culture Clash: U. S. Television Programs in Korea," (with Michael Morgan) at the annual conference of AEJMC, Norman, OK, August, 1986.

Kang also had two publications: "The Initial Construction of Geraldine Ferraro in Newspaper Editorials," (with Jane Blankenship, Serafin Mendez and Joseph Giordano), Journalism Quarterly, 63: 378-382 (Summer 1986); "U. S. TV Programs and Cultural Transformations in Korea and Taiwan," (with Gina Daddario, Michael Morgan, and Yi Kuo Wu) in Third World, Presse Universitaires de France (in print).

Tae Young Kang, doctoral candidate, University of Texas, submitted a paper for the 1987 ICA Conference to be held at Montreal, Canada, titled: "Communication Patterns of Foreign Students: A Survey among the Korean Students in the University of Texas at Austin."

Hye-Sook Kim, doctoral candidate, U. of Massachusetts, presented a paper at the 9th annual conference of the Organization for Communication, Language and Gender, Fairfax, VA, October, 1986: "Different Terms according to Different Third Party: Korean Address Terms between Husbands and Wives."

Young Yun Kim, University Professor, Governor's State University, edited two books: Interethnic Communication: Current Research, Sage Publications, 1986; Cross-Cultural Adaptation: Current Theory and Research, Sage Publications, (in press). Kim also presented a paper at the SCA conference, Chicago, November, 1986: "Cross-cultural adaptation: A Critical Assessment of the Field."

Kim was elected as Vice Chair (1987-8) and Chair (1988-9) of Division of Intercultural and Development Communication of the International Communication Association.

Won Yong Kim, U. of Texas, received a Ph. D. in August and began to work as a research consultant for Highmark International Inc., in Austin, Texas. Three cheers for another member's achievement.

Jae-won Lee, Professor, Cleveland State University, had a publication out: "News-value Judgment: A Comparative Study" in Media Monitor (September 1986). In addition, Lee presented two papers: "Professional Socialization of Newspeople" at the 1986 Congress of the Int'l Association for Mass Communication Research in August 1986 at New Delhi, India; "News-value Judgment: A Comparative Study of Newspeople and Audience" at the Midwest Association for Public Opinion Research Conference, November 1986, in Chicago.

Lee was also appointed as Assistant Chair of the department in January 1986.

### Professional Resources Channel

Jae-won Lee, Cleveland State University, adopted "WordPerfect" as a standard tool for PC labs for basic news-writing courses.

Lee also is organizing a 5-week long "study-abroad" trip to Spain which include international communication courses. Inquiries about these two matters are welcome. Call (216) 687-4630.

### Personal News

Mrs. Tae Young Kang, U. of Texas at Austin, delivered a healthy boy (7 lbs. and 5 oz., 20 inches) on November 2. The baby was named Francis (American) and Sok-Joon (Korean). Congratulations and a bunch of blessings for the baby!

Mr. Jae Chul Shim, reporter, The Korea Times, Los Angeles, was married to Ms. He-Young Park, on December 27, in Los Angeles. Our heart-felt congratulations go out for this new couple and their oath of "Hundred-Year-Aging-Together." Shim also "donated" a month-long subscription to the newspaper to the KACA headquarters as a symbolic(?) gesture for the smooth cooperation between KACA and The Korea Times, Los Angeles, in the days to come. Thank you.

Prof. Jae-won Lee enjoyed two trips abroad last year: India to attend the IAMCR conference and Canada to attend the "Third World Communication Conference" at the U. of Western Ontario. During his Indian trip, he stopped by in London for tours at BBC and ITV. One only hopes he had some green back dollars left for the kids' Christmas gifts!

Prof. Young Yun Kim, a bright star in intercultural communication, reports that her two dependents--i.e., a dog and a cat--are happy and healthy without any communication problems with her. Boy, if she succeeds to maintain such a fluid relationship for any

prolonged period of time, would she be generating grand theories on inter-species communication?

### New Members

KACA warmly welcomes the following new members and wishes best for their successful journey in the world of academe.

Joongrok Kwon, graduate student, Dept. of Communication, Clarion University of Pennsylvania. His private address is: P. O. Box 507, Clarion, PA 16214. (814) 226-5390.

Myoung-Hye Kim, graduate student, Dept. of Communication, U. of Massachusetts, Amherst. Her home address is: 822 Lincoln Apts., Amherst, MA 01002.

Inhae Hong, graduate student, Dept. of Communication, U. of Massachusetts, Amherst. 85 Amity St. (Apt. 311), Amherst, MA 01002.

Tae-Jin Yoon, graduate student, Dept. of Communication, Machmer Hall, University of Massachusetts, Amherst, MA 01003.

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