

## KACA is looking for new faces to serve as officers for the next term

Greetings KACA members:

The flowers are blooming once again and it should be another beautiful season for everyone. As we are sponsors, the KACA presence at ICA, AEJMC, and NCA will be strong. I encourage you to support our sessions at each convention by getting together and actively attending. In addition to the sessions for the invited paper presentations, the annual business meeting will take place on Friday, August 11, at 8:00 pm at a restaurant.

KACA will be taking nominations for the office of the president for the following term. Please send your nominations or self-nominations to me, the current president, at [gjhan@hotmail.com](mailto:gjhan@hotmail.com) (or fax: 703-620-1892) by June 30. We'll announce next year's leadership at the business

meeting, the place to voice your ideas, aspirations, and concerns. (If there is more than one nomination, we will have an election at the business meeting.)

If you are not attending AEJMC 2000 and have any topics you'd like addressed during our business meeting, please e-mail me at [gjhan@hotmail.com](mailto:gjhan@hotmail.com).

I hope to see as many of you as possible in Phoenix. If we've not met yet, please introduce yourself. I look forward to seeing you there.

With best regards always,  
Gwang-jub Han, President



### *It's Dues Time!*



As KACA tries its best to provide many special functions and information you can use to enhance your study and research, your membership dues as a KACA member is vitally important fuel for us. Thank you in advance for your prompt submission! Please use personal checks or money orders only.

One Year Membership is \$10 for student and \$20 for faculty. This allows me to participate in functions and receive KACA mailings through 2000 operating year

Make your check payable to KACA and mail it to:

Prof. Jaesub Lee  
U of Houston School of Communication  
Agnes Arnold Hall  
4800 Calhoun Rd.  
Houston, TX 77204

**President:**  
Gwang-Jub Han, Howard University

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• All materials for the newsletter should be sent to:  
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• Please send your membership dues to  
Prof. Jaesub Lee  
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• The KACA Newsletter is published biannually by the Korean American Communication Association. KACA Newsletter is only one of many benefits KACA provides.

• The KACA Newsletter welcomes your opinion or idea concerning topics of significance to the discipline.  
• The KACA Newsletter is designed by Taehyun Kim, KACA Student Representative.

# KACA Sessions for the 2000 AEJMC at Phoenix, Arizona

## SESSION I: THE COMMUNICATIONS TORNADO IN KOREA I:

Friday, August 11, 2000, from 4:30 to 6:00 p.m.

Session Chair: Seung Hyung Lee, Prof. at Appalachian State U *leesh@conrad.appstate.edu*

### PRESENTATIONS

- (1) The Change of the Korean Mass Media and Its Ideological Role since 1980: From the Newspaper and Its Ruling Ideology to the Computer Mediated Communication and Its Balanced Ideology  
Lee, Jinro (Professor, Youngsan University, Korea), *leejr@mail.ysu.ac.kr* TEL: 523-380-9302(O), 387-7710(H)
- (2) The Perils of the Korean Newspaper Industry and A Strategy for Its Revitalization  
Duckmo Kim (Prof. at Honam National U), *kdmprof@honam.honam.ac.kr* TEL: 62-940-5264
- (3) Television Viewing and Perceptions of Cultural and Societal Values Among Korean Children  
Seok Kang (Ph. D. Student at University of Georgia) *seokkang@gu.freei.net*  
and Jong G. Kang (Prof. at Illinois State University)
- (4) Techno-myths on the Net  
Kwang-Suk Lee (Ph. D. Student at U of Texas - Austin) *leeks@soback.kornet21.net*
- (5) An Analysis of Public Relations Strategies for the Extension of Pension Program in Korea  
Hochang Shin (Associate at Ewha Women's U), Juhyun Hong (Ph.D. Candidate at Ewha Women's U), and Yuna Rhee (Doctoral Student at U of Maryland - College Park) *hochang@mm.ewha.ac.kr* TEL: 03-3277-3525(O), 2630(F)
- (6) The Dynamics of Media Policy in Korea: 2000 and Beyond  
Eusun Yoo (Associate Professor, Ewha Women's University) *esyoo@mm.ewha.ac.kr*

**DISCUSSANT:** Kyu Ho Youm, Prof. at Arizona State U *youn@asu.edu* TEL: 480-965-5011(O), 940-8687(H)

## SESSION II: THE NET IN KOREA

Friday, August 11, 2000, from 6:15 to 7:45 p.m.

Session Chair: Gwang-Jub Han, Prof. at Howard U *gjhan@hotmail.com* TEL: 703-620-6243(H), 620-1892(F)

### PRESENTATIONS

- (1) The Competitive Dynamics of Korean Newspaper Markets: The Interrelationships among Economies of Scale, Market Environment, and Profitability  
Eun-mee Kim (Assistant Prof, Kookmin University) and Sora Park (Researcher, Korea Press Foundation)  
*eunmee@cmu.kookmin.ac.kr*
- (2) The Utilization of Online Contents by Newspapers: A Case of South Korea  
Youngchul Yoon (Associate Prof. at Yonsei U) and Seungahn Nah (Ph. D. Student at Yonsei U) *Yoon.119@yonsei.ac.kr*  
TEL: 02-361-2979(O), 363-5769(F)
- (3) Advertising on the Internet: Current Status and Prospect in Korea  
Donghyun Byun (Prof. at Chonnam National University), Yungjong Yang (Associate Prof. at Honam University), and Sunggwon Yang (Associate. Prof. at Dongkang University) *dhbyun@chonnam.ac.kr* TEL: 011-627-0074
- (4) Another Self in the Virtual Community of On-Line Games: A Case Study of Korea  
Dongsook Park (Associate Professor at Ewha Women's University) *dspark@mm.ewha.ac.kr*
- (5) Internet Broadcasting in Korea: Current Status and Prospects  
Gwang-jub Han (Prof. at Howard University) and Ki-duck Kwon (Graduate Student at Information and Communication University) *gjhan@hotmail.com* *kdkwon@icu.ac.kr*
- (6) New Direction of Korean Broadcasting Commission's Organizational Design and Operation  
Dongwook Kim (Associate Professor at GSPA, SNU) *dong@snu.ac.kr* TEL: 02-880-5628(O)

**DISCUSSANT:** Woohyun Won, Prof. at Korea U *woohyunwon@hanmail.net*

# KACA News Bulletin Board



## KACA Election Scheduled

✓ KACA will be taking nominations for the office of the president for the following term. Please send your nominations or self-nominations to the current president, Dr. Gwang-jub Han, at [gjhan@hotmail.com](mailto:gjhan@hotmail.com)

## Professional News for Prof. Jong G. Kang

✓ Publications:

"Lethal Combination: Sex and Violence in Television Program in Korea." In Yahya R. Kamalipour (ed.). *Media, Sex, Violence, and Drugs in the Global Village* (Boulder, Colorado: Rowan & Littlefield Publishers, Inc.) (2000).

"Broadcast Education Curricula in a 2-Year and 4-Year Colleges. (with Erin Kock and David Allen). *Journalism and Mass Communication Educator* (Spring 1999).

"The Relation Between Television Viewing and the Values Orientations of Japanese Students." (with Stephen Perry and Seok Kang). *Mass Communication & Society* (Fall 1999).

✓ Conference Papers:

"A Comparison of Broadcast Curricula of Colleges and Universities in the U.S., the U.K., and Korea (with Seok Kang). *Courses, Curricula and Administration Division of the 1999 Broadcast Education Association (BEA)*. Las Vegas, Nevada.

"Television and Perceptions of Social Reality Among Thai Students: Cultivation Analysis (with Seok Kang and Sawangchit Chompaisal). *International Division of the 1999 Broadcast Education Association (BEA)*. Las Vegas, Nevada.

## Professional News for Prof. Kyu Ho Youm

✓ Kyu Ho Youm (Arizona State University) has been invited to contribute a 4,000-word article on "Freedom of the Press" to the *International Encyclopedia of the Social & Behavioral Sciences* to be published by Elsevier Science Ltd. in London in 2001. He has four research papers accepted for presentation at the AEJMC Southeast Colloquium in March and at the ICA convention in June. Youm has reviewed "Don't Shoot the Messenger" by Bruce W. Sanford for *Mass*

*Communication Review*. Youm has published "The 'Public Official' Doctrine in U.S. Libel Law," *Press Arbitration Quarterly*; "Editorial Rights of Public Broadcasting," *Federal Communications Law Journal* (1999); "The Interaction Between American and Foreign Libel Law: U.S. Courts Refuse to Enforce English Libel Judgments," *International and Comparative Law Quarterly*. He has reviewed manuscripts as member of the editorial boards of *Journalism and Mass Communication Monographs*, *Newspaper Research Journal*, and *Communication Law & Policy*.

## Conference News

✓ July 20-22, 2000 Rochester New York Academic Conference: "Social Justice, Peace, and International Conflict Resolution: Civic Discourse in the Civil Society" Registration before June 6: \$150 or for full time students \$125; after June 6, \$175 or for full time students \$150. Includes conference materials, opening dinner on July 20, two lunches and a reception.

Conference hotel: Holiday Inn Airport: reservations July 19-23, \$89 per night plus 12% tax. 1-800-Holiday. Make reservations directly with the hotel.

Registrations or information: Michael Prosser, Ph.D., Rochester Institute of Technology, 92 Lomb Memorial Drive, Rochester, NY 14623-5604, Fax 716-475-7732. Email [MHPGPT@RIT.EDU](mailto:MHPGPT@RIT.EDU)

✓ NCA National Communication Association KACA division received ten papers/abstracts for possible inclusion in the 2000 program in Seattle. Thank you for your submissions. Eunkyong Yook, program planner, will keep you updated on the status of the program proposal submissions as soon as Professor Applegate gives a response.

## Personal News

✓ Many of you know, thanks to the KACA e-mail message sent by Dr. Gwang-jub Han, that Dr. Eungjun Min's father passed away. If you want to send your messages of condolence, Dr. Min's address is Department of Communication, Rhode Island College, Providence, RI 02908.



# Korean Broadcasting Institute is hiring!

As a career placement service to its members, Korean American Communication Association would like to announce recent job openings at the Korean Broadcasting Institute (Bang Song Jin Heung Won)

#### Qualification:

Ph.D. degree is required but MA degree holders with outstanding research achievements will also be considered.

#### Openings:

- 1) Multimedia research: impact of media convergence and its impact on marketing and policy research
  - 2) Regional research: broadcasting production and distribution systems in Japanese and Asian countries
  - 3) Social science research methodology: Successful candidates should be able to independently develop and execute statistical analysis projects
- Please submit your application form, resume,

transcripts, dissertation or research paper, and personal statement (less than 5 pages). Application form (.hwp format) can be downloaded from KBI web site at: [www.kbi.re.kr](http://www.kbi.re.kr)

Application deadline is April 26, but interested applicants are encouraged to submit their late applications for they will be included in waiting list for prospective positions.

Please send your application to:  
KBI Human Resource Department on 8th Floor  
Yang Chun Gu Mok Dong 923-5  
Seoul, Korea

For further questions, please feel free to send email to Dr. Sooyoung Lee at: [slee2@unitel.co.kr](mailto:slee2@unitel.co.kr)  
Also, visit KBI Web site at: [www.kbi.re.kr](http://www.kbi.re.kr) or call KBI at 3129-5413, 3129-5427

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