

Greetings from President

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Dear the members of the Korean American Communication Association, I am Sei-Hill Kim, the newly-elected president of the association. I am an associate professor in the School of Journalism and Mass Communications at the University of South Carolina. I hope you and your family have had a wonderful time this year. It is my great pleasure and honor to have an opportunity to serve this important organization.

As the president, I have three long-term and short-term goals in mind. First, I am looking forward to increasing the number of due-paying members of the organization. This effort will include enhancing the profile of the association nationally and internationally, updating and maintaining accurate contact information of the current and potential

members, and designing and executing a more effective membership drive. It is my goal to increase the portion of due-paying members from about 20% to 40% in the next two years.

Second, I aim to encourage greater participation from the scholars and researchers outside the United States, particularly from South Korea. Toward this end, I am planning several joint conferences with communication associations in Korea. It is also necessary to increase the number of active KACA members in Korea, which means we need to run a separate membership drive in the country. I intend to maximize the number of Korean scholars presenting their research to KACA sessions during the major communication conferences (AEJMC, ICA, NCA). It will be necessary to set aside enough number of research sessions made available exclusively for researchers coming from Korea.

Finally, I will enhance the international profile of the organization by fostering active interactions and cooperation with other U.S.-based foreign communication associations. This will include, for example, organizing joint conferences and research collaborations with such communication organizations as Chinese Communication Association and Japan-U.S. Communication Association.

Your help is absolutely critical in achieving these goals. There are many ways to help the organization. First, you can serve as a future officer or a student representative of our association. Second, you can support the association by becoming a member or by renewing your membership each year. In particular, I have to emphasize that we have a number of different categories of membership. Any amount beyond \$20 goes directly to our graduate account made available to support graduate work of our student members (e.g., scholarships, graduate award, and research support). Finally, I encourage you to attend a variety of KACA events at the conferences. We have a number of research sessions, information/pedagogy sessions, KACA socials at three major communication conferences (AEJMC, ICA, NCA).

I am sincerely asking your continuous support for the association. I will look forward to seeing each of you at different KACA events.

Thank you very much.

Sei-Hill Kim, Ph.D.
President, Korean American Communication Association (KACA)

FEATURE ARTICLE

Challenges of Studying “Korean” Culture and Communication in Globalizing World



Dr. Min-Sun Kim
University of Hawaii

As the world is transformed by globalization, Korea too has undergone enormous changes. Today's Korean society, economy, politics, culture, and the values of its people are vastly different from those of two decades ago. The changing realities of Korean society, culture and economy offer an unusual experimental field for various academic disciplines as well as communications.

There have been some major developments in communication research contributed by Korean scholars. However, awareness of Korean communication scholarship has faced some challenges. First, the cultural level analyses (e.g., accounts of Korean

communication styles) tend to paint all Koreans with the same broad brush as "collectivistic". Communication research on Korea needs to call attention to the complexity and increasing heterogeneity of Korean cultural values and communication styles. Furthermore, accelerated changes in the modern world compel communication scholars to take cognizance of the dynamic nature of individuals' cultural identity. A contemporary view of nation state and corresponding "culture" suggests that this relationship is much more complex than previously assumed, and certainly more complex than a simplified image of static national values.

Communication research on Korean cultural identity encourages psychological work that is sensitive to hybrid identities. Such identities are shaped by migration, discrimination, international marriage, poverty, and minority ethnic, racial and religious statuses. It alerts us to the existence of other, marginalized cultural identities within Korea. There is a need for more fine-grained analyses that capture the subtleties of particular

outlooks, and the heterogeneity as well as overlap that exists between and within different cultural communities in Korea.

Communication scholars will have to take up the challenges of investigating the heterogeneity found within traditional Korean ethnic boundaries. We also need to reexamine the traditions of Korea as sources of concepts for (intercultural) communication. Korean culture has played a significant role in the past decade in studying communication and culture. However, the tendency to focus research on "nation" based communication --Korean communication— often slows the search for theoretical explanations of pan-cultural communication processes. Seeking generalizations about the impact of different kinds of philosophy on a certain national group's communication styles, rather than striving to develop and test overarching theoretical propositions and empirically-based generalizations about communication styles in general, is a failure to pitch research efforts at the proper level of abstraction.

Some claim that 'nationality' as a variable may rapidly lose its usefulness in the 21st century. Prior to concluding that the concept of nation state has little utility, however, the key theoretical and methodological tenets of core Korean values need to be re-examined. Communication scholars will need to address how the traditional notions of Korean culture have been transformed in contemporary Korean society, and how Koreans express their

culture in daily life as they try to reconcile the old and the new, the traditional and the contemporary.

We need to explore new objectives of research, develop new approaches, and offer new insights. We need to discuss and debate the controversies that arise as Korea's own cultural identity begins to change and become more multicultural. We need to take a new look at personhood

rooted in Korean values so that we can better understand its multifarious shapes and its consequences for our lives. We need a deep reexamination of the core premises and values of Korean culture, a rejection of those that have outlived their usefulness, and perhaps a rediscovery of some of the values discarded in earlier periods of our history. 🇰🇷

New KACA Website

Your KACA website is closer and easier to use than you may think!

Dear KACA members:

I am Seok Kang, the web master of our KACA website (<http://www.kacanet.org>).

Our newly designed website is up on running now and eager for KACA members' interest and active participation. The site contains useful information and provides the opportunity for members to participate in sharing and discussing information and issues. Any KACA member can register and will be approved in a flash once the identification is verified. Although all site visitors can access most pages, there are some benefits for registered members. Once registered, you can access newsletters, member resources, and officer information in addition to all other pages.

The member resources page particularly contains very useful information such as:

- Syllabus
- Teaching resources
- Job interview tips
- Member directory
- Portfolio building
- Other materials for your teaching and research needs.

Further, registered members can post discussion topics on the forum page (<http://www.kacanet.org/news/kaca-forum/>). Members can post opinions, information, or other useful links to share on the blog page. Just login and choose "new post" to add your blog message. Your KACA membership payment is one click away on the website. On the membership page (<http://www.kacanet.org/membership/>), complete the annual membership form and pay your fee by clicking the "Pay Now" button.

Enjoy the convenient and informative KACA website if you have not done so. If you have any questions, please do not hesitate to contact me at seok.kang@utsa.edu. 🇰🇷

2011 Conference Reports

International Communication Association

May 2011 in Boston, MA

International Communication Association (ICA) conference was held in Boston from May 26 to 30.

KACA hosted three main events in May 29, Sunday: KACA paper panel session, mentoring session, and reception. Instead of having a business meeting, KACA prepared a mentoring session.

In the paper panel session, four papers were presented.

Soo-Kwang Oh (University of Maryland) presented his paper on Media Audiences as a Gatekeeping Force: A Study of a News Aggregation Website in South Korea

Sooyoung Bae (University of Michigan) presented her paper on Mobile Communication and Social Capital in Korea: An Examination of Non-Linear Relationships between Mobile Phone Use and Engagement across Age Groups.
Authors: *Nojin Kwak* (University of Michigan), *Scott W. Campbell* (University of Michigan), *Junho Choi* (Yonsei University), *Sooyoung Bae* (University of Michigan)

Daekyung Kim (Idaho State University) presented his paper on Tweeting Politics: Examining the motivations for Twitter use and the impact on political participation

Yoonjae Nam (State University of New York at Buffalo) presented his paper on Web Ecology of the 2010 Regional Elections in South Korea
Authors: *Yoonjae Nam* (State University of New York at Buffalo), *Yenn Lee* (University of London), *Han Woo Park* (YeungNam University)

Because *Soo-Kwang Oh's* paper and *Kwak et al.'s* paper were tied in ratings during blind-review process, KACA decided to honor both papers as best papers. But because *Oh* is a doctoral student, KACA decided to give him a small cash prize.

In the mentoring session, *Dr. Hayeon Song* (Univ of Wisconsin-Milwaukee), *Dr. Yongjun Shin* (Bridgewater State University), *Dr. Eunju Lee* (Seoul National University) served as mentors. Additionally, former and current KACA officers (*Dr. Hyeryon Lee* at University of Hawaii and *Dr. Nojin Kwak* at University of Michigan, and *Dr. Yongick Jeong* at Louisiana State

University) served as mentors and helped organize this mentoring session. The mentoring session was purposed to provide an opportunity for graduate students and junior faculty to ask various questions and receive valuable information from experienced faculty. The mentoring session adopted a round-table format to enable direct Q & A between a small number of students and one or two professors at each table. About 25 people attended this session. Three groups were formed during the mentoring session. In one group, *Dr. Song* and *Dr. Shin* answered many questions from interested graduate students about how to prepare for job market in the US. In the second group, *Dr. Eunju Lee* provided valuable information and answered questions about academic jobs in Korea. In the third group, *Dr. Kwak* and *Dr. Hyeryon Lee* gave great advice to young assistant professors. KACA is grateful that mentors and participants made this session successful.

Many people attended KACA reception. At the reception, ICA KACA vice-chair honored *Soo-Kwang Oh* by giving a small cash prize (\$ 100) for his best paper and congratulated *Kwak*

et al. for their best paper as well. ICA KACA vice-chair also congratulated Korean scholars who received top paper awards from various divisions.

Below shows a list of top papers and dissertation awards by Koreans at ICA Boston 2011. Korean names are bolded.

Division: Communication and Technology

Who Engages More and Why? Testing Two Explanations for Participation in an Online Cancer Support Group (TOP 3 Faculty Paper),

Jeong Yeob Han, U of Georgia, **Junghyun Kim**, Kent State U, **Hye Jin Yoon**, Southern Methodist U, **Minsun Shim**, U of Georgia, Fiona M. McTavish, U of Wisconsin, David Gustafson, U of Wisconsin.

The End of the Traditional Gatekeeper? The Function of Popular News Online in Intermedia Agenda-Setting (TOP 2 Student Paper), **Shin Haeng Lee**, U of Washington.

Division: Instructional & Developmental Communication

The Acceptability of Teaching Certificates in Hiring Situations: A Comparison of Certificates Earned Online, Partly Online, and in Residential Programs, Jonathan Adams, Florida St. U **Suekyung Lee**, Florida State U, Khawaja Zain-ul-abdin, Florida State U.

Division: Public Relations

Top Student Papers

The Ability of Corporate Blog Communication to Enhance CSR Effectiveness: Role of Prior Company Reputation and Blog Responsiveness, **Hyejoon Rim**, U of Florida, **Doori Song**, U of Florida.

Ethical Views and Its Application to Perceptions of PR Practices in the US, South Korea, and Japan, **HyunMee Kang**, Louisiana St. U, Richard A. Nelson, Louisiana State U.

The Role of Affect in Agenda Building for Public Relations: Implications for Public Relations Outcomes, **Ji Young Kim**, U of Florida, Spiro K. Kioussis, U of Florida.

Top Faculty papers

How Fortune 100 Companies are Employing Corporate Communication Strategies on Facebook: Corporate Ability Versus Corporate Social Responsibility, **Sora Kim**, U of Florida, **Soo-Yeon Kim**, U of Florida, **Kang Hoon Sung**, U of Florida.

The Interplay of Anger, Efficacy, and Identity on Public Perceptions of an Activist Group's Emotional Responses, **Jeesun Kim**, Grand Valley St. U.

Division: Information Systems

Best of Information Systems

The Effects of Trait Motivational Reactivity and Personal Experiences on

Processing Messages About Mental Illness, Rachel L. Bailey, Indiana U, Annie Lang, Indiana U, Gayle Marks, Indiana U, **Sungkyoung Lee**, U of Pennsylvania, Bernice Pescosolido, Indiana U, Jack Martin, Indiana U.

Virtual Product Experience: Toward an Integrated Framework, **Ki-Young Lee**, Rochester Institute of Technology.

Kyoungee Kwon (PhD, State University of New York - Buffalo) at Drexel University received the Dordick Dissertation Award (3rd prize) from Communication and Technology Division for her work titled, "A Network Approach to Web 2.0 Social Influence: The Influentials, Word-of-Mouth (WOM) Effect, and the Emergence of Social Network on Facebook."

Overall, ICA Boston was a success for KACA and it was great to see many Koreans attending and actively being involved in KACA as well as various ICA division activities. In 2012, ICA conference will be held in Phoenix, AZ from May 24 to 28. It is hoped that many Korean scholars and Korean American scholars will attend KACA sessions in Phoenix again. 

Hee Sun Park, Ph.D.
Michigan State University

National Communication Association

November 2011 in New Orleans, LA

KACA had two academic sessions and a social gathering during the 2011 NCA annual convention. The convention lasted four days: from November 17-20. All of the KACA events were held on Friday 18th as follows:

KACA Paper Session
Fri, 11/18: 11 AM – 12:15 PM

KACA Panel Discussion: Sharing My Teacher Experience
Fri, 11/18: 3:30 PM – 4:45 PM

KACA Social Gathering
Fri, 11/18: 6:30 PM-8:30 PM

Four research papers were selected and presented during the KACA paper session. The session was co-chaired by Dr. Eun-Ho Yeo and Dr. Seok Kang. Dr. Eungjun Min provided responses to the featured papers. The top paper authors, Eun-Gyuhl Bae from University of Southern California and Hyuhn-Suhck Bae from Yeungnam University, were awarded with a small cash prize. Two among the selected papers were presented during the session:

Comforting Messages for Korean Breast Cancer Patients: Recipients' and Providers' Perspectives by *Hyegyuu Lee, Hanna Joo, and Hee Sun Park*

(presented by Hyegyuu Lee)

Cultural Participation and Stronger Community Life: Multilevel Analysis of Participation in Community Organizations and Cultural Events as an Indicator of Strong Community Belonging and Local Storytelling Network by *Yujung Nam* (presentation cancelled by the author)

Radio Korea as the Community Guard Dog: Frame Analysis of Radio Korea's Emergency Broadcasting During the 1992 Los Angeles Riot by *Taehyun Kim* (presentation cancelled by the author)

TV News Coverage of Dementia from 2000 to 2009: The Case of South Korea (Top Paper) by *Eun-Gyuhl Bae and Hyuhn-Suhck Bae* (presented by Dr. Seok Kang)

In the KACA panel session, four Korean professors who are currently teaching in the U.S. talked about important pedagogical issues relevant to Korean American teacher-scholars in US universities and colleges. Dr. Eunkyong Yook chaired the session. The panel discussion featured four presentations:

• Sharing My

Teacher Experience: A Skit Project for Communication Theory Class by *Eun-Ho Yeo*

- Teaching in a Learner-Centered Environment by *Chang Wan Woo*
- The Dire Need for a Learner-centered Teaching in Communication: Pedagogical Challenges and the Assessment of the Outcomes by *Wonjun Chung*
- Reconsidering Aristotle's Persuasion: Ethos, Pathos, and Logos in Teaching by *Do Kyun Kim*

Seventeen KACA members participated in the social gathering held in a Chinese Buffet near the convention hotels. About 20 students and professors enjoyed a get-together. The dinner lasted until 9:00 PM. After the dinner, about half the participants continued their scintillating conversations until after 2:00 AM in the lobby of one of the convention hotels. 🇰🇷

Eun-Ho Yeo, Ph.D.
Plymouth State University



KACA Officers for 2011~2013

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Sei-Hill Kim
University of South Carolina

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Michigan State University
(ICA)

Eunho Yeo
Plymouth State University
(NCA)

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University

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University of Florida

Sang-Hwa Oh
University of South Carolina

AEJMC

August 2011 in St. Louis, MI

2011 was another successful conference for KACA with three major events: the research session, KACA social, and graduate student social. The KACA research session was on August 11, addressing a variety of topics related to the media and many forms of communication in South Korea.

Dr. Sei-Hill Kim moderated the session and a total of five papers were presented:

The effects of virtual fitting shopping experience and the mediating role of self-presence (Top paper)
YeBeet Jang , Kwan Min Lee, SeoungHo Ryu

Exploring influential predictors of social media consumption: A social cognitive perspective
Hyoungkoo Khang, Eun-Kyoung Han, Eyun-Jung Ki, Ph.D.

Human-computer interactivity in 3D visual image perception
Sang-Hee Kweon, K. H. Hwang, E. Y. Bang

Digital translation communities and the spread of *Hallyu*: Re-constructing Korean identity
Justin Sprague
Framing GM food in the Korean news media
Sang Hwa Oh, Soo Yun Kim

The research session this year was highly competitive with a total of 13 papers received and reviewed for the five slots available for presentation. I would like to express one more time my sincere appreciation to those who volunteered to review the papers.

Our KACA social, with a dinner, was at 7:00 on the same day (August 11). The dinner was at Kampai, a Korean restaurant located in Saint Louis. Fifty five members joined social and we had such a great time. In particular, we had an opportunity to honor the service of Dr. Nojin Kwak, the outgoing president of KACA. We also had an opportunity to congratulate Dr. Sei-Hill Kim for being elected as the new president.

We had our KACA graduate student social at this year's AEJMC. This was an excellent opportunity to connect with other Korean graduate students from various universities within and outside of the United States. I would like to thank our graduate representatives for making this happen: Sunyoung Lee, Yeuseung Kim, Hyojung Park, and Jiyoung Kim.

I hope to see you all in Chicago for the 2012 AEJMC! 🇰🇷

Sei-Hill Kim, Ph.D.
University of South Carolina

KACA Membership Drive

Renew your current membership or become a member of KACA

The annual student membership fee is \$10, and there are four membership categories for faculty and non-student members: regular (\$20), silver (\$40), gold (\$70), and platinum (at least \$100).

All of the additional contribution that goes beyond the regular dues (\$20) is

separately maintained from KACA’s general operating account and used to support graduate student members in various venues.

Platinum members may contribute their membership dues to the graduate student program fund or to a special fund of their choice. Some

popular choices may include a young scholar’s award fund, KACA graduate representative scholarship, and a research award in honor of someone you designate. Part of the fund will be used to recognize graduate students with excellent research and academic performance. 🌐

Membership Categories	Annual Dues	Use of the Membership Dues	Member Benefits
Student Member	\$ 10	KACA Operating Account	Newsletter, KACA Members Page
Regular Member	\$ 20	KACA Operating Account	Newsletter, KACA Members Page
Silver Member	\$ 40	KACA Operating Account (\$20) + Graduate Student Fund (\$20)	All Regular membership benefits + Name recognition on the newsletter, blog and website
Gold Member	\$ 70	KACA Operating Account (\$20) + Graduate Student Fund (\$50)	All Silver membership benefits + Name recognition at the Conferences
Platinum Member	At least \$100	KACA Operating Account (\$20) + Graduate Student Fund or a special fund (\$80+)	All Gold membership benefits + You choose to direct up to one or more of the special funds



Pay by Check

Mail the check (payable to **Induk Kim**) and the membership application form (www.kacanet.org/membership) to:
 Induk Kim, Ph.D.
 Department of Communication
 Northern Illinois University
 Reavis Hall Room 109
 DeKalb, IL 60115



Pay by Paypal

E-mail the membership application form (www.kacanet.org/membership) to Induk Kim at ikim1@niu.edu and electronically submit your dues to our Paypal account: ikim1@niu.edu.

Use the **“Pay Now”** button on our KACA website (www.kacanet.org/membership).
Try it; it is really quick and easy!

2011 KACA Financial Report

General Operation Account	Income	Expense	Balance
Balance from 2010			4035.67
NCA San Francisco Top Paper Award		100	
NCA San Francisco KACA Dinner		190	
KACA ICA organizational membership due		100	
ICA Singapore Top Paper Award (reimbursement)		100	
ICA Boston Top Paper Award		100	
ICA Boston KACA Dinner		200.5	
ICA Boston Reception		1555.33	
AEJMC St. Louis Top Paper Award		100	
Gift Card		100	
Appreciation Plaque		134.82	
AEJMC St. Louis KACA Dinner		875.87	
Membership Dues	1328.53		
AEJMC KACA Dinner Contributions	440		
Univ. of Michigan NAM Center Contribution	800		
End of 2011 Balance			3047.68
Graduate Program Account	Income	Expense	Balance
Balance from 2010			1322.54
Graduate Social & Paper Awards		515	
Contribution from Membership Dues	1085.62		
End of 2011 Balance			1893.16

Special Thanks to the following Platinum, Gold, and Silver Members in 2011:

Platinum	Gold	Silver
Seok Kang	Jisu Huh	Sungeun Chung
Sei-Hill Kim	Yungsoo Kim	Wonjun Chung
Nojin Kwak	Joon Soo Lim	Jee Hee Han
Hyeryeon Lee	Hye-Jin Paek	Jun Heo
Seungahn Nah	Hyunjin Seo	Yongick Jeong
Hee Sun Park	Sung Un Yang	Kyounghee Kwon
Kyu Ho Youm		Hyeun Lee
		Jae Kook Lee
		Jinsun Lee
		Siho Nam
		Eun-Ho Yeo
		Esther Yook

KACA Member Notes

New Hires and Job Changes

Dr. Yeuseung Kim (Ph.D., University of North Carolina at Chapel Hill) joined the faculty at DePaul University. 🇰🇷

Dr. Hyunjin Seo (Ph.D., Syracuse University) joined the faculty at the William Allen White School of Journalism and Mass Communications at the University of Kansas as an Assistant Professor of Strategic Communication. 🇰🇷

Dr. Hyo Jung Kim (Ph.D., University of Missouri-Columbia) joined the faculty as an Assistant Professor at Nanyang Technological University in Singapore. 🇰🇷

Dr. Yongjun Shin (Ph.D., University of Wisconsin-Madison) is hired as a tenure-track Assistant Professor at Bridgewater State University, MA. 🇰🇷

Dr. Sun Joo Ahn (Ph.D., Stanford University) began her new job as a tenure track Assistant Professor at University of Georgia, Grady College of Journalism and Mass Communication, Department of Advertising/PR. 🇰🇷

Dr. Sungeun Chung moved to Sungkyunkwan University from Western Illinois University. 🇰🇷

Dr. Jisu Huh is the new Director of Graduate Studies at the School of Journalism and Mass

Communication, University of Minnesota. 🇰🇷

Awards and Grants

Dr. Jisu Huh received a single semester leave award for her research project "Economic Implications of Direct-to-Consumer Pharmaceutical Advertising." During her leave in Spring 2012, Dr. Huh will investigate the economic impact of DTC advertising and build a model explaining the key economic outcomes and influencing factors. 🇰🇷

Dr. Hye-Jin Paek received the top faculty paper, which was co-authored by Dr. Thomas Hove and Hyegyoo Lee, in the Mass Communication & Society Division at the 2011 annual convention of the *Association for Education in Journalism and Mass Communication*, St. Louis, MO. 🇰🇷

Dr. Hyunjin Seo is co-PI on a \$150,000 grant from the Kauffman Foundation to examine social media use of teenagers. 🇰🇷

Dr. Hyunjin Seo's grant proposal to AEJMC's Building a Bridge Between the Knight News Challenge and JMC Programs has been selected for funding. The grant will be used to create LarryvilleKU.com and mobile applications of OpenBlock to the Kansan and to further enhance the

Kansan's social media presence. 🇰🇷

Professional Service

Dr. Hyunjin Seo has been selected as an East Asia analyst for Freedom House's annual Press Freedom Index. She will contribute to Freedom House's annual reports and attend regional review meetings in New York. 🇰🇷

Publications

Paek, H.-J., Hove, T., Kim, M., & Jeong, H. (2011). Mechanisms of child abuse Public Service Announcement effectiveness: Roles of emotional response and perceived effectiveness. *Health Communication*. 🇰🇷

Dr. Hyunjin Seo's manuscript, "Networks of Networks: Changing Patterns in Country Bandwidth and Centrality in Global Information Infrastructure, 2002-2010," has been accepted for publication in the *Journal of Communication*. 🇰🇷

Dr. Hyunjin Seo's manuscript, "Meaning of Democracy around the World: A Thematic and Structural Analysis of Videos Defining Democracy," has been accepted for publication in *Visual Communication Quarterly*. 🇰🇷