

President's Message



Eyun-Jung Ki, Ph.D.

*Professor,
University of Alabama
KACA President 2017-2019*

Dear KACA members and supporters,

I hope all of you are having a productive and relaxing summer. For the last 10 months since we were appointed as the new KACA's officers, we have worked relentlessly to plan the upcoming 40th anniversary conference while carrying out regular KACA businesses as well. All the tasks, which once seemed overwhelming, were flawlessly done or close to completion thanks to the great teamwork.

The KACA 40th anniversary conference is around the corner. For the past 10 months, some of dedicated long-time members have had multiple Skype meetings (which often lasted over an hour), from which truly wonderful ideas were produced. I was amazed by these members' professionalism and selfless loyalty to KACA. It has been such a great learning experience for me, with many eye-opening moments. The dedicated team members who have worked hard behind the scenes are:

Chairs:

Prof. Hye-Ryeon Lee (U of Hawaii-Manoa)

Prof. Seungahn Nah (U of Oregon)

Members:

Prof. Sungeun Chung (Sungkyunkwan U), Prof. Jisu Huh (U of Minnesota), Prof. Dal Yong Jin (Simon Fraser U), Prof. Seok Kang (U of Texas-San Antonio), Prof. Ji Young Kim (U of Hawaii-Manoa), Prof. Nakho Kim (Penn State U-Harrisburg), Prof. Sei-Hill Kim (U of South Carolina), Prof. Shindong Kim (Hallym U), Prof. Nojin Kwak (U of Michigan), Prof. Jae Chul Shim (Korea U), Prof. Kyu Ho Youm (U of Oregon), and Prof. Gi Woong Yun (U of Nevada-Reno)

The 40th anniversary conference could not come to fruition without financial support from our sponsors. The Academy of Korean Studies (한국학중앙연구원) approved a budget for the conference proposal and the Korean Foundation for International Cultural Exchange (KOFICE, 한국국제문화교류진흥원) funded for this historic event. As of June 30, 2018, three other institutions have shown their generosity for the KACA, including Cybercommunication Academic Society, Nanyang Technological University in Singapore and the University of Nevada-Reno.

In addition to institutional sponsorship, the KACA fundraising committee and a couple of the KACA officers listed below organized an individual donation drive, the 40 Day Challenge: \$40 for 40 Years. Without their hard work, we could not even have attempted to start this campaign. As the result of the campaign, generous

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KACA Executive Committee

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Dr. Eyun-Jung Ki
University of Alabama

ICA Vice President

Dr. Chang Wan "Isaac" Woo
James Madison University

AEJMC Vice President

Dr. Gi Woong Yun
University of Nevada, Reno

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University of Southern California

Jeyoung Oh

University of Alabama

contributions were made by 122 individuals including not only past or current KACA members but also non-Korean and non-member individuals (See page 26 for our proud donor list). Contributions from these "new faces" reaffirm how global KACA has become. It might be the right time to revisit our mission and extend the scope of the KACA.

- Moonhee Cho, University of Tennessee
- Kyungji Lee, University of Tennessee
- Yeunjae Lee, Purdue University
- Jooyoung Jang, University of California-Davis
- Soojin Kim, LSU
- Nakho Kim, Penn State University, Harrisburg
- Jiyoung Cha, San Francisco State University

On behalf of the KACA and its current officers, I appreciate the 40th anniversary planning committee members' hard work and dedication and our generous institutional and individual donors. We cannot thank you enough. More importantly, we are looking forward to seeing you at the 40th anniversary conference in D.C.

KACA has been all over the world for the past two months. At the end of May, we had successful programs at the International Communication Association Conference in Prague, Czech Republic. Our Vice President, Prof. Chang Wan "Isaac" Woo (James Madison U.), and his team impeccably organized two research sessions, a business meeting and an off-site social (See the detailed ICA report in this newsletter). The turnout to the off-site social was impressive. We were delighted to see so many familiar and new faces in Prague.

As a part of the global outreach, KACA also had collaborative sessions with multiple associations in Korea. In May, we held a special session at the spring season conference of the Korean Society for Journalism and Communication Studies (한국언론학회), and more collaborations are in the works. On June 28, 2018, several KACA members participated in the 20th anniversary conference of the Korean Association of Advertising and Public Relations (KAPR, 한국광고홍보학회). A detailed report will be featured in the next newsletter.

Finally, I would like to share some meaningful news with all of you. The family of Professor Jae Won Lee pledged \$5,000 that will be used to create the Jae Won Lee Distinguished Service Award or a scholarship (TBD) that will be awarded annually. Prof. Lee is a founding father and the inaugural president of the KACA. He is currently suffering from Lou Gehrig's disease and is hospitalized, but he has given his heart, energy, and enthusiasm to the KACA regardless of his current condition. Forty years ago, he planted a seed of which fruits we are enjoying today. Without him, there would be no KACA today. I'd like to invite all KACA members to join me to honor his contributions, which will be held during the 40th anniversary conference in D.C. I appreciate Prof. Taehyun Kim (California State U-Northridge) who served as a bridge between the KACA and Prof. Lee's family even during his summer vacation.

Looking forward to seeing you all at the upcoming conference!

2018 AEJMC

KACA 40th Anniversary Session

40TH ANNIVERSARY KACA

KACA celebrates its 40th anniversary with a special full-day conference and gala reception at the Renaissance Hotel in Washington D.C. on August 9, 2018. The keynote speaker of the 40th anniversary is Yongjin Kim, CEO and editor-in-chief of Newstapa and the Korea Center for Investigative Journalism (KCIJ). An award-winning investigative reporter who headed the first investigative unit at KBS, Kim founded Newstapa in 2013 with other journalists eager to create an independent news media dedicated to watchdog journalism, a ProPublica of South Korea. Supported solely by donations from 35,000 citizens, Newstapa does not receive corporate or government advertisements. It has since won 50 major journalism awards.

KACA-AEJMC RESEARCH SESSION (MEETING ROOM #4)

12:15-1:45 Wednesday, August 8

Moderator: Dong Hoo Kim, University of North Carolina at Chapel Hill

A historical prologue to online activism: The Pure Hangul (Korean) Movement in the prehistory of Internet

Kwang-Suk Lee, Seoul National University of Science and Technology

Can this be an effective media supporting health promotion for Korean people? : A study for developing better pictorial health warnings on cigarette packets in Korea

Jay (Hyunjae) Yu, Sogang University and Sungkyu Lee, Korea Health Promotion Institute

Korean digital diaspora and its social movements since 2014 [Top Student Paper]

Hojeong Lee, Temple University

JournalisTrash: The intense distrust of journalists in South Korea and the dual crisis of journalism and democracy

Siho Nam, University of North Florida

Discussant

Yong-Chan Kim, Yonsei University

KACA-AEJMC BUSINESS/RESEARCH SESSION (MEETING ROOM #2)

7:00-8:30 Thursday, August 9

Moderator: Bokyung Kim, Rowan University

Social media posts on Samsung Galaxy Note 7 explosion: A content analysis of framing and sentiments in the U.S, Australia, and South Korea

Seok Kang, University of Texas at San Antonio, KyuJin Shim, The University of Melbourne, and Jiyoun Kim, University of Maryland

Social media as a platform for alternative framing: Exploring the #metoo movement in South Korea and the United States

Soo Young Bae, University of Massachusetts-Amherst

The tipping point: A comparative study of U.S. and Korean social media users on decisions to switch to new platforms

Klive (Soo-Kwang) Oh, Pepperdine University, Seoyeon Hong, Rowan University, and Hee Sun Park, Korea University

The Korean Wave, how this was possible?: A macro approach explaining the causes of the legend

Shin Dong Kim, Hallym University

Discussant: Chang-Dae Ham, University of Illinois, Urbana Champaign

OPENING PLENARY (CONGRESSIONAL HALL)

9:00-10:15 Thursday, August 9

Presided by

Seok Kang, University of Texas at San Antonio

Welcome

Eyun-Jung Ki, President, Korean American Communication Association

Jennifer Greer, President, AEJMC

Sang Hyun Nam, KOFICE (Korean Foundation for International Cultural Exchange)

Keynote speaker:

Yongjin Kim, President, The Korea Center for Investigative Journalism

SESSION 1 (MEETING ROOM 2) - MEDIA & COMMUNICATION RESEARCH IN THE AGE OF ARTIFICIAL INTELLIGENCE & HYPER-CONNECTIVITY

10:30-11:45 Thursday, August 9

Presided by Jin-Ae Kang, East Carolina University

Comparisons of information dissemination patterns during two natural disasters in Korea

Yongsuk Hwang, Jaekwan Jeong, and Dawoon Jung, Konkuk University

How do users experience the interaction with an immersive screen?

Dong-hee Shin, Chung Ang University

Understanding algorithm bias: The suggestions for prevention against algorithmic discrimination

Kitae Kim, Konkuk University

Discussant: Shuhua Zhou, University of Missouri

Session sponsored by Cybercommunication Academic Society

SESSION 2 (CONGRESSIONAL HALL) - KOREAN WAVE, CULTURE AND GLOBALIZATION I**10:30-11:45 Thursday, August 9**

Presided by Dal Yong Jin, Simon Fraser University

Say hello to Hallyu Emirati nation:**The rising Korean Wave among Emirati women and its impact on their cultural identity**

Urwa Mohammad Tariq, UAE University

Webtoon goes viral?: The globalization processes of Korean online comics

Jaehyeon Jeong, Temple University

Korean Wave under Park in the dark: How the discourse of creativity became an enemy of cultural diversity and democracy

Siho Nam, University of North Florida

“Friends tell me I’m Korean-style”:**The Korean Wave and the negotiation of attractiveness among Korean Americans**

Hae Lim Suh, Temple University

Session sponsored by Korean Foundation for International Cultural Exchange (KOFICE)

LUNCH TIME PLENARY (CONGRESSIONAL HALL A & B) - BOOK LAUNCHING**12:00-1:30 Thursday, August 9**

Presided by Gi Woong Yun, University of Nevada-Reno

Book Launching: Celebrating Communication Scholarship on Korea**Panelists**

Dal Yong Jin, Simon Fraser University

Nojin Kwak, University of Michigan – Ann Arbor

Kyu Ho Youm, University of Oregon

Hun Shik Kim, University of Colorado

Jae-Hwa Shin, University of Southern Mississippi

Shin Dong Kim, Hallym University

Seok Kang, University of Texas-San Antonio

Hye-Ryeon Lee, University of Hawaii - Manoa

Yong Chan Kim, Yonsei University

Seungahn Nah, University of Oregon

Eyun-Jung Ki, University of Alabama



SESSION 3 (MEETING ROOM 2) - POLITICS, DEMOCRACY, AND KOREA**1:45-3:00 Thursday, August 9****Presided by** Kyung Jung Han, California State University, Bakersfield

Three main determinants of other-self perceptual gap in partisan news effect: Evaluation of news desirability, self-other perceptual gap in political knowledge, and self-other perceptual gap in critical literacy for political information [Top Faculty Paper]

Sungeun Chung and Yunjin Choi, Sungkyunkwan University

Exploring attributes and roles of presidential candidates' dialogic communication (PCDC) during the 2017 presidential campaign in South Korea

Bitt Moon and Sung-Un Yang, Indiana University

PyeongChang, Pyongyang or Pyeonghwa (peace in Korean) Olympic Games? An exploration of the frames between partisan media and framing effects

Kwansik Mun, Moonhoon Choi, and Hyungjin Gill, University of Wisconsin-Madison

News frames during former President Park scandal and public reaction

Kang Hoon Sung, California State Polytechnic University, Pomona, Hyejoon Rim, University of Minnesota, and Sora Kim, Chinese University of Hong Kong

Discussant: Sei-Hill Kim, University of South Carolina**SESSION 4 (MEETING ROOM 8) - KOREAN WAVE, CULTURE AND GLOBALIZATION II****1:45-3:00 Thursday, August 9****Presided by** Chang Wan (Isaac) Woo, James Madison University

Strategic approaches of Korean Broadcasting System making the Korean Wave: A case of KBS Music Bank World Tour in Chile

Hyunsuk Jang, Korean Broadcasting System and SungKyunKwan University

The politics of fandom: Social media as a new battlefield between Korean and Western fans

Hyeri Jung, Eastern University

Transcultural consumption of Korean popular culture in Latin America:

An analysis of vibrant Hallyu fan activities in Chile

Wonjung Min, Pontifical Catholic University of Chile, Dal Yong Jin, Simon Fraser University and Kyong Yoon, University of British Columbia, Okanagan

SESSION 5 (MEETING ROOM 9) - 3 MINUTE THESIS COMPETITION**1:45-3:00 Thursday, August 9**

Presided by Jisu Huh, University of Minnesota

The effects of smartphone adoption, skill and use on cross-cultural adaptation: The case of North Korean defectors

Dawoon Jung, Konkuk University

Predictors and effectiveness of parental mediation of young children's smartphone use in South Korea

Regina Jihea Ahn, University of Illinois at Urbana-Champaign

Public service at the intersection of journalism, globalization and English: South Korea's English language press

John Christopher Carpenter, University of Iowa

Imagining national cuisine: Food, media, and the nation**How has Korean food television discursively constructed the Korean nation in contemporary globalization?**

Jaehyeon Jeong, Temple University

Making, connecting, and complicating home: South Korean transient migrants' media use and everyday lives in Austin

Claire Shinhea Lee, University of Texas at Austin

Fearful misinformation and systematic/heuristic corrective information in the spread of health virus

Jiyoung Lee, Syracuse University

The role of social media in protest participation: The case of candlelight vigils in South Korea

Sangwon Lee, University of Wisconsin-Madison

Is the cultural difference in time perception still there?: Impact of Eastern and Western views on perceived length of social media video advertisement

Youngwoong Jeon, University of Texas at Austin

English speech and debate in East Asia

Pablo Gannon, Wake Forest University

Breaking the silence: Extending theory to address the underutilization of mental health services among Chinese immigrants in the United States

Queenie Jo-Yun Li, University of South Carolina

What do you mean sorry?: The impact of culture on crisis responses

Jungkyu Rhys Lim, University of Maryland - College Park

American audiences' view of Korea and Korean products: The influence of direct contact with Koreans, mediated contact with K-pop, and parasocial relationship with K-pop stars

Ruonan Zhang, Bowling Green State University

SESSION 6 (MEETING ROOM 2) PERSPECTIVES ON ENDOWED CHAIR PROFESSORSHIP**3:15-4:30 Thursday, August 9**

Presided by Ji Young Kim, University of Hawaii at Manoa

Panelists

Kyu Ho Youm, Jonathan Marshall First Amendment Chair Professor, University of Oregon

Jisu Huh, Raymond O. Mithun Endowed Chair in Advertising, University of Minnesota

Kwan Min Lee, Korea Foundation Professor in Contemporary Korean Society and New Media, Nanyang Technological University

SESSION 7 (MEETING ROOM 8) KOREAN MEDIA AND GENDER SENSITIVITY ISSUES**3:15-4:30 Thursday, August 9**

Presided by Hye-Ryeon Lee, University of Hawaii-Manoa

The digital war between Ilbe storehouse and Megalia on Gangnam station murder and misogyny

Hojeong Lee, Temple University

Advocates or detached referee: Examining the newspaper coverage of #MeToo movement in South Korea

Joseph Jai-sung Yoo, University of Texas at Austin

Defining “Feminist”: Male and female audiences’ reaction to Korean public broadcasting program “Ggachil Namneo (EBS)”**FINAL PLENARY (MEETING ROOMS 12 - 14)****REIMAGINING ASIAN COMMUNICATION SCHOLARSHIP: PAST, PRESENT, AND PROSPECT****4:45-6:00 Thursday, August 9**

Presided by Seungahn Nah, University of Oregon

Panelists

Louisa Ha, Bowling Green State University

R. Lance Holbert, Temple University

Hye-Ryeon Lee, University of Hawaii at Manoa

Kwan-Min Lee, Nanyang Technological University

Fuyuan Shen, Penn State University

Shyam Sundar, Penn State University

**Session sponsored by Nanyang Technological University
and University of Oregon, School of Journalism and Communication**

GALA RECEPTION & AWARD CEREMONY (PENN QUARTR)**6:15-8:00 Thursday, August 9**

Presided by Eyun-Jung Ki, President, KACA

Reception sponsored by Korean Foundation for International Cultural Exchange (KOFICE)

KACA Presidents 1978-2018

40TH ANNIVERSARY KACA



Jae-won Lee
Cleveland State U.

1978-1981

Won Ho Chang
U. of Missouri

1981-1983

1983-1986

Jin Keon Kim
SUNY Plattsburg

1986-1989

1989-1990

Seong H. Lee
Appalachian State U.

1990-1992

1992-1993

Jong G. Kang
Illinois State U.

1993-1994

1994-1997

Eungjun Min
Rhode Island College

1997-2001

2001-2003

Hye-Ryeon Lee
U. of Hawaii at Manoa

2003-2005

2005-2009

Sei-Hill Kim
U. of South Carolina

2009-2011

2011-2013

Seungahn Nah
U. of Kentucky

2013-2015

2015-2017

2017-

Seong H. Lee
Appalachian State U.

Hyun Kap Kim
U. of Wisconsin - Stevens Point

Jae-won Lee
Cleveland State U.

Kyu Ho Youm
Arizona State U.

Gwangjub Han
Howard U.

Min-Sun Kim
U. of Hawaii at Manoa

Nojin Kwak
U. of Michigan

Seok Kang
U. of Texas at San Antonio

Eyun-Jung Ki
U. of Alabama

From the Archives: 40 years of KACA

40TH ANNIVERSARY KACA



1979 Vol 2 #2

12 members voted for the new name
"Kei ei si: ei"

NEW TITLE: KACA (케이시:이)

Korean American Communication Association (KACA, Kei ei si: ei) is the new title of former North American Association of Korean Communication Scholars (NAAKCS). Twelve members voted for the new name, while no one disapproved it.

Also, 12 members voted for a change of Mass Media, Society and National Development Division to Mass Communication Media and an elimination of two divisions: Telecommunications and Communication Theory and Methodology, while one member commented Theory and Methodology division should be kept.

1980 Vol 3 #1

ICA Seoul Convention? The dream becomes real in 2002.

ICA SEOUL CONVENTION?

Seoul, Korea, is being considered one of the candidate sites for the 1985 International Communication Association (ICA) Conference.

President Jae-won Lee of KACA has been facilitating feasibility inquiries regarding the possibility of the ICA conference in Seoul. Secretary Seong Hyong Lee of KACA wrote to the ICA Executive Secretary a letter to support the idea of Seoul conference.

Young Y. Kim, Governors State, completed manuscript for an upper-level college textbook, Communicating with Strangers: An Approach to Intercultural Communication, with W.B. Gudykunst. Kim is also co-editing Intercultural Communication Research (Intercultural and International Communication Annual, Vol. 8) with W.B. Gudykunst. It is to be published by Speech Communication Association and Sage Publications in 1984.

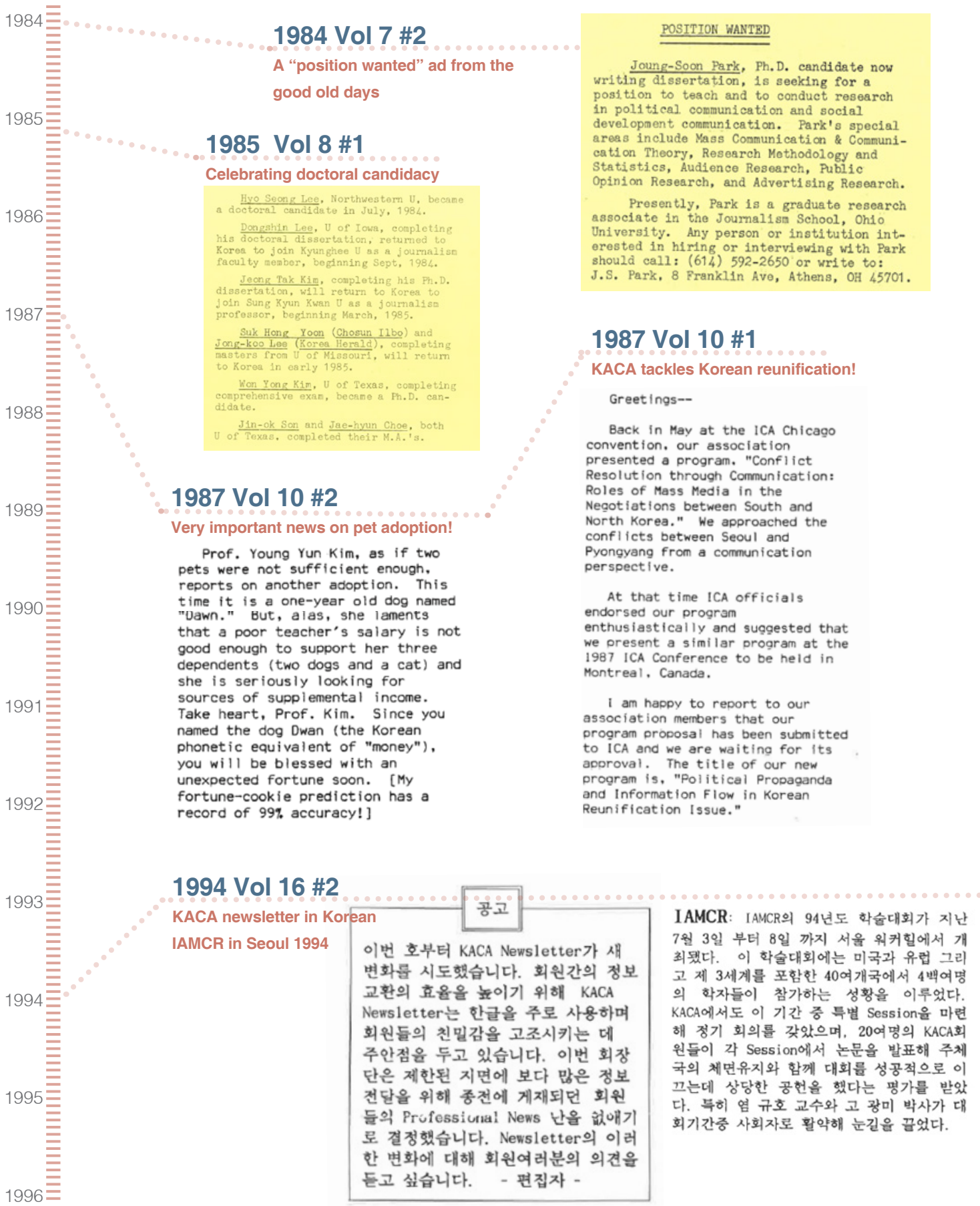
1983 Vol 6 #2

Young Y. Kim's meaningful contribution to the intercultural communication field

Kim organized and chaired a panel, "Becoming Intercultural: Personal Experiences of Foreign-born Communication Scholars," at the annual conference of International Communication Association, Dallas, May, 1983. Also, presented in the panel a stimulus paper, "Becoming Intercultural."

From the Archives: 40 years of KACA An infographic

40TH ANNIVERSARY KACA



1984 Vol 7 #2

A "position wanted" ad from the good old days

POSITION WANTED

Joung-Soon Park, Ph.D. candidate now writing dissertation, is seeking for a position to teach and to conduct research in political communication and social development communication. Park's special areas include Mass Communication & Communication Theory, Research Methodology and Statistics, Audience Research, Public Opinion Research, and Advertising Research.

Presently, Park is a graduate research associate in the Journalism School, Ohio University. Any person or institution interested in hiring or interviewing with Park should call: (614) 592-2650 or write to: J.S. Park, 8 Franklin Ave, Athens, OH 45701.

1985 Vol 8 #1

Celebrating doctoral candidacy

Hyo Seong Lee, Northwestern U, became a doctoral candidate in July, 1984.

Dongshin Lee, U of Iowa, completing his doctoral dissertation, returned to Korea to join Kyunghee U as a journalism faculty member, beginning Sept, 1984.

Jeong Tak Kim, completing his Ph.D. dissertation, will return to Korea to join Sung Kyun Kwan U as a journalism professor, beginning March, 1985.

Suk Hong Yoon (Chosun Ilbo) and Jong-koo Lee (Korea Herald), completing masters from U of Missouri, will return to Korea in early 1985.

Won Yong Kim, U of Texas, completing comprehensive exam, became a Ph.D. candidate.

Jin-ok Son and Jae-hyun Choe, both U of Texas, completed their M.A.'s.

1987 Vol 10 #1

KACA tackles Korean reunification!

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."

1987 Vol 10 #2

Very important news on pet adoption!

Prof. Young Yun Kim, as if two pets were not sufficient enough, reports on another adoption. This time it is a one-year old dog named "Dawn." But, alas, she laments that a poor teacher's salary is not good enough to support her three dependents (two dogs and a cat) and she is seriously looking for sources of supplemental income. Take heart, Prof. Kim. Since you named the dog Dwan (the Korean phonetic equivalent of "money"), you will be blessed with an unexpected fortune soon. [My fortune-cookie prediction has a record of 99% accuracy!]

1994 Vol 16 #2

KACA newsletter in Korean
IAMCR in Seoul 1994

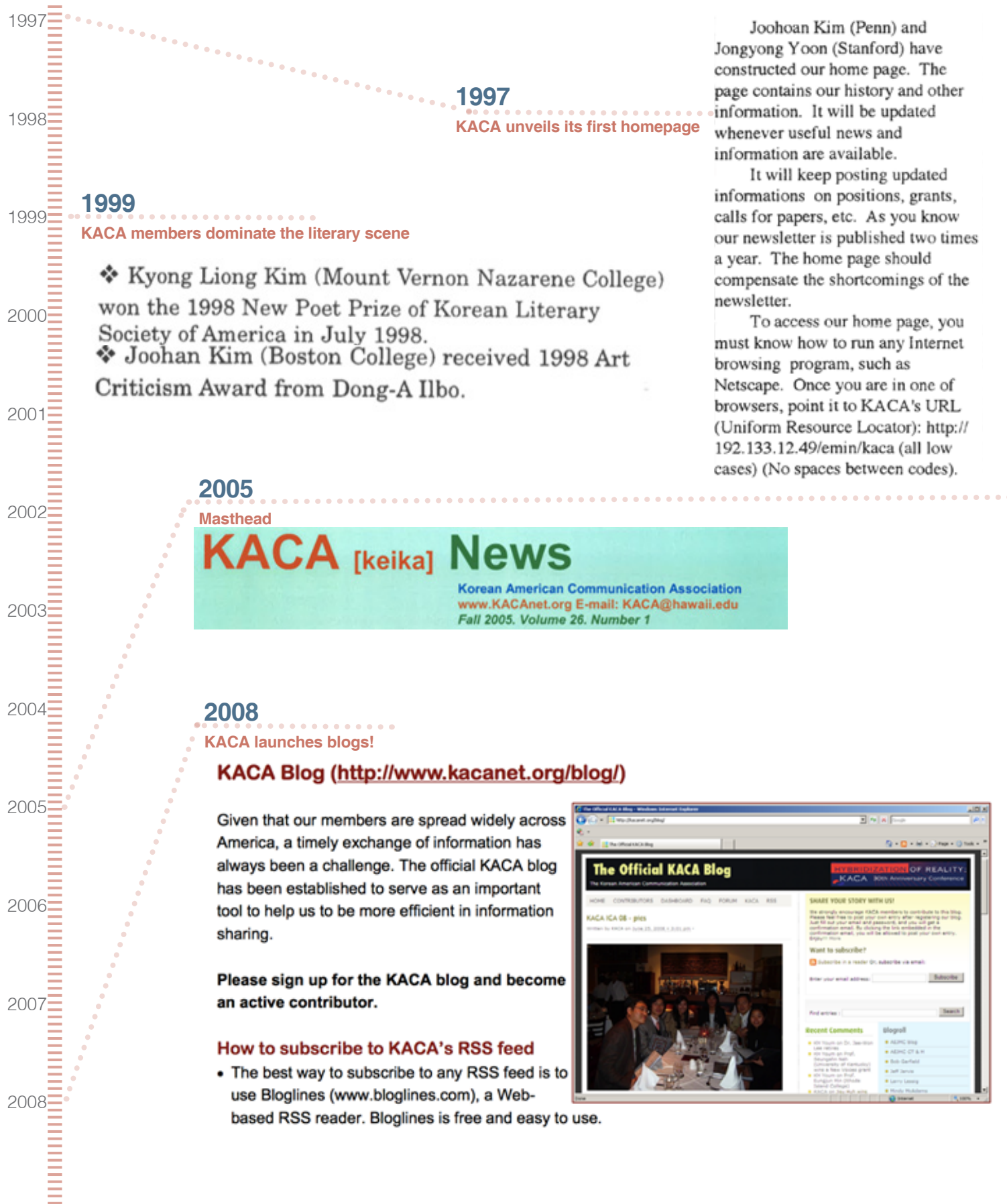
공고

이번 호부터 KACA Newsletter가 새 변화를 시도했습니다. 회원간의 정보 교환의 효율을 높이기 위해 KACA Newsletter는 한글을 주로 사용하며 회원들의 친밀감을 고조시키는 데 주안점을 두고 있습니다. 이번 회장단은 제한된 지면에 보다 많은 정보 전달을 위해 종전에 게재되던 회원들의 Professional News 난을 없애기로 결정했습니다. Newsletter의 이러한 변화에 대해 회원여러분의 의견을 듣고 싶습니다. - 편집자 -

IAMCR: IAMCR의 94년도 학술대회가 지난 7월 3일 부터 8일 까지 서울 워커히에서 개최됐다. 이 학술대회에는 미국과 유럽 그리고 제 3세계를 포함한 40여개국에서 4백여명의 학자들이 참가하는 성황을 이루었다. KACA에서도 이 기간 중 특별 Session을 마련해 정기 회의를 갖았으며, 20여명의 KACA 회원들이 각 Session에서 논문을 발표해 주체국의 체면유지와 함께 대회를 성공적으로 이끄는데 상당한 공헌을 했다는 평가를 받았다. 특히 열 규호 교수와 고 광미 박사가 대 회기간중 사회자로 활약해 눈길을 끌었다.

From the Archives: 40 years of KACA An infographic

40TH ANNIVERSARY KACA



1997
KACA unveils its first homepage

Joohoan Kim (Penn) and Jongyong Yoon (Stanford) have constructed our home page. The page contains our history and other information. It will be updated whenever useful news and information are available.

It will keep posting updated informations on positions, grants, calls for papers, etc. As you know our newsletter is published two times a year. The home page should compensate the shortcomings of the newsletter.

To access our home page, you must know how to run any Internet browsing program, such as Netscape. Once you are in one of browsers, point it to KACA's URL (Uniform Resource Locator): <http://192.133.12.49/emin/kaca> (all low cases) (No spaces between codes).

1999
KACA members dominate the literary scene

- ❖ Kyong Liong Kim (Mount Vernon Nazarene College) won the 1998 New Poet Prize of Korean Literary Society of America in July 1998.
- ❖ Joohan Kim (Boston College) received 1998 Art Criticism Award from Dong-A Ilbo.

2005
Masthead



2008
KACA launches blogs!

KACA Blog (<http://www.kacanet.org/blog/>)

Given that our members are spread widely across America, a timely exchange of information has always been a challenge. The official KACA blog has been established to serve as an important tool to help us to be more efficient in information sharing.

Please sign up for the KACA blog and become an active contributor.

How to subscribe to KACA's RSS feed

- The best way to subscribe to any RSS feed is to use Bloglines (www.bloglines.com), a Web-based RSS reader. Bloglines is free and easy to use.



From the Archives: 40 years of KACA An infographic

40TH ANNIVERSARY KACA

2009
We work hard and play hard!

2010
Professor Youm runs for Vice President of AEJMC
Dear KACA Friends:
To me as a KACA member, running for Vice President of AEJMC has been a most gratifying experience. For my successful run for the AEJMC election was the culmination of your enthusiastic support.

2011
You have been an important part of my professional life since the late 1980s. You have helped me outgrow myself in so many ways. Indeed, you, more often than not, have inspired me to live outside the box,
Sincerely,

2012
Kyu Ho Youm
Vice President of the AEJMC
Jonathan Marshall First Amendment Chair at the University of Oregon

2014
KACA becomes a tax-exempt organization

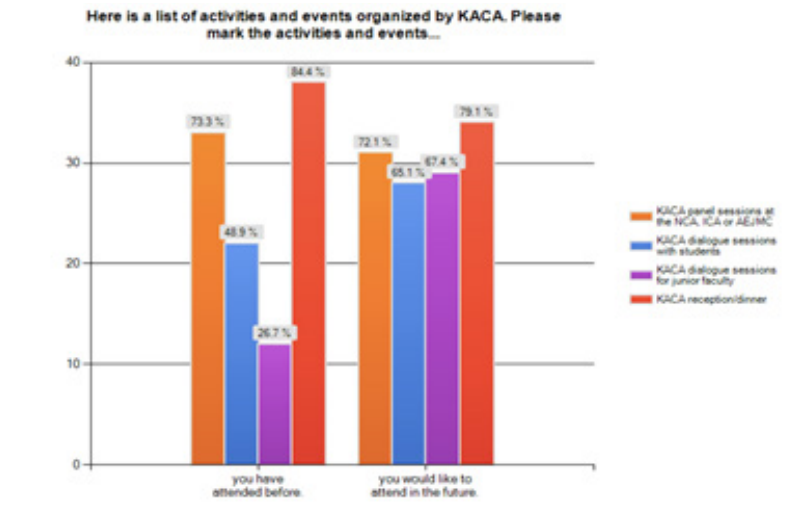
2015
Student travel award

2016
Collaboration with the Chinese Communication Association
Ewha-KACA Research Award

From the 2014 NCA, the KACA's Student Council has offered the Student Travel Award for student conference participants. The Student Council manages the award and the KACA provides monetary support for a qualified graduate student at each conference.

Second, KACA has implemented collaborative efforts with the Chinese Communication Association (CCA). KACA-CCA will host joint research and panel sessions, as well as a joint reception at the upcoming ICA conference in Fukuoka, Japan. Furthermore, KACA-CCA will organize a post-ICA conference in Beijing, China. We are grateful to numerous sponsors for their generous support: Peking University, Xiamen University, Ewha Womans University, University of Michigan, and University of Alabama. KACA members and supporters are cordially invited to attend all the sessions, including the joint reception, hoping you can broaden your academic and professional networks!

2017
KACA-ICA reception attended by 250 scholars!



fundraising events. As of this month, we received an EIN number from IRS, which grants us the status to apply for a 501(c)(a) organization. The next step is to submit an application to IRS to be officially registered as a 501(c)(a) organization. Once we become a 501(c)(a) tax exempt organization, we are exempted from federal income tax and receive reduced postal rate. I urge your continual interest and support for this process.

2012
First one-on-one mentoring session
 Nine students contacted KACA in advance to request the one-to-one mentoring session and a few more students who did not contact me in advance had a chance to get personalized mentoring and advising. In addition to the four panelists in the mentoring session, Drs. Dal Young Jin, Eunju Lee, Yong-Chan Kim, Sung-Un Yang, and Yongick Jeong served as mentors in person or through other communication means.

Third, KACA successfully launched its inaugural research award through the generous sponsorship by Ewha Womans University. Through a highly competitive application process, KACA granted its first Ewha-KACA Research Award to Dr. Matt Shapiro at the Illinois Institute of Technology with \$4,000 up to two years (2016-2018). I sincerely appreciate those who submitted their excellent grant proposals and those experts who offered insightful comments on the proposals. I highly encourage KACA members to apply for the second research award next year.

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.

KACA & Memories

Memories of KACA at the 40th anniversary

40TH ANNIVERSARY KACA - SPECIAL REPORT 1

It All Began in Stevens Point, Wisconsin

Dr. Hyun Kap Kim, Professor emeritus, University of Wisconsin – Stevens Point



Dr. Hyun Kap Kim
Professor emeritus
University of Wisconsin –Stevens Point

It is heart-warming and rewarding to see KACA that started four decades ago with a small number of founding members has catapulted to a large, professional organization for Korean communication scholars with 500 plus membership.

I am happy to offer some recollections on our early pioneers' activities. *I am proud to say Stevens Point, a small campus town in central Wisconsin, was the birthplace of our association.*

Back in 1977, seven Korean journalism/communication professors got together at the AEJ (later named AEJMC) annual convention in Madison. We discussed, among others, the trampled press freedom back home at that time, and also shared ideas about forming an organization of our own.

One year later, my department at University of Wisconsin-Stevens Point hired another Korean professor. Two of us frequently met and soon, we drafted the charter constitution. Contacts were made with prospective members, and others interested in this endeavor. Our association was launched.

Our early contribution to and partnership with AEJ or ICA were in the form of paper presentations, tacked to the end of others' programs. Some years later, we were able to offer our own sessions.

Many years have passed, but I still remember KACA and KSICS –the counterpart association in Korea—jointly hosting the Yangpyong conference where two KACA members presented research papers. I also recall Chicago AEJ conference where our association had a panel discussion program. My paper was on the relationship between media coverage and conflict resolution in view of the adversarial relationship with North Korea. We discussed what roles media reporting could play in helping reduce the conflict. I

keep witnessing how our association has blossomed through scholarly activities at the AEJ conferences in Baltimore, Montreal, and so forth.

KACA and Me – Love at First Sight



Dr. Hye-Ryeon Lee
Professor
University of Hawaii at Manoa

Dr. Hye-Ryeon Lee, Professor, University of Hawaii at Manoa
My relationship with the KACA began in 1995 at the ICA conference in Albuquerque, New Mexico. As a graduate student starting the job search, I was riddled with anxiety and uncertainty about my future. Furthermore, as a non-communication major, I knew few Korean colleagues within the discipline. The KACA social, however, *granted me a wonderful experience of connecting with Korean students and faculty who were willing to share their experiences.* My love for the KACA was born at that moment –I sought out the community at every conference I attended afterward.

The pivotal event that solidified my relationship with the KACA was when I was elected to serve as President in 2005. After many years of being a beneficiary of the KACA, I was finally able to give back. Juggling with competing demands was a challenge at times, but serving this community has become one of the most rewarding experiences of my career. Collaborating with a brilliant and dedicated group of scholars toward common goals was truly amazing. Our collective effort culminated in the successful 30th Anniversary Conference in Chicago, where we celebrated the founding fathers of the KACA: I had the honor of introducing Professors Taik Sub Auh, Hyun K. Kim, Jae-won Lee, Professors Won Ho Chang, and Seong H. Lee. I will never forget the moment that overflowed with pride, gratitude, and goodwill.

I can't believe that another 10 years have passed. And here I am being tasked again as a co-chair of the 40th Anniversary Planning Committee. KACA has grown both in size and

KACA & Memories

Memories of KACA at the 40th anniversary

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influence over the past years, as manifest in the scope of celebration this time. For example, in 2008, we produced a special issue of the Asian Journal of Communication. This time, we embarked on two book projects of a much grander scale. Regardless, selflessness and sincerity of the organizing members have remained unchanged. *I challenge each of you to get off the sidelines and join in as an active participant. I promise that it will prove a reward like no other!*

Who Can Be a KACA Member? Let There Be Confusion!

Dr. Yong-Chan Kim, Yonsei University



I was first introduced to KACA at the ICA conference in San Francisco in 1999, as a second year PhD student at USC. The word “Korean American” in the organizational title, at first, made me assume it was only for Korean Americans—thus not for me since I was legally a Korean. However, observing gatherers during the KACA social in San Francisco, I realized that these people were mostly Koreans living in America. Years later as I have noticed some of KACA members come from other countries beyond the U.S., the scope of KACA in my mind was expanded to Korean communication scholars overseas (overseas from the Korean perspective). Since I moved back to Korea to join the faculty at Yonsei after spending 15 year in the U.S., I re-imagined the KACA membership boundary on my own so as to include Korean scholars who regularly attend KACA-sponsoring conferences—no matter where they lived. This shift of boundary reassures my identity as a KACA member even though my place of living (Korea) conflicts with the organizational title, which literally indicates who this organization is supposed to serve.

I haven't consulted with KACA officials or the KACA by-law

about it—so, I may be totally wrong. Oh, I'm still missing one more important group—non-Korean scholars who are interested in or have studied issues related to Korea or Koreans. OK. Then what? I'm now very confused. Maybe I should give up defining the boundary of KACA membership. Yes, why bother? Tracing how my concept of KACA's organizational boundary has evolved, I find it interesting that I can stay as a KACA member regardless of my academic status (student, post-doc, faculty), place of living, or nationality—probably no matter what KACA's by-law says about it. I feel as though the ambiguous and confusing boundary of KACA membership can actually be a strength not a weakness of KACA. So, *I propose that the boundary of KACA should be even more confusing, ambiguous and inclusive as a global hub for scholarly conversations and collaborations.* I'm ready to see a creative expansion of KACA in next 40 years.

Preserving History and Looking toward the “Golden” Anniversary of KACA

Dr. Jisu Huh, Professor University of Minnesota



As I walk down memory lane reflecting on my relationship with the KACA over the years, my thoughts quickly turn to 10 years ago when I was putting together the KACA 30th Anniversary Newsletter as Editor. My main goal as editor was to compile KACA's official historical records and to feature personal memories and photos from the early years of the KACA. Under the leadership of then-President Dr. Hye-yeon Lee, the KACA had established nice information/communication infrastructure including a new organizational website. So, I thought it would be easy to locate historical documents for the project.

However, it turned out to be not as easy as I initially thought.

KACA & Memories

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There was much missing information, just a few photos could be found. Furthermore, we had lost contact with most of our old leaders and members from the 1970s-80s. My task as Editor turned into more of an investigator's role searching for missing information, including the names and whereabouts of early officers. Thanks to the generous support and help from many KACA members, I could find most of the missing officer information and locate some old photos, and a few copies of old newsletters.

I also had privilege to get to know and have personal communication with some of previous leaders of the KACA including Dr. Jae-Won Lee (Founding President 1978-1981 and again in 1990-1992) and Dr. Jin-Keon Kim (Vice President 1983-1989, President 1989-1990). The Newsletter also included a column from Dr. Seong H. Lee (Founding Vice President, Secretary, and Newsletter Editor 1978-1981 and second President 1981-1983 and again in 1992-1993), which was originally published in the Fall 2006 issue. When I was trying to contact him in summer 2008, unfortunately he was in failing health and passed away later that year. I'd like to encourage you to (re-)read the 30th anniversary columns reflecting on their personal memories and words of wisdom for the future of the KACA.

The KACA has stood the test of time because it has been blessed with a succession of strong, dedicated leaders and talented, loyal members whose contributions have helped the KACA to grow over the past four decades. I wish we could better preserve the history and memories of the KACA and maintained better connections with our past leaders and members. Marking the 40th anniversary this year and looking toward the KACA's Golden Anniversary in 2028, I also see the need for the KACA to rethink its identity and mission and start growing up – again. I look toward the next 10 years with an optimistic view of what the KACA can become and what KACA members would be able to accomplish collectively.

Coming Full Circle

Dr. Sungeun Chung, SungKyunKwan University



Dr. Sungeun Chung
Professor
SungKyunKwan University

My multi-year service for KACA began in 2005 (or 2006) when Dr. Hye-ryeon Lee, the then president of KACA, asked me to join the outreach committee. We wanted to initiate new 'fun' events for KACA, and in the following ICA conference I organized a social gathering for KACA graduate students. Participants liked it. With this social event as a starting point, we tried various sessions to engage graduate students at other ICA conferences (e.g., informative sessions about job search, special sessions about research knowhow from highly productive Korean researchers). Through those sessions and meetings, I met several grad students who were eager to learn from junior and senior KACA members.

Students approached us (faculty) at conferences and asked lots of questions with twinkling eyes. We tried to encourage them while giving some tips for their academic success. *It was a great joy to watch how they grew up to be junior faculty members and strong scholars.* Last year, I was invited by one of the distinguished Communication departments and delivered a talk. One Korean faculty member of the department organized my talk and introduced me to the audience. I was not only thankful for her help but also very delightful to see what she had accomplished in her academic home. Indeed, she was one of those students with twinkling eyes, who I had met at the KACA events I organized!

KACA & Memories

Memories of KACA at the 40th anniversary

40TH ANNIVERSARY KACA - SPECIAL REPORT 1

Reflections on KACA's Second "Founding" in 1990

Dr. Kyu Ho Youm, University of Oregon*



Dr. Kyu Ho Youm
Professor
University of Oregon

It was probably in early 1990 when the late Prof. Seong H. Lee (Appalachian State) called me at the University of Miami to say: "Dr. Youm, will you help me and Prof. Jae-won Lee at Cleveland State put KACA back on its feet?" As a grad student and young faculty member in the 1980s, I had not heard much about KACA. Hence, the phone call from Seong Lee came absolutely out of the blue. KACA was more than 10 years old. But it was floundering, if not foundering, as an academic organization. As Lee gave me the background on KACA *over the phone, I could feel a sense of urgency in his voice.*

Lee and his KACA co-founder, Jae-won Lee, resolutely intended to address the institutional exigency of KACA head-on. There was no time for an orderly election of the kind that we conduct for KACA officers these days. Jae-won Lee, the first KACA president (1978–79), and Seong Lee, the second president (1979–80), simply took over KACA as president and vice president, respectively, in 1990. They appointed me as KACA secretary to assist in their collective effort to resuscitate the seemingly moribund organization.

Among my first priorities for KACA was to update the KACA directory and to publish the KACA Newsletter. As I began to learn, these tasks were more labor-intensive and time-consuming than I had initially assumed. Imagine the pre-Internet era! I, with my wife of 10 years as my pro bono assistant, checked the directories of AEJMC and ICA for Korean-sounding names. If any of those named were U.S.-based students and faculty members, I was thrilled to list them in the KACA directory.

Publishing the KACA Newsletter was more challenging. Only a few KACA members responded to my request for news. So I had to search the recent convention programs of AEJMC

and ICA for information on Korean paper presenters, session chairs, and paper discussants. I also scoured the AEJMC and ICA newsletters, major communication journals, and even the Chronicle of Higher Education.

While trying to make the newsletter more relevant to KACA members, I may have overstepped my self-defined boundaries in exposing(?) some "publicity-averse" Korean scholars' activities. But my *perceived responsibility as the newsletter editor was informed by the premise that KACA members should share more, not less, with each other as communication scholars.*

KACA's non-scholarly activities were few and far between during my KACA service. KACA was not a key player at the IAMCR convention in Seoul in 1994. Jae-won Lee's co-edit, with KSJCS President Chie-woon Kim (Sungkyunkwan), of *Elite Media amidst Mass Culture: A Critical Look at Mass Communication in Korea* (1994) for the IAMCR convention was not part of his official KACA service.

When it comes to ICA 2002 in Seoul, KACA got involved from its very conception. At the ICA convention of 1995 in Albuquerque, N.M., KACA invited Prof. Charles Berger (UC-Davis) of ICA to an informal lunch with Prof. Hyon-Dew Kang (Seoul National) of the Korean Society for Journalism and Communication Studies (KSJCS). The two American and Korean communication scholars explored a possible future ICA convention in Korea. *Seven years later, ICA held its successful convention in Seoul—the first of its kind in Asia.*

One of the most notable KACA events during my work with the organization was KACA's 1992 hosting of Deputy Ambassador Ho Jong of North Korea to the United Nations at the AEJMC convention in Montreal. Ho's history-making presence as a speaker at AEJMC resulted from the visionary leadership of Seong Lee, who was widely admired as an "organizational genius." As former KACA President Jin Keon Kim (SUNY-Plattsburgh) noted years later, Seong Lee deserves the credit for his laudable endeavor to help Korean-American scholars transform "the monologic talks into a dialogic rhetorical practice."

***Kyu Ho Youm served as KACA secretary (1990–92), vice president (1992–93), and president (1993–94).**

KACA-ICA Committee

Dr. Chang Wan (Isaac) Woo

Associate Professor
James Madison University

Dr. Jinae Kang

Associate Professor
East Carolina University

Dr. Yeojin Kim

Assistant Professor
Central Connecticut
State University

Sungeun Park

Doctoral Student
The University of Alabama

Dr. Yeonsoo Kim

Assistant Professor
James Madison University

Jiyoung Lee

Doctoral Student
Syracuse University

Dr. Kyunsoo Kim

Associate Professor
Chonnam National
University

Dr. Sukyoung Hong

Associate Professor
Hansei University

2018 KACA-ICA Conference

The 2018 International Communication Association (ICA) conference was held in Prague, Czech Republic (May 24 – 28) at the Hilton Prague and the Hilton Prague Old Town Hotels. KACA held two joint research sessions with the Chinese Communication Association (CCA), a business meeting, a KACA board meeting, an off-site social, and a graduate student social.

KACA – CCA Joint Research Session

S. 1: Voices, Effects and Apps in Korean and Chinese Contexts

S. 2: Dynamics of News in East Asia



KACA-CCA session discussant
Dr. Hyoungkoo Khang

THE HIGHLIGHTS

Top faculty paper award Young-Nam Seo, Nanyang Technological University; Minkyung Kim, Kyung Hee University; Doohwang Lee, Kyung Hee University; Younbo Jung, Nanyang Technological University (Paper title: Attention to eSports Advertisement: Effects of Ad Administration and In-Game Dynamics on Viewers' Visual Attention)



Top student paper award
Kyung Sun Lee

Top student paper award Kyung Sun Lee, University of Texas at Austin (Paper title: Entitled to Benevolence? South Korea's Government – Sponsored Volunteers as Public Diplomacy and Development Actors)

Graduate student travel grant award
Winner (\$300): Kyung Sun Lee, University of Texas at Austin

KACA BOARD MEETING

KACA hosted a board meeting on May 25th at the Le Grill Restaurant in Prague. KACA officers including Dr. Eyun-Jung Ki, KACA president, the KACA's 40th year anniversary planning committee members including Dr. Hye-ryeon Lee and Dr. Seungahn Nah, committee co-chairs, subcommittee members of ICA, AEJMC, and NCA attended the meeting. The attendees had a chance to introduce themselves in person and hear more about the upcoming 40th year anniversary events.

KACA BUSINESS MEETING

The KACA business meeting was held on May 25th right after the KACA-CCA joint research sessions. Approximately 20 members attended. There were a couple of announcements made by the Korean Association for Broadcasting and Telecommunication Studies (KABS) and the KACA's 40th anniversary planning committee, followed by the financial report presented by Dr. Jiyoung Cha, KACA treasurer. KACA-ICA activities were also shared during the meeting.

KACA-ICA SOCIAL DINNER

The KACA-ICA subcommittee also organized a social dinner at the Pivovarsky Klub in Prague on May 26th. A total of 27 KACA members attended the dinner. Faculty members and graduate students from various institutions had a good time together. The KACA-ICA subcommittee would like to recognize Dr. Shindong Kim, professor at Hallym University, Dr. Doohwang Lee, professor at Kyung Hee University, and Dr. Younbo Jung, associate professor at Nanyang Technological University, who generously paid more than the participation fee to ensure that the subcommittee would have enough funds for the dinner.



KACA sponsored graduate students' social gathering

GRADUATE STUDENTS' SOCIAL

KACA sponsored a graduate students' social gathering lunch at the Mamy Korean Restaurant in Prague on May 26th. Jiyoung Lee, KACA-ICA subcommittee member and a doctoral student at Syracuse University, organized the social. Ten graduate students attended the social. In addition, Dr. Shin Dong Kim, professor at Hallym University and Dr. Sungeun Chung, associate professor at SungKyunKwan University were in attendance and shared useful advice with graduate students.

New Books

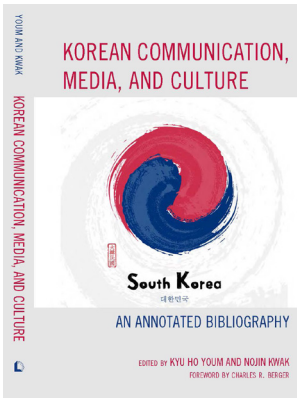
Korean Communication, Media, and Culture: An Annotated Bibliography

- Kyu Ho Youm (University of Oregon) & Nojin Kwak (Michigan)

40TH ANNIVERSARY KACA

ANNOTATED BIB OF KOREAN COMMUNICATION RESEARCH: A BACKSTORY

- Kyu Ho Youm (University of Oregon)



In May, Prof. Nojin Kwak (Michigan) and I completed reading page proofs for *Korean Communication, Media, and Culture: An Annotated Bibliography*. More than 1,900 (to be precise: 1,944) proofing corrections were made, and the subject and name indexes of 2,300+ entries were reviewed. Unless

force majeure intervenes, this August our book should debut at the 40th anniversary KACA conference in Washington, D.C.

Our bib volume of 120,000+ words and 996 annotations aims to showcase all the major English-language books, book chapters, journal articles, theses, and dissertations on Korean communication. Among the selected 10 topics were Advertising, Cinema Studies, Communication Law, Communication Technology, Health Communication, Journalism and Broadcasting, Korean Wave (Hallyu), and Public Relations.

Prof. Kwak, director of the U-M Nam Center for Korean Studies, deserves due credit for the KACA bib project. The project was germinated during a KACA round-table discussion at the “Digital Korea” conference that Prof. Kwak hosted at Michigan in November of 2015. KACA discussed how it would celebrate its 40th anniversary in 2018 with something of enduring scholarly value. The round table’s participants agreed that KACA should consider publishing a Korean communication handbook and an annotated bibliography of Korean communication research.

Prof. Dal Yong Jin (Simon Fraser) and I each took on the challenge of editing the handbook and the bib volume. Prof. Kwak would join us later as our joint co-editor.

The KACA handbook, *Communication, Digital Media, and*

Popular Culture in Korea, inspired the title of our book. Its table of contents and authorial lineup informed Prof. Kwak and me in prioritizing our chapter topics and identifying our worthy contributors. We made deliberate efforts to invite seven non-Korean communication scholars to our project. A total of sixteen anonymous reviewers have evaluated the chapter annotations, which we acknowledge in our book.

In ensuring the chapters’ consistency, whether substantive or stylistic, I, as the principal co-editor, dispensed “tough love” to the authors in varying degrees. Some chapters had to undergo five or six revisions. Nearly all the chapters were comprehensive and up to date. One particular chapter’s cut-off date for research was January 2017, but that was the exception, not the rule.

Throughout the project, we urged the authors to err on the side of inclusion. We refused to limit “research” to the traditional sense of the term. Several international NGO reports and trade journal articles of significant value were annotated for our book. Meanwhile, the Communication Law authors engaged in a scavenger hunt for the rarely catalogued LLM theses and JSD/SJD dissertations that dealt with Korean law.

Further, the annotations of journal articles and theses and dissertations were provided with DOI (Digital Object Identifier) and ProQuest information, if available, to facilitate reader access to the publications.

Prof. Kwak and I are hoping that our book will be updated periodically as a cutting-edge resource for researchers in Korean communication, media, and culture. This undoubtedly will necessitate KACA’s unwavering commitment to its long-term relationship with Lexington Books (and others). Another exciting challenge for KACA as we look forward to its 50th anniversary in 2028!

New Books

Communication, Digital Media, and Popular Culture in Korea

- Dal Yong Jin (Simon Fraser University) & Nojin Kwak (Michigan)

40TH ANNIVERSARY KACA

BIRTH OF COMMUNICATION, DIGITAL MEDIA, AND POPULAR CULTURE IN KOREA

- Dal Yong Jin (Simon Fraser University)



Communication, Digital Media, and Popular Culture in Korea is the volume that the Korean American Communication Association (KACA) publishes to celebrate its 40th anniversary. This book is the result of collective works among KACA researchers and those who work on Korean media and popular culture.

When we had a conference at the University of Michigan hosted by the Nam Center for Korean Studies in November 2015, we started to talk about the book project as the most significant part of the event. This is truly interesting, but daunting task, because no academic organizations in the field of communication developed this kind of work; however, it is rewarding.

What we believed was that media scholars had substantially developed their scholarship on Korean communications as the Korean communication system became part of the global media systems and culture. When a few Korean American media scholars started the North American Association of Korean Communication Scholars in 1978 (which would be renamed KACA in 1979) there were no significant works. As of 1980, Korea was still relatively underdeveloped, and its communications industry was not very exceptional by global standards. However, in the late-2010s, this is no longer the case in the Korean communications system. Korean communication and media have substantially grown to become some of the most significant segments in the Korean society over the past several decades.

In fact, Korea has greatly developed several innovative digital technologies, such as smartphones, video games, and mobile instant messengers to become the most networked society

throughout the world. As the Korean Wave exemplifies, once small and peripheral Korea has created several unique local popular cultures, including television programs, movies, and popular music, known as K-pop, and these products have penetrated many parts of the world. As Korean media and popular culture have rapidly grown, KACA affiliated scholars covering Korean media and communication in academic discourses, from media effects to digital technologies, have increased.

Not only celebrating the 40th anniversary of KACA in 2018, but also documenting the histories of Korean communication scholarship, broadly KACA members who are working as researchers in North America and in Korea have collectively identified, developed, and addressed the major achievements and histories of Korean communication and media scholarship in this book.

Unlike other books compiling new research outcomes, this book emphasizes the significance of the history of 20 fields identified, such as journalism, political communication, health communication, political economy, communication theory, LGBT, Korean cinema, and digital games, as major parts of Korean media and culture. In other words, this book is the review of existing academic works, focusing on three major areas: identification and historicization of scholarly papers on the subject written in English by either Korean scholars or foreign scholars, documentation of the continuity and change in major themes in the field, analysis of academic implications of these materials in the global scene, and providing ideas toward future directions.

We are certain that this book contributes to a better understanding of the characteristics of Korean media and communication currently undergoing reorganization in the Korean communication industries and the global cultural

markets. We also believe that this book makes a significant contribution to the literature so that both established and new scholars learn great ideas for their future studies. Finally, we expect that this well-documented volume sheds light on our debates on the growing Korea's communication, digital media, and popular culture, which are rapidly becoming parts of global media systems and culture.

Member News

TENURE, PROMOTION, APPOINTMENTS, AND NEW BOOKS

Dr. Jiyoung Cha has been promoted to associate professor with tenure effective fall 2018 in the Department of Broadcast and Electronic Communication Arts at San Francisco State University.

Dr. Yoonmo Sang, assistant professor at Howard University, will join the faculty at University of Canberra in August.

Dr. Seok Kang has been promoted to full professor effective fall 2018 in the Department of Communication at the University of Texas at San Antonio.

Dr. Sora Park (University of Canberra) published a book titled "Digital Capital" (2018). This book describes and understands the many factors that influence a person's behavior towards digital technologies, and how that affects the person's potential to benefit from digital society. The ability to adapt to these new technological environments - and the extent to which an individual embraces them - has become critical to an individual's well-being and quality of life, the underlying assumption being that only by effectively engaging with digital technologies can the user accrue benefits from the experience. By introducing the concept "digital capital," which refers to the conditions that determine how people access, use, and engage with digital technology, Park examines how the digital ecosystem of the user lead to new forms of digital inequality. Using numerous empirical studies on internet users and non-users, as well as recommending small localized solutions to the big global problem, a critical and alternative perspective of the digital divide is provided.

Dr. Seok Kang (University of Texas at San Antonio) published a book titled "Disruptive Digital Innovation: The Fourth Wave of Communication Media" (2018). This book discusses how digital technologies transform people and society in many significant ways. This scholarly work introduces disruptive digital innovation, defined as a digital product or service that is so impactful that it displaces current competitors, to communication researchers, media professionals, and student readers. Dr. Seok Kang accentuates the notion that disruptive innovation not just always replaces existing businesses but motivates new ideas and growth. Each chapter reconfigures the economic concept of disruptive innovation from varying communication behavior perspectives. Topics include disruptive innovation and marketing, health, PR, education, government, political communication, children, sport/leisure, journalism, and interpersonal communication. Each topic is contextualized by applying communication theories to individuals' use of disruptive digital technology. Throughout this book, Dr. Seok Kang elucidates the benefits disruptive digital innovation brings to people's lives.

Imagining KACA

40TH ANNIVERSARY KACA - SPECIAL REPORT 2

Over the last forty years, the KACA has been one of the most influential societies, keeping time with promoting dynamic communication research and relationships for Korean scholars in America. But still, many young scholars are not deeply involved in the KACA, and I've seen some cynical people. In that sense, I hope that the KACA will go beyond a handful of social gatherings to become the venue for communication among many young students and junior scholars challenging in the U.S. Through active academic exchange among generations and sharing many examples of hardships and challenges as well as success stories, the next generation will be able to avoid the difficulties previous generations have taken on their academic, research and career design.



Hark Shin Kim

Doctoral student
College of Media & Communication
Texas Tech University

KACA has played a pivotal role in enhancing the visibility of Korea-related research in the field of Communication and beyond. As an early career researcher, I am deeply grateful to KACA for helping me learn more about emerging research areas and build relationships with esteemed scholars who always generously offered their advice and support. I hope KACA creates more opportunities for open, informal conversations (online and offline) that may lead to potential collaboration. Despite many important (and often surprisingly dynamic) social changes in South Korea, the timely theorization of current phenomena is often hampered in part due to the lack of collaboration across generations and areas.

I believe KACA can strengthen its role as a research hub to facilitate interesting, fun, and meaningful conversations. Happy birthday, KACA!



Dr. Heewon Kim

Assistant Professor
Hugh Downs School of Human Communication
Arizona State University

Congratulations on KACA's 40th anniversary. The success of KACA wouldn't be possible without the dedication and sacrifice of former and current members. In the future, I hope KACA can develop more collaboration opportunities with the scholars in Korea, to converge and go beyond the segmented classification of journalism or communication. As communication is so quintessential to the construct of any academic discipline, we will need to expand our research area to even newer fields such as biotechnology, chemistry, agriculture and fisheries, and civil engineering, so that more people can easily assess this knowledge. KACA has done amazing work in leading the world of communication, and I believe we can spearhead the movement to expand our horizons beyond traditional definitions of journalism and communication to become a part of a more globalized and informed society.



Dr. Jangyul Robert Kim

Associate Professor
Department of Journalism and Media Communication
Colorado State University

Since my days as a doctoral student, KACA has always been a real support in many ways. From thought-provoking research sessions at major conferences to joyous professional and personal gatherings, various KACA activities have helped me better develop and establish my career path. Particularly, for junior scholars like me, it is always inspiring to see senior KACA scholars' vigorous academic performances and seek their advices. Marking its 40th anniversary this year, KACA is moving forward to the next phase of growth. I hope KACA will continue to stimulate intellectual dialogues as well as strong friendship among its members. In such a way, KACA will always be the 'academic home' for many Korean and American scholars.



Dr. Myojung Chung

Assistant Professor
Master of Arts in Professional Communication
University of San Francisco

Imagining KACA

40TH ANNIVERSARY KACA - SPECIAL REPORT 2

I think, one of the most important goals of KACA is that members share various research resources and enrich their own research agendas. KACA has been dedicated to this purpose by providing various programs at national conferences (paper/panel sessions, social lunch/dinners, mentor programs, and etc.) and offering awards and travel fund among others. If we should think of additional programs, I wish we have additional forums or venues to discuss our recent research agendas and develop them into research collaborations, both offline and online. Additionally, I suggest we be more vocal and active to promote and share our achievements. For instance, we could announce “kudos!” more frequently within our KACA community.



Dr. Seung Mo Jang

*Asistant Professor
School of Journalism and Mass Communication
University of South Carolina*

As a community for Korean communication scholars and other scholars interested in all things communication and Korea, it will be great to see KACA provide more opportunities of collaboration for students with professors within this community in the future. Providing more workshops or a colloquium will encourage students to get engage themselves to KACA. Students always look for more opportunities to work on research projects, and they need advice and guidance from senior scholars. Having active research activities within KACA community will increase better participation of students in the future.



Songyi Lee

*Doctoral Student
Klein College of Media and Communication
Temple University*

Congratulations to the Korean American Communication Association on our 40th anniversary! Along with the enthusiasm that our celebratory year has engendered within our organization, my hope is that KACA will inspire communication scholars, regardless of national or ethnic backgrounds, to study Korean and Korean American topics. Further, I hope that KACA will elevate the literature that is penned by our members so that we will have a greater presence in the larger universe of communication studies and in order to encourage instructors who teach a range of topics to assign our works in their classrooms, helping to inform future generations about the issues facing the Korean Peninsula and the Korean American community. There is a lot of work to be done, but there is also so much promise in KACA's next 40 years!



Dr. Sherri L. Ter Molen

*Adjunct instructor
College of Communication
DePaul University*

During the past 40 years, when numerous Korean graduate students came to a foreign land far away from home, the KACA and its members helped newcomers to get used to studying abroad. Considering the unique characteristic of the organization as an academic community with Korean overseas academics, I believe it is important to facilitate more activities and events so that members of the KACA can create strong bonds – which graduate students really need. Congratulations, I hope the organization will continue to shed lights on young scholars and their academic activities in the future.



Taeyoung Kim

*Doctoral student
School of Communication
Simon Fraser University*

Financial Report

GENERAL OPERATION ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from December 2017			5,777.20
Membership dues (January 2018 - May 2018)	2,838.34		
AmazonSmile	5.00		
PayPal Giving Fund bonus	15.23		
Remaining balance deposit from KACA social at ICA	365.00		
Transfer to the Founder account to keep the minimum balance		25.00	
AEJMC council membership		250.00	
UPS fax for AEJMC council membership		3.00	
AEJMC black and white full page advertising reservation		500.00	
ICA award plaque		234.55	
KACA website hosting		106.49	
Korean bibliography publication		2,000.00	
KACA executive board meeting at ICA		255.56	
KACA executive board meeting at ICA (foreign exchange fee)		7.66	
Total Income to Account January 2018 - May 2018	3,223.57		
Total Expenses to Account January 2018 - May 2018		3,382.26	
End of May 2018 Balance			5,618.51

GRADUATE PROGRAM ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from December 2017			3,984.87
Contribution from membership dues (January 2018-May 2018)	2,047.62		
KACA ICA student representative travel grants		200.00	
KACA ICA graduate student social		138.63	
Total Income to Account January 2018 - May 2018	2,047.62		
Total Expenses to Account January 2018 - May 2018		338.63	
End of May 2018 Balance			5,693.86

FOUNDER ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from December 2017			5.47
Transfer from the General account to keep the minimum balance	25.00		
Donations from two faculty members	833.26		
40th anniversary individual donation	4,531.21		
40th anniversary donation from Nanyang Technological University	1,500.00		
Interest	0.07		
KACA AEJMC reception registration	155.88		
Wire transfer fee (Nanyang Technological University)		15.00	
Total Income to Account January 2018 - May 2018	7,045.42		
Total Expenses to Account January 2018 - May 2018		15.00	
End of May 2018 Balance			7,035.89

KACA 40 Day Challenge Donor List:

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

**Based on membership dues paid from February 15, 2018 to June 15, 2018.*

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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, Jiyoung Cha, at kacabusiness@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!

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- 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, Jiyoung Cha, at kacabusiness@gmail.com

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