

## KACA 30th Anniversary Special Issue

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## The President's Column



Dr. Hye-ryeon Lee

The Korean American Communication Association turns 30 this year. It all started in the 1977 annual convention of the Association for Education in Journalism (which later changed to become the Association for Education in Journalism and Mass Communication) held on the campus of University of Wisconsin at Madison. Four Korean American professors and a Korean graduate student got together and started a discussion about creating an organization for Korean American communication scholars and graduate students. The four professors attending were: Sunwoo Nam, Taik Sup Auh, Hyun Kap Kim, and Seong Hyong Lee. The lone graduate student was Dongshin Lee. Building on this idea, the North American Association of Korean Communication Scholars was formally created in 1978, with Professor Jaewon Lee as the founding president. The next year, the name was changed to Korean American Communication Association (KACA).

Since then the KACA served the academic and social needs of Korean communication scholars and students in North America for 30 years, and now has grown to represent nearly 450 Korean communication scholars, professionals and graduate students. The KACA has achieved many accomplishments. As the official affiliate of the National Communication Association (NCA), the International Communication Association (ICA), and the Association for Education in Journalism and Mass Communication (AEJMC), the KACA holds academic panels as well as social events at the annual conventions of these organizations. The KACA held a series of Korea-America Joint Conferences on Communication in collaboration with the Korean Society for Journalism and Communication Studies (KSJCS). Again in collaboration with the KSJCS, the KACA have successfully arranged to hold the International Communication Association meeting in Seoul Korea in 2002. To celebrate the anniversary, we will hold the 30<sup>th</sup> Anniversary Conference in Chicago in August with the theme, Hybridization of Reality: Re-Imagining the Communication Environment in Korea.

As the number of communication scholars who choose to study and work in North America continues to grow, the stature of the KACA will continue to grow as well, and there will be increased demands for activities to serve the academic and social needs of our members. The KACA is well situated to meet the challenge. We are getting stronger and better each year. So, let us take pride in the KACA, reflect on the hard work of those who were ahead of us, and stand up with the realization that now it is our turn to carry the KACA to the next level. I look forward to another productive year for the KACA, and hope to see many of you at the Anniversary Conference in Chicago.

### Executive Committee

#### President

Hye-ryeon Lee  
University of Hawai'i at Manoa

#### Vice Presidents

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Jisu Huh  
University of Minnesota

Visit the KACA website  
at [www.KACAnet.org](http://www.KACAnet.org)

# 30 Years of KACA

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- Aug. 1978** Founded with a name, North American Association of Korean Communication Scholars.
- Fall 1978** The first newsletter was published.
- July 1979** Renamed as the Korean American Communication Association (KACA).
- Aug. 1979** Bylaws of the Korean American Communication Association was created.
- Aug. 1980** Held the first Korean-American Joint Conference on Communication in Korea in collaboration with the Korean Society for Journalism and Communication Studies.
- July 1982** Held the second Korean-American Joint Conference on Communication in Athens, Ohio in collaboration with the Korean Society for Journalism and Communication Studies. The conference was held as an official program of the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC).
- Aug. 1984** Held the third Korean-American Joint Conference on Communication in Korea in collaboration with the Korean Society for Journalism and Communication Studies.
- May 1985** Held the fourth Korean-American Joint Conference on Communication in Hawaii in collaboration with the Korean Society for Journalism and Communication Studies. The conference was held as an official program of the annual convention of the International Communication Association (ICA).
- May 1986** Held an official program of the Korean American Communication Association in Chicago, at the annual convention of the ICA.
- Aug. 1987** Held the fifth Korean-American Joint Conference on Communication in Yangpyong in collaboration with the Korean Society for Journalism and Communication Studies.
- Aug. 1991** Held an official program of the Korean American Communication Association in Boston at the annual convention of the AEJMC.
- May 1995** Held an official program of the Korean American Communication Association in Albuquerque at the annual convention of the ICA.
- May 1996** Held an official program of the Korean American Communication Association in Chicago, at the annual convention of the ICA.
- Aug. 1996** Held a panel session of the Korean American Communication Association in Anaheim, California at the annual convention of the AEJMC in collaboration with the Chinese Communication Association.
- Aug. 1996** Becomes an official affiliate of the Korean Society for Journalism and Communication Studies. Held a panel session of the Korean American Communication Association at the KSJCS annual convention in Korea.

### 30 Years of KACA, cont'd

- Nov. 1996** Held an official program of the Korean American Communication Association in San Diego at the annual convention of the Speech Communication Association in collaboration with Asian-Pacific Caucus.
- Nov. 1996** Becomes an official affiliate of the National Communication Association (formerly Speech Communication Association). Held an official program of the Korean American Communication Association at the annual convention of the National Communication Association (NCA). KACA submitted the proposal to host 2002 ICA convention in Seoul, Korea.
- May 1997** Held an official program of the Korean American Communication Association in Montreal at the annual convention of the ICA. The ICA announced that Seoul was chosen as the site for the 2002 ICA Convention over Hong Kong and South Africa.
- Aug. 1997** Held an official program of the Korean American Communication Association in Chicago at the annual convention of the AEJMC.
- Nov. 1997** Held an official program of the Korean American Communication Association at the annual convention of the NCA.
- Feb. 1998** KACA officers agreed upon the joint preparation of 2002 ICA with representatives of the Korean Society for Journalism and Communication Studies.
- July 1998** Held an official program of the Korean American Communication Association in Jerusalem, Israel at the annual convention of the ICA.
- Aug. 1998** Held an official program of the Korean American Communication Association in Baltimore at the annual convention of the AEJMC.
- Nov. 1998** Held two panel sessions of the Korean American Communication Association in New York at the annual convention of the NCA.
- May 1999** Held an official program of the Korean American Communication Association in San Francisco at the annual convention of the ICA.
- May 1999** KACA Bylaws were amended.
- Aug. 1999** Held a panel session of the Korean American Communication Association in New Orleans at the annual convention of the AEJMC in collaboration with the Chinese Communication Association.
- Nov. 1999** Held a panel session of the Korean American Communication Association at the annual convention of the NCA.
- June 2000** Held an official program of the Korean American Communication Association in Acapulco, Mexico at the annual convention of the ICA.

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## 30 Years of KACA, cont'd

- Aug. 2000** Held a panel session of the Korean American Communication Association in Phoenix at the annual convention of the AEJMC.
- Nov. 2000** Held a panel session of the Korean American Communication Association in Seattle at the annual convention of the NCA.
- May 2001** Held three panel sessions of the Korean American Communication Association in Washington D.C. at the annual convention of the ICA. President E. J. Min (Rhode Island College) and Dr. Jae-won Lee (Cleveland State University) were appointed as members of the Planning Committee of the 2002 Seoul ICA.
- Aug. 2001** Held a panel session of the Korean American Communication Association in Washington D.C. at the annual convention of the AEJMC.
- Nov. 2001** Held a panel session of the Korean American Communication Association in Atlanta at the annual convention of the NCA.
- July 2002** Held three panel sessions of Korean American Communication Association in Seoul, Korea at the annual convention of the ICA.  
KACA was recognized as a co-sponsor of the convention (opening statement & the program). President of KACA moderated a panel discussion based on the conference theme featured in Chosun Ilbo. Dr. Hak-Soo Kim (Sogang University), President of Unronhakheo, Dr. Joseph Capella (University of Pennsylvania), former president of ICA, Dr. Clifford Christensen (University of Illinois) participated.
- Aug. 2002** Held a panel session of the Korean American Communication Association in Miami Beach at the annual convention of the AEJMC.
- Nov. 2002** Held a panel session of the Korean American Communication Association at the annual convention of the NCA.
- May 2003** Held a panel session of the Korean American Communication Association in San Diego at the annual convention of the ICA.
- Aug. 2003** Held a panel session of the Korean American Communication Association in Kansas City at the annual convention of the AEJMC.
- Nov. 2003** Held a panel session of the Korean American Communication Association at the annual convention of the NCA.
- May 2004** Held a panel session of the Korean American Communication Association in New Orleans at the annual convention of the ICA.
- Aug. 2004** Held a panel session of the Korean American Communication Association in Toronto at the annual convention of the AEJMC.

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### 30 Years of KACA, cont'd

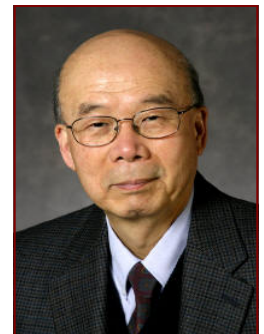
- Nov. 2004** Held a panel session of the Korean American Communication Association at the annual convention of the NCA.
- May 2005** Held an official program of the Korean American Communication Association in New York at the annual convention of the ICA.
- Aug. 2005** Held a panel session of the Korean American Communication Association in San Antonio at the annual convention of the AEJMC.
- Nov. 2005** Held a panel session of the Korean American Communication Association in Boston at the annual convention of the NCA.
- June 2006** Held an official program of the Korean American Communication Association in Dresden, Germany at the annual convention of the ICA.
- Aug. 2006** Held a panel session of the Korean American Communication Association in San Francisco at the annual convention of the AEJMC.
- Nov. 2006** Held a panel session of the Korean American Communication Association in San Antonio at the annual convention of the NCA.
- May 2007** Held an official program of the Korean American Communication Association in San Francisco at the annual convention of the ICA.
- Aug. 2007** Held a panel session of the Korean American Communication Association in Washington D.C. at the annual convention of the AEJMC.
- Nov. 2007** Held a panel session of the Korean American Communication Association in San Diego at the annual convention of the NCA.
- May 2008** Held an official program of the Korean American Communication Association in Montreal, Canada at the annual convention of the ICA. 

# KACA Presidents and Officers

<b>1978-1981</b>	Founding President Vice President, Secretary & Editor	Jae-won Lee (Cleveland State U) Seong H. Lee (Appalachian State U)
<b>1981-1983</b>	President, Secretary & Editor	Seong H. Lee (Appalachian State U)
<b>1983-1986</b>	President Vice President Secretary & Editor	Won Ho Chang (U of Missouri) Jin Keon Kim (U of Illinois – Chicago) Seong H. Lee (Appalachian State U)
<b>1986-1989</b>	President  Vice President, Secretary & Editor	Hyun Kap Kim (U of Wisconsin – Stevens Point) Jin Keon Kim (SUNY Plattsburg)
<b>1989-1990</b>	President	Jin Keon Kim (SUNY Plattsburg)
<b>1990-1992</b>	President Vice President Secretary	Jae-won Lee (Cleveland State U) Seong H. Lee (Appalachian State U) Kyu Ho Youm (U of Miami & Arizona State U)
<b>1992-1993</b>	President Vice President Secretary	Seong H. Lee (Appalachian State U) Kyu Ho Youm (Arizona State U) Kak Yoon (Washington State U)
<b>1993-1994</b>	President & Secretary Vice President Secretary	Kyu Ho Youm (Arizona State U) Jong G. Kang (Illinois State U) Kak Yoon (Washington State U)
<b>1994-1995</b>	President Vice President Secretary & Editor	Jong G. Kang (Illinois State U) Kak Yoon (Washington State U) Jae Chul Shim (U of Missouri- Kansas City)
<b>1995-1997</b>	President Vice President Secretary, Treasurer & Editor Student Secretary	Jong G. Kang (Illinois State U) Kak Yoon (Washington State U) Eung-jun Min (Rhode Island College)  Joohoan Kim (U of Pennsylvania) Tae-hyun Kim (Ohio State U)



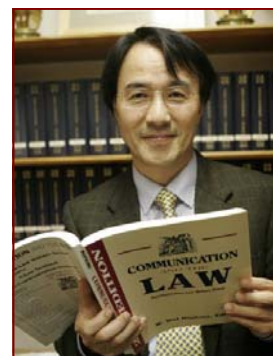
Dr. Jae-won Lee



Dr. Hyun Kap Kim



Dr. Jin Keon Kim



Dr. Kyu Ho Youm



## Presidents and Officers, cont'd

<b>1997-1999</b>	President Vice President Secretary Editor Student Secretary	Gwangjub Han (Howard U) Eung-jun Min (Rhode Island College) Kwangmi Ko Kim (Appalachian State U) Eung-jun Min (Rhode Island College) Tae-hyun Kim (Ohio State U)
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<b>2002-2003</b>	President Vice President Secretary  Treasurer Editor/Webmaster	Eungjun Min (Rhode Island College) Min-Sun Kim (U of Hawaii at Manoa) Kwangmi Ko Kim (Towson U) Young Ok Yum (Kansas State U) Jaesub Lee (Houston U) Tae-hyun Kim (Washington State U)
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<b>2005-2007</b>	President Vice Presidents	Hye-ryeon Lee (U of Hawaii at Manoa) Kwan Min Lee (U of Southern California) Kwangmi Ko Kim (Towson U) Jung-Soo Yi (Wright State U)

## Presidents and Officers, cont'd

<b>2005-2007</b>	Secretary	Junho Choi (Rensselaer Polytechnic Institute) Ji Hoon Park (Hope College)
	Treasurer	Tae-hyun Kim (U of Louisiana – Monroe)
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	Listserv manager	Young-Ok Yum (Kansas State U)
	Webmaster	Joon Soo Lim (Middle Tennessee State U)
	Student Board members	Younbo Jung (U of Southern California)
		Induk Kim (Purdue U)
Yongick Jeong (U of North Carolina – Chapel Hill)		
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	Vice Presidents	Sungeun Chung (Western Illinois U)
		Kwangmi Ko Kim (Towson U)
		Ji Hoon Park (Hope College)
	Secretary	Seok Kang (U of Texas at San Antonio)
	Treasurer	Tae-hyun Kim (U of Louisiana – Monroe)
	Editor	Jisu Huh (U of Minnesota – Twin Cities)
	Webmaster	Joon Soo Lim (Middle Tennessee State U)
	Student Board members	Bumsub Jin (U of Florida)
		Induk Kim (Purdue U)
		Sunyoung Lee (U of North Carolina – Chapel Hill) 



# Reflections: Live KACA History

## *Moving beyond Scientizing*

by Jae-won Lee

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**T**hirty years make one full generation, meaning the Korean American Communication Association, too, is about to commence a cycle of another generation. My sincere congratulations to all who will mark this occasion in early August in Chicago during the AEJMC convention. Around that time, I will be wishing you the very best from a remote place called Kathmandu.

When we organized the KACA, some scholars of Chinese background were giving us a look of envy. We showed them a one-page KACA by-laws. They used it as a model for their subsequent forming of their own grouping. Initially, our group tried to maintain some sort of relationship with the journalism and mass communication scholars in Korea. At one point, we also attempted to do some pioneering relationing with North Korea as some Korean political scientists had done it already. The North Korean authorities turned out to be smarter in rejecting this “dangerous” opportunity for their state media leaders.



Dr. Jae-won Lee

The KACA started as a very small group of colleagues, hence not much linen to wash from those earlier days. If I were to attend the Chicago gathering, seeing a large number of KACA members milling there, most likely I might have spilled a few points of some concerns that I have been mulling over some time. I sense it's the habit of a passing generation who somehow can't fully trust the younger generation. But, anyway, I might have mentioned something like the following.

For one, we all need to build up our scholarship based on some contextual knowledge, a knowledge that has the mark of an American cultural heritage. One could argue that scholarship is universal, but in reality it's not. If you need an example, just look at the European intellectual base of cultural studies. I am raising this concern while observing the large number of U.S.-trained Ph.D.s in Korea who seem to remain helpless in the explication of American culture with the average Korean audience.

For another, many of us often delve into some subject matters of research anchored in Korea. But, in this course, aren't we prone to resort to replicating the standard theoretic propositions that come from the “normal science” of communication studies? Perhaps, we need to pay some attention to the uniquely Korean dimensions in the subject matters, by going beyond the nice and tidy methodological treatments of standardized research questions. We need to move beyond the level of scientizing.

Lee, p. 14

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Prof. Jae-won Lee has just retired after 36 years of teaching at Cleveland State University. He specializes in news journalism studies and political communication. A graduate of Seoul National University, he worked five years as a reporter for *The Korea Times* before coming to this country as a Fulbright Scholar. His master's is from Marquette University and his Ph.D. from the University of Iowa. At Cleveland State, he had been directing the Journalism and Promotional Communication Division while concurrently serving as the university's Director of Curricular Affairs. His e-mail address is: [j.lee@csuohio.edu](mailto:j.lee@csuohio.edu).

# Reflections: Live KACA History

## *Memories of Early KACA*

*by Seong H. Lee*

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I wish I have a better memory system than before. But I will try to write some brief memories of what I remember about the early days of KACA. If anything inaccurate in my writing here, my old colleagues, please correct them. The following is based on only my memories and experiences as the first vice-president, the second president, and the first editor of the KACA Newsletter. I also served again the presidency in 1992-94(?).

It all started in the 1977 annual convention of AEJ (old AEJMC) held in Madison, Wisconsin, more precisely on the campus of University of Wisconsin. Four Korean American professors and a Korean graduate student (now Prof. Dongshin Lee of Kyunghee University) in journalism and mass communications gathered together and discussed about initial ideas of starting an organization for Korean-American mass communication scholars, including graduate students. The four professors attending were: Sunwoo Nam (currently an attorney in the D.C. area), Taik-sup Auh (now at Korea University), Hyun-kap Kim (U of Wisconsin-Stevens Point) and Seong Hyong Lee (then U of Wisconsin-Stevens Point). All attended favored the idea. There, we tentatively elected Prof. Jae-won Lee (now Cleveland State U) as the first president of KACA (pending his acceptance, which he did later).

As a novice assistant professor, I happened to be assigned to take care of the initial organization of KACA, including drafting the by-laws (Constitution) of the new association. Eventually, I also assumed the job of editor of the Newsletter and became the primary contact person for the organization for ten some years.

Our first project was to hold joint conferences of KACA and a counterpart in Korea (the major one at the time was Korean Society for Journalism and Communication Studies, KSJCS). Early ones I remember are Chungpyong Joint Conference in Korea and Korean session in Athens, Ohio, as part of the AEJ Convention during the early and mid-1980s. It's good to see these joint conferences are still continuing in the U.S. and sometimes in Korea.

Succeeding presidents of KACA in 1980s were: Won-ho Chang of U of Missouri, Jin-keon Kim (SUNY-Plattsburgh) and Hyun-kap Kim (U of Wisconsin-Stevens Point), according to my memory. During the 1980s and the early 1990s KACA and KSJCS continued their joint conferences, including the memorable one at the AEJMC in Montreal, Canada, in early 1990s, which invited Deputy Ambassador of North Korea to the United Nations, Ho Jong. He served as a guest speaker at the luncheon of the AEJMC International Communication Division, special panelist in a joint KACA-KSJCS session and guest speaker at a dinner meeting hosted by KACA. In addition to a number of Korean Journalism and communication scholars, 16 Korean newspaper editorialists and managing editors attended at the meeting.

Mostly, my attendance at the joint conferences continued until the mid-1990s. I'm pleased to know the cooperative efforts between KACA and a Korean counterpart continued and expanded in the last decade. It is my hope this efforts continue and more scholarly works could result, for instance, publishing proceedings and journal articles. 🌈

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\* This special column was published in the Fall 2006 issue of the KACA Newsletter.

Dr. Seong H. Lee is Professor Emeritus of Communication at Appalachian State University in Boone, N.C.

# Reflections: Live KACA History

## *1992: The Year KACA Raised an Interesting Question*

by Jin Keon Kim



Dr. Jin Keon Kim

The life of the mind, whether of an individual or an organization, invariably mandates a search for “interesting questions.” The *Talmud*, a collection of arguments and opinions on Jewish law, contains a parable in which a man runs down the street screaming, “I’ve got an answer. Who has a question?” The parable simply alludes to the fact that human beings are capable of offering answers for all sorts of problems rather easily. What is really hard for them is to raise the right questions. This epistemological irony applies particularly to the life of a scholar. All of us are good at dispensing ready-prescribed answers. We even teach methodology courses in which we offer an array of tools for finding answers or truths. What can be most challenging, however, is how to teach others to raise interesting questions—the kind of questions that would really make a difference.

The Korean American Communication Association took up the monumental task of raising “an interesting question” in 1992. As part of the AEJMC annual convention in Montreal, it was decided to raise a rather bold and provocative question: “What if we invited a high government official of the Democratic People’s Republic of Korea to a scholarly forum and challenged the individual to engage in a quasi-debate with us on a variety of issues pertaining to the reunification of the Korean Peninsula?”

The question was clearly bold, since a meeting between communication scholars of South Korean origin and a high North Korean government official was unprecedented. The question was also provocative because, in spite of the on-again/off-again dialogues between the two Korean governments that had been held in one form or another for almost two decades, the two Korean governments appeared to be wary of any meetings between the citizens of the two nations that were outside the realm of each government’s political control.

The Pyongyang authorities agreed to dispatch the second-highest ranking diplomat from North Korea’s U.N. Mission, Ambassador Ho Jong, to the Montreal conference. Delighted with this “green light” coming from government notorious for being secluded and intransigent, the KACA president, Prof. Seong H. Lee of Appalachian State University, and the executive committee made all the necessary arrangements for Ambassador Ho and the First Secretary, Chul-joon Li’s travel to Montreal.

Ambassador Ho, a mild mannered diplomat with a wide-ranging intellect, spoke at two conference sessions: the plenary session for the International Communication Division and a KACA session, “Mass Media and Korea-U.S. Relations.” In his calm but clearly-articulated voice, he delivered speeches containing, among other points, a litany of the alleged unfair and biased practices of the American news media in reporting on North Korea and its people. He also claimed that the practice of “un-objective” news reporting by the American media was hampering the “ardent yearning” of the people in the two divided nations in the Korean Peninsula to

Kim, p. 12

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Professor Jin Keon Kim (B.A. Sogang Jesuit University (English), M.A. Syracuse University (TV-Radio), Ph.D. in Mass Communication (1978), University of Iowa) is professor at the Department of Communication Studies, SUNY Plattsburgh. His teaching and research interest areas include: Intercultural Communication, Media Criticism, Media Law, Psychological Warfare and Information Ecology & Civic Society. His e-mail address is: kimjk@plattsburgh.edu.

## Kim cont'd

be reunified as one nation. There was no mistaking the sizable chasm between his stylistic eloquence as a diplomat and his ideologically-laced, one-sided judgment about the role of the American news media in damaging U.S.-North Korean relations.

Neither Ambassador Ho nor Secretary Li opened up to us for the first three days, even though Prof. Lee and I were interacting with them rather closely. (During the conference, I chauffeured them around, as I was the only attending KACA member with an automobile.) Our conversations remained strictly within the realms of professional/business matters and the exchange of pleasantries regarding weather, food and lodging amenities. Therefore, I was impatient to break out of this courtesy mode and venture into the uncharted territory of mutual-growth through frankness and honesty; as it developed, my role as the discussant in the KACA session demanded such a mode of discourse at the end of the third day of the conference.

Essentially I took issue with his characterization of the U.S. media's reporting as biased with the question: Have political, economic and technological conditions between the U.S. and North Korea been sufficiently open to warrant a normal flow of information as it is between the U. S. and South Korea? My argument went on as follows:

Any expectation that the effects of the half-century-long process of cross-indoctrination and self-indoctrination would abruptly disappear is unrealistic. Media coverage of a foreign nation presumes a fairly shallow learning curve, especially when the two nations involved have a long history of adversarial relations and cultural barriers. Painful as it is, one must recognize the possibility that "I" might be wrong about "you" as much as "I" feel "you" are wrong about "me."

America is too large a country to be understood through several witty remarks or even several voluminous books. Likewise, the American media is not represented by a monolithic voice. For better or worse, it has many faces and a variety of voices. If you are frustrated with one or even one hundred newspaper articles or television pictures about North Korea, please take heart. I assure you that, with the passage of time, there will emerge some voices of conscience and truth. Ultimately, they will begin to portray North Korea and its people as the way they should be portrayed when and if such voices find a resounding echo back from North Korea. As many fair-minded Americans would say, give us a chance to understand you and give yourself a chance to be understood. If North Korea can issue an equal demand with the same latitude and flexibility, then we will be in good shape to form a mutually respectful partnership.

The following day, several of us took our North Korean guests for a tour of Montreal. During the day I noticed a significant change in their demeanor: more open, free-spirited, displaying a greater sense of humor and even expressing their meal preferences ("Can we go to a place where we can taste Kimchi?"). Our debate on the comparative roles of religion under socialistic and capitalistic systems, which took place right in front of the magnificent colonnade of the Montreal's famous St. Joseph Basilica, was virtually unrestricted. Several probing questions from us about North Korean educational practices at the college level were answered with a surprising level of candor. Indeed, the day was replete with many moments of realization that whatever communication gaps existed between us, they could be bridged.

Overall, the conference was a remarkable experience. Many of us were concerned that the talks between the North and the South had reflected a non-dialogical, confrontational, provocative and self-expressive style of discourse, a style that can be clearly characterized as monologic. This expressive communicative behavior is mostly inclined to satisfy the communicator's own needs, without concern for the needs of others. Dialogic communication, on the other hand, necessitates instrumental communicative behaviors in which the importance of "the other" and the fulfillment of his/her needs in the process of rhetorical activity is recognized as an absolute sine quo non. Professor Lee had spent so many hours and so much energy to provide a forum where Korean American scholars could explore the possibility of turning the monologic talks into a dialogic rhetorical practice. The evidence for that possibility seemed to be rather compelling.

Kim, p. 14



# Reflections: Live KACA History

## *Beyond Family*

by Eunkyong Lee Yook



Dr. Eunkyong Lee Yook

**M**y involvement with KACA began in 1997, when I was a moderator for an NCA KACA session in Chicago, Illinois. As a non-traditional graduate student with two young children, I graduated relatively recently in 1997 after a second Masters degree and then a Doctorate degree in 1997. My first M.A. was completed in Korea at the Hankuk University Graduate School of Simultaneous Interpretation and it was only after I married and came to the United States as my husband was studying for his Ph.D. that I was introduced to the field of Speech Communication. A French professor whom I had studied under at Sorbonne University for my graduate studies in interpretation, Mme. Karla Dejean, suggested this field as the closest to interpretation studies, and cautioned me not to become an English or Linguistics major, as it would be too constricting.

I had always been proud of my Korean heritage, and had an initial interest in the Korean American Communication Association, but my first official involvement with KACA was as a moderator for a KACA session at NCA in Chicago, recommended by Dr. Eung Jun Min. After that, I continued to be interested in KACA sessions and was NCA program planner from 1999 – 2003, after which I asked Dr. Jaesub Lee to take on the position. In 1999, when Dr. Min was president, I was asked to be KACA newsletter editor. At that time, we physically printed and mailed out newsletters, and though initially ignorant of the process, learned through Dr. Kwang Mi Ko, who was previous editor. I was editor until 2001, when I was elected KACA Vice President. Dr. Youngok Yum became newsletter editor after that. In 2002, I was approached about becoming President, as it is normal for the Vice President to succeed to the position, but as my family needed my attention at that time, I could not take the position.


In reflection, I see that through my involvement with KACA, I have built the confidence I needed to participate in other scholarly gatherings, even taking on leadership roles among U.S. scholars. At the beginning, I was so shy that I did not even attend NCA to receive my Top Student Paper Award! Through working with Dr. Min, I was able to take on officer roles that helped to propel me into officer roles in different NCA units. Not only that, I began working with Dr. Min on several projects, such as a book chapter in *Socio-cultural Conflict Between African Americans and Korean Americans*, co-edited by Dr. Min and Molefi Asante. I also co-edited the *Journal of Asian Pacific Communication* with Dr. Min in 2003 and co-wrote a paper on Communication Education in Korea, with Dr. Baek of Seoul National University. KACA not only provided me with concrete opportunities to improve my scholarship, but also gave me the firm foundation from which to develop my academic career. In that sense, KACA is like a supportive, nurturing family to me.

Yook, p. 14

Dr. Yook received her doctorate from the University of Minnesota's department of Speech Communication with an emphasis on Communication Theory. She has two Master degrees, one in Simultaneous Language Interpretation (Korean, English, French) and the other in Speech Communication. She has been teaching for more than twenty years in Korea, France, and the U.S. and has enjoyed it immensely. Within the U.S., she taught previously at Gustavus Adolphus College, University of Minnesota, and the Minnesota State University system. More recently she taught at the School of Communication at James Madison University. At the University of Mary Washington, as Speaking Center Director she especially enjoys interacting with the Speaking Center consultants and preparing them for their duties at the Center. Dr. Yook has been asked to take a second directorship recently, as Director of the Korea Exchange Program. Her research interests are on topics related to intercultural and instructional communication, with the latest publications, *A Guide for ESL Students in the Basic Communication Course*, and a *Guide for Instructors of the Basic Communication Course*. Her email address is: eyook@umw.edu.

## Yook, cont'd


Just as a family is made up of and strengthened by memories, memories of interactions with KACA members strengthen my fondness of KACA. Driving professors who were attending the ICA meeting in Korea to dinner at Annandale, enjoying conversations during the drive, and having former KACA president Dr. Gwang Jub Han join dinner with the professors, is one such memory. The fact that they somehow knew my family also made the memory more dear to me. Dr. Auh, of Korea University, had met my father in England as a student, and the story that he told made me feel truly as if the visiting Korean professors were not strangers, but supportive family members. I had a chance to see these professors again in Seoul for ICA 2002. It was just like seeing family!

This is why the message I would like to leave with this reflection is that I see KACA as “family” that provides the encouragement I needed to reach out to mainstream U.S. scholars. I believe that my calling in life is to bridge cultures, and showing what Korean scholars are capable of is part of what I believe I should do. It also goes well with my first Masters in Interpretation Studies, with which I continue to try to build cultural understanding. I do not think that being a KACA member, and only a KACA member, is helping me to achieve my calling. I want to branch out and be involved in mainstream U.S. academic culture as an equal, with important research to share. KACA allowed me to do this. Just as a family helps its members by providing a safe base to grow and develop, the support of KACA members and the experience of being an officer of the group have provided me with the confidence I need to grow as a Korean scholar in U.S. academia. As an NCA section chair, I can say that just as KACA helped me to become a valued member of U.S. academia, I will strive to mentor the younger scholars to also branch out and contribute to cultural understanding in the true sense of the term. 

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## Lee, cont'd

I also feel that we need to expand our scope of interest and activities toward a broader and global setting—broader by joining some related cognate groups like APSA or AAPOR, for example, and global by also following such other gatherings as IAMCR or AMIC. One has to wonder if he or she isn't merely developing an in-grown toenail or academic incest by playing only around the ICA, NCA or AEJMC circles.

This has to be my last point of observation. That is, a so-called communication scholar needs to have some practical experience in one's relevant sector. It is simply bordering the level of irresponsibility if you feel you can teach journalism, as an example, without ever having had a work experience in the newsroom. If you specialize in advertising, won't it be beneficial to have a few years of work experience with some ad agency? I am recalling Norbert Wiener's famous dictum: The people who have elected communication as a career so often have not much to communicate. 

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## Kim, cont'd

Admittedly, the dialogue in Montreal took place on a humble scale and in an extremely limited scope. But it is worth noting that Ambassador Ho Jong was intimately involved in the U.S.-North Korean nuclear talks that ultimately led to the first denuclearization agreement in 1994. There is no way to assess objectively the contribution of KACA's 1992 Montreal experiment toward a peaceful coexistence between the two Koreas, but there is no doubt that it was a year when we raised an interesting question that would make a real difference.



# Reflections: Live KACA History

## *Personal Memories and Expectations for the Future of KACA*

by Ji Hoon Park

I recall vividly the first KACA meeting I attended during the 2003 ICA convention in San Diego. It was encouraging to know that there were a number of Korean scholars and graduate students researching various aspects of communication. KACA has offered me a venue where I could get connected to people beyond my own narrow school ties and areas of concentration. Through KACA, I made many friends with whom I ended up sharing rooms or organizing a panel in later conferences. What fascinates me most is the sense of community KACA promotes. Since my first encounter, KACA has always given me a sense of home, identity, encouragement, and empowerment.

I unexpectedly joined the KACA executive board as a student member in the summer of 2005. I remember Dr. Kwan Min Lee of the University of Southern California “bribed” me and Younbo Jung (Currently at Nanyang Technological University) with Gal-bi-Tang and Nang-Myon at a Korean restaurant in Los Angeles to persuade us to serve as student members! But in fact, I was thankful to him for offering me the precious opportunity to serve KACA. It was rewarding to work collectively with Younbo Jung, Induk Kim, and Yongick Jeong to create a comprehensive directory containing information of most Korean professors and graduate students in the United States.

I am grateful that I still hold an undeserving position of a KACA Vice President in charge of the KACA sessions at NCA. Over the years, I have learned tremendously from those (board members or volunteers) who have enthusiastically devoted their time and efforts for a variety of KACA activities. I am hoping that KACA continues to play a central role for Korean scholars as an academic community and beyond. I am very happy to be part of this loving community.

For me personally, I would like KACA to make more efforts to embrace members whose interests lie in diverse areas of communication research. It is my impression that many still don't find themselves fit in KACA because their line of research is considered non-mainstream (to name a few, critical studies, cultural studies, qualitative research) and thus, they feel marginalized. I am hoping that KACA represents a mean for communication through which members of different research interests and methods share their ideas and opinions and mutually benefit from each other. 🇰🇷



Dr. Ji Hoon Park

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Dr. Ji Hoon Park (Ph.D. University of Pennsylvania) teaches at Hope College in Holland, Michigan. He specializes in cultural studies, documentary film (including production), reality television, minorities in the media, and qualitative audience research. His e-mail address is: [parkj@hope.edu](mailto:parkj@hope.edu).



# Reflections: Live KACA History

## *Tribute from a Student Member*

by Induk Kim

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### *KACA Has Guided My Journey in the U.S.*



Induk Kim

I have been a KACA member since 2002 when I first came to the University of Hawaii at Manoa as a master's student. Being around Dr. Min-Sun Kim and Dr. Hyeryeon Lee, who are the former and current KACA presidents, I often heard about the history and activities of KACA and naturally developed interest in getting involved.

Since 2004 I had an opportunity to serve KACA as a student secretary, which allowed me to participate in monthly KACA conference calls, being involved in planning and organizing activities of KACA. Words cannot describe how much help I have received from KACA in terms of my academic development. Thanks to the KACA paper sessions, I have been able to present more papers in conferences, and had opportunities to get to know Korean professors and graduate students in different regions.

Especially this year when I was in the job market, many KACA members offered me support and encouragements. Furthermore, the job search guide circulated within KACA was an enormous help! As KACA members, we share similar cultural backgrounds, struggles and goals in academia, and the social support and interpersonal relationships that are developed among KACA members have guided my journey in the US. Such social support and interpersonal relationships are what I cherish the most as a member of KACA. I would like to thank my mentors, Dr. Min-Sun Kim and Dr. Hyeryeon Lee, for introducing me to this wonderful network of people. I hope to be able to contribute to the development of KACA in many more coming years. 🇰🇷

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Induk Kim received BA in Psychology at Yonsei University in 2002, MA in Speech at the University of Hawaii at Manoa in 2004, and will receive Ph.D. in Communication at Purdue University in August, 2008. She will join the Department of Communication at Northern Illinois University as an assistant professor beginning this fall. Her research interests are the communicative acts of resistance that are mobilized by marginalized publics, and her dissertation project delineates South Korean peasant-activists' struggles against the Korea-US Free Trade Agreement.

# Photo Gallery - 30 Years of KACA

## KACA newsletter

KOREAN AMERICAN COMMUNICATION ASSOCIATION

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Volume 10      Number 1      January      1987

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**President's Note**

Greetings--

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

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

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

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

program participants and their topics to ICA in February.

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

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

Best Regards, ---Hyun Kap Kim

**Invited Essay**

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

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January 1987 Issue of Newsletter

## The KACA Newsletter

Volume 17, No. 1      Korean American Communication Association      Spring 1995

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**KACA Session at the ICA Convention**

With the recognition of KACA activities by Program Chair Charles Burger (UC-Davis), KACA will have a research session at the ICA convention in Albuquerque Friday, May 26, at 3:30-4:45 pm. The session is titled "Communication and Development in Korea." Paper presenters are Hyeon-Dew Kang (SNU), Young-Suk Kim (Yonsei), U-Ryong Kim (Hankuk U of Foreign Studies), Ji-Hyon Lee (Western Illinois), and Jin-Keun Kim (SUNY-Plattsburgh). Jong G. Kang organized the session and will preside at the session. Haejung Paik (Oklahoma) will substitute for Won Ho Chang (Missouri) as a respondent. Participants, as usual, will have a dinner meeting after the session.

**KACA Business Meeting**

A business meeting will be scheduled during the ICA convention and announced at the conference site. For more specifics, please contact Jong G. Kang (president) or Kyu Ho Youm (former president).

**UMKC's Donation to the KACA**

Department of Communication Studies at the University of Missouri-Kansas City recently donated \$100 to the KACA for its mailing expenses in sending out KACA newsletters. The department chair, Dr. Gregory Black said that "this small fund helps KACA activities" and further appreciated Korean scholars' contribution to the communication field. Dr. Black is a well-known film historian in the U.S. and recently published a book titled *Hollywood Censored: Morality Codes, Catholics, and the Movies* (Cambridge U Press, 1994).

**Editorial Column: Does an Experiment Continue?**

By Jae Chul Shim  
Kansas City, Missouri

When you open this newsletter, you may be surprised to find that it is written in English. The last issue was written exclusively in Korean. You may be also discontent that this newsletter does not carry much detailed professional news.

In August 1994, the then-new KACA president Jong K. Kang and the current editor decided to change the format of the KACA newsletter dramatically. This decision was based on a discussion at a business meeting held during the 1994 IAMCR convention in Seoul. At this meeting, participants discussed 1) whether we should use English or Korean in the newsletter and 2) how to handle the huge amount of professional news coming in from members. This news included conference papers presented, new articles and book chapters published, and grants, awards and fellowships received, etc. So, after consulting several senior members, we decided to use Korean for the Fall 1994 newsletter and to reduce members' professional trivia significantly, replacing it with more personal and human interest news. (Please turn to page 2)

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Spring 1995 Issue of Newsletter

## The KACA Newsletter

Volume 17, Number 2      Korean American Communication Association      Fall 1995

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**President's Note**

**The Drive for New Membership is On!**

Greetings! We're looking to expand the number of membership in KACA.

Currently, we have approximately 200 members receiving the benefits this group provide. Over the next year, we are making a strong push to ensure that every post- undergraduate Korean/Korean-American in communication and other related areas has knowledge of this opportunity to communicate with his/her peers.

This is where you come in. If you know anyone who is interested in our group, pass on a membership application sheet to them.

**Editor's Note**

As you may remember from the last issue, KACA was asking self-nominations for a new editor, filling in the former editor Jae Chul Shim who moved to Korea University. Well, no one had responded.

During a private phone conversation with the president, he asked me to serve as the secretary and the editor. I accepted the appointment without giving much thoughts. After receiving few hundred pages of documents and additional administrative duties from my predecessors, I think I know why no one responded.

Although the assignment for the editor is overwhelming, I am honored to serve as the new editor of KACA Newsletter.

Explain the numerous strong-points of KACA: conferences, grant opportunities, interpersonal communication and a biannual newsletter to keep you informed on events affecting Koreans in the field.

Our members need to continue growing if we want to serve our members in the best possible manner. Take pride in this group and share the experience with everyone.

Everything continues to grow by leaps and bounds in KACA. The 1995 ICA's KACA session was a success, and we are now working on creating a presentation table at the next meeting.

Best wishes for your happiness in this holiday season.

Jong G. Kang  
Illinois State University

**Something New at 1996 AEJMC Conference**

The summer of 1996 will see the annual AEJMC conference head to the sunny state of California!

Not only will AEJMC give participants a chance to learn and socialize, KACA is planning something new.

In conjunction with the Chinese Communication Association, KACA is sponsoring a panel discussion.

KACA president Jong Kang has talked with CGA president Tsan-Kuo Chang to organize a presentation that will best meet the needs of each organization.

A panel discussion investigating communication and development in China and Korea will be based on the presentation of two or three papers from each group.

Anyone interested in presenting a paper or research at the AEJMC conference should contact KACA president Kang.

Jong G. Kang  
Department of Communication  
Illinois State University  
Normal, IL 61790-4480  
(Tel) 309-438-3671

Fall 1995 Issue of Newsletter

## The KACA NEWS

Volume 18, Number 1      Korean American Communication Association      July 1996

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**President's Note**

Greetings and welcome to the July 1996 KACA newsletter. The past months have been exciting time in the history of our association.

To begin with, KACA is arranging to host the ICA 2002 in Seoul, Korea. After meeting with past, present, elected ICA presidents and administrators and KSJCS (Korean Society for Journalism and Communication Studies) president, all parties agreed to prepare a proposal for discussion in the near future. The KACA and KSJCS have also agreed to hold a joint conference to discuss the upcoming event.

Next, as I mentioned in the last issue, KACA is still striving to reach the 300-member plateau. Your continued cooperation and help in recruiting is greatly appreciated. We would like to include many members as possible in various upcoming events and projects.

Finally, I am pleased to announce that KACA is finalizing a plan which would allow the inclusion of a session at all future ICA & AEJMC conferences. After the successful session we held at Chicago ICA, we hope to continue the trend well into the future. Inquiries & submissions should be made to our editor/secretary for review by KACA board. Best of luck to you in all your academic endeavors!

Jong G. Kang  
Illinois State University

**ICA 2002 in Seoul?.....**

President Kang (Illinois State) is taping the possibility of hosting ICA 2002 in Seoul. As you may know, ICA has already had its previous conventions in few cities outside of the States, such as Sydney and Dublin.

Prof. Kang is cautiously optimistic about the prospect. He already had an initial meeting with many executive members and present and elected presidents of ICA. More substantial discussion will be followed at of the upcoming AEJMC Convention in Anaheim.

Prof. Jongki Kim, president of Korean Society for Journalism and Communication Studies (KSJCS), will attend the meeting as well.

**Korean Sessions at ICA/AEJMC/SCA**

KACA has held Korean sessions at ICA and AEJMC for several years. They have provided an invaluable site for both Korean and Korean-American scholars sharing scholarly interests.

Now we are planning for a Korean session at SCA in conjunction with Asian-Pacific Caucus. The panel will mainly consist of our student members. See subsequent pages for more information.

**Surfing KACA! Internet Home Page**

In the last issue, we were looking for a volunteer to set up KACA Home Page in the World Wide Web (WWW) to increase its communication with members.

Mr. Joobahn Kim, a student secretary, graciously volunteered to construct our home page. The page is still under construction. It should be available to our members by the middle of August.

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://www.cis.upenn.edu/~sjokim/home.html> (No spaces between codes).

The address is Mr. Kim's personal site, but when it is completed, we should be able to name our permanent address.

**Reminder**

The financial strength may not be an essential factor of our success as an organization. However, it would give us an extra strength to pump our muscle for the future. Mind is terrible thing to waste? Yes, mind is precious but your Contribution would be more precious.

July 1996 Issue of Newsletter



# Photo Gallery - 30 Years of KACA



KACA former president, Dr. Gwangjub Han



KACA at the 1999 AEJMC Convention in Baltimore



KACA at the 1997 ICA Convention in Montreal



KACA dinner at the 2001 AEJMC Convention in D.C.

# Photo Gallery - 30 Years of KACA

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Dr. Taik-sup Auh (2nd from the left), one of the founding members of KACA, with KACA members



Current KACA officers along with Dr. Jae-chul Shim (former KACA Secretary and Editor) gathered at the 2008 ICA Convention in Montreal

# KACA Announcements

## Official KACA Forum was launched!

Official KACA Forum was launched at <http://KACAnet.org/talk/>.

Simple but powerful: Enjoy the Zen of Simplicity.

We strongly recommend you to subscribe the RSS feed (<http://kacanet.org/talk/rss.php>) of our Forum to keep a trace of the latest update.

Tagging: you can put tags for each of your contribution. You can also read or look for relevant posts based on tags. Speedy post and secure management of existing entries.

Bookmark our Forum or subscribe its RSS feed at <http://kacanet.org/talk/rss.php>.

## 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](http://www.bloglines.com)), a Web-based RSS reader. Bloglines is free and easy to use.
- Alternatively, you may use a desktop-based RSS reader. You can find more information about Top 10 desktop-based RSS reader at [http://email.about.com/od/rssreaderswin/top/top\\_rss\\_windows.htm](http://email.about.com/od/rssreaderswin/top/top_rss_windows.htm).
- Also, you can subscribe by email. Simply enter your email address in the blank you see on the right-hand side of the KACA homepage at <http://www.kacanet.org/>.

### How to contribute to the KACA blog

Anyone who signed up for the KACA blog can contribute.

To sign up for the KACA blog, go to <http://kacanet.org/blog/wp-register.php>.





# KACA Events

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## KACA 30<sup>th</sup> Anniversary Conference, August 5, 2008, Chicago

**T**he KACA 30th Anniversary Conference will be held on August 5 this year. It will be a full day conference, a day before the start of the AEJMC conference. This conference will be an opportunity for all of Korean communication scholars to come together and share our research findings as well as our visions for the future.

Mr. Youn Ho Oh, the president of the OhmyNews, who has made news worldwide by his innovative citizen journalism site will be our plenary speaker. Many of the founding members of the KACA 30 years ago will be attending the meeting. In addition to a wonderful research panel sessions, we will have a gala reception, sponsored by the Korea Times USA, where we will recognize our founding members, Distinguished Young Scholar Award recipients, and Outstanding Student Award recipients.

This is truly our event. We hope to see as many of you as possible in Chicago on August 5 this summer! Please mark you calendars and plan on attending the conference. Conference general information and registration information is available at the KACA website ([www.KACAnet.org](http://www.KACAnet.org)).

**REGISTRATION FEE** (includes lunch, dinner, and conference materials):

Faculty/Professionals - \$50 (before July 25); \$60 (after July 25)

Students - \$10 (before July 25); \$15 (after July 25)

