

KACA

Newsletter

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KACA is now on the Web at <http://cal.jmu.edu/kaca>

Official Newsletter of The Korean American Communication Association

New KACA officers ready for year 2000

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Gwang-Jub Han, Howard University

Vice President:
Min-Sun Kim, U. of Hawaii, Manoa

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Taehyun Kim, Ohio State U./The Madison Press

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•The KACA Newsletter is published biannually by the Korean American Communication Association. KACA Newsletter is only one of many benefits KACA provides.

•The KACA Newsletter welcomes your opinion or idea concerning topics of significance to the discipline.

•The KACA Newsletter is designed by Taehyun Kim, KACA Student Representative.

Greetings, Colleagues!

I hope everyone's semester is going well. I am honored to serve you in the capacity of president for yet another year. I want to express my deepest gratitude to all of you who supported me and particularly to professors Eungjun Min and Kwangmi Ko. During my sabbatical in Korea last year, they dedicated themselves again to this organization and contributed significantly to its leadership. I don't know what I would have done without them.

I now realize that it was a big mistake to agree with Dr. Min who wanted, after 4 years of service as secretary, editor, and vice president, to take a break for a while. He should have served as president before he took the break. Dr. Ko has served 2 years as treasurer and editor. In addition to arranging Korea sessions and business meetings both at the ICA and the AEJMC, they published Newsletters that cover news on our members' professional activities and positions available in Korea and in the US. I have developed a vision for the year 2000 and beyond in consultation with them, one that is not impracticable but one that can be accomplished step by step.

The year 2000 will be exciting but busier than any other year because we need to prepare for the annual conference of the ICA in

Seoul in 2002. Since professor Jong K. Kang initiated the work when he still was the president of our organization, he continues to work closely with the ICA board members and officers. I expect he will soon give us ideas of how to work together with the KAEJMC in order to make it happen successfully.

Our website, under the direction of Student Representative Taehyun Kim (Currently, reporter for The Madison Press) is working on our organization's website and it will be soon available to everyone. Then, any news, particularly from Korea, will be real news because it will be there on the site without the delay that we used to have. We are also developing a database of members' e-mail address.

The new officers who were elected at the last business meeting in San Francisco, Minsun Kim, Esther (Eunkyong) Yook, and Jaesup Lee, and I will work very closely to serve you better. As we grow as an organization, we need more input from you. Let us hear from you about what to do and how to do it. We are now functionally more diversified than last year and hope to move forward smoothly.

Thank you.

Gwang-jub Han,
Howard University

Greetings from newly elected KACA officers for 1999-2001

KACA TREASURER JAESUB LEE

I am currently an Assistant Professor in the School of Communication, University of Houston. I've been teaching and researching organizational communication areas at here Houston a little over 4 years.

As a new treasurer, I have a couple of modest goals. One is to keep up with great jobs that previous treasurers had done. This means that I will do my best to collect membership dues and incidentals. Another goal is to launch a small scale or opportunistic campaign to raise funds for KACA. This would mean shameless impositions on numerous unsuspecting individuals for their generosity. My warmest regards to all KACA members.

KACA NEWSLETTER EDITOR EUNKYONG YOON

I'm glad to introduce myself to members as your new KACA newsletter editor. I am an Assistant Professor at James Madison University, School of Speech Communication.

Thanks to the information passed on to me from former editor Kwangmi Ko and Past KACA Vice President Eung Jun Min as well as the able technological assistance of Reporter Taehyun Kim, I believe that we are making a smooth transition. Through this newsletter, I hope to promote a sense of community among young and established Korean scholars by knowing about KACA members' new jobs, moves, publications, etc.

From your messages, I can see that the Korean scholar community is doing many wonderful things in

terms of travels, grants, publications, and other scholarly and personal pursuits. I hope that hearing about the various activities of KACA members will energize us to keep doing more. If you have any news, suggestions, or feedback, please forward them to me at yookel@jmu.edu.

KACA STUDENT REPRESENTATIVE TAEHYUN KIM

First of all, I would like say that I am blessed to have this wonderful opportunity to use my humble skills for KACA. Producing the newsletter and helping KACA activities have been demanding but rewarding work for me. I am truly thankful to every senior KACA officers I have had chance to work with since 1997.

They have been not only my "bosses" but, in most cases, wonderful personal mentors who have been generous with their time and wisdom. I've sought valuable academic counseling as well as "In Sang Sahng Dham" especially from Prof. Joohoan Kim, Prof. Kwangmi Ko, Prof. Jae-won Lee, and Prof. Kyu Ho Youm. As a "younger" generation KACA member, I strongly urge other Korean students to contact us and take advantage of various useful resources available from KACA at its full extent. I wish a merry christmas and happy new year to all KACA members.

Due to time commitments, KACA Vice President Minsun Kim and Secretary Joohoan Kim have not been able to send their messages for this issue. We hope to hear from them in our next newsletter.

KACA By-Laws amendments and additions

Amendments of By-Laws:

5.0: "There are six officers in the association: president, vice president, treasurer, editor, secretary, student rep. All the Officers shall be elected."

5.3: "Secretary is instrumental to the functions of president and vice president. His/her major duties include general administrative works, organizing KACA sessions at various conferences, and maintaining the association's website. He/she shall be the acting vice president in case of the vice president absent.

New Additions to the By-Laws

5.4: "Treasurer manages all financial aspects of the association including book keeping, collecting member-

ship dues, and soliciting external funds for the association."

5.5: "Editor is responsible for various publishing functions of the association, including the newsletter."

5.6: "Student representative acts as a liaison between faculty and student members. His/her major duties include managing student memberships, representing student members' concern and welfare, and assisting the secretary and the editor in various functions."

KACA sessions during Chicago NCA

KACA hosted two sessions during the National Communication Association on Saturday, Nov. 6 1999 at Chicago Hilton.

SESSION I: CROSS-CULTURAL ANALYSIS OF LANGUAGE, COMMUNICATION ADAPTATION, AND IDENTITY IN KOREAN-AMERICAN CONTEXT

Sponsor: Korean American Communication Association

Chair: Kyong L. Kim, Mount Vernon Nazarene College, OH, USA

PRESENTATIONS

A Connotative Semiological Analysis: an Analysis of Koreans' Use of the Acronym 'IMF' as Myth.

Eunkyong Lee Yook, James Madison University

Korean Students' Self-Perception and Cultural Adaptation in American University.

Yang-Soo Kim, University of Oklahoma

Loneliness, Relational Satisfaction, and Self/Partner Relationship Behavior: A Cross-Cultural Comparison between the U.S. and Korea.

Young-Ok Yum, University of Hawaii, Manoa

Group Conversation of Korean Couples in America: Gender, Power, and Social Structures.

Oh-Hyeon Lee, University of Massachusetts, Amherst

Korean Americans' Relational Ethnic Identity and Mental Health.

Eura Jung, Penn State University

Sex and Violence: A Textual Analysis of Korean prime time Television.

Jong G. Kang, Illinois State University

RESPONDENT

Jaihyun Lee, Western Illinois University

SESSION II: THEORIZING DIGITAL MEDIA THROUGH KOREAN EXPERIENCES

Sponsor: Korean American Communication Association

Chair: Jong G.Kang, Illinois State University

PRESENTATIONS

Belief in Modernization and Hope in Information Society: South Korean Media Industry.

Doobo Shim, University of Wisconsin, Madison

Impact of New Media Technology on South Korean Labor Movements' Resource Management Strategies.

Taehyun Kim, Ohio State University

The New Media inn the Old Media: Reporting Communication Technologies in the Mass Media.

Mee-Eun Kang, Cleveland State University

Homo Telephonicus: The Emergence of New Communication Pattern in Korea.

Shin-Dong Kim, Hallym University, South Korea

Taking Privacy Seriously in the Age of Homo Digitals: Dataveillance and the Korean National Identification Card System.

Joohoan Kim, Boston College

RESPONDENT

Eunkyong Lee Yook, James Madison University

Please be alerted for the Call for Papers for KACA NCA 2000 sessions in our upcoming Spectra Journal, published by NCA. Typically, deadlines for panels and papers are in February.

KACA hosts ICA paper session

A special paper session went successfully at ICA in San Francisco this year. Above presentations were followed by KACA annual dinner at Hyong-je Galbi Restaurant

SESSION TITLE: CULTURAL, POLITICAL, ECONOMIC, AND TEXTUAL ANALYSES OF KOREAN-RELATED COMMUNICATION PHENOMENA

Sponsor: Korean American Communication Association

*Chair: Gwangjub Han, Howard U, Washington, DC, USA,
President of the Korean American Communication Association*

PRESENTATIONS

Public Opinion Polls in Korean elections: Dr. Jekyll or Mr. Hyde?
Mee-Eun Kang, Cleveland State U, Cleveland, OH, USA

Testing a cultural Model of Conflict Styles: A Comparison Among Koreans, U.S. Mainlanders, and Residents of Hawaii.

Min-Sun Kim, U of Hawaii, Manoa, Honolulu, HI, USA
Kak Yoon, Washington State U, Pullman, WA, USA
Hochang Shin, Ewha Women's U, Seoul, KOREA

The Audience's Assessment of Quality in TV Programs: A Korean Perspective.
June-Woong Rhee, Korean Broadcasting System (KBS), Seoul, KOREA

Digital Television in Korea: Current Status and Prospects
Gwangjub Han, Howard U, Washington, DC, USA

Critical Assessment of Global Communication Laws: A Case of East Asia.
Jisuk Woo, Korean Telecommunication Research Institute

RESPONDENT

Eung Jun Min, Rhode Island College, Providence, RI, USA



Dr. June-woong Rhee



Dr. Kwang-jub Han



Dr. Min-Sun Kim

Wrapping up NCA and AEJMC KACA Sessions

NCA NEWS FROM WINDY CITY

KACA hosted two sessions at NCA in Chicago this year. The sessions were well attended with young scholars in the audience as well as many familiar faces. KACA members held a business dinner meeting at Chosun Ok where the newsletter editor announced the website address [<http://cal.jmu.edu/kaca/>] Dr. Lee Jaihyun and Dr. Kim Kyong Liong lead the conversations and announced suggestions for submitting papers for the next NCA.

We look forward to seeing you again at NCA KACA sessions. The next NCA is in Seattle, Washington. Look for the "Call for Papers" in our Spectra magazine. You may contact the newsletter editor if you have any questions (address on front page). Hope to see you in Seattle in 2000!

AEJMC NEWS FROM FRENCH QUARTER IN NEW ORLEANS

At 1999 AEJMC in New Orleans, KACA sponsored a session, entitled "Changing Perspectives on the Korean Press." Even if two panels were not able to attend the session, both presenters and the respondent, Jae-won Lee of Cleveland State University, productively exchanged their academic insights over the topics. In particular, the comments and questions from Jae-won Lee inspired not only the presenters for their research but also the audience for their possible future studies.

After the session, the annual dinner was held at Pink Lotus Chinese restaurant in the well-known French Quarter area. Following dinner, Inkon Park, a doctoral program student at the University of Southern Mississippi, guided KACA members to an authentic jazz bar in the French Quarter. All the KACA faculty members at AEJMC were pleased with growing number of KACA students who made presentations and actively participated at various conference sessions.

SPECIAL DONATIONS

KACA would like to thank special donations from following faculty members. It is always nice to see there are many people who are willing to support KACA and stay in touch with us.

Dr. Jae Chul Shim, Korea University: \$10

Dr. Dong Hyun Byun and Dr. Young Kee Kim, Chonnam National University: \$ 120

Dr. Jae Won Lee, Cleveland State University: \$100

Dr. Seong H. Lee, Appalachian State University: \$50

KACA member bulletin board

Traveling China

✓ Here is a word from Dr. Jaihyun Lee, Western Illinois University: "This summer, I traveled nearly 3,000 miles in China by plane, train, bus, camel, horse, and on foot, exploring that part of the ancient Silk Road. Much of it was in the desert, of course, until I reached Xi'an. From there, I went to Luoyang, Taiyuan, Dengzhou, Datong, and on to Beijing. By no means it was a comfortable trip, but a very interesting study tour of the ancient international communication and multinational culture."

Tenure and promotion news

✓ Yoon Kak (Washington State University; former Vice President of KACA) has accepted a job at Sokang University and will begin teaching there in Spring of 2000.

✓ Yungwook Kim (Ph. D., University of Florida) finished his doctoral program of mass communication on May and started his full-time teaching career (tenure track) at Illinois State University on August, 1999. His research interest area is public relations. His new address is as follows: Department of Communication, Illinois State University, Normal, IL 61790-4480 (ph. 309-438-7630, email: ykim4@ilstu.edu).

✓ Inah Ha, Ph.D. University of Minnesota, received her doctorate and has been appointed to Ewha Women's University as an Assistant Professor. Congratulations to Dr. Ha! We hope she continues to come to our meetings and stay in touch despite being busy at her new job.

✓ KACA Secretary and former faculty at Boston College, Dr. Joochan Kim has moved to Yonsei University as an assistant professor. His new address is:
Department of Mass Communication
Yonsei University
134 Shinchon, Sudaemun-ku
Seoul, 120-749, South Korea
Tel. 82-2-361-2982 Email: jkim@yonsei.ac.kr
Fax in US 603-250-3366

✓ Eunkyong Yook (James Madison University) is a new member of the editorial board of Communication Education. She published a Korean-American cross-cultural article in *Perceptual and Motor Skills* with Catholic University (Korea) professor Dr. Bokyung Ahn, earlier this year, along with two articles in *Communication Education*, and one in the *Journal of the Association for Communication Administration*.

Getting published

✓ EungJun Min (Rhode Island College) completed his edited book on the topic of the homeless issue this year.

The book is entitled *Reading The Homeless: Media Portrayal of The image of the Homeless* (July, 1999) by Praeger.

✓ Hee-sun park, doctoral student in Communication program at University of California at Santa Barbara, would like to share her recent publication news with KACA members:

- Levine, T. R., Park, H. S., & McCornack, S. A., (1999). "Deception Detection Accuracy and Truth-lie Base Rates: 'Veracity Effect.'" *Communication Monographs*, 66 (2), 125-144.
- Park, H. S., & Levine, T. R. (1999). "The Theory of Reasoned Action and Self-construals: Evidence from Three Cultures." *Communication Monographs*, 66 (3), 199-218.
- Park, H. S., (1999). "The Theory of Reasoned Action and Self-construals in Predicting Intention of Studying among Korean College Students." *Communication Research Reports*, 15 (3), 267-279.

Recognitions and awards

✓ Kyu Ho Youn (Arizona State University) has received the best research paper awards from the Association for Education in Journalism and Mass Communication (AEJMC) and the Southwest Council for Education in Journalism and Mass Communication (SWECJMC). He has research articles accepted for publication in the *Journal of Media Law and Practice* (London), *UCLA Pacific Basin Law Journal*, and *Columbia Journal of Asian Law*. He has published book chapters in *Walking the Tightrope*, *Carter-Ruck on Libel and Slander*, *Communicating Democracy*, and *Liberty and Censorship*. He has authored *Communication and the Law*, a college media law text, as a member of the Communication Law Group since 1997. His media law articles have been published in *Communication Law and Policy* and *Communications Lawyer*. He has reviewed books for *Newspaper Research Journal*, *Journalism Studies*, *Journal of Communication*, and *International Communication Bulletin*. He was awarded a travel grant from the ASU Center for Asian Studies for his research trip to Korea, a summer stipend grant from the ASU College of Public Programs for research on libel litigation against U.S. media abroad, a scholarship from the Practicing Law Institute in New York. He was interviewed by the *Tribune Newspapers* for comments on the recent U.S. Supreme Court decision on Internet indecency and on the proposed flag protection amendment in Congress.

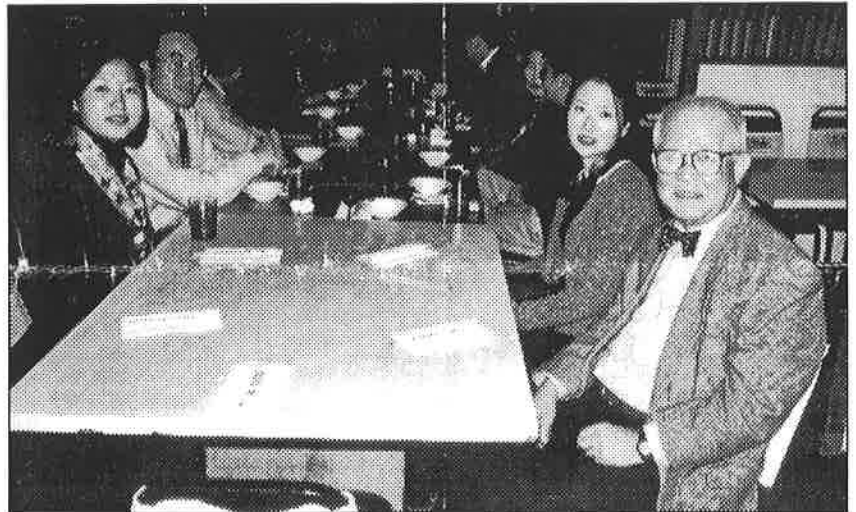
Flashback KACA 1999



Above: KACA session during NCA in Chicago attracted a significant number of non-Korean audiences. Left: Dr. Esther Eunkyung Yook, middle, makes her point during her paper presentation in NCA while Dr. Young-ok Yum, left, and Dr. Kyung L. Kim and Dr. Jong G. Kang listen. Lower left: Dr. Jaesub Lee shows his great smile! Lower right: Korean communication scholars attentively listen to KACA paper presentation during ICA in San Francisco. Bottom: KACA Student Representative Taehyun Kim presented his paper with Doobo Shim, Ph.D. Student from U of Wisconsin, Madison, during NCA KACA session.



Photos by Dr. Jaihyun Lee and Dr. Eungjun Min



After thought-provoking paper presentations, KACA shifted to casual mood at authentic Cho Sun Ok restaurant in Chicago Korea town. A former journalist Dr. Jaihyun Lee swiftly moved around the table with his camera and captured candid moments. From top: Dr. Tim Levine, Michigan State University Professor and Hee-sun Park joined the dinner. Top right: Dr. Jaihyun Lee works on his camera to capture the "Kodak" moment. Middle left: Dr. Esther Eunkyung Yook, on the left, a new KACA newsletter editor, and Dr. Young-Ok Yum. Middle right: Dr. Jaihyun Lee poses with first-timers of KACA, Sunyoung Lee, left, and Jaemin Cha are doctoral students from Michigan State U. Yangsoo Kim, back, is doctoral candidate from U of Oklahoma. Bottom: Dr. Young-ok Yum and other KACA members gathered for dinner at Hyoung-Je Galbi Restaurant after ICA in San Francisco.



Please fill out following forms and send this whole page to:

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to her electronic mail address at: yookel@jmu.edu

(detach here)

INFORMATION SUBMISSION FORM FOR KACA DIRECTORY

Name

Status & Major

School Address & Phone Number

Home Address & Phone Number

E-Mail Address/ Web Site

(detach here)

Personal News Submission Form

Name:

School:

Position or Status:

Your News (publications, presentations, grants, awards, fellowships, promotion, new position, degree, etc.):

(detach here)

KACA Membership Dues

KACA has been fortunate to have volunteer staff generously donating their time and services. However, in order to develop our special functions and services to KACA members, KACA always in need of a solid financial base. Thanks for everyone for paying their dues last year on time!! Thanks in advance for your membership dues for the next year (Please send personal checks or money orders only).

- One Year Student Membership: \$10**
Enclosed is \$10 for one-year KACA membership. I understand this will allow me to attend various KACA functions and receive KACA mailings through 2000 operating year.
- One Year Faculty Membership: \$20**
Enclosed is \$20 for one-year KACA membership. I understand this will allow me to attend various KACA functions and receive KACA mailings through 2000 operating year.
- Two Year Membership: \$20 for student, \$40 for faculty**
Enclosed is \$20/40 for two-year KACA membership. For doubling the amount, I can ensure uninterrupted support for KACA and receive extended benefits for two-years.

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