

## 2023-2025 President's Welcome

Dear KACA members,

I am deeply honored to take on the role as the 18<sup>th</sup> president of the Korean American Communication Association (KACA). For over four decades, KACA has been a central hub connecting Korean scholars worldwide and those passionate about Korean communications. Our association fosters scholarly exchange across a broad spectrum of communication fields. During the challenges of the COVID pandemic and increased racial tensions, KACA has emerged as a primary advocate, consistently representing the voices of Korean scholars in turbulent political environments. KACA has expanded its collaborations beyond prominent conferences such as ICA, NCA, and AEJMC. By forming partnerships with entities such as KOFICE and the Korean Foundation, and with the support of several sponsors, we have strengthened our presence. This notable progress is largely attributed to the commitment of past officials, particularly under Dr. Kang's leadership, and the consistent support from our KACA members. In this letter, I'd like to extend my gratitude for their tireless efforts in fulfilling KACA's mission.

As I begin my term as president, I acknowledge the changing societal landscape we face. The emphasis on diversity, equity, and inclusion has been paramount in recent years, yet we continue to face challenges confronting the Asian community and the lingering impacts of COVID. In these times, I want to reaffirm KACA's position as an advocate for the Korean scholarly community. Our unwavering commitment to KACA's mission—to serve as the nexus for scholarly endeavors related to Korea, Korean Americans, and the extensive Korean diaspora—remains strong.

For the tenure of 2023-2025, KACA will:

Deepen Our Commitment to DE&I: My team and I are committed to enhancing our inclusivity efforts. Historically, KACA was predominantly comprised of first-generation Korean scholars based mainly in North America. However, we acknowledge that KACA's membership now encompasses a wider community, spanning subsequent generations of Korean scholars and individuals from various international backgrounds, not solely limited to North America or those of Korean heritage. While our dedication to representing the voice of Korean scholarly communities remains steadfast, we will also actively enhance KACA's diversity, equity, and inclusion practices. This includes strengthening our connections with global organizations, inviting scholars of diverse generations and heritages to leadership and committee

roles, and promoting open dialogues to ensure KACA's governance is inclusive and participatory.

Expanding Our Scholarly Platforms: This term, KACA is focused on enhancing its scholarly platforms. We are excited to announce the unveiling of our academic projects, notably the Korean Journal of Communication (KJC) and the Korean Communication Symposium. While scholarly exchanges have always been at the heart of our mission, there's been a noticeable absence of a dedicated platform. Thanks to the diligent efforts of our predecessors, the inaugural volume of the KJC is soon to be released. Furthermore, our exclusive conference, supported by renowned universities worldwide, is slated for Spring 2024. This KACA conference will play a pivotal role in advancing KACA's scholarly endeavors, alongside our signature programs that collaborate with major conferences. As we embark on these groundbreaking ventures, our commitment remains clear: to advocate for and nurture these promising scholarly platforms in Korean communication, while upholding our DE&I principles.

KACA stands strong due to the dedication and support of every member. We will remain continuously attuned to the insights and needs of both our existing and potential members. When my term approaches its end, I deeply hope that KACA will gain global recognition as the foundation for Korean communication scholars, serving as the principal advocate for its members and the central hub for outstanding scholarly excellence in Korean communications.

Sincerely,  
Yeonsoo Kim, Ph.D., APR  
President, 2023-2025



*Call for Abstracts and Panel Proposals*

**Inaugural Annual Korean American Communication Association Conference  
: Communication Research from KACA's Perspectives**

**Washington DC, USA | April 12 – 13, 2024**



Korean American Communication Association (KACA) is launching its annual conference series, and the inaugural KACA conference will take place on April 12-13 in Washington D.C.

Celebrating KACA's 50<sup>th</sup> anniversary in a few years and discussing future directions, it is essential to organize our regular conference series to advance various theoretical, conceptual, and academic frameworks that reflect and represent KACA's growing scholarship. The conference aims to facilitate scholarly engagement in diverse fields of communication that address Korea-related communication phenomena.

KACA invites our members, communication scholars, and graduate students to submit abstracts for research presentations at this inaugural conference. We welcome all theoretical, methodological, and creative approaches to communication research.

**[Submission Instructions]**

Two types of submissions are invited: Abstract and Panel. Two separate files are required for both types of submissions: (1) manuscript (abstract or panel proposal) and (2) cover page.

**A. Abstracts/Papers**

**Manuscript**

The initial paper acceptance is based on an abstract submitted for competitive consideration. Abstracts can include either completed research or research-in-progress. Completed study has priority to be selected for programming. To complete the abstract submission, please follow the instructions below.

Abstracts of **no more than 500 words** should be submitted via the online submission form (

<https://easychair.org/conferences/?conf=kacacon2024> ) by the deadline. In the abstract, provide a blinded copy of your research. The abstract should be **single-spaced**, using 12-pt Times New Roman font with 1-inch margins all around one letter size (8.5 x 11 in) paper.

### **Cover Page**

Submit a **separate** cover page file along with the manuscript (abstract or panel proposal) file. EasyChair will allow the author to upload multiple files. The cover page must include the following information:

- Paper title
- An abstract (50- 100 words)
- 5 to 8 keywords
- Submission Categories: Open Submission or Student Submission<sup>1</sup>
- All author names, email addresses, affiliations, and departments listed in the order they appear on the paper.
- Corresponding author and contact information including e-mail address, mailing address, and phone number if different from the first author.

### **B. Panel Proposal**

**Abstract** consisting of a 300-word rationale for the panel and 100-word abstracts of each of the papers (up to four papers) to be presented at the panel should be submitted via the EasyChair system (<https://easychair.org/conferences/?conf=kacacon2024>). In the panel proposal, provide a clear rationale for the importance of the panel with respect to the Korean communication scholarship. Provide a blinded copy of your proposal.

Specifying a session chair is required, although respondent is optional. Panels shall avoid single-institution representation.

### **Cover Page**

For the cover page, refer to the abstract submission session above.

### **Deadline**

Both manuscript and cover page files need to be completed by the deadline (Monday, December 4<sup>th</sup>, 2023, at 11:59 pm, Eastern Time) for full consideration. Not following the procedure will result in disqualification of your abstract submission.

### **Attention**

Each author is restricted to no more than two abstract submissions regardless of authorship status. For each submission, you will need a new entry separately following the link. All submissions will undergo a blind review process.

Stay tuned to the KACA communications such as email listserv and social media channels for more information regarding registration and the latest updates of the conference.

For further questions, please contact the conference chair, Dr. Jin-Ae Kang ([kacacon2024@easychair.org](mailto:kacacon2024@easychair.org) (preferred) or [kangj@ecu.edu](mailto:kangj@ecu.edu) ).

### **Important Dates (all based on Eastern Time)**

---

<sup>1</sup> All authors must be students of the paper that is submitted to the student submission category.

- Abstract Submission Due: Monday, December 4<sup>th</sup> 11:59 pm
- Acceptance Notification: Wednesday, January 10, 2024, 11:59 pm  
For presenters:  
 Solicitation of travel grant (pending): Wednesday, January 10, 2024, 11:59 pm  
 Travel grant application due (pending): Wednesday, January 31, 2024, 11:59 pm
- Paper Competition Submission Due: Friday, February 2<sup>nd</sup>, 2024, 11:59 pm

### **[Paper Competition Round Submission Policies]**

Upload your completed papers to the EasyChair system ([same link above](#)) where you originally submitted your abstract by the deadline (Friday, February 2<sup>nd</sup>, 2024, 11:59 pm, ET).

A completed research article is between 6000 and 9000 words, including references, figure captions, and endnotes.

### **[Eligibility]**

You do not need to be a member of the KACA to submit an abstract. However, if your paper is accepted for the session, you will need to (1) be a member of the KACA, (2) register for the conference and (3) attend the conference to present your paper.

For the KACA membership, visit <http://www.thekaca.org/membership/>

### **[Travel Support and Other Benefits]**

- Contingent on funding approval, KACA will provide hotel accommodations and meals during the conference to all participants (one participant per paper) whose papers are accepted.
- There will be a limited number of modest travel grants available by application to those who need further support, particularly graduate students.
- Outstanding manuscripts that are recognized at the paper competition round will be invited to the *Korean Journal of Communication* for publication.

-----

## **KACA 2024 Inaugural Annual Conference Organizing Committee**

Conference Chairs:

Jin-Ae Kang, Nojin Kwak, Dal Yong Jin, and Kwan Min Lee

Conference Committee Members:

Jihoon Kim, Jinhyon Kwon Hammick, Rachel Son, Jungyun Won  
 Soyun Choi, Hyungrok Jin, Kibum Youn

## David Tae Yong Cho Memorial Scholarship

### A message from the late Rev. Cho's family

Rev. David Tae Yong Cho was born on Dec 24, 1931 in Ichon in present-day North Korea. As a high school student, he volunteered as a student soldier (학도병) during the Korean War. Rev. Cho and the student soldiers were tasked with anti-tank defense in Pohang to aid the South Korean army's retreat to Busan. Although Rev. Cho himself destroyed multiple North Korean tanks with hand grenades, none of the student soldiers had combat weapons, and thus the student soldier army was wiped out completely. Rev. Cho sustained severe gunshot wounds and was in fact counted among the casualties of war.

Rev. Cho received two major awards for his heroism in tank-defense (대한민국 금성화랑 무공훈장; 호국영웅기장증 수상). It was not until many years later that he – in shock – saw his name memorialized among other student soldier casualties at the Korean War Veteran's Memorial in Seoul.

His miraculous survival, however, came with significant loss. Rev. Cho's parents, 2 brothers, and 1 sister all were killed by the North Korean army during the Korean War. He would never see his last surviving sister after the drawing of the 38th parallel.

Rev. Cho had his name crossed off from the granite list of casualties (which can still be seen today) and proceeded to start his college education at Yonsei University. At Yonsei University, he would become student body president and worked closely with activist/politician Kim Du-Han to distribute tuition aid to students in financial need.

Rev. Cho pursued a career in journalism, serving as Editor-in-Chief of both Samsung Publishing Company and Dokseo Newspaper, which at the time was an intellectual-leaning newspaper that was critical of the South Korean dictatorship.

In 1975, Rev. Cho immigrated to the United States and settled in Honolulu, Hawaii, where he would serve 2 terms as President of the United Korean Associates of Hawaii (한인회장) and found the Korean Christian TV Broadcasting Network. His experiences in war and journalism had sustaining impacts on his life of advocating for press freedom and education.

Rev. David Tae Yong Cho, age 90, passed away on January 13, 2022 in Los Angeles, surrounded by his loving wife, Elizabeth, children, and grandchildren.

I am proud to introduce my grandfather, Rev. David Tae-Yong Cho to you, the KACA community. My grandfather lived a life of honor and principle, and the only thing he valued more than education and journalism was his love for his family. My family and I are exceedingly grateful for the opportunity to establish this memorial fund in his name. I would like to recognize colleagues in our field of Communication for their monetary contributions to this scholarship fund, including Dr. Kelly Song (UIUC), Dr. Hye Min Kim (UMass-Boston), Dr. Joomi Lee (Georgia), Dr. YoungEun Moon (Arizona State), Dr. Kun Xu (Florida), and Dr. Lynn Miller (USC). I also owe sincere gratitude to the Officers of KACA who have so generously coordinated this process of honoring Rev. Cho's legacy, including Dr. Kyung Jung Han (CSU Bakersfield), Dr. Jiyoun Kim (Maryland), Dr. Soo Young Bae (UMass-Amherst) and of course, KACA President Dr. Jin-Ae Kang (East Carolina). I extend my most sincere gratitude to Dr. Kyu Ho Youm (Oregon) who not only served as a reviewer (along with Dr. Bae) for the scholarship candidates this past year, but provided significant financial contributions to the scholarship fund. Thank you all.

Dr. David C. Jeong

## About the Rev. David Tae Yong Cho

The Rev. David Tae Yong Cho, age 90, passed away on Jan. 13, 2022, in Los Angeles, surrounded by his loving wife, Elizabeth, children, and grandchildren. He was born on Dec. 24, 1931, in Ichon in present-day North Korea.



The Rev. Cho was a graduate of Yonsei University (Political Science, B.A.) and Korea University (Business, M.B.A.). As a high school student, he enlisted in the South Korean Army as a student volunteer during the Korean War in 1950-1953.

It was during the Korean War that the 38th parallel was drawn between North and South Korea, forever separating him from his parents and siblings in the North. He received a Korean equivalent of a Purple Heart and a Medal of Freedom for his bravery and personal injuries incurred in the Korea War. His war experiences propelled him into a life of politics, journalism, and press freedom [in Korea?]

The Rev. Cho married his college sweetheart, Elizabeth, in Seoul on Dec. 5, 1959. In Korea, he served as editor-in-chief of several newspapers and publications, including the Dokseo Press, Samsung Press, and Kookmin Ilbo. He emigrated to the United States in 1975 and started a new life in Oahu, Hawaii. In Hawaii, he led countless non-profit efforts and service initiatives, such as for the unification of North and South Korea, the advocacy of Korean-American rights and issues, as well as the Olympic Planning Committee for the 1988 Seoul Olympics.

In the early '90s, the Rev. Cho began a rigorous series of coursework that culminated in his ordainment as a pastor and conferral of a doctoral degree in theology. His educational background included: Faith Theological Seminary in Philadelphia, Master of Divinity ('92); Evangelical Presbyterian Churches in the US, Certificate of Ordination ('93); Faith Theological Seminary in California, Master of Theology ('95); and American Theological Seminary, Lit.D ('00). He combined his passion for the press/media and his Christian faith by founding and directing the Korean Christian Broadcasting Network in Hawaii and serving in leadership positions in the Korean Christian Broadcasting Association. The Rev. Cho was fiercely proud of his service in the Korean Army and served as director of the Korean War Veterans Association.

The Rev. Cho loved Christmas (his birthday was Christmas Eve), eating cold noodles (naengmyun), and going to the beach.

The Rev. Cho is survived by his wife (Elizabeth), daughter (Mary), sons (John and Paul), son-in-law (Sam), daughter-in-law (Romy and Josephine), and grandchildren (David, Esther, Jayden).

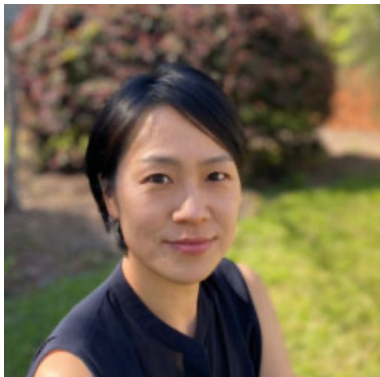


## Messages from the recipients of this year's 'KACA David Tae Yong Cho Memorial Scholarship'

I am a rising third-year doctoral student at Florida State University's School of Communication. I was a news reporter for 13 years in South Korea (Korea hereafter) before transitioning to academia in 2019. Such experiences inspire my research, which focuses on the South Korean media industry and journalism from a critical political economic approach. My first and foremost topic area is democratic journalism as a checks and balances system. I have also analyzed the structure and content of the Korean entertainment media from a critical perspective. Lastly, as a mother of two girls, I am also interested in the gendered aspects of media. I hope my explanatory critiques contribute to a better understanding of the structural problems of media industries and devising alternatives to the betterment of democratic communication. Regarding my plan to use the scholarship, I will tell everyone I know about this achievement first 😊 to honor this great community of Korean communication scholars. I plan to use the scholarship for my doctoral dissertation, which is a critical political economic study on non-permanent, temporary media workers in Korean TV newsrooms. Since my potential research participants reside in Korea, this scholarship will greatly support my trip to Korea in preparing for in-depth interviews and the actual data collection.

Again, it is an honor to be chosen for the David Tae Yong Cho Memorial Scholarship. It means more than financial support: It means recognition from my fellow Korean scholars who have successfully paved the way for such a flourishing Korean community in communication scholarship. Thank you!

Sunah Lee  
Doctoral student  
School of Communication.  
Florida State University'  
slee24@fsu.edu



I am a Ph.D. candidate at the Tombras School of Advertising and Public Relations within the College of Communication and Information at the University of Tennessee, Knoxville. I am thrilled to have been awarded the David Tae Yong Cho Memorial Scholarship this year. My interdisciplinary research combines advertising, consumer behavior, and media technologies. Specifically, my primary research interest lies in mitigating consumers' negative responses to advertising in new media settings, including Artificial Intelligence (AI) and social media, in order to promote favorable behavioral changes. Aligned with my research interest and the ultimate goal of contributing to an improved new media environment, I am focusing on alleviating potential risks related to consumers' privacy issues in emerging new media contexts, including AI-enabled applications and social media. Currently, I am working on my dissertation to extend my earlier work on privacy issues in emerging new media, especially data-driven advertising on social media. I am specifically inquiring into why the benefits of ad personalization in data-driven advertising outweigh the potential risks arising from consumers' privacy concerns. The scholarship will be utilized to support my dissertation, significantly alleviating the financial burden, particularly regarding data collection. I am confident in stating that my research area closely aligns with the legacy of Rev. David Tae Yong Cho, particularly in terms of pro-social aspects, and I will be committed to delivering impactful research in return. Once again, I am pleased to have been selected as this year's recipient of the David Tae Yong Cho Memorial Scholarship, and I, lastly, want to express my deep appreciation to KACA and its scholarship committee for this incredible opportunity sponsored. Thank you so much!

Kibum Youn  
Ph.D. candidate  
Tombras School of Advertising & Public Relations  
University of Tennessee  
[kyoun1@vols.utk.edu](mailto:kyoun1@vols.utk.edu)



## Call for 2024 KACA-ICA Conference Papers and Reviewers

Korean American Communication Association (KACA) will hold one competitive paper session at the annual conference of the International Communication Association (ICA). We invite you to submit your completed papers related to any of the following topics:

### KACA Research Paper Topics

Research endeavors relating to communication themes, including but not limited to the following areas: intercultural or cross-cultural studies; new media and communication technologies; advertising; public relations; campaigns; journalism; political communication; science, health, environment, and risk communication; interpersonal and organizational communication; and the circulation of Korean cultural products worldwide. We especially encourage the submission of studies reflecting the ICA conference theme of "Communication and Global Human Rights" in the context of Korea or East Asia. However, studies conducted in a global context that may provide implications for Korea or East Asia will also be considered for selection. For more information about the ICA general calls for papers, visit (<https://www.icahdq.org/mpage/ICA24-cfps>)

### Submission Deadline & Policies

KACA accepts two types of submissions: (1) full papers and (2) extended abstracts. Send your completed papers or extended abstracts to Dr. Mincheol Shin at [m.shin@tilburguniversity.edu](mailto:m.shin@tilburguniversity.edu) no later than 11:59 pm (EST), Thursday, November 30, 2023 (Please note for the time difference across geographic regions).

- Authors may submit paper(s) either to Open Competition or Student Paper Competition category.
- For the Student Paper Competition category, all author(s) must be students at the time of the submission.
- For the blind review of the submitted manuscripts, all author identification must be removed from the document except the cover page.
- Only full paper submissions will be considered for the Best KACA Paper Award competition.
- The Best Paper Award will be granted to the author(s) of the manuscript that receives the highest evaluation scores in each category: open competition and student paper competition.

### Full-Paper Manuscript Preparation

Two separate files are required for the paper submission: (1) Cover page and (2) Manuscript.

**Cover Page:** A separate cover page is required. The cover page must include the following information:

- Paper title
- An abstract (less than 200 words)
- 5 to 8 keywords
- Submission Categories: Open competition or Student Paper competition
- Submission Type: Full manuscript or Extended Abstract
- All author names, email addresses, affiliations, and departments listed in the order as they appear on the paper.
- Corresponding author and contact information including e-mail address, mailing address, and phone number if different from the first author.

### ***Manuscript Format***

- Send your manuscript in a form of Word or PDF.
- Completed papers are limited to 8,000 words in length (Times New Roman, double-spaced, excluding references, figures, and tables, with 12-point size and 1-inch margins).
- APA reference style is preferred.

### **Extended Abstract Preparation**

Two separate files are required for the paper submission: (1) Cover page and (2) Manuscript.

**Cover Page:** Refer to the full-manuscript guideline above.

### ***Extended Abstract Format***

- Extended abstracts should contain all of the following contents, including the study' purpose, literature review, research questions and/or hypotheses, method, findings and discussion/conclusion. Extended abstracts must be at least 1,500 words long but no more than 3,000 words (excluding references, figures, and tables).
- The goal for extended abstracts is to present and discuss current research where data has already been collected and preliminary analyses have been conducted for the first round of the extended abstract submission. Abstracts are not appropriate for exclusively methodological or theoretical papers without any empirical findings.
- Extended abstracts are not eligible for top paper awards.

## Roundtables

There will be another call for papers for a joint roundtable session around the end of November (date to be determined).

## Reviewers

For those who do not plan to submit a paper to KACA sessions this year, please consider serving as an ad-hoc reviewer for KACA. Please use the following link to register as a reviewer.

<https://forms.gle/MqpE2p4yajkAXugQ6>

Contact Dr. Mincheol Shin at [m.shin@tilburguniversity.edu](mailto:m.shin@tilburguniversity.edu) for any inquiries about reviewer registration. We appreciate your service as a KACA reviewer.

## Eligibility

You DO NOT need to be a member of the ICA or the KACA to submit a paper for the sessions. However, if your paper is accepted for the session, you will need to (1) register for the ICA conference and (2) attend the conference in person to present your paper. **Award recipients must be registered members of KACA at the time of the award ceremony.**

For the KACA membership, visit <http://www.thekaca.org/membership/>

Detailed information about the conference and the ICA membership can be found at the ICA home page at <http://www.ica hdq.org>.

## 2023 KACA-NCA Program

The NCA 109th Annual Convention will be held in National Harbor, Maryland, located in the Washington, DC area. The KACA division will hold two research sessions and one panel discussion session.

### **Research Session I**

#### **Self-Determination: Redefining Identities, Activism, and Koreanness**

Friday, November 17. 12:30-1:45 P.M. EST | Chesapeake 9, Ballroom Level.

#### ***Chair***

Dr. Stephanie L. Young (University of Southern Indiana)

#### ***Presenters***

Drs. Yeunjae Lee (Colorado State University) & Jo-Yun Queenie Li (University of Miami). Toward a Gender Equality at Work via Activism: The Role of Transparent Internal Communication.

Dr. Scarlett L. Hester (Ball State University). Fog, Connection, and Plugging-In: Korean American Adoptee Community and the Digital Diaspora.

Dr. Min Wha Han (West Texas A&M University). Memories in Solidarity: The Role of Transnational Korean Diasporas and the Rhetoric of Activism.

Dr. Eunhui Kim (Texas A&M University). Negotiating Authenticity: Koreans' Performance of Identity in the U.S.

### **Research Session II**

#### **KOFICE Sponsored Research Presentation**

Saturday, November 18. 9:30-10:45 A.M. EST | Chesapeake 9, Ballroom Level

#### ***Chair & Respondent***

Drs. JongHwa Lee (Angelo State University) & Stephanie L. Young (University of Southern Indiana)

#### ***Keynote Speaker***

Dr. Chuyun Oh (San Diego State University). What K-Pop Dance Teaches Us.

#### ***Panelists***

Drs. Emily Kinsky (West Texas A&M University) & Susan Grantham (University of Hartford). K-Drama Representations of Journalism Ethics in South Korea.

Drs. Won-Ki Moon (University of Florida) & Jiyong Lee (Sungkyunkwan University). Virtual Influencers for Promoting K-contents: Focusing on the Interaction between Virtual Influencers' Races and Types.

Dr. David C. Oh (Ramapo College). "Koreaboo" as Stigma: Transnational Disciplining and Bounded Fandom.

### **Panel Discussion Session: Spotlighting the Future of KACA-NCA**

Friday, November 17. 2:00-3:15 P.M. EST | Chesapeake 9, Ballroom Level

#### ***Chair***

Dr. JongHwa Lee (Angelo State University)

#### ***Panelists***

Rachel Son (University of Florida)

Dr. Hojeong Lee (San Jose State University)

Jin R. Choi (University of Maryland)

Dr. Hocheol Yang (California Polytechnic State University, San Luis Obispo)

Dr. Soo-Hye Han (Tsuda University)

Hanmin Kim (University of Massachusetts Amherst)

Dr. Sanguk Lee (Yale University)

Dr. Jaehyeon Jeong (University of Utah-Asia Campus)

Seulgi Park (University at Albany, SUNY)

Dr. Stephanie L. Young (University of Southern Indiana)

Saymin Lee (University of Maryland)

#### **Business meeting**

Friday, November 17. 2:00-3:15 P.M. EST | Chesapeake 9, Ballroom Level

Drs. Yeonsoo Kim (University of Texas-Austin) & David C. Oh (Ramapo College)

#### **KACA Networking Dinner**

Thursday, November 16. 6 P.M. EST | Choong Hwa Won (중화원), 4409 John Marr Dr, Annandale, VA, 22032

The KACA dinner is a time for faculty and students to gather in community to get to know each other better. Thanks to the generous support of KOFICE, dinner may be

free for graduate students and adjunct faculty, and it will be subsidized for faculty (the amount of support depends on the number of people in attendance). Please meet at the lobby of the Gaylord National Resort and Convention Center at 5:40, where we will organize taxis, Ubers, and Lyfts to the restaurant.

RSVP here: <https://forms.gle/A4yswdeSr2U8XJ1E6>

### **Contact Information**

Dr. David Oh (doh@ramapo.edu), Dr. Scarlett Hester (scarlett.hester@bsu.edu), or Dr. Jin-A Choi (choij@montclair.edu)

### **Graduate Student Social Friday, November 17**

Two graduate student social events are scheduled to take place right before and after the KACA sessions on Friday. Students are welcome to attend either or both! RSVP here: <https://forms.gle/e4EQrc7LgWL5Yvrag>

#### **11 A.M. Early Lunch**

Early Lunch at BurgerFi  
(161 Fleet St Suite K1-9, Oxon Hill, MD 20745).

#### **3:30 P.M. Coffee Hour**

Afternoon Coffee Hour at Starbucks  
(167 Waterfront St, Oxon Hill, MD 20745)

### **Contact Information**

Lyounghee (Lian) Kim ([lkim@unm.edu](mailto:lkim@unm.edu))

### **KACA-NCA Mentor Program**

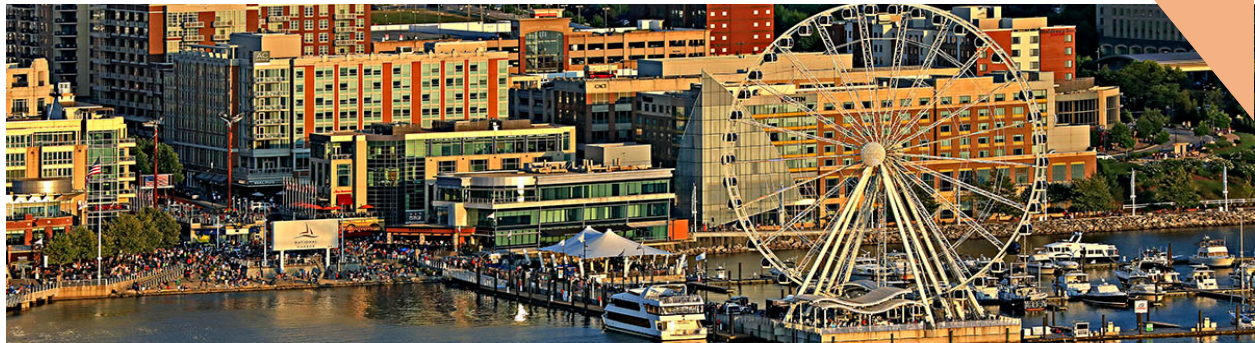
The KACA NCA planning team wants to ensure that everyone in KACA has the opportunity to receive mentorship outside of your own university. In order to help make this possible, we are continuing a mentoring initiative to match graduate students and early and mid-career faculty with mentors. If you'd like to be connected to a mentor at NCA, please fill out this brief [Google Form](#).



# 2023

# KACA-NCA

# Academic Program



November 17-18 (Fri & Sat) / National Harbor, MD

## Research Session I

**Self-Determination:  
Redefining Identities,  
Activism, and Koreanness**

Fri, 11/17: 12:30 PM-1:45 PM EST  
Chesapeake 9, Ballroom Level

### Chair

Stephanie L. Young (U of Southern Indiana)

Toward a Gender Equality at Work via Activism:  
The Role of Transparent Internal Communication /  
Yeunjae Lee, Jo-Yun Queenie Li (U of Miami)

Fog, Connection, and Plugging-In: Korean  
American Adoptee Community and the Digital  
Diaspora / Scarlett L. Hester (Ball State U)

Memories in Solidarity: The Role of Transnational  
Korean Diasporas and the Rhetoric of Activism /  
Min Wha Han (West Texas A&M U)

Negotiating Authenticity: Koreans' Performance of  
Identity in the U.S. / Eunhui Kim (Texas A&M U)

## Research Session II

**KOFICE Sponsored Research  
Presentation**

Sat, 11/18: 9:30 AM-10:45 AM EST  
Chesapeake 9, Ballroom Level

### Chair & Respondent

JongHwa Lee (Angelo State U)  
Stephanie L. Young (U of Southern Indiana)

### Keynote Speaker

What K-Pop Dance Teaches Us / Chuyun Oh (San  
Diego State U)

### Panelists

K-Drama Representations of Journalism Ethics in  
South Korea / Emily Kinsky (West Texas A&M U),  
Susan Grantham (U of Hartford)

Virtual Influencers for Promoting K-content:  
Focusing on the Interaction between Virtual  
Influencers' Races and Types / Won-Ki Moon (U  
of Florida), Jiyoung Lee (Sungkyunkwan U)

"Koreaboo" as Stigma: Transnational  
Disciplining and Bounded Fandom / David C. Oh  
(Ramapo College)

## Panel & Business Meeting

**Spotlighting the Future of  
KACA-NCA**

Fri, 11/17: 2:00 PM-3:15 PM EST  
Chesapeake 9, Ballroom Level

### Chair

JongHwa Lee (Angelo State U)

### Panelists

Rachel Son (U of Florida) / Hojeong Lee (San  
Jose State U) / Jin R. Choi (U of Maryland) /  
Hocheol Yang (California Polytechnic State U,  
San Luis Obispo) / Soo-Hye Han (Tsuda U) /  
Hanmin Kim (U of Massachusetts Amherst) /  
Sanguk Lee (Michigan State U) / Jaehyeon Jeong  
(U of Utah-Asia Campus) / Seulgi Park (U at  
Albany, SUNY) / Stephanie L. Young (U of  
Southern Indiana) / Saymin Lee (U of  
Maryland)

### Business meeting

Yeonsoo Kim (U of Texas-Austin)  
David C. Oh (Ramapo College)

Please visit our website for  
more information, at <https://thekaca.org>

Organized by



Sponsored by



# 2023

# KACA-NCA

# Social Gatherings

November 16-17 (Thu & Fri) / National Harbor, MD

## KACA Dinner

Nov 16 (Thu)

### 6 pm Dinner

Choong Hwa Won

(4409 John Marr Dr, Annandale, VA , 22032)

The KACA dinner is a time for faculty and students to gather in community to get to know each other better. Thanks to the generous support of KOFICE, dinner may be free for graduate students and adjunct faculty, and it will be subsidized for faculty (the amount of support depends on the number of people in attendance).

Please meet at the lobby of the Gaylord National Resort and Convention Center at 5:40, where we will organize taxis, Ubers, and Lyfts to the restaurant.

RSVP here: <https://forms.gle/A4yswdeSr2U8XJ1E6>

#### Contact info:

David Oh ([doh@ramapo.edu](mailto:doh@ramapo.edu)), Scarlett Hester ([scarlett.hester@bsu.edu](mailto:scarlett.hester@bsu.edu)), or Jin-A Choi ([choij@montclair.edu](mailto:choij@montclair.edu))

## Graduate Social

Nov 17 (Fri)

### 11 am Early Lunch

Early Lunch at BurgerFi

(161 Fleet St Suite K1-9, Oxon Hill, MD 20745).



### 3:30 pm Coffee Hour

Afternoon Coffee Hour at Starbucks

(167 Waterfront St, Oxon Hill, MD 20745)



Two grad student social events are scheduled to take place right before and after the KACA sessions on Friday.

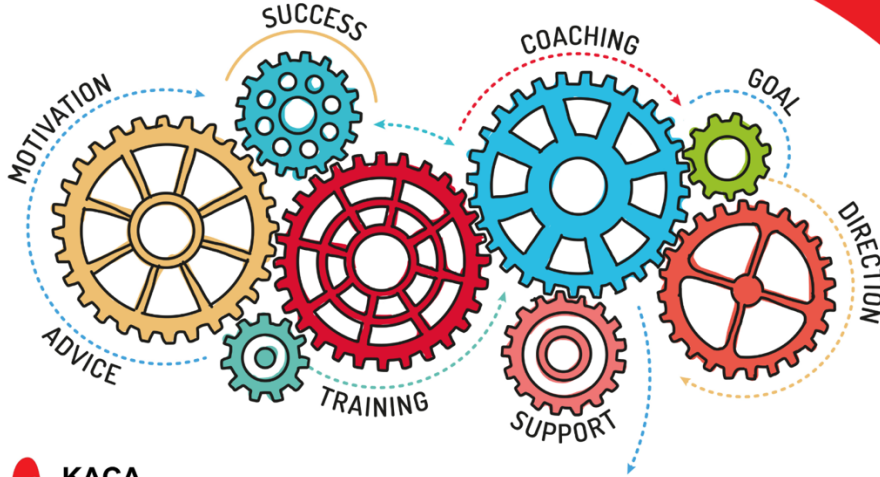
Students are welcome to attend either or both! Please RSVP here: <https://forms.gle/e4EQrc7LgWL5Yvra9>

We will meet in the lobby of the conference hotel at 10:50 AM and 3:25 PM. From there, we will move to the location together!

#### Contact info:

Lyounghee (Lian) Kim ([lkim@unm.edu](mailto:lkim@unm.edu))





# KACA MENTOR PROGRAM @ NCA

The KACA NCA planning team wants to ensure that everyone in KACA has the opportunity to receive mentorship outside of your own university.

In order to help make this possible, we are continuing a mentoring initiative to match graduate students and early and mid-career faculty with mentors.

If you'd like to be connected to a mentor at NCA, please fill out this brief Google Form:

<https://tinyurl.com/KACAmmentor>





## 2023 KACA-AEJMC Report

### 2023 KACA- AEJMC Research Session, Thursday, August 8, 2023, 2:30-4:00 P.M.

The 2023 KACA-AEJMC research session took place on August 8, 2023, from 2:30-4:00PM during the 106th Annual Conference of AEJMC in Washington D.C. Five competitively selected papers were showcased, including three open-competition papers and two student submissions. Dr. Jinhyon Kwon from Flagler University presided over the session, while Dr. Won-Ki Moon from the University of Florida and Dr. Jungyun Won from William Paterson University served as discussants. The presented papers include: "Visual construction of the competitive imaginary in South Korea's (inter)national development volunteer images", "Normative influence of social media on adolescents' actions, attitudes, and perceptions toward non-normative behavior in South Korea," "Revived Yellow Peril: A Comparative Analysis of Hate Crime and Racial Discrimination Against Korean Americans During the COVID-19 Pandemic," "The Effectiveness of Spatial Presence in Mixed Reality Sports (MRS) on Exercise Satisfaction and Adherence," and "The Effect of Message Fatigue of COVID-19 Emergency Alert on Avoidance Behavior: The Mediating Role of Perceived Information Usefulness". "Visual Construction of the Competitive Imaginary in South Korea's (Inter)national Development Volunteer Images" by Dr. Kyungsun "Karen" Lee from Zayed University won the best paper award.







**2023 KACA- AEJMC Business Meeting, Thursday, August 8, 2023, 4:30-5:30 P.M.**

Following the research session, the 2023 KACA-AEJMC business meeting commenced. Dr. Yeonsoo Kim (KACA Vice President from the University of Texas at Austin) moderated the event. The session began with introductions of KACA executives and AEJMC subcommittee members. This was followed by a welcome address from KACA president Dr. Jin-Ae Kang of East Carolina University. Attendees received updates from the KACA-AEJMC report and were briefed on the financial status. The gathering also marked a membership drive.

**2023 KACA Networking Dinner, Thursday, August 8, 7:00-9:00 P.M.**

Sponsored by the School of Advertising and Public Relations at the University of Texas at Austin, the 2023 KACA Networking Dinner offered complimentary food and drinks to attendees. Around 40 KACA members joined the dinner, reveling in the chance to network and exchange scholarly perspectives.



**2023 KACA Graduate Student Session, Friday, August 9, 12:00-2:00 P.M.**

This session, also sponsored by the School of Advertising and Public Relations at the University of Texas at Austin, provided complimentary meals to attendees. Twenty graduate students participated in discussions on topics such as job search strategies, post-Ph.D.

career trajectories, and effective networking. Panelists Dr. Jaewon Choi from Northwestern University and Dr. Hanyoung Kim from the University of Kentucky shared their expertise. In addition, faculty members from various institutions including the University of Florida, University of Georgia, University of Mississippi, and University of Texas at Austin volunteered their time as session mentors.



## **Korean Journal of Communication**

The Korean Journal of Communication (KJC) is a peer-reviewed publication dedicated to disseminating scholarly research, book reviews, insightful commentaries, and meticulous field notes and data analysis. KJC comprehensively addresses a broad spectrum of topical areas, encompassing, but not limited to, Korean pop culture and media studies, language and social interaction, cultural studies, interpersonal communication, organizational communication, advertising, public relations, corporate communication, health communication, communication technology, traditional and new media, communicative social change, international communication, journalism, mass communication, and developmental studies.

[Click here for more information about KJC](#)