

The KACA Newsletter

Volume 17, No. 1

Korean American Communication Association

Spring 1995

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), Jai-Hyon Lee (Western Illinois), and Jin-Keun Kim (SUNY-Plattsburg). 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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As an outgoing editor, I feel I need to explain the arguments embedded in this editorial change. At the business meeting in Seoul, we argued that the editorial policy of English-only tends to slow down and hinder communication between members. For instance, the majority of KACA members were less likely to respond when they were solicited for editorial opinions. Newly arrived Korean students are especially hesitant to join the association. Since English is not their mother tongue, they might not feel ethnic affinity for English-speaking or English-writing-only Koreans or Korean Americans. These students might feel cultural or psychological distance from the association.

Participants in the meeting also noted that the professional news section was somewhat messy. After the meeting, some even mentioned another member's regrets that the KACA news section was filled with public relations stuff. As an editor, I do not have a problem with any members using this newsletter as a promotional tool to diffuse her or his scholarship. In fact, former presidents and editors encouraged us to share our professional activities. It is also true that the members have not shared personal news much. Thus, previous editors had some difficulty in filling space; two-thirds of the previous newsletters were filled with this sort of professional news. When KACA was small, we enjoyed celebrating our members' superior academic performances through the newsletter. Now this celebration seems to have become a problem. As the size of membership grows beyond 120, the volume of KACA members' scholarly and professional activities has expanded enormously. Last year, for example, several members sent three or four pages of academic activities, single-spaced, to the newsletter. It seemed they sent vitae.

One option to deal with this large volume of professional news might be to exercise the editor's power and recognize profound scholarship only. While this option was seriously considered, President Kang recommended not to include any news related to articles published or papers presented at the conference, including instead only each member's major academic achievements.

Based on this recommendation, the Fall 1994 newsletter was produced mainly in Korean and any information regarding articles published and papers presented was excluded. Of course, these editorial changes were experimental and temporary. Thus, we asked your comments on this issue and solicited opinions. Although we have not received any written comments, oral opinions seemed to be split. Several members, especially graduate students, appreciated the editorial change, particularly the inclusion of the job related news. But two senior members expressed reservations about the change from English to Korean.

So this time, we decided to use English only in the newsletter as an additional experiment. Following this experiment, we would like to discuss this editorial issue intensively in coming business meetings in Albuquerque in May and Washington, D.C., in August. Please feel free to express your opinions, even if you do not attend the ICA or AEJMC meeting this year. Written comments will be welcomed. Please, send your emails to SHIM@CCTR.UMKC.EDU or call me at 913-897-0359.

A Bestseller by a Comm Scholar

Professor Joon Man Kang (Chonbuk Nat'l U) published *Kim Dae Joong Jukigi* in Seoul last February and it has become a bestseller. This book is known to bring him \$150,000 so far.

Seoul Scholars to Missouri

In addition to Professor Hyeon-Dew Kang (Seoul Nat'l U), who arrived in Columbia in March, several other faculty members in Seoul plan to stay in the United States as visiting scholars this year. Professor Jung Woo Suh (Yonsei) will arrive at MU this summer and Seung Hyun Kim (Korea U) also plans to visit Columbia.

New Appointments

A recent Ph.D. from Minnesota, Jongsoo Lee, has been appointed a senior research fellow at the Korean Press Institute. Dr. Chunil Park, who got his degree at Athens, Ohio, last year, has been appointed a senior research fellow at the Hankuk Tongshin Gaebal Won for telecommunication research. Dr. Kyu Chan Jeon, who received his degree in Madison, Wisconsin, has been appointed a senior research fellow at the Institute of Korean Broadcasting Development since 1993.

Dr. Jae Kyoung Lee has been appointed an assistant professor at Iwha Women's University. Previously, he worked as a senior research fellow at the Korean Press Institute. Dr. Seung Soo Kim

from England has been appointed an assistant professor at the Chonbuk National University and teaches international communication. Professor Choong Hyun Kim from the University of North Dakota Business School moved to Sogang University in March and will take charge of its advertising program. Professor Seung Mock Yang moved to Seoul National University from Chungnam National University in Taejon. Professor Jae Chul Shim from Kansas City, Missouri, has been invited to Korea University and plans to move there this summer.

Employment News

According to information from Seoul, Iwha Women's University is currently soliciting applicants for an assistant professor position in advertising. Its faculty members prefer to invite a Ph.D. with practical advertising experience. Several other universities in Korea, including Sung Kyun Kwan and Kun Guk universities, are also known to be preparing for recruitments this September or next March. The Hankook Ilbo also reported in April that "Korea University has a plan for College of Communication."

Help Appreciated by Kisun Hong

For the 1995-96 Sabbatical year, Professor Kisun Hong at Korea University plans to visit as many U.S. schools of film and broadcasting as possible. If you think your school has a strong film or broadcasting program, please arrange for Dr. Hong to visit your site. Hong would also appreciate it if you send your school's syllabi of film or broadcasting courses to the following address: Kisun Hong, Dept. of Mass Communications, Korea U, Seoul, 136-701, Korea. Tel: 913-897-0359 (U.S.); 0343-92-2194 (Seoul home); 920-1419 (office)

SJR Seeks Manuscripts

The Sungkok Journalism Review, with a focus on Korean communication phenomena, seeks theoretical or applied manuscripts for competitive review. Submit manuscripts in three copies, use APA or Chicago style format, backup the manuscript on an IBM-readable diskette. Accepted papers are awarded with the prize of \$200 after publication. Contact: Won Ho Chang, Editor, SJR, School of Journalism, U of Missouri, Columbia 65211. Tel: 314-882-7867

A New Baby: Hongiljum Boy

Dong Geun Lee (NTU) and his wife Young Mi Suh delivered a new baby boy Monday morning, February 6, in Singapore. Mrs. Lee and her baby, Yoon Jae, have been quite healthy since then. According to Lee's email, Yoon Jae is the ninth grandchild to Lee's parents, but the first grandson; this new baby brought Lee's old parents happiness.

Our appreciation to Lee and his family. Their eight female children are really daring and valuable to the Korean society. A recent report from Seoul shows that "the number of marriageable men will outnumber their female counterparts by 21.7 percent" in Korea by the end of this century. Some social scientists even predict that this unbalanced birth will cause a significant stress to the Korean society. They attribute this unbalance to the traditional Korean preference for male children and advances in medical technology.

With thankful recognition to those daring eight children, KACA members are sending special congratulations to a hongiljum baby, Yoon Jae and his family.

KACA Newsletter Seeks Editorial News

The KACA Newsletter seeks members' comments about the organization and everyday news. Contributions are welcome from interested readers including graduate students. Deadline for the September 1995 issue is July 15. Please send to the current editor or new editor to be appointed in the coming business meeting.

Dol Janchi in Columbia

Second-year doctoral student, Eun Taik Lee (Missouri) and his wife Eun Young Chung celebrated the first birthday of their new baby, Jong Ho, in Columbia. At birth, Jong Ho received heart surgery with the guidance of his grandfather, Yongil Lee, who is a pediatrician. Jong Ho is the first grandson to Lee's parents. Fortunately, the surgery was very successful and, since then, Jong Ho has been quite healthy, probably more so than other infants his age. For this boy's birthday, senior professors such as Won Ho Chang and Hyeon-Dew Kang and Lee's friends attended the Dol Janchi and wished Jong Ho to grow healthy and wise.

KACA Newsletter Seeks a New Editor

The KACA Publications Committee has opened nominations for editor of the KACA Newsletter. Self-nomination is particularly welcome. The new editor will succeed Jae Chul Shim, U of Missouri-Kansas City, who completes his editorship with the publication of Volume 17 in May 1995 and moves to Seoul this summer. The new editor will be receiving members' news or comments around or shortly after the AEJMC convention this August. Early recruitment of a new editor will provide adequate lead time to obtain institutional support for the newsletter and to assemble an Editorial Board and staff.

To nominate a person for editor of the *KACA Newsletter* send nomination material to Professor Jong K. Kang, Illinois State U., Dept. of Communication, Fell Hall 434, Normal, IL 61761 Tel: 309-438-8869 (O); 309-662-0157 (H); 309-438-3048 (Fax).

Taik Sup Auh Becomes a KSJCS President

Former active KACA member, Professor Taik Sup Auh will become president of the Korean Society for Journalism and Communication Studies, which represents hundreds of journalism and communication scholars in South Korea. Auh, who has served as a president-elect for the 1994/95 academic year, will succeed Kwang-jae Lee (Kyonghee U) at the KSJCS meeting in May. According to information from Seoul, Auh plans to expand organizational activities to the global level and will publish a new KSJCS journal in English.

Auh received his doctoral degree at Indiana University in Bloomington in 1976 and taught at the Virginia Commonwealth University in Richmond for three years. Auh moved to Seoul in 1980 and worked at the *Joongang Daily* for one year to advance its electronic information system. Since then, he has taught at Korea University for 14 years.

The first NAAKCS newsletter published in January 1978 recognized his research contribution to the field as a member of the North American Association of Korean Communication Scholars, which was the former organization of KACA. The newsletter wrote "Taik Sup Auh, Virginia Commonwealth, presented a paper on Issue Conflict and Mass Media Agenda-setting at the 1977 AEJ convention, Madison, Wisconsin." KACA congratulates Dr. Auh for his new presidency in Seoul and is happy to support KSJCS's global activities.

For the specifics of a new KSJCS publication in English, contact Auh at 82-2-

920-1418 (Seoul office) or Hyuknam Kwon in Bloomington (812-857-6635).

***Unron kwa Sahoe* Seeks Manuscripts**

The *Unron kwa Sahoe*, which could be translated "journalism and society," seeks manuscripts relevant to journalism and communication research. Articles should be fully developed theoretical statements and research hypotheses supported by strong arguments and empirical evidence that advance human understanding of communication processes.

According to the editor, the journal holds no biases with respect to micro or macro level phenomena, administrative or critical scholarship, and basic or applied studies. It seeks original ideas and scholarly work that emerge from diverse traditions but intersect at the point of communication theory. The editor welcomes the highest quality work in any subject or method as long as problems in communication theory and research are central. Similar to any top-ranked social science journal in the U.S., the editor reminds contributors that scholarship and theoretical sophistication need not lead to obscurantism.

The *Unron kwa Sahoe* accepts manuscripts written exclusively in Korean, although it may not rule out manuscripts written in English. Acceptance for publication is highly competitive and the journal's editorial process is known to be highly sophisticated. The *Unron kwa Sahoe* has its own style guide, so if you are interested in submission, contact Seung Hyun Kim, Editor, *Unron kwa Sahoe*, Dept. of Mass Communications, Korea U, Seoul, 136-701, Korea. Tel: 81-2-920-1427 (office)

News of People

Jong K. Kang (Illinois State) has successfully organized the KACA paper session both in the ICA and AEJMC meetings this year. He has also contacted various organizations in Korea for the possible joint conventions in Seoul. (This issue will be discussed at the coming KACA business meeting in Albuquerque.)

Won Ho Chang (Missouri) flew to Pyongyang for travel in North Korea on April 23 and plans to return to Columbia on May 3. Then, he plans to fly to Seoul and stay there this summer. He just finished a biography which describes his 25 years of activities in the U.S. and will publish it in Seoul this summer.

Hyuni Cho (Michigan State) will become a Ph.D. student this fall after she successfully completes her master program in East Lansing in May.

Joonho Do (Michigan State) coauthored an award winning paper "An Economic Analysis of the Pay-Per-View Industry" with Barry Litman. This paper won first place honors in the open competition of the BEA Management and Sales Division in Las Vegas last year.

Gwang-jub Han (Howard) recently received a \$35,000 grant from the FRSG for writing a book, *Diffusion Patterns of Information Technologies: An International Look*.

Kak Yoon (Washington State) invited a group of Korean advertising professionals to WSU in Pullman this summer. For this, he visited in Seoul this spring and prepared for this summer program this semester. He also published three articles in the major advertising journals.

Jae Won Lee (Cleveland State) gave a talk on "The Two Koreas: The Capitalistic South and the Socialistic North" at the Case Western Reserve University last summer. He was elected to vice president of the Fulbright Association, Northeast Ohio Chapter, and reelected to the Board of Directors of the Society of Professional Journalists, Cleveland Chapter. With Chie-Woon Kim (Sung Kyun Kwan), he edited a book titled *Elite Media amidst Mass Culture: A Critical Look at Mass Communication in Korea* (Nanam).

Jai Hyon Lee (WIU) was a guest on Jack Taylor's talk show "Ask the Expert" on Chicago's TV Channel 26 aired last summer. He was also covered by the Hankyoreh Shinmun regarding his anti-Yusin activities in the 1970s. Previously, he worked as a diplomat and sought political asylum from the Park regime.

Dong Geun Lee (Nanyang Technological) presented his paper titled "Psychological Consideration of Institutional Communication Research: In Search of Spiral of Silence in Agenda-Setting Process" at the KSJCS Spring Convention in Seoul last year. His trip was supported by the *Joongang Daily*.

Joohoan Kim (UPenn) presented the Top Student Communication and Technology Paper, "Diversifying Marx: Communication Labor and the Origin of the Information Society," at the 1994 ICA meeting in Sydney.

Kyungmo Kim (SUNY-Buffalo) will receive the Top Ranked Paper Award in International Communication at the coming 1995 ICA convention in Albuquerque. The title of paper, coauthored with George Barnett, is "The Determinants of International News Flow: A Network Analysis."

Soo Hong Kim (Syracuse) participated in a research project testing television's effects on Americans' eating practices last year.

Taeyong Kim (North Carolina) presented an award winning paper, "Floaters Are Not on the Median: Discrimination Analysis as a Prediction Tool for the Floating Voters," at the 1994 WAPOR convention. This paper won the Turner Prize as a best student paper.

Haejung Paik (Oklahoma) will visit Osan Airbase this summer and teach a one-week communication course there. She and her former adviser, George Comstock, coauthored the Communication Research article, "The Effects of Television Violence on Antisocial Behavior: A Meta Analysis," in August 1994.

Jae Chul Shim (Missouri, Kansas City) received a Goldsmith Research Award from Harvard University in March with the prize of \$2,000. This award was chosen based on his research proposal to analyze the framing of news on North Korea's nuclear program.

Jisuk Woo (UPenn & NYU School of Law) participated in the Summer Faculty Workshop at the Annenberg Washington Program in Washington, D.C., last summer and plans to work as an intern at an international law firm in Seoul this summer.

Kyu Ho Youm (ASU) spent one month in Seoul for the 1994 Summer Studies Program sponsored by Kyungnam University. He received the ASU's Leg of the Stool awards last year. He has been appointed to the editorial boards of *Mass Comm Review*, *Journalism and Mass Communication Monographs*, and *Journal of Communication Law and Policy* and was chosen as an associate editor of the *Free Speech Yearbook*.

The 1995 ICA papers to be presented by KACA members in Albuquerque

(Collected from the preliminary ICA program; in order of presentation)

Joohoan Kim (UPenn) "Reconceptualizing Mass Media Effects in the Public Sphere: Communicative Body and Action"

Junghi Lee (Massachusetts) "Towards a Communicative Framework for Discourses and Politics: The Case of Feminisms"

June W. Lee & Joseph N. Cappella (UPenn) "Political Sophistication Versus Media Exposure: Learning and Schematicity in the Health Care Reform Debate"

Ha-Yong Jang (SUNY-Buffalo) "Cultural Differences in an Interorganizational Network: Shared Public Relations Firms Among Japanese and American Companies"

Ghee-Young Noh (Texas) "The Transition Paradigm of Telecommunication Technology in South Korea: A Movement Toward Self-Reliance"

Hyeon-Dew Kang (Seoul National) "Media and the Popular Culture in Modern Korean Society"

Young-Suk Kim (Yonsei) "Myths of Radio and Television in Korea"

U-Ryong Kim (Hankuk U of Foreign Studies) "Cable Television and Modern Telecommunication Infrastructure in Korea"

Jai-Hyon Lee (Western Illinois) "Trends, Policies and Developments in the Media of Korea"

Jin-Keon Kim (SUNY-Plattsburg) "U.S. Daily Editorials as Monologic Political Communication in the North Korean Nuclear Conflict"

Kyoung-Joo Kim & Alexis Tan (Washington State) "A Socialization Model for Korean Immigrant Adolescents in the U.S.: Parental Influence, Ethnic Identity, and Television Use"

Yuko Matsumoto, William B. Gudykunst, Stella Ting-Toomey, Tsukasa Nishida, **Kwang-Su Kim** (Kwangwoon) & Sam Heyman "Influence of Individual Level of Individualism-Collectivism on Communication Styles"

Suraj Kapoor & **Jong G. Kang** (Illinois State) "Use of American Media and Adoption of Western Cultural Values in India"

Yi-Ku Wu & **Jong G. Kang** (Illinois State) "Culture Diffusion: The Role of U.S. Television Programs in Taiwan"

Won Y. Kim, Chi W. Kim & Jung B. Bang (Sung Kyun Kwan) "U.S. Television Programs and Enculturation in Korea"

GangHeong Lee (UPenn) "Rethinking Space, Visibility of Reality, and Power at Electronic Media Age"

Krystyna S. Aune & **Min-Sun Kim** (Hawaii) "The Effect of Emotion Experience and Expression on Relationship Satisfaction: A Comparison Between Ethnically Homogeneous and Heterogeneous Couples"

Jae C. Shim (Missouri-Kansas City) "The Media Coverage of Korean-Black Tensions and Its Social-Level Effects on Ethnic Newcomers Before the 1992 LA Riots"

Minho Ahn & George A. Barnett (SUNY-Buffalo) "The Discontinuance of Telex: A Study of the International Telex Network"

Jaesub Lee (Alabama-Huntsville) "Relationship Maintenance in Health Care Settings: Communication Strategies, Relationship Quality, and Effectiveness"

GangHeong Lee (UPenn) "A Study of Media Agenda-Setting and Framing Effects of U.S. Foreign Policy Issues: North Korea Nuclear Problem"

Yong-Jin Song (Ohio U-Athens) "The Korean Concept of Interpersonal Argument"

Jae-Kyoung Lee (Iwha U) "U.S. Public Diplomacy: A Failure in South Korea and Its Lessons"

Kyu Ho Youm (Arizona State) "South Korea's Experiment with a Free Press"

Haejung Paik (Oklahoma) "Does Television Viewing Improve Academic Achievement?"

Kyungmo Kim & George A. Barnett (SUNY-Buffalo) "The Determinants of International News Flow: A Network Analysis" -- This paper won a **Top Ranked Paper** in international communication for the ICA International and Development Communication Division

Minho Ahn (SUNY-Buffalo) "International Organizations Network: An Application of Network Analysis to the Structure of Regime"

J. Michael Jaffe, **Young-Eum Lee**, Lining Huang & Hayg Oshagan (Michigan) "Gender, Pseudonyms, and CMC: Masking Identities and Baring Souls"

*****INFORMATION FOR KACA DIRECTORY FOR 1995-96*****
(for you and potential KACA members)

- (1) Name:
- (2) Status and Major:
- (3) School Address, Email & Tel #:
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Please type or print and indicate any change from the directory. Then send the completed form to: Prof. Jae Chul Shim, Dept. of Communication Studies, U. of Missouri-Kansas City, 5100 Rockhill Rd., Kansas City, MO 64110-2499. Please also inform me of any KACA members who left your school but still exist in the directory.

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