

2024 KACA-ICA Report

The ICA 74th Annual Conference commenced from June 20 to June 24 in Gold Coast, Australia. KACA organized KACA-KASPR Special Joint Roundtable Session, KACA-ICA Research Session, and Networking Dinner on June 22.

2024 KACA-KASPR Special Joint Roundtable Session, Saturday, June 22, 2024, 15:00-16:15.

The 2024 KACA-KASPR special joint roundtable session took place on June 22nd, 2024, from 15:00 to 16:15 during the 74th Annual Conference of the International Communication Association in Gold Coast, Australia. Eight papers were presented, and eight discussants were assigned, one to each paper, to facilitate fruitful discussions on their research. Dr. Mincheol Shin from Tilburg University chaired the session, while Dr. Slgi (Sage) Lee from Pusan National University, Hong-Lim Choi from Sun Moon University, Hanna Park from Sun Moon University, Yeonsoo Kim from the University of Texas at Austin, Yeuseung Kim from Chung-Ang University, Bumsoo Kim from Pusan National University, JongRae Kim from amPR, and Soungyoung Lee from Ubrain Communications served as discussants. The presented papers included:

1. "The Roles of Media Platforms, Political Orientation, and Climate Change Belief in Pro-Environmental Behaviors: Cross-Cutting vs. Like-Minded Exposure in the United States and South Korea,"
2. "At the Crossroads of Ethnic PR and Global Communication: A Case Study of Old Korea Art Exhibition,"
3. "Utilizing Artificial Intelligence in Strategic Communication: Cognitive and Affective Trust in Crisis Communication with Generative AI (ChatGPT),"
4. "(De)motivating Effects of Corporate Sociopolitical Activism (CSA) on Employee Perception and Firm's Financial Return: Evidence from Machine Learning Approaches,"
5. "Roles of U.S. Entertainment Content on the U.S. Country Brand: Mediating Role of Entertainment Award Trust," "Social Issues Affected by Generative AI Technology in Advertising and PR Field: Focusing on Expert Interviews,"
6. "Content Analysis of Death Notices Expressed in Korean Obituary Advertisements Over 100 Years,"
7. "Understanding the Structure of Digital Ad Exchange Platforms Influencing PR Campaigns in South Korea."



2024 KACA-ICA Research Session, Saturday, June 22, 2024, 16:30-17:45.

Right after the special joint roundtable session co-hosted with KASPR, the 2024 KACA-ICA research session took place from 16:30 to 17:45. At the beginning of the research session, we had a brief business meeting in which we introduced the KACA executives and ICA subcommittee members. Attendees received updates from the KACA-ICA report and participated in voting for new changes to the membership bylaw. The gathering also marked a membership drive. After the brief business meeting, among the five competitively selected papers, three papers were showcased and discussed in person. Dr. Mincheol Shin chaired the session, and the presented papers included:

1. "Personality's Prism: How Personality Predicts Perceptions of Anti-Smoking Campaigns,"
2. "Normative Influence of Social Media on Adolescents' Actions, Attitudes, and Perceptions Toward Non-Normative Behavior in South Korea,"
3. "Impact of Disaster-Related Social Media Content on Post-Traumatic Stress Disorder: The Mediating Role of Negative Emotions,"
4. "Young Adults' News Topic Repertoire and Their Citizen Competence."

"Impact of Disaster-Related Social Media Content on Post-Traumatic Stress Disorder: The Mediating Role of Negative Emotions" and "Young Adults' News Topic Repertoire and Their Citizen Competence" by Zhieuh Lor from Ewha Womans University won the top paper and top student paper awards, respectively.





2024 KACA-ICA Networking Dinner Sponsored by KASPR, Saturday, June 22, 2024, 18:30-20:30.

Sponsored by the Korean Academic Society for Public Relations, the 2024 KACA Social Networking Dinner offered complimentary food to attendees. Over 70 KACA members joined the dinner, reveling in the chance to network and exchange scholarly perspectives.



KACA-ICA Networking dinner at Gold Coast

[Membership Update: Important Changes]

The KACA Executive Board has approved changes to the membership year and fees, shifting the start date to May 1st and adjusting rates for all membership levels. This decision was supported by a majority of KACA members present at the KACA business session held during ICA, with 17 out of 18 voting in favor.

Why the Change?

This change aligns membership benefits with the academic calendar, ensuring that a year-long membership covers all four annual conferences:

- ICA (May/June)
- AEJMC (August)
- NCA (November)
- KACA (April)

Previously, members renewing closer to a conference felt their membership only covered the latter half of the year.

Membership Fee Adjustments

In addition to the date change, membership fees will be adjusted effective September 1st, 2024. However, a grace period is in effect until mid-August, allowing members who have not yet renewed to do so at the current rates. Memberships renewed before/during this grace period will be valid until the end of April 2025.

New Membership Fees (Effective September 1st):

- Student: \$25 (previously \$20)
- Regular: \$40 (previously \$30)
- Prime: \$65 (previously \$50)
- Silver: \$95 (previously \$75)
- Gold: \$120 (previously \$100)
- Platinum: \$235 (previously \$200 minimum)
- Lifetime: \$900 (previously \$800)
-

Additional membership fees, for those beyond the "Regular Member" level, provide enhanced support for KACA's core mission. These funds are vital in nurturing the next generation of communication scholars through graduate student initiatives and sustaining our recently launched flagship publication, the Korean Journal of Communication. Your generous contributions ensure the continued success of KACA and its valuable programs.

We appreciate your understanding and continued support of KACA!

2024 KACA-AEJMC Report

The 107th Annual AEJMC Conference was held in Philadelphia, PA. The KACA hosted a research paper session and a graduate mentoring session.

KACA Research Session

August 9th, Friday 12:30 – 2:00 PM | F050 (Marriot Downtown)

Moderator

Dr. Jungyun Won (William Peterson University of New Jersey)

Discussants

Dr. Jihoon Kim (University of Alabama)

Dr. Hanyoung Kim (University of Kentucky)

Paper 1 (Top Paper)

Eugene Lee (University of Southern California) & Dr. Hye Eun Lee (Ewha Womans University). The Relationship between Cyber Violence and Cyber Sex Crimes: Understanding the Perception of Cyber Sex Crimes as Systemic Issues.

Paper 2

Yoojin Chung (Ehwa Womans University) & Dr. Peter Schulz (University of Lugano). The Influence of Parents on Children's Media Experiencing Epistemic Curiosity: The Role of Parental Media Literacy and Socioeconomic Status.

Paper 3

Dana Park & Dr. Hyewon Cha (Ewha Womans University). A Study on US Citizen's Perception of South Korea's Public Diplomacy, Nation-Public Relationship, and National Reputation.

Paper 4

Hogeun Lee, Jieun Shin, Kyung Won Cho, Heewon Song, Nahun Park, Sojeong Im, & Dr. Hyun Suk Kim (Seoul National University). A Content Analysis of COVID-19 News Articles in South Korea: Standards of Quality Journalism and Ethics of Infectious Disease Reporting.

Paper 5

Yara Acaf, Dr. Yeonsoo Kim, & Jeewon Kim (University of Texas at Austin). Consumer Perceptions of CSR Partnerships between Fast Fashion Companies and Environmental NGOs.

Paper 6

Hamin Lee (Seoul National University). How Does the Global Audience Consume Korean Dramas?: Short-Form Videos and Their Comments as a Gateway for Consuming, Sharing, and Discussing Entertainment Content.



Graduate Mentoring Session: How to Better Prepared for the Job Market
August 9th, Friday 2:30 – 4:00 PM | F067 (Marriot Downtown)

Moderator

Dr. Jinhyon Kwon Hammick (Flagler College)

Panelists

Dr. Myoung-Gi Chon (Auburn University)

Dr. Do Kyun David Kim (University of Louisiana at Lafayette)

Dr. Yeonsoo Kim (University of Texas at Austin)



Social Dinner | August 9th, Friday 5:30 PM

Iron Hill Brewery & Restaurant (1150 Market St, Philadelphia, PA 19107)

2024 Service Award Recipients

2024 Jaewon Lee Distinguished Service Award: The recipient is **Dr. Jin-Ae Kang** (East Carolina University). This award recognizes an individual who has demonstrated many years of extraordinary service and steadfast commitment to the mission of KACA, carrying forward Dr. Lee's legacy.

2024 Service Award for Outstanding Leadership: The recipient is **Dr. Jin-Ae Kang** (East Carolina University), recognizing the outstanding leadership demonstrated during her tenure as a previous KACA president.

2024년도 KACA 멤버십과 관련하여 중요한 변경사항이 있어 알려드리고자 메일을 드립니다. 회원님의 편익을 위해서 아래 요약과 구체적 내용을 확인해 주세요.

<목차 및 주요 내용>

- A. 멤버십 비용 및 기간 변경 안내
 - a. 올해부터 멤버십 기간과 갱신 시점이 매년 5월 기준으로 바뀝니다.
 - b. 올해부터 멤버십 비용이 소폭 상승됩니다.
- B. KACA 2024년 사업 성과
 - a. ICA, AEJMC의 KACA 세션과 더불어 첫 KACA Conference를 개최했습니다.
 - b. The Korean Journal of Communication을 창간했습니다.
- C. KACA 학회 소개 (회원 혜택)

A. 멤버십 비용 및 기간 변경 안내

KACA-ICA 비즈니스 미팅에서의 투표결과를 바탕으로, 올해부터 KACA멤버십 제도가 다음과 같이 수정되었습니다.

1) 매년 1월 1일에 시작되어 12월 31일에 종료되던 멤버십은, 2024년 부터 매년 5월을 기준으로 갱신이 됩니다. 멤버십 기간의 수정은 KACA회원님들의 주요 학회 참여가 5월 이후에 중점적으로 이루어진다는 점을 반영하여, 회원님들의 편의를 돕고자 수정되었습니다. 해당 변경사항과 관련해서는 2024년 ICA에서 bylaw 수정이 가결되었습니다.

- 이에 따라, 지금 멤버십에 가입하거나 갱신하시면, 2024년 12월이 아닌 2025년 4월 말까지 멤버십이 유효합니다 (2024년 멤버십 기간: 가입 시점 - 2025/4/30). 2025년 멤버십은 2025년 5월 1일 부터 다시 시작합니다.

2) 또한, 올해 ICA에서는 2024년 부터 멤버십 비용과 관련해서 새로운 개편안을 가결하였습니다.

- 이에 따라 KACA의 연간 회원 비용은 제도기간 이후 2024년 9월 1일을 기준으로 하여 변경(소폭 상승)됩니다. 8월 31일 이전에 멤버십 비용을 납부해주시는 회원님들은 이전과 같은 금액으로 멤버십 등록이 가능합니다.

새롭게 개편된 멤버십에 대한 자세한 내용은 <http://www.thekaca.org/membership/> 에서 보실 수 있습니다.

B. KACA 2024년 사업 성과

KACA는 재외에 계신 커뮤니케이션 한국 학자들에게 가장 큰 소통의 장이자, 그들의 목소리를 대변하는 대표적인 기관입니다. 회원님들의 지속적인 격려, 관심, 그리고 참여 덕분에 KACA는 꾸준히 발전할 수 있었습니다. KACA는 전적으로 회원님들이 매년 납부해주시는 회비와 후원금을 바탕으로 운영되고 있습니다. 여러분의 멤버십 갱신과 가입이 앞으로도 KACA가

지속적으로 발전할 수 있는 기반이 됩니다. 혹시 2024년에 멤버십을 갱신하지 않으셨다면, 8월 15일 이전에 멤버십(2024/5 - 2025/4)을 갱신 부탁드립니다.

KACA는 회원분들의 활발한 교류를 위해 컨퍼런스를 중심으로 노력을 기울여 왔으며 2023-2024년 KACA 사업의 성과는 아래와 같습니다.

- International Communication Association (ICA), National Communication Association (NCA), Association for Education in Journalism and Mass Communication (AEJMC) 컨퍼런스에서 KACA 리서치 세션을 성공적으로 개최하여 좋은 논문들을 소개하고 최우수 논문상을 수여하였습니다. 또한, 대학원생들을 위해서는 우수 논문상과 컨퍼런스 트래블 지원금을 지급하고 있으며, 소셜 행사를 기획해 학생 멤버들간의 교류를 장려하고 있습니다.
- 특별히, 2024년에는 첫 KACA Conference를 Washington D.C.에서 성공적으로 개최하였습니다.
- 한국국제문화교류진흥원(Korean Foundation for International Cultural Exchange: KOFICE)와 함께 제 3회 KACA-KOFICE 컨퍼런스를 개최했고, 리서치 그랜트를 수여했습니다.
- The Korean Journal of Communication (ISSN 2995-1151)이 창간되었습니다. 현재 두 번째 이슈 (Vol 1 Issue 2)까지 출판되었습니다. KJC는 KACA 컨퍼런스에서 발표된 논문이나 여러 학회의 KACA 세션에서 발표된 논문들을 퍼블리시하기에 매우 적합한 저널입니다. KJC는 상시 논문을 접수받고 있으니, 자세한 내용은 <https://utpress.utexas.edu/journals/korean-journal-of-communication> 에서 확인 가능합니다.
- 2023년에 이어 “Rev. David Tae Yong Cho Memorial Scholarship” 장학금 펀드를 기부받아 우수학생들에게 장학금을 수여하였습니다.
- KACA에 기여해 오신 분들께, Jae-Won Lee distinguished service award공로상을 수여하고 있습니다.
- 한국 학회들과 공동으로 KACA 리서치 세션 그리고 panel sessions 을 기획하여, networking 기회를 마련해왔습니다.

C. KACA 학회 소개 (회원 혜택)

혹시 KACA의 회원에게 주어지는 혜택에 아직 익숙하지 않은 분들을 위해서 간단한 학회 소개를 아래와 같이 덧붙입니다.

- KACA는 멤버들간의 네트워킹과 취업에 관한 워크숍을 제공합니다. 이는 학생 멤버들이 미국 내에서 성공적으로 학업을 마치고 자리를 잡는 데 도움을 주고 있습니다. 그렇게 성장한 멤버들이 미국 뿐 아니라 유럽, 남미, 호주, 아시아 우수 대학에 자리를 잡고 있습니다.

- KACA는 미국, 한국, 유럽 등 다양한 학회, 정부 기관, 기업들과 협력하여 회원들에게 연구 보조금 지원, 우수 학술상 수여 등의 기회를 제공합니다. KACA 회원들은 이러한 기회에 가장 먼저 참여할 수 있는 특권을 누리게 됩니다.
- KACA는 ICA, NCA, AEJMC 등 주요 커뮤니케이션 및 저널리즘 학회를 중심으로 다양한 지원활동 (학회 참가비 지원 등)을 하고 있습니다. 올해를 시작으로 KACA 회원들을 중심으로 하여 KACA Conference가 개최됩니다. KACA 회원들은 KACA Conference에 참여하고 연구를 발표할 수 있는 기회를 우선적으로 얻습니다.
- The Korean Journal of Communication은 우수한 한국 관련 커뮤니케이션 연구들을 퍼블리시할 수 있는 기회를 제공합니다.
- KACA 회원은 국내외 커뮤니케이션 및 저널리즘 분야와 관련한 소식을 다양한 미디어를 통해 접하실 수 있습니다. KACA는 분기별로 학회 및 회원들에 대한 소식을 뉴스레터를 통해 이메일로 발송합니다. 다양한 국가의 연구 및 비연구 기관들이 회원님들께 커뮤니케이션 및 저널리즘 분야의 소식을 전하고자 KACA에게 연락을 취합니다. 이에 따라 KACA는 뉴스레터 외에도 미국과 한국을 중심으로 세계 각지의 커뮤니케이션 및 저널리즘 분야의 취업 시장, 논문 제출 공고, 학회 안내 및 이벤트에 대한 정보를 상시 제공합니다.

선생님의 후원과 관심 덕분에 KACA는 성공적인 2023-2024 academic year를 보낼 수 있었습니다. KACA가 이렇게 계속 성장하기 위해 여러분들의 참여와 관심이 절대적으로 필요합니다. 지속적으로 KACA를 지원해 주셔서 진심으로 감사드립니다. 앞으로도 멤버십 갱신으로 관심과 사랑 보여주실 것을 기대합니다.

멤버십과 관련하여 질문이 있으시면 언제든지 정민혜 (mchung18@illinois.edu)를 비롯한 멤버십 커미티들 혹은 멤버십 디렉터 문원기 (wonkimoon@ufl.edu)에게 연락 주시기 바랍니다.

멤버십 커미티

- 문원기 (wonkimoon@ufl.edu)
- 최재원 (jwroycechoi@gmail.com)
- 이상욱 (Sangwook.Lee@colorado.edu)
- 김도겸 (kimm19@newpaltz.edu)
- 정민혜 (mchung18@illinois.edu)

감사합니다.

This correspondence serves to notify you of significant modifications pertaining to the 2024 KACA membership. Please review the summary and detailed information below for your benefit.

<Table of Contents and Key Points>

- A. Notice of Changes to Membership Costs and Duration
 - a. Starting this year, annual memberships will be renewed in May.
 - b. Starting this year, there will be a slight increase in membership fees.
- B. KACA Achievements in 2024
 - a. Along with KACA sessions at ICA and AJEMC, we held the first KACA conference.
 - b. We launched *The Korean Journal of Communication*.
- C. Introduction to KACA (Member Benefits)

A. Notice of Changes to Membership Costs and Duration

Based on the voting results from the KACA-ICA business meeting, the KACA membership system has been revised as follows starting this year:

- a. **Memberships, which previously started on January 1 and ended on December 31, will now be renewed on an annual basis from May.** This change reflects the fact that major conference activities for KACA members occur primarily after May, aiming to improve member convenience. This amendment was passed at the 2024 ICA bylaw revision.

Therefore, if you join or renew your membership now, it will be valid until the end of April 2025 (2024 membership period: from the date of joining to April 30, 2025). The 2025 membership will start on May 1, 2025.

- b. **Additionally, a reform regarding membership fees starting in 2024 has been approved at ICA.**

Consequently, the annual KACA membership fee will increase slightly from September 1, 2024. **Members who pay their membership fee by August 31 will be able to register at the previous rate.**

· For details on the newly revised membership, please visit [KACA Membership Information](<http://www.thekaca.org/membership/>).

B. Achievements of KACA in 2024

KACA serves as the primary platform for Korean communication scholars abroad and represents their voices. Thanks to your ongoing support, interest, and participation, KACA has continued to develop. KACA operates entirely based on the annual fees and donations from our members. Your renewal and membership are essential for the continued success of KACA. If you have not renewed your membership for 2024, please do so by August 15 (2024/5 - 2025/4).

- We successfully hosted KACA research sessions at International Communication Association (ICA), National Communication Association (NCA), Association for Education in Journalism and Mass Communication (AEJMC) conferences, presenting excellent papers and awarding the Best Paper Award. Additionally, we provide Outstanding Paper Awards and conference travel grants for graduate students and organize social events to encourage interaction among student members.
- In particular, in 2024, we successfully held the first KACA Conference in Washington D.C.
- We hosted the 3rd KACA-KOFICE Conference in collaboration with the Korean Foundation for International Cultural Exchange (KOFICE) and awarded research grants.
- *The Korean Journal of Communication* (ISSN 2995-1151) was launched, with the second issue (Vol 1 Issue 2) now published. KJC is very suitable for publishing papers presented at KACA conferences or KACA sessions at other conferences. **KJC accepts papers year-round. For more details, please visit <https://utpress.utexas.edu/journals/korean-journal-of-communication>.**
- Continuing from 2023, we have awarded scholarships to outstanding students through donations to the "Rev. David Tae Yong Cho Memorial Scholarship" fund.
- We have presented the Jae-Won Lee Distinguished Service Award to those who have contributed to KACA.
- In collaboration with Korean academic societies, we have organized KACA research sessions and panel sessions to create networking opportunities.

C. Introduction to KACA (Member Benefits)

For those unfamiliar with the benefits provided to KACA members, here is a brief overview:

- KACA offers **networking and job-related workshops for members, helping students successfully complete their studies and establish careers** in the U.S., Europe, South America, Australia, and Asia.
- KACA collaborates with various conferences, government agencies, and businesses in the U.S., Korea, and Europe to provide research grants and awards. **Members have the privilege of being the first to participate in these opportunities.**
- KACA supports participation in major communication and journalism conferences such as ICA, NCA, and AEJMC. Starting this year, KACA will hold its own conference, where **members will have priority to participate and present their research.**
- *The Korean Journal of Communication* offers opportunities to publish high-quality, Korea-related communication research.
- **Members receive updates on communication and journalism news through various media, with newsletters sent quarterly.** KACA also provides information on job markets, call for papers, conference announcements, and events.

With your support and interest, KACA has had a successful 2023-2024 academic year. Your continued participation and support are crucial for KACA's ongoing growth. We sincerely appreciate your ongoing support and look forward to your continued interest and renewal of membership.

If you have any questions regarding membership, please contact Minhey Chung (mchung18@illinois.edu) or any other Membership Committee member, or Membership Director Won-Ki Moon (wonkimoon@ufl.edu).

Membership Committee

- Won-Ki Moon (wonkimoon@ufl.edu)
- Jae-Won Choi (jwroycechoi@gmail.com)
- Sangwook Lee (Sangwook.Lee@colorado.edu)
- Do-Kyum Kim (kimm19@newpaltz.edu)
- Minhey Chung (mchung18@illinois.edu)