

The KACA NEWS

Volume 18, Number 1 Korean American Communication Association July 1996

President's Note

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

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

Next, as I mentioned in the last issue, KACA is still striving to reach the

ICA 2002 in Seoul?

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

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

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

300-member plateau. Your continued cooperation and help in recruiting is greatly appreciated. We would like to include many members as possible in various upcoming events and projects.

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

Jong G. Kang
Illinois State University

Ministry of Information has already granted a permission to hold the conference. The decision will be made in Feb 1997. KSJCS and KACA will jointly work on details if it is actualized. Support and send words of hope and encouragement to them.

Korean Sessions at ICA/AEJMC/SCA

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

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

Surfing KACA! Internet Home Page

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

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

It will keep posting updated informations on positions, grants, calls for papers, etc. As you know our newsletter is published two times a year. The home page should compensate the shortcomings of the newsletter.

To access our home page, you must know how to run any Internet browsing program, such as Netscape. Once you are in one of browsers, point it to KACA's URL (Uniform Resource Locator): <http://www.cis.upenn.edu/~sjokim/home.html> (No spaces between codes).

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

Reminder

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

**From Newly Appointed
Graduate Student
Representative/Secretary:
Joohoan Kim**

I have been enjoying working as a
Secretary to KACA.

Contacting as many as possible to
make a membership directory is
exciting; gathering old stories and
photos to make KACA web pages are
a lot of fun, too. I have to, however,
admit that the membership directory
is far from comprehensive and
reliable yet, and the web pages need
much more information. Please let
me know any corrections to be made
for the directory.

If everything goes smoothly with
my dissertation, I am supposed to
finish my doctoral program next
spring.

Here are some of my suggestions
to KACA as member. I think we
should change our association's
name. I feel awkward whenever I
see/hear the name, since I don't think
I am a Korean-American. I think
most of our members, too, are
Koreans rather than Korean-
Americans. I have never heard of
Chines American Communication
Association. I remember I was
reluctant to join KACA due to the
name of the association.

Why not just "Korean
Communication Association?"

Here "Korean" should mean all
Koreans regardless of citizenship or
permanent resident status.

Finally, our membership criteria
must be redefined. Anyone who has
scholarly interests in Korean subjects
should be allowed to join the
association regardless of races,
nationalities, and their locations. I
was dismayed when I had to drop
names that are no longer here in the
States.

I would like to keep my
membership after I go back to Korea
just like I want to maintain my
memberships at ICA and AEJMC.
We are living in a global village.
Wherever we are, our association
should be a site for exchanging ideas
and information. This must be
another reason why we should call
ourselves as "Korean
Communication Association."

** Mr. Kim is an ABD at University
of Pennsylvania majoring political
communication. KACA is grateful
for his commitment and hardwork on
many administrative duties, including
the directory and the KACA
Homepage**

Name Change for KACA?

Few members have objected to the
name of our association. They
contend that "Korean-American" is

less inclusive and even confusing.
When we surveyed some sixty major
universities' communication
departments last month, three so-
called "Korean-American" graduate
students contacted us through E-mail.
They were pleasantly surprised by
the existence of our association.

We were equally surprised by any
Korean second generationers
studying communication. Obviously,
the name was inclusive in this case.
But over 95% of our members are
"Koreans" not "Korean-American."

Secondly, the abbreviation,
KACA, sounds ludicrous in both
Korean and English. Dr. Jaehyun
Lee of Western Illinois University
suggests an intelligent alternative to
resolve the problem. Pronounce
KACA as [kay-ka] not [ka-ka].
Finally, vice president Kak Yoon
suggests a name contest.

The question on the name is
legitimate one. Members should
express their views on the name
before the association reaches any
decision. Send your opinons to
president, vice president, editor, or
student secretary.

**Did you know KACA was not the first
name of our association? When it started in
1978, it was called NAACKS (The North
American Association of Korean Comm
Scholars), another interesting name. The
name was changed to KACA in the
following year. According to July 1979 (vol
2, no 2) issue of our newsletter, KACA was
pronounced as "kei-ei-si-ei," not "ka-ka."
The origin of "ka-ka" is unknown.

The KACA Executive Committee for 1996-1997

President:

Jong G. Kang
Illinois State University

Vice President:

Kak Yoon
Washington State University

Secretary/Treasurer/Editor:

Eung-Jun Min
Rhode Island College

Student Secretary:

Joohoan Kim
University of Pennsylvania

The KACA Newsletter is published
biannually in January and July by the
Korean-American Communication
Association. Membership into KACA,
which include the newsletter, is \$ 10.00
for students and \$ 20.00 for faculty each
year.

The KACA Newsletter includes
sections or cloumns for opinion or ideas
concerning topics of significance to the
discipline.

All materials for the newsletter and
membership fees should be sent to:

Eung-Jun Min
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Rhode Island College
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Providence, RI 02908
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(401)456-8270(O)
(401)456-8379(Fax)
EMIN@grog.ric.edu

**KACA Session at Chicago
ICA: Communication and
Development in Korea
May 23-27, 1996**



After Dinner.....

ICA Paper Presentations

Several younger faculty and students disappeared into more trendy ritual of enjoyment: Karaoke and Binge Drinking. Other not-so-young members retreated to more traditional ritual: Sake and Bindaedduk. Everyone resumed their conference activities as it never happened. Way to go!

Congratulations to our members' quality papers and their continuous success. There were over 50 paper presentations, moderators, and respondents by 32 members in this year's ICA. The number has doubled over past two years. Topics were interesting and compelling, they were ranged from ideological gender roles in Korean dramas to communication in superior-subordinate relationships. Here is the list of presenters/moderators/respondents.

Many Thanks....

The dinner was served to our members by our good friend Mr. Kunchae Bae. Mr. Bae, according to president Kang, is Korean version of Rupert Murdoch. He owns and operates several broadcasting systems around North America. Mr. Bae is the president of KM Ventures Inc. Many gratitudes to him. On the behalf of members, KACA has sent a plaque in appreciation of his dedication.

Kyuhoo Youm, Junghye Yang, Woohyun Won, Yongjin Song, Hochang Shin, Junwoong Rhee, Chanhee Park, Youngmee Moon, Eungiun Min, Eunjoo Min, Taesup Lim, Soobum Lee, Sangchul Lee, Sahangsik Lee, Jaewon Lee, Jaesub Lee, Jaehyun Lee, Youngyun Kim, Yookyung Kim, Taeguk Kim, Shindong Kim, Minsun Kim, Minsoo Kim, Kyungmo Kim, Kyu Kim, Kyungjoo Kim, Joohoan Kim, Jongki Kim, Jonggeun Kang, Mijeong Han, Young Choi, Minho Ahn

Congratulations on a productive year! Few presenters were not at the dinner. Make sure attend next time!

KACA also presented a plaque to professor Kyu Kim, dean of social science at Sogang University, who provided bus transportation to our members from the conference site to the restaurant. Many thanks to him.

As an annual session for ICA, KACA sponsored a session, "Communication and Development in Korea." Several distinguished scholars presented and shared their views on new development of Korean media, including multimedia system. Jong Kang of Illinois State and JaiHyon Lee of Western Illinois served as moderator and discussant respectively.

Panels

Jaewon Lee (Cleveland State)
"Professionalism in the Korean Press"

Kyu Kim (Sogang) & E.J. Min (Rhode Island)
"Transformational Paradigm of Broadcasting system in Korea"

Woohyun Won (Korea) & Sahangsik Lee (Korean CATV Asso)
"CATV and New media infrastructure in Korea"

Taeguk Kim (North Texas)
"Policies and developments in the media of Korea"

Jongki Kim (Hankuk U of Foreign Studies)
"Development of Media and political communication in Korea"

Dinner Reception

Some 30 faculty and students enjoyed Korean/Japanes style buffet during the annual convention dinner at Ariana Restaurant. Speeches and photo sessions were followed.

KACA Seoul Office?

During a lunch with Dr. Kyu Kim of Sogang University at ICA he suggested KACA's Seoul office to be included within Sogang Media Center, newly constructed building. That would dramatically increase communication capacity of KACA which lacks in the past years. Hope for the best.

Official Letters to Communication Departments

KACA sent out letters to some 70 major communication and journalism departments to identify Korean students. It was not very successful, but the effort was worthwhile. We have also sent out letters to Korean universities to ask informations on faculty positions. One should not rely solely on our information but look for other informal sources. If you understand the hiring practices of Korean universities, you should be aware of some irrational factors, not appearing on announcements. Few universities, however, are promoting more democratic hiring procedures.

Calls for Papers

Journal of Communication elected new editor, Alan M. Rubin of Kent State, and seeks manuscripts. Submit four copies in accordance with APA (4th edition). School of Comm Studies, PO Box 5190, Kent State, Kent, OH 44242, 330-672-4609.

International & Intercultural Comm Annual seeks manuscripts on "Rhetoric in Intercultural Contexts." Deadline: Jan 15, 1997. Send 4 copies to Alberto Gonzalez, Department of Interpersonal Comm., Bowling Green State, Bowling Green, OH 43403-0234, agonzal@bgnetsgsu.edu.

Communication Research seeks papers on the relationship between cultural and any aspect of communication. APA style. Deadline: Sep 15, 1996. Three copies with 150 words abstract should be submitted to Bill Gudykunst, Dep't of Speech Comm, Cal State Univ., Fullerton, CA 92634

Communication Studies seeks manuscripts on the relationship between communication and organizational democracy. APA style. Deadline: Nov 1, 1996. Send four copies to Dennis Mumby & Cynthia Stohl, Dep't of Comm, Purdue Univ. West Lafayette, IN 47907-1366.

Inviting Book Chapters on Media & Homeless: A proposed editing project (Praeger) seeks papers that examine how media make sense of the homeless. In other words, articles would explore how a particular version of reality in general and a reality of the homeless are constructed in various media messages, including newspaper, TV, magazine, etc. Both proposals and completed papers will be considered. Deadlines: October 15 for proposals; Feb 15, 1997 for complete papers. Prospective editors: Eungjun Min & Insung Hwang (Daejin Univ.). Send three copies to Eungjun Min, Department of Communications, Rhode Island College, Providence, RI 02908.

Inviting Book Chapters on Socio-economic Conflicts between African and Korean Americans (Sage). This proposed project seeks papers on any aspects of the relationship between two races: communication gap between two; media images of two; any negative or positive intercultural relations. Both theoretical & empirical studies will be considered.

Editors are Molefi Assante (1996 SCA Keynote Speaker) of Temple University and Eungjun Min of RIC. Send three copies to your editor. Deadline: April 15, 1997.

KACA sessions of ICA/ AEJMC/ SCA invites papers on any Korean related communication studies. Contact president Kang for ICA (Sep-Oct) and AEJMC (Feb-Mar) papers and your editor for SCA (Dec-Jan). Contact them about one or two months prior to their official deadlines (Nov 1; April 1; Feb 1 respectively).

KACA Newsletter invites any essays on almost any topics to brighten its pages.

New Journal for KACA

KACA & KSJCS plan to publish an international journal (in English). It would publish wide range of communication topics, not limited to Korean studies or to Korean scholars. More details will be discussed in Anaheim AEJMC convention.

Unofficial Faculty Positions

Professor Hochang Shin of Jeonbuk University (currently visiting scholar at Univ. of Maryland) would like to have preliminary interview with prospective candidates for a faculty position at Jeonbuk University while he stays in the States. Candidates must have Ph.D. degree in hand. Specializing in any areas of communication and journalism. Call (410) 740-5434 til' the end of July. He may also conduct some informal interviews at Anaheim AEJMC. Call him to set up appointments. Sogang Univ. also seeks candidates specializing visual communication. Again these are not official announcements.

KACA Session at 1996 Anaheim AEJMC

President Kang and professor Kyuho Youm will serve as a moderator and discussant respectively. Many scholars from Korea are expected to attend this year as well. The area is well known for Disneyland as well as a huge Korean town (Garden Grove). Hotel accommodations are abundant and relatively inexpensive. Plan ahead to attend the conference. Be sure to attend KACA session and the annual dinner (check date & time).

Conferences and Conventions

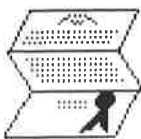
SCA 82nd annual convention:
November 23-26, 1997, San Diego, CA. 703-750-0533 for division chairs.

Intercultural & International Comm 14th Annual Conf. Feb 6-8, 1997, Miami, FL Diane Christophel (305) 284-2265.

Central State Comm Asso. April 9-13, St. Louis, MO Melissa Sperek, (419) 372-8641.

American Culture Asso. March 26-29, San Antonio, Jim Schnell (614) 251-4581.

Broadcasting Education Asso. April 4-7, Las Vegas, Dom Caristi (515) 294-9967.



Tenure & Promos

Kyuho Youm of Arizona State has been promoted to full professor. Congratulations!

Byungsoo Kim (Ellon) & **Eungjun Min** (Rhode Island) have been granted tenures. Congratulations.

Grants and Awards

Kyu Youm of Arizona State received "Leg of the Stool" and "A.T. Steel" research award and grants from ASU.

Jong G. Kang of Illinois State received ISU's research grant of \$ 5,000 to study perspectives on cable television.

Eungjun Min of Rhode Island received the sum of \$ 3,000 for research on socio-economic conflicts between African/Korean American from Faculty Research Committee.

Publications: Periodicals

Kak Yoon (Washington State) "A Comparison of Korean and American attitudes toward Advertising" Journal of Marketing Communication (Forthcoming).

Soobum Lee (Oklahoma) "Russian Advertising since Perestroika" Sino-Soviet Affairs 20:3 (Forthcoming)

Kyu Ho Youm (Arizona State) "Libel Law and the Press" UCLA Pacific Basin Law Journal (1996)

"How the Supreme Court works" Mass Communication in the Information Age (1996).

"Newsweek pays damages for libel in South Korea: First Amendment is no protection for US media" International Communication Bulletin (1996).

"Lawyers in Newsroom weaken 1st Amendment" Arizona Republic (1996).

Jong G. Kang (Illinois State) "Broadcast Education in two-year colleges: A survey of curriculum and practice," Feedback (Fall 1996).

"Broadcasting Industry in the U.S." Korean Broadcasting Development Institute (in Korean)(April, 1996).

Insung Hwang (Daejin) & **Eungjun Min** (Rhode Island). "Patterned Images of Homeless: Discourse analysis of television news" Journal of Speech Comm of Pennsylvania (Forthcoming).

Eungjun Min (RIC) "Bakhtin's Contribution to Cultural Studies and Postmodernism" STAM Journal (Forthcoming).

"The Legacy of Korean National Cinema Movement" Journal of Film and Video (Forthcoming).

Publications: Books

Kyuho Youm (Arizona State) Press Law in South Korea, Illinois State University Press (1996)

Kyong Liong Kim (Mt. Vernon Nazarene) Caged in Our Own Signs: A book about Semiotics, Ablex Pub. (1996).

Personal News

Jaehyun Lee of Western Illinois will be a visiting professor at KwangJu University for one year. Professor Lee is well-known for his political dissidence against late former president Junghee Park. He was a speech writer for the first president Seungmann Lee. He served several years as a consul to France and the U.S. Dr. Lee is a living history and a textbook scholar. Good luck to him.

Kyu Ho Youm of Arizona State conducted a workshop on journalism law at Mesa, Arizona, April 13. Prof. Youm also serves as a president of a regional AEJMC council. He was selected as both ICA & AEJMC publication committees' member. He also serves as editorial board member for several major journals.

Kwangmi Ko Kim got her Ph. D. from Penn State and has been appointed as an assistant professor at Appalachian State University. And gave a birth to her second daughter in January. 1995-1996 is certainly the year of "Ko."

Jong G. Kang of Illinois State presented a paper on television effects on children of Thailand at Broadcasting Education Association (BEA). He also presented a paper on the U.S. media to Korean broadcasters attending National Broadcasters Association (NAB) in Las Vegas.

Jaewon Lee of Cleveland State is appointed as an assistant to Provost. Also his daughter graduated from Boston University in May.

Wonho Chang of Missouri-Columbia is serving as a editor for "Sungkok Journalism Review" For contribution, call 314-882-7867.

Seung H. Lee of Appalachian State is serving as a executive member of Korean American University Professors Association (KAUPA).

Byungsoo Lee has moved from Moore State to Ellon College (North Carolina) with tenure.

Soobum Lee presented top papers to two regional communication conferences on the subject of postmodernism and a semiotic analysis of Korean cigarette ads.

Yongjin Song of Ohio completed his dissertation entitled "Argumentativeness in Contexts: A comparison of motivations to argue between South Koreans and North Koreans in the contexts of age and relationship." He has returned to Korea for fulfilling his military duty as an instructor-officer at Air Force Academy. Good luck to him.

Kak Yoon of Washington State is coordinating International Advertising Professionals Program's second annual seminar (June 20-July 20). Twenty-five ad executives from 13 agencies will participate. He also moved in to a new house!

Hyunseung Jin received his MA degree from University of Alabama in advertising. He has been admitted to Univ. North Carolina-Chapel Hill Ph.D. program.

Ho Kim of Marquette University is working as an intern for Communications Korea (PR firm) this summer.

New Members

Welcome our new members to KACA. If your name is missing, please notify your editor.

Peter Lee (MA): Florida State
Jenny Moon Sung (MA): University of Hawaii
Sanghee Kwon (MA): California State Univ.-Northridge
Ho Kim (MA): Marquette University

Membership Fee Received: 1996

Faculty: Jaechul Shim, Jong G. Kang, Kwangmi Ko, Kak Yoon, E.J. Min, Jaehyun Lee.
Students: Doyun Kim, Ho Kim, HyeKyung Bang, Eunju Lee, Yongjin Song(2years), Kyungjoo Kim. Total: 12 out of 150 members. Full disclosure of KACA's budget will be presented in the next issue.

Etc.

Summer Movie Guides

Here are movie picks from a film expert (guess who) to save your expenses on entertainment. The followings are current releases on both theaters and videos.

See.... The Rock, Eraser, Richard III, Les Miserable, Mr. Holland's Opus, Heat, Sense & Sensibility, Hunchback of Notre Dame, Nutty Professor, The Birdcage, Fargo, Welcome to Dollhouse, Courage under fire.

See if you have time... Twister, Mission Impossible, Phantom, Independence Day, Phenomenon, Dragonheart, Broken Arrow.

See if you like to be depressed.... Leaving Las Vegas and Dead Man Walking.

Skip them..... Cable Guy, Striptease, Fear, Eddie, Spy Hard, Nick of Time, Up Close and Personal.

Hodge Podge

Journalism consists largely of saying 'Lord Jones died,' to people who never knew Lord Jones was alive.

The problem with panhandlers: you feel taken if you give and guilty if you don't.

Am I the only one who feels that on some days, parenting is like being the guy at the circus who cleans up after the elephants?

Finally, an oft-told European joke: Heaven is where the police are British, the chefs French, the mechanics German, the lovers Italian and it's all organized by the Swiss. Hell is where the police are German, the chefs British, the mechanics French, the lovers Swiss and it's all organized by the Italians.

Finally....

I would like to thank members who sent information, letter of encouragement, and compassions. It's a exciting time for KACA. All members should get involve with upcoming events: Seoul ICA, new journal, KACA Seoul Office, KACA sessions for ICA, SCA, AEJMC, etc. If your names are missing, contact me immediately. Have a healthy and happy summer! EJM

Join KACA Now!

KACA wants to get to know more Korean communication scholars and students all across the country. If you know someone who might be interested, please talk to them and explain the benefits of joining the society. Please complete this form and send it to:

• • • • • **Personal Information for KACA Directory** • • • • •

Name:

Status & Major:

School Address & Phone Number:

Home Address & Phone Number:

E-Mail Address:

• • • • • **Personal Information for KACA Directory** • • • • •

Name:

Status & Major:

School Address & Phone Number:

Home Address & Phone Number:

E-Mail Address:

• • • • • **Personal Information for KACA Directory** • • • • •

Name:

Status & Major:

School Address & Phone Number:

Home Address & Phone Number:

E-Mail Address:

The KACA Newsletter

Keep us up to date on your professional life. Fill out the following sheet to be included in the next KACA newsletter!

KACA is dedicated to its members. As a growing group, it is important to share your good news with fellow members. KACA welcomes any news about your professional life, from publishings to changes in address. Deadline for the next issue is April, 1996.

Return this form to:

Eung-Jun Min
KACA Newsletter
Dept. of Communications
Rhode Island College
600 Mt. Pleasant Ave.
Providence, RI, 02908
Fax: (401) 456-8379
Phone: (401) 456-8270

NAME: _____

School: _____

Position: _____

Professional News (books, journals, papers, grants, awards, speeches, fellowships, etc.)

Personal News (Promotion, election, new position, degree, etc.)

Membership Dues

It's that time of year again. Membership dues for the upcoming year need to be submitted to Eun-Jun Min by February. In order to continue serving our members as completely as possible with special functions and information, dues are vital. Thank you in advance for your promptness in turning them in. Please use checks or money orders only.

One Year Student Membership

Enclosed is \$10 for one year of membership to KACA. This allows me to participate in functions and receive mailings through the 1996 operating year.

One Year Faculty Membership

Enclosed is \$20 for one year of membership to KACA. This allows me to participate in functions and receive mailings through the 1996 operating year.

Two Year Membership

Doubling the membership fee (\$20 for students, \$40 for faculty) takes care of two years membership. This allows me to participate in functions and receive mailings through the 1997 operating year.



Directory of Korean American Communication Association

- *Ahn, Hoe Kyun;** Grad Student, Dept. of Telecommunication, Michigan State U.; 3055 Trappers Cove 3-A, Lansing, MI 48910.
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Hong, Soonweon: MFA Student, Temple University; 6901 Oldyork Rd. #B-302, Philadelphia, PA 19126; 215-224-1057; flicker@voicenet.com.

Hur, Henry: Graduate Student, Dept. of Communication Northwestern U Evanston, IL 60202

Hyun, Daiwon: Ph.D. Student. Temple University; 3801 Conshohocken Ave. Imperial Tower suite 30, Philadelphia, PA 19131; 215-878-6276; daiwon@vm.temple.edu.

Im, Dah Som: Ph.D. Candidate, Dept. of Journalism, U. of Texas, Austin, TX 78712.

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