



# The KACA NEWS

Volume 19, Number 1 Korean American Communication Association Winter 1997

## President's Note

Greetings and welcome to the winter 1997 KACA newsletter. As I reported in the last issue, we are currently involved in a significant stage of deciding Seoul as the site for 2002 ICA.

Since the last issue, we had several meetings with past, present, elected ICA presidents, ICA administrators and KSJCS (Korean Society for Journalism and Communication Studies) officers. On February 1, Officers of KACA and KSJCS had a series of meetings in Chicago to prepare a proposal.

We have already completed a travel guide and brochure. They will be included with a final draft of proposal. ICA executive committee will vote on 2002 ICA site at Montreal convention.

We have no information on how many Asian nations are interested in the convention, but I have sent letters of requesting support for Seoul ICA to all Asian countries. We are doing everything to accommodate the 2002 convention.

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

Best of luck to you in all your academic endeavors!

Jong G. Kang  
*Jong G. Kang*  
President  
Illinois State University

## Members of 2002 ICA Preparation Committees Appointed

KACA and KSJCS have appointed separate ad hoc committees for the event. Two committees will work together on strategies and plans in the future. Members for both committees are:

<i>KACA</i>	<i>KSJCS</i>
Jong G. Kang (Chair, Illinois S.)	Youngsuk Kim (Chair, Yonsei)
Wonho Jang (Missouri-Col)	Inwhan Oh (Hanyang)
Jaewon Lee (Cleveland S.)	Kyungja Lee (Kyunghee)
Jim K. Kim (SUNY-Plattsburg)	Jongki Kim (Korean Foreign Studies)
Kyuho Youm (Arizona S.)	Taiksop Oh (Korea)
Kak Yoon (Washington S.)	Jungcheon Lee (Choongang)
Gwangjub Han (Howard)	Hyundoo Kang (Seoul National)
Seonghyung Lee (Appalachian)	Youngeum Lee (Press Institute)
Eungjun Min (Rhode Island)	Woohyun Won (Korea)

KACA and KSJCS have already completed travel brochure and representatives from both sides had a series of meeting (Chicago) to finalize the proposal in February 1-2.

## Ministry of Information & KSJCS Invite ICA Officers to Seoul

Korean Ministry of Information and KSJCS have invited three key ICA officers to Seoul: Bob Cox (executive director), Stanley Deetz (president, Rutgers), Peter Monge (president-elect, USC). The purpose of the trip is to (1) provide first-hand knowledge and information about Seoul as a conference site; (2) interact with Korean scholars to build mutual alliance. President Kang and Jaewon Lee (CSU) will accompany them throughout the trip (Feb 27-March 4).

## KACA became an Affiliate of Speech Communication Association (SCA) & KSJCS

During 1996 SCA Legislative Council meeting, SCA approved KACA as one its affiliates. Now KACA is able to function as one of its divisions. We can now accept and review papers and have up to three different sessions. We are also affiliated with KSJCS. ICA & AEJMC are also considering KACA with similar status.

## Surfing KACA! Internet Home Page

Joohoan Kim (Penn) and Jongyong Yoon (Stanford) have constructed our home page. The page contains our history and other information. It will be updated whenever useful news and information are available.

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://192.133.12.49/emin/kaca> (all low cases) (No spaces between codes).

Due to the required monthly fee for maintaining the page, the editor will assume the responsibility of keeping and cleaning the page. This means the address will be changed whenever new executive committee is formed. We welcome any information and comments for the page.

## Nominations for 1997 KACA Elections

Send your nominations for elective office (president, vice president, secretary) to the Nominating Committee headed by Kyuho Youm (Arizona State) by July 1, 1997. Candidates will be voted at the Korean session of AEJMC (Chicago, July 31-Aug 2). Any KACA members can nominate any other KACA members.

## Korean & Black Americans: A Case of Communication Breakdown

"We (Koreans) come here, put up our businesses, make some money, pay our taxes. That's how blacks and Hispanics get food stamps, welfare, the whole thing. We're doing our part." - a Korean merchant after the L.A. riot

"Pay respect to the black fist, or we'll burn your store right down to a crisp, and then we'll see ya because you can't turn the ghetto into Black Korea." - Lee Cube's Black Korea

Major cities have been the sites of numerous recent conflicts between Korean shopkeepers and black customers. The economic pressures of South-Central Los Angeles, for example, put two subordinate racial groups - Blacks and Koreans - into conflict with each other. In this conflict race and class interests are inseparable, but this is complicated further by nativism - the clash between native-born African Americans and immigrant Koreans. The media portray the Koreans as economic exploiters, profiteering from the poverty of African Americans. An AME church minister in Philadelphia condemned the Korean merchants as "blood suckers" in one of radio talk shows. Harlem residents protested against the Korean merchants' economic racism in the area. A seven years-old boy was shot on the back when he ran away with a bag of potato chip in Columbus Ohio. The bullet hit the store floor first and then the boy. Four black youths ambushed under a Korean liquor store owner's van and mugged him and robbed the day's proceeds in Chicago. According to the office of Korean Association of Los Angeles, 48 Koreans have been killed by Blacks between 1975 and 1995, and 15 killed by Koreans in L. A. area alone.

It was Soon-Ja Du's case, however, that heightened the tension between Blacks and Koreans. The security camera in Du's grocery store showed Latasha Harlins approaching the store counter. Du appeared to shout at Harlins and grabbed her sweater. Harlins punched Du three times about the head. Du threw a stool at Harlins. Harlins put the bottle on the counter, and walked away. Du pulled a gun from beneath the counter and fired. Du was released on probation with four hundred hours of community service and \$ 500.00 fine. She was freed because Du's family had been victimized and terrorized repeatedly by black gang members. The shooting was provoked by Harlins, according to Judge Karlin. Like Rodney King's video, the video of Harlin's death is

significant because it condensed into a moment of hypervisibility long and complex histories. The transaction across Du's counter - shouting arguments, punching, throwing, a shot - was a material instance of larger historical and social transactions. In it we can trace multiple movements across this counter: the suspicious gaze of the camera on Blacks, money, commodities, self-defense, disrespect, humiliation, and interracial behavior. After the L.A. riot, several attempts have been made to ease the tension (e.g. Black-Korean Alliance), but the racial anxiety and antagonism are activated every day across the counters of Korean-owned stores around the major cities. The tragedy of the relations began when two cultures encountered without having a sense of communion or a mutual understanding of each other. In other words, the tragic relation is the product of severe communication and cultural gaps. According to Freer (1994), it is also a result of restrained and limited interactions, very unusual even in any intercultural relations. Korean American children's interactions with any Afro-Americans are very limited, for example. Afro-American children from the areas where Koreans conducting their businesses encounter with Korean American children under strict business atmospheres. They seldom attend same schools. Only Afro-American children they encounter as fellow students are from different areas. During my pilot field observation, without an apparent reason, the store owner warned his teenage son not to talk to black customers while he attended the cash register. Korean parents tend to be protective of their children. Very few Korean-American children attend racially mixed schools in any major cities. Children (12 to 18) of Korean merchants often help their parents on Saturdays and Sundays and those days are only contacts with Afro-Americans for most of those children. Just like their parents, the problem in the relations between African Americans and Korean Americans children is that there is little or no real human relations between them. Their relations or interactions are largely unknown and hidden. They may develop their own systems of negativism and prejudice. Or they may challenge their parents' negative attitudes toward each other. This hidden and minimal interactions require a systematic multidisciplinary effort to understand

and produce knowledge that is useful to develop the positive relations. It is impossible to identify the nature of the relations between African Americans and Korean Americans children without examining the communicative relations between two culture in general. Obviously, not all Korean-Americans are merchants in Afro-American communities. But their encounters and experiences with Afro-Americans are disseminated through churches and social gatherings, and they become sources of stereotypical knowledge and information among Korean-Americans. My pilot study shows that Korean merchants have these biased opinions and attitudes: (1) African Americans are aggressive and violent; (2) Most of them are welfare recipients; (3) Many of them are drug addicts and alcoholics; (4) Family value and work ethics are lacking among African Americans. The roots of these prejudicial opinions are not only in their confrontational relations with African Americans, but in previous stereotypical informations before they come to this country. Many private immigration agencies in Korea educate prospect immigrants how to deal with Afro-Americans' behaviors. On the other hand, African Americans typical attitudes toward Korean Americans are mostly resentments and angers: (1) Korean Americans are exercising economic racism against African Americans by pricing unfairly; (2) "Korean Americans are plain rude" and disrespectful; (3) They never reinvest money in black community; (4) Korean do not know what it is like to be oppressed. Although the relation between African Americans and Korean Americans has been improved in Southern California since the riot, those die-hard prejudices and negative attitudes are still pervasive among Afro-American and Korean-American communities.

### Notes

1. Regina Freer, "Black-Korean Conflict" in The LA Riot, ed. Mark Baldassare (Oxford: Westview Press, 1994), 175-214.

2. The article is an excerpt from a project "Socio-Economic Conflicts between Korean and Black Americans"

By E. J. Min

## 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:

Joohan 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:

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**KACA Session at AEJMC  
Mass Communication and  
Development in Korea  
Anaheim, CA  
August 10-13**

As an annual session for AEJMC, KACA sponsored a session, "Mass Communication and Development in Korea." Several distinguished scholars presented and shared their views on new development of Korean media, including advertising. Jong Kang of Illinois State and Kyuho Youm of Arizona State served as moderator and discussant respectively.

**Panels**

Taiksuh Auh (Korea Univ.) "Political Turmoil: Voter's Polls of the 1996 General Election in Korea"

Kak Yoon (Washington State) & Wonyong Kim (Sungkyunkwan) "Advertising attitudes held by Koreans and Americans"

Haejung Paik (Univ. of Oklahoma) "Korea as viewed by U.S. and U.K. press"

Chulsoo Moon (Korean Press Institute) "Perceptions of political symbols in the mass media: a study on how Korean college students perceive their media-delivered political symbols"

**Dinner Reception and More....**

Some 25 faculty and students enjoyed Korean style BBQ buffet during the annual convention dinner at Korean House. Speeches and photo sessions were followed. As in Chicago ICA, several younger faculty and students also enjoyed usual Norae Bang party.



AEJMC was smaller and cozier than ICA. Members were relaxed and ready for good times. Interactions among members were more personal and pleasant. Some even suggested "non-academic/alcohol free" activities like golf, tennis, and sightseeings. Well, we are planning those goodies for this year's AEJMC (Chicago). Look for the next issue of the newsletter! KACA would like to thank professor Hochang Shin of Jeonbuk National for his friendship and contribution to KACA during his visiting professorship at Maryland. Noraebang party could have been dry and stiff without his good party spirit, for example. We also thank to professor Taiksuh Auh of Korea University for his generosity. The followings are paper presentations and others by our members

- Hyunyi Cho* (Mich. State) "Children's TV Ad: An overview of public policy issues and implications"
- Gwangjub Han* (Howard) "The future of DBS in the U.S.: Will the medium's primetime arrive?"
- Erin Kock & Jong G. Kang* (Illinois State) "Broadcast Journalism: A comparison of practices and characteristics of college and university programs"
- Dohyeon Kim & Augie Grant* (Texas-Austin) "The validity of program type model in studies of TV program diversity"
- D. McDonald & Hyeok Kim* (Cornell) "When I die, I feel small: Electronic game characters and the social self"
- Kyounghoo Kim* (Washington State) "Interplay bet' parents and TV in political socialization of adolescents"
- Taiyong Kim* (UNC) "Causal relationship bet' perceived source characteristics and perceived product quality"
- Joohoan Kim* (Penn) "Representing frames of texts: Computer-aided text analysis and graphical representations of frame salience"

- Minsoo Kim* (Penn State) "Globalization of mass comm in the West and East Asia: Toward a new East Asian model of mass communications"
- Yookyung Kim & H.C. Chang* (Syracuse) "The impact of cultural and market distance on international ad: A content analysis of ad appeals in ads from U.S., Japan, and Korea"
- Yookyung Kim & Jan Slater* (Syracuse) "The impact of Ad distance on international ad: An analysis of creative strategy in magazine ads from the U.S., Japan, and Korea"
- Yookyung Kim et. al.* "Paring down to the bare bones of communication phenomenon with cognigraphics: An elemental analysis of headline impact on ad recall"
- Nojin Kwak* (Wisconsin-Madison) "The media and voter turnout: An investigation of people's willingness to vote in the 1992 presidential election"
- Changhyun Lee* (Korean Broadcasting Institute) & *Seungchang Yang* (Wisconsin-Madison) "Third-person perception and support for censorship of sexually explicit visual content: A Korea case"
- Jungsook Lee* (S.W. Louisiana) "Korea: Transborder communication between fraternal twins"
- Soobum Lee* (Oklahoma) "Ideology and market: The political economy of Russian media industry"
- Insung Hwang* (Daejin) & *E.J. Min* (Rhode Island) "Patterned image of the homeless: Discourse analysis of TV narrative analysis:"
- E. J. Min* (Rhode Island) "Walter Benjamin as a film theorist: The impact of film in the world"
- Youngmee Moon, et. al.* (Stanford) "The shock of news: The Simpson verdict and beliefs about the criminal justice system"
- Eunhyung Park, et. al.* (Cornell) "Mass media, interpersonal communication and real-life factors in risk perception at personal and societal levels"
- Seungchan Yang, et. al.* (Wisconsin-Madison) "Is what we see what they get? Probing the processes of media effects on support for crime policy proposals"
- Kyuho Youm* (Arizona State) a panel of a workshop "Presentation and publication"
- \_\_\_\_\_ a chair of a session "Ethical dilemmas in research"
- \_\_\_\_\_ "The '60 minutes' controversy: What lawyers are telling television newsrooms" with J. A. Russomanno.
- \_\_\_\_\_ "Foreign libel judgments under the 1st Amendment: Is the U.S. becoming the "Libya of reputation terrorists?"
- \_\_\_\_\_ "Understanding legal publishing possibilities"
- \_\_\_\_\_ a discussant of a session "Libel Law"
- \_\_\_\_\_ a discussant of a session "Press freedom & Suppression"

## And there was SCA.....

1996 annual Speech Communication Association conference was held in San Diego (Nov 23-26). SCA is the largest communication association in the world with more than 7,500 members. Among members from Asian countries and Asian-American members, SCA has been their major site for scholarly exchanges. SCA is, however, perceived as less inclusive and innovative organization than ICA and AEJMC. Our members have been absent from the scene because most of our research interests fall into mass communications. Since we have become a division-like affiliate, we encourage you to participate. During the 1996 convention, we also had a small dinner meeting. The followings are members who presented papers at SCA.

### Paper presentations/respondents/chairs

- Kyu Y. Chang* & R. Buchanan (Pepperdine)  
"Metrication: A failure to communicate, preliminary P.R.. analysis"  
*Donald Jung* (Missouri-St. Louis) "Science, discourse, and higher superstition: Irrational science and rational discourse"  
*Jong G. Kang* & S. Kapoor (Illinois State) "The impact of TV viewing on Native American adolescents' sex perceptions"  
*Meeun Kang*, et. al. (Michigan) "Asian families through an American prism: Ethnic humor, in/out groups perceptions and ABC's All American Girl"  
*Kyong L. Kim* (Mt. Vernon Nazarene) a respondent of a session "Semiotics of International Ads"  
\_\_\_\_\_ "Integrative model of human semiosis"  
*Soobum Lee* (Oklahoma) "A semiotic analysis of cigarette ads in Korea"  
*Minsun Kim* (Hawaii) "Research in interpersonal communication in Korea"  
*Youngyun Kim* (Oklahoma) a respondent of a session "Identities, cultures, and communication"  
\_\_\_\_\_ a chair & a panel in "Rethinking cultural identity: An interactive panel"  
*Taesup Lim*, et. al. (Kwangwoon) "A neglected dimension of communication and aging: Filial piety across eight nations"  
*Insung Whang* (Daejin) & *E.J. Min* (Rhode Island)  
"Hostility against the homeless: A narrative analysis of network news"  
*E.J. Min* (Rhode Island) "Creative understanding as an alternative strategy of intercultural communication"  
\_\_\_\_\_ a respondent of "Asian-Pacific Caucus Competitive papers"  
*Soyeon Park* (Rutgers) "Religious Institutionalization"  
*Eunkyoung Yook* (St. Cloud State) "Asian students: Are they 'at-risk' in our speech performance classes?"  
\_\_\_\_\_ "Intellectual sensitizers: An exercise in storytelling and attribution"

## 1997 ICA, SCA & AEJMC Panels

### ICA (Montreal, May 1997)

Chair: Jong G. Kang (Illinois State)

1. Joohoan Kim (Penn) & Jongyong Yoon (Stanford) "Digitized personal information and the crisis of privacy: The problems of electronic National Identification Card Project and Land Title Registry Database Project in South Korea"
2. Jungsook Lee (Southwestern Louisiana) "Korea's interconnectivity in global community"
3. Tackwhan Kim & Jongsoo Lee (Korean Press Institute) "Election and civic journalism: A case of South Korea"
4. Sunny Yoon (Korean Broadcasting Institute) "Love and self-identity: An ethnographic study of Korean television drama audience"
5. Kyungja Lee (Kyunghee) "The role of men and women in Korean television news"

Respondent: Jae H. Yoon (North Greenville)

### AEJMC (Chicago, July 30-Aug 2, 1997) \*Titles not available yet

Chair: Jong G. Kang (Illinois State)

1. Kwangmi Ko (Appalachian State)
  2. Hyosung Lee (Sungkyunkwan)
  3. Seonghyung Lee (Appalachian State)
  4. Insung Hwang (Daejin)
  5. Suk Kang (Illinois State)
- Respondents: Kisun Park (Sungkyunkwan) & E.J. Min (Rhode Island)

### SCA (Chicago, Nov 20-23, 1997)

The panel (s) or session (s) will be announced in the next issue. Since we are allowed to have two or three sessions every year, we encourage you to submit papers to the secretary. This year, however, may have only one session because there was no announcement at the end of 1996 SCA program. We already submitted a copy of the announcement and will be appeared at the end of 1997 program.

## Calls

Extended! - Inviting Book Chapters on Socio-economic Conflicts between African and Korean Americans (Garland). 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 the secretary for ICA (Sep-Oct), AEJMC (January) papers and SCA (February). Contact them about one or two months prior to their official deadlines.

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

Journal of Popular Film and TV seeks manuscripts on popular films or television programs about music or musicians. Should be 10 to 25 double-spaced pages (MLA). Deadline: May 1, 1997. Send three copies to: Gary Burns, Dept' of Comm, N. Illinois Univ., DeKalb, IL 60115, 815-753-7109.

Journal of Applied Communication seeks manuscripts on communication and social justice research. Must be a empirical case study that examine how the norms, practices, relations and structures that produce and reproduce inequality and injustice. Send five copies by July 15, 1997. APA style. Larry Frey, Dept' of Comm, Loyola U., Chicago, IL 60626. 773-508-3733.

1998-1999 Fulbright Awards. The deadline is August 1, 1997. Must be U.S. citizen. Contact USIA Fulbright, 202-686-7877.

The Social Science Research Council provides grants for advanced research projects and research activities on Korean Studies. Call 212-661-0280 for more information.

## Trends in Communication Faculty Searches

Communication departments in Korea announced and filled more than 20 positions this year, although few of those announced positions were cancelled or delayed. The number certainly reflects the popularity of communication majors among college prospectives as well as the discipline's restructuring for the better future. It also underscores the ever increasing importance of media and visual literacy in Korean society. Meanwhile, more and more schools look for professionally trained candidates in the States. There are more practically oriented positions like public relations, multimedia technology, organizational comm, and news writing than theoretical positions. Obviously both countries are experiencing sweeping transitions

### Conferences and Conventions

SCA 82nd annual convention: November 20-23, 1997, Chicago, IL. 703-750-0533 for division chairs.

International Communication Association. May 22-26, 1997, Montreal, Canada, Bob Cox (512) 454-8229.

AEJMC July 30-August 2, 1997, Chicago, IL. (803) 777-2005.

Ethics and Technology 2nd Annual Convention June 6-7, 1997, Loyola University, Mary Malliaris, (312) 915-7064

Broadcasting Education Asso, April 4-7, 1997, Las Vegas, Dom Caristi (515) 294-9967.

### Grants and Awards

**Jong G. Kang** of Illinois State received ISU's research grant of \$ 4,000 to study on Native American adolescents and TV viewing.

**Eungjun Min** of Rhode Island received the sum of \$ 1,400 for on-going research on socio-economic conflicts between African/Korean American from Faculty Research Committee.

### Publications: Periodicals

**Soobum Lee** (Oklahoma) "A cross-cultural study of political advertising in the United States and Korea," Communication Research (1997 Forthcoming).

**Kyungmo Kim & Barnett** (SUNY-Buffalo). "The determinants of international news flow: A network analysis" Communication Research Vol 23 (June 1996).

**Jin K. Kim** (SUNY-Plattsburg) "American Graffiti: Curious derivatives of individualism" and "Oriental poker face: Eastern deception or Western inscrutability?" in Helen Deresky, ed. International Management, Addison & Wesley, 1996.

**Jong G. Kang** (Illinois State) "Television viewing and perceptions of social reality among Native American Adolescents" Journal of Intercultural Communication Studies (Summer 1996).

**Kak Yoon**, et. al. (Washington State) "A comparison of Korean and American attitudes toward advertising" Journal of Marketing Communications Vol 2, 231-245, 1996.

**Kak Yoon & Changhyun Lee.** "A comparative study of American and Kroan college students' beliefs about advertising," Gwanggo Yongu, 1996.

**Kak Yoon.** "American advertising industry's foreign expansion strategies," Internalization of the Korean Advertising Industry (In Korean), 149-317, 1996.  
**Soobum Lee** (Oklahoma) "The mythical function of ideological process in cigarette advertising" Sungdok Journalism Review 7 (1996).

### Other Conference Presentations

**Kak Yoon** (Washington State), et. al. "The effects of advertising pace and arousal on ad and brand attitudes and behavioral intention" 1997 American Academy of Advertising, St. Louis, April 4-7.

**Joohan Kim** (Penn) "Computer-mediated communication in community as a new road to democracy: The 3-COM revolution and the public sphere" MacBride Round Table, Seoul, Summer 1996.

**Soobum Lee** (Oklahoma) "The structures of consciousness and transparent advertising" The 15th annual International Gebser Circle Conference, California, PA., 1996.

### Personal News

**Jin K. Kim** (SUNY-Plattsburg) have been serving as the department chair since August of 1996. His gifted son, Soovin, won the Paganini International Violin Competition held in Genoa, Italy in last October. The last time an American won this competition was in 1972. Congratulations!!!

**Jaewon Lee** (Cleveland State) has served as the executive director of Olympic Media Awards co-sponsored by Samsung and SBS-TV (see Fall 1995 issue). More than 400 entries have been submitted from respectable organizations like NBC,

BBC, and other nations' major sports broadcasters. The total of eight awards will be given this spring.

**Hoh Kim** (Marquette) finished the internship at the Edelman Public Relations Worldwide Seoul office during the Summer of 1996. Edelman is the world's fifth ranked PR firm. He would recommend the internship to other PR students.

**Jong G. Kang** (Illinois State) visited Seoul to research local arrangements for 2002 ICA proposal. He will also take ICA officers to Seoul at the end of February.

**E. J. Min** (Rhode Island) visited Seoul and gave lectures at Kyunhee University and Research Institute for Telecommunication (Tongshin Gaebalwon). He also served as a respondent at a divisional session of KSJCS.

### New Members

Sohyang Yoon (Wisconsin-Madison)  
Major: Mass Communication (Ph.D)

Naewon Kang (Wisconsin-Madison)  
Major: Mass Communication (Ph.D)

Wonyong Jang (Marquette)  
Major: Advertising (M.A.)

Seok Kang (Illinois State)  
Major: Mass Communication (Ph.D)

Doobo Shim (Wisconsin-Madison)  
Major: Intercultural Comm (Ph.D)

Dr. Esther Yook (St. Cloud State)  
Major: Intercultural Comm.  
Degree: Minnesota

Inah Ha (Minnesota)  
Major: Intercultural Comm (Ph.D)

**Welcome all new members!**

### Membership Fee

*Year of Payment: 1996*

Faculty: Jong G. Kang/ Kwangmi Ko/ E. J. Min/ Kak Yoon/ Jaehyun Lee/ Jin K. Kim (2 yrs)/ Jaesub Lee (2 yrs)/ Kyuho Youm/ Jungsook Lee

Students: Doyun Kim/ Hoh Kim, Hyekyung Bang/ Eunjoo Lee/ Yongjin Song (2 yrs)/ Kyungjoo Kim/Joohoan Kim/Junghee Lee/ Nojin Gwak/Eunsang Yoon/ Jongyoung Yoon/ Eunkyung Park/ Wonyong Jang/ Kyungjin Song/ Jaejin Lee.

Thank you for supporting KACA. If your name is not listed or have any questions, contact the secretary.

### Internet Porno in Public Library?

Children have a new and unlikely source for getting their hands on the pages of a Playboy magazine: the public library. On Internet computers in local libraries, children who know their way around the Web can gaze at pictures of nude models without their parents' supervision. The possibility that children will see pornography has led librarians to limit, and in some cases, censor, their materials. American Library Association, however, strongly opposes any moves to censor the Internet so far.

### Second Coming of Shakespeare?

Suddenly the nation is swept by the surging interest of Shakespeare. While he is kicked around by curriculum reforms, inspired by multiculturalism in colleges and universities, he is one of the most demanded author in Hollywood and Broadway. Modern and revised

versions of Romeo & Juliet, Richard III, Emma and Much Do about Nothing did very well at the box office. Latest film version Hamlet will be shown this spring. Critics call this four-hours film as the best Shakespeare film ever. Jane Austin took the center stage last year with films like Sense and Sensibility.

### Controversy on NBC's broadcasting of Schindler's List

Many are debating about the airing of Schindler's List by NBC (Feb 23). The movie, sponsored by Ford and aired without commercial interruption, did not edit "F" word, excessive violence, and nudity. As you may know, "F" word and nudity are not allowed in broadcasting regulated by FCC. Some praise that NBC's decision to air without editing is to show and educate American public how the Nazi inflicted the horrible human tragedy of Holocaust to millions of Jews. Others are simply outraged and offended by those contents.

### Best and Worst Cafeterias in Leading American Colleges

*Best:* Duke, Pennsylvania, Notre Dame, Columbia, and Brown

*Worst:* Williams, Johns Hopkins, Air Force Academy, Naval Academy, and Military Academy. Source: TIME (Nov. 25, 1996).

### Finally.....

I would like to thank members who sent information and membership dues. Unfortunately, most members did not send their news... It was special that professor Jin K. Kim sent news about his son's musical achievement. The writing of the next issue will be my last duty as the editor. Please send your news and membership due to me. You never know how those news may lead to something in the future. Have a healthy and happy semester! See you at ICA. 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

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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**  
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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.



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