

The KACA Newsletter

Volume 17, Number 2 Korean American Communication Association Fall 1995

President's Note

The Drive for New Membership is On!

Greetings! We're looking to expand the number of membership in KACA.

Currently, we have approximately 200 members receiving the benefits this group provide. Over the next year, we are making a strong push to ensure that every post- undergraduate Korean/ Korean-American in communication and other related areas has knowledge of this opportunity to communicate with his/her peers.

This is where you come in. If you know anyone who is interested in our group, pass on a membership application sheet to them.

Editor's Note

As you may remember from the last issue, KACA was asking self/ nominations for a new editor, filling in the former editor Jae Chul Shim who moved to Korea University. Well, no one had responded.

During a private phone conversation with the president, he asked me to serve as the secretary and the editor. I accepted the appointment without giving much thoughts. After receiving few hundred pages of documents and additional administrative duties from my predecessors, I think I know why no one responded.

Although the assignment for the editor is overwhelming, I am honored to serve as the new editor of KACA Newsletter.

Explain the numerous strong-points of KACA: conferences, grant opportunities, interpersonal communication and a biannual newsletter to keep you informed on events affecting Koreans in the field.

Our members need to continue growing if we want to serve our members in the best possible manner. Take pride in this group and share the experience with everyone.

Everything continues to grow by leaps and bounds in KACA. The 1995 ICA's KACA session was a success, and we are now working on creating a presentation table at the next meeting.

Best wishes for your happiness in this holiday season.

Jong G. Kang
Illinois State University

This newsletter depends on your informations, comments, essays, and professional/personal news. No information is irrelevant.

If you have an issue to be discussed or debated regarding any academic or non-academic matters, or essays on personal/professional experiences, send those to me.

I do not expect a major editorial change on the newsletter, but I would welcome any suggestions or comments you may have.

Thank you for this opportunity to serve our association. Have a communicative holiday!

Eung-Jun Min
Rhode Island College

Something New at 1996 AEJMC Conference

The summer of 1996 will see the annual AEJMC conference head to the sunny state of California!

Not only will AEJMC give participants a chance to learn and socialize, KACA is planning something new.

In conjunction with the Chinese Communication Association, KACA is sponsoring a panel discussion.

KACA president Jong Kang has talked with CCA president Tsan-Kuo Chang to organize a presentation that will best meet the needs of each organization.

A panel discussion investigating communication and development in China and Korea will be based on the presentation of two or three papers from each group.

Anyone interested in presenting a paper or research at the AEJMC conference should contact KACA president Kang.

Jong G. Kang
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Awards available for excellence in 1996 Summer Olympics Coverage



In an effort to recognize and award media participation in the upcoming Olympic Game, the Seoul Olympics Memorial Association is sponsoring a new program.

Olympic Media Awards will be presented to participants demonstrating excellence in the coverage of the 1996 Olympics in Atlanta.

An international panel of six judges will award over \$ 11,000 in prize money to winners in three categories: Print media, broadcast media, and photography.

The awards will recognize greatness in reporting, investigative work, editorials, commentary, cartoons, and other work exemplifying media technology.

Winning entries will be those deemed best in relevancy, contextuality to the Olympics and its host and culture and journalistic quality.

All entries must pertain to this Olympic Games and be published for the first time between April 1, 1996 and September 30, 1996. Entries must be postmarked no later than November 1996.



In the print category, entries must be submitted in duplicate on letter-sized paper. All text should be written in English (preferred) or French.

Broadcast entries can be a single program or a series. For television, specify NTSC or PAL. Submit entries in duplicate on regular tape or a reel-to-reel. VHS format is acceptable. Again, the entry should be in English or French.

A photo or photo essay may also be entered, either in black and white or color. Six copies of each photo must be submitted with captions written in English or French. Also provide tearsheet. Photos should be approximately 8 by 10 inches in size.

In each category, a \$5,000 first prize, a \$3,000 second prize, a \$1,000 third prize and five \$500 honorable mentions will be awarded to the author.

For an entry form and more information, contact professor Jae-Won Lee, executive director of olympic media awards, Cleveland State University, Cleveland, Ohio 44115.



KACA Looks Ahead

It is important to understand that KACA should make positive strides in its efforts to increase its presence within the discipline. KACA has accomplished more than it set out to. Its accomplishments, however, have been overlooked by outsiders.

To strengthen KACA internally, KACA needs to recruit more members and advocate members' professional activities. With the internal power, we would have greater resources to make an impact externally.

We also must establish a constructive relations with various interest groups and associations, such as World Communication Association, Asian-Pacific Caucus of SCA, and other under-represented groups to make a solidarity.

The KACA Executive Committee for 1995-1996

President:

Jong G. Kang
Illinois State University

Vice President:

Kak Yoon
Washington State University

Secretary/Treasurer/Editor:

Eung-Jun Min
Rhode Island College

The KACA Newsletter is published biannually in June and December 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 should be addressed to:

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EMIN@grog.ric.edu

KACA Session at AEJMC, Washington D.C., August 1995

As an annual session for AEJMC, KACA sponsored a session, "Mass Media and New 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 Hyun-Dew Kang of Seoul National served as moderator and discussant respectively.

Conferences and Conventions

Pacific Telecommunications 18th Annual Conference: Jan 14-18, Honolulu, HA 800-941-3789.

Intercultural and International Communication 13th Annual Conf: Feb 8-10, Miami, FL. Shapiro, 305-284-5236.

Broadcast Education Association: April 12-14, Las Vegas, NV. Jannette Dates, 202-806-7694.

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

* For Asian Caucus of SCA submission, contact Kent Ono of UC Davis. 916-752-4901.



Promotions

Kyong Liong Kim of Mt. Vernon Nazarene has been promoted to full professor. Congratulations!

Publications: Journals

Kak Yoon, Washington State, "A study on various new media as advertising carriers." *Journal of Broadcasting Research*, Summer (40) 1995, 153-177 (in Korean).

Kak Yoon, Washington State, "A comparison of beliefs about advertising: Attitude toward ad and materialism held by African-Americans and Caucasians." *Psychological Reports*, Vol 77, 1995, 455-466.

Kak Yoon, Washington State, "Attitudes toward ad held by the Boomers and Busters: Some facts and myths." *Journal of Marketing Communications*, 1 (1), 1995, 25-36.

Kak Yoon, et. al. "A revised model of ad processing: Extending the dual mediation hypothesis" *Journal of Current Issues and Research in Advertising* (Forthcoming).

Haejung Paik & C. Marzban, Univ. of Oklahoma, "Predicting television extreme viewers and nonviewers," *Human Comm Research*. Vol 22, 1995, 284-306.

Kwangmi Ko Kim, Appalachian State, "Spreading the Net: the consolidation process of large transnational advertising agencies in the 1980s and early 1990s," *International Journal of Advertising*. Vol 14(3), 1995, 195-218.

Kyu Ho Youm, Arizona State, "US media and libel law: An international perspective," *Gazette*, 1995.

Kyu Ho Youm, Arizona State, "Media countersuits in libel law" *Hastings Comm/Ent Law Journal*, 1995.

Kyu Ho Youm, Arizona State, "Litigation and legal issues as seen through the eyes of editors," *Southwestern Mass Comm Journal* (Forthcoming)

Kyu Ho Youm, Arizona State, "Libel and the Press," *UCLA Pacific Basin Law Journal* (Forthcoming).

Jong G. Kang, Illinois State, "Television's impact on value perception of Indian students: An individualist-collective approach," *Howard Journal of Comm* (Spring, 1996).

Jong G. Kang, Illinois State, "The television critic for the daily newspaper: probably overworked, arguably underschooled, yet to give up on television," *Mass Comm Review* (Winter, 1994).

Publications: Books

Jong G. Kang, Illinois State, *Broadcasting: Techniques and Application* (in English), Broadcasting Information Pub. Co, March, 1996.

Jong G. Kang, Illinois State, *Broadcast/Cable Management* (in Korean) Broadcasting Information Pub. Co, 1996.

Kyong Liong Kim, Mt. Vernon Nazarene, *What is Semiotics* (in Korean), Minmun Pub. Co. 1994.

Personal

Jai Hyon Lee of Western Illinois served as a keynote speaker at the Chicago Korean-American Journalists Association. He discussed the role of ethnic press on US-North Korean relations.

Kyu Ho Youm of Arizona State appeared in a local television station (KSAZ-TV) as a panel to discuss ABC's legal settlement with the tobacco giant, RJ Reynold. He also was invited to "The Pat McMahon Show" (KTAR) to talk about Korea.

Kwangmi Ko Kim got her Ph. D. from Penn State and has been appointed as an assistant professor at Appalachian State University. Her major interest is in the field of advertising.

Jong G. Kang of Illinois State was invited to attend International Radio and Television Society (IRTS) Faculty Seminar (1995). He also served as a program director of the 1995 Summer Training Program at ISU.

Kak Yoon of Washington State established a ten-week training program for Korean advertising professionals. This year, 20 office executives from Oricom, DongBang, and Diamond Advertising attended.

Jisuk Woo of Penn has a manuscript accepted for Polical Communication: "Different Frames, same picture: Comparing the television coverage of the 1987 and 1992 Korean Presidential elections."

Paper Presentations

(ICA and 1994 presentations not listed, See Spring 95 issue for the list. Also the list contains only members who sent their informations. Therefore, members' presentations at SCA, AEJMC, and other conventions are not listed below. I will try to obtain major conferences' programs and list members' presentations in the future.)

Jong G. Kang, ISU, "Communicating in situations....." SCA, Nov 1995.

Jong G. Kang, ISU, "Practices and Characteristics of broadcast education....." BEA, April 1995.

Won-Ho Chang, Missouri, "Accessing the implication of press system in Korea" AEJMC, Aug. 1995.

Kwang-Jub Han, Howard, "Information superhighway in Korea" AEJMC, Aug, 1995..

Jung-Tak Kim, Sung Kyun Kwan, "Transformational Paradigm of multimedia system..." AEJMC, Aug 1995.

Hyuc-Nam Kwon, Chun Book National; Shin-Dong Kim, Indiana, "Media privatization and political economy of Korea" AEJMC, Aug, 1995.

Tong-Yeol Sung, Syracuse, "Responses to turbulent change in the Korean Broadcasting system" AEJMC, Aug, 1995.

Hyun-Dew Kang, Seoul National, a Discussant for KACA Session, AEJMC, Aug, 1995.

Jong G. Kang, ISU, served as a moderator and organizer for the KACA session, AEJMC, Aug, 1995.

Kak Yoon, WSU, "Advertising beliefs...." Conference of the American Academy of Advertising, Mar 95.

Kyu Ho Youm, ASU, "Litigation and legal...." Southwest Education Council for Journalism Mass Comm Symposium, Oct 95.

Etc.

South Korea passes difficult test?

Western journalists seem to impress with the country's powerful armed forces that are standing quietly aside over the latest arrests of two former military presidents. How could anyone stand for a ex-president who pocketed \$ 650 million slush fund?

Web of Inclusion

Many institutions and organizations go for the NET these days. Why not KACA? Anyone interested in creating a home page for KACA, Please let me know. Seriously.

Did Ya Know

Did you know there are around 2,800 different languages in the world? Our brain can process about 800 words (English) per minute. The average person spends 30% of waking hours in conversation. After two days, a person will remember no more than 25% of a message. If you disagree with this, test yourself (From SCA's Spectra).

Finally.....

Consider this issue as an "emergency" newsletter for the following reasons: (1) struggle with "PageMaker"; (2) struggle with "Asian Flu," the most persistent one in history, and (3) only six members were able to send their professional news in time. News on most graduate students are missing in this issue. Please send your news. We want to see you grow and celebrate your achievements. Remember! The drive for new membership is on. See you in the next issue of KACA Newsletter.

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:

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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

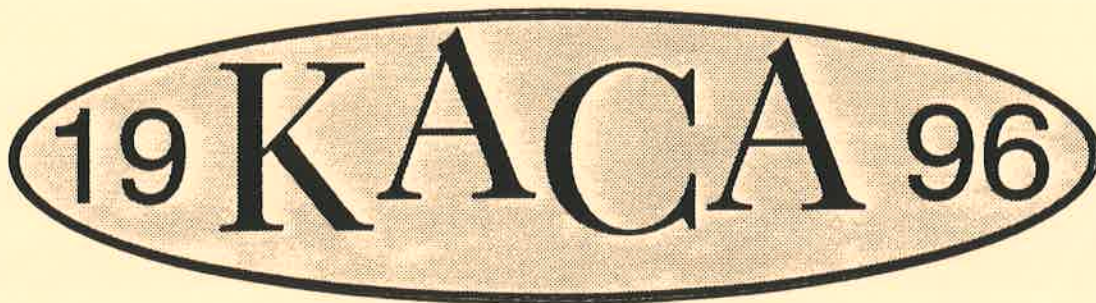
Enclosed is \$10 for one year of membership to KACA. This allows me to participate in functions and receive mailings through the 1996 operating year.

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.



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:

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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.)

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