

# kaca

## NEWSLETTER

KOREAN AMERICAN COMMUNICATION ASSOCIATION

Volume 2

Number 2

July

1979

### NEW TITLE: KACA (케이씨에이시)

PROFESSIONAL

Korean American Communication Association (KACA, Kei ei si: ei ) is the new title of former North American Association of Korean Communication Scholars (NAAKCS). Twelve members voted for the new name, while no one disapproved it.

Also, 12 members voted for a change of Mass Media, Society and National Development Division to Mass Communication Media and an elimination of two divisions: Telecommunications and Communication Theory and Methodology, while one member commented Theory and Methodology division should be kept.

### KOREAN AMERICAN COMMUNICATION CONFERENCE

#### President-elect Jae-Won Lee reports

he has recently communicated with the newly-elected president Byung Koo Hahn of Korean Journalism Association regarding its co-sponsorship of the conference. He also continues contacts with Han Yang University for the conference sponsorship.

#### The Steering Committee of KACA

decided to hold the conference early August next year (1980) and to recommend ICA President Everett Rogers as the keynote speaker at the conference.

Those of you attending the upcoming AEJ convention at Houston might learn more about recent developments of the proposed conference from Jae-Won Lee.

#### \*Kyoon Hur, Texas, received a

professional associate award from the East West Center to attend the Center's 1979 advanced summer seminar on international communication policy and organizations, July 5-August 4.

Hur had a paper (The Forgotten Media Consumer: The American Ethnic, with L. Jeffres) accepted for publication in Journalism Quarterly. Another paper by Hur and S. Baron (One-Parent Children's Identification with TV Characters) was accepted for publication in Communication Quarterly.

Hur will present two papers: Roots in Britain: Uses and Gratifications Analysis (1979 AEJ convention) and A Conceptual Study of Ethnicity and Communication (1979 Communication Assn of the Pacific convention, Hawaii).

#### \*Young Yun Kim, Governors State,

had two articles published: Toward an Interactive Theory of Communication-Acculturation (Communication Yearbook III) and Dynamics of Communication Technology and Interpersonal Communication: A Cross-Cultural Perspective (Shin-Moon-Hak-Bo, Vol 2, Seoul). Kim served a guest editor and contributor of The Creative Woman: A Symposium on Sex Roles and Communication Across Cultures, Vol 2, No 3, February, 1979.

Kim also presented five papers on various topics in intercultural communication at professional meetings of ICA, Eastern Communication Association, Asian

Forum, The Academy for Contemporary Problems, and Governors State University.

Kim received two grants: Department of Health, Education and Welfare Region V Grant (Resettlement Needs and Adjustment of Indochinese Refugees in the U.S.) and Governors State U Research Grant (Interethnic Perception, Attitude and Communication among High School Teenagers: A Study of Five Public Schools in Chicago).

\* Jae-Won Lee, Cleveland State, wrote a chapter (Time-Series Analysis for Communication Research) in Multivariate Research in Communication Research, eds., Monge & Capella, Academic Press (in press).

Lee served a panelist in the Methodological Criticism program, ICA convention, May 1979. He also received a CSU Development Foundation grant to sponsor the "Cleveland Forum."

\* Seong Hyong Lee, Appalachian State, had an article (Mass Media Education: A Time for Review) accepted for publication in The Social Studies.

Lee interviewed with writer Leonard Vladimirov Filkenstein, chief editor of Radio Liberty in Europe, who exiled from Russia in 1966, for The Appalachian State U International Program and local radio and TV stations.

\* Jung Shig Ryu, Miami (OH), presented a paper (The Meaning of Immigration: Expanding Upon Human Understanding) at the 13th Annual Meeting of Assn of Korean Christian Scholars in North America, Boston, June 1, 1979.

\* Il Soo Shin, Georgia Southern, was awarded the First Prize in a poetry contest sponsored by Han-Kook Ilbo (Korea Daily), Los Angeles, June, 1979.

\* D. H. Sunoo, California State-Fullerton, had a paper published and three accepted for publication: Measuring the Effects of Promotion and Advertising (Intercontinental Advanced Management Report, Vol 1, No 5), Sales Effects of

Promotion and Advertising in Multivariate Analysis in Marketing: Theory and Application, ed. D. Aaker, The Scientific Press (in press), A Research for Optimal Advertising Spending Level (Journal of Advertising, forthcoming), and Media Use and the Learning of English Among Vietnamese Immigrants (Journalism Quarterly, forthcoming).

Sunoo will chair International Marketing/Advertising Seminar by Ogilvy & Mather International, Fortune magazine and Korea Trade Association, September 4, 1979, Seoul, Korea.

#### PERSONAL

Sunoo was tenured at California State-Fullerton as of May 1979. He will become head of advertising sequence in his department, beginning September, 1979.

Jae-Won Lee will chair the Foreign Scholars Reception Committee, AEJ, 1979. He will assume head of mass communication area of his department, director of the Political Communication Program and associate director of Communication Research Center, Cleveland State, beginning fall, 1979. He also attended a seminar on "Long-Linear Models for Qualitative-Categorical Data," Abt Associates Workshops, June 1979, Cambridge, Mass.

Tae Guk Kim of North Texas State and Chong Hyuk Cho of Michigan have traveled Appalachian mountain states and stopped at Seong Hyong Lee's of Boone, North Carolina.

\*\*\*\*\*  
\*\*\*\*\*

<p style="text-align: center;"><b>KACA NEWSLETTER</b></p> <p style="text-align: center;">Korean American Communication Association</p> <p style="text-align: center;">Vol 2 No 2 July 1979</p> <p style="text-align: center;">Editor: Seong Hyong Lee Dept of Communication Arts Appalachian State University Boone, NC 28608</p>
---