



Korean American Communication Association

Volume 37, Issue No. 2

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President's Message

Seungahn Nah

*Associate Professor, University of Kentucky
KACA President 2015-2017*

I hope this message finds you all in the best of health and good spirits!

It has already been a year full of accomplishments since the 14th KACA officers' public service started.

First, KACA conference committees successfully organized a wide variety of programs, including competitive research sessions, business meetings, socials, and mentoring sessions, through the National Communication Association (NCA), the International Communication Association (ICA), and the Association for Education in Journalism and Mass Communication (AEJMC). I am grateful for KACA program committees and their tireless efforts devoted to organizing KACA conferences at the three KACA affiliated professional associations, as well as those fellow members, families, and friends who showed a tremendous amount of support for KACA activities.

Second, KACA diligently collaborated with the Chinese Communication Association (CCA). As the first undertaking of the collaboration, KACA has co-organized joint research and panel sessions at ICA and NCA. Notably, the KACA-CCA joint reception at the ICA conference in Fukuoka, Japan was a great success hosting more than 200 participants. KACA-CCA collaborative efforts continued to co-host their post-ICA conference in Beijing, China. I am grateful for those universities who sponsored KACA-CCA organized events: Communication University of China for the post-ICA conference, Peking University, Xiamen University, Ewha Womans University, University of Michigan, and University of Alabama for the KACA-CCA joint reception at ICA.

Third, KACA successfully launched its inaugural research award through the generous sponsorship by Ewha Womans University. Through a highly competitive application process, KACA granted its first Ewha-KACA Research Award to Dr. Matt Shapiro at the Illinois Institute of Technology with \$4,000 up to two years (2016-2018). I sincerely appreciate those who submitted their excellent grant proposals and those experts who offered insightful comments on the proposals. I highly encourage KACA members to apply for the second research award next year.

Since its foundation of KACA in 1978, KACA has strived to achieve its highest standards of professionalism by stimulating intellectual

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dialogues, contributing to the scholarly communities, and expanding its professional and social networks. With a growing size of membership and generous support from KACA members, friends, and families, KACA has been moving forward to celebrating its 40th anniversary in 2018, continuously achieving its goals through a wide range of activities.

First, KACA has collaborated with other professional associations in North America and beyond. Notably, KACA has recently joined a global consortium of the World Journalism Education Council with which numerous international associations have affiliated. Furthermore, KACA and the Korean Association of Broadcasting & Telecommunication Studies (KABS) have discussed the possibility of launching a new international journal. KACA also plans to continue joint efforts with the Korean Society for Journalism and Communication Studies (KSJCS).

Second, KACA has organized a steering committee, taking the lead on programming a special conference to celebrate its 40th anniversary in 2018. In doing so, KACA and its steering committee has initiated the publication taskforce for a Handbook and an Annotated Bibliography accumulating Korea and its related scholarship over several decades.

Third, KACA has bestowed numerous awards, including the Distinguished Service Award, the Outstanding Graduate Student Award, Top Faculty and Student Paper Awards and Grad Student Travel Grant Awards for each conference at AEJMC, ICA, and NCA. With the inaugural KACA research award, KACA also plans to implement its first dissertation award for graduate students in the upcoming year. Through these various types of awards, KACA will continue to encourage high-quality scholarship and engaged public service.

On top of the KACA matters aforementioned, KACA is currently in progress of revamping its homepage as a main communication venue for our members to share useful academic and professional resources as well as to build professional networks through a bulletin board, newsletters, and social media outlets.

All of these achievements could not happen without endless support and active participation from KACA fellow members. The 14th KACA officers have been working diligently toward another fruitful year.

I urge you all as KACA fellows, friends, and families to keep up your support and am looking forward to working with you all.

On KACA!

Getting Started with Grant Writing

Editor's Note:

For every issue of the newsletter, the KACA Newsletter Committee selects a topic that might be of interest to our members and provides useful information related to that topic. Our committee chose grant writing as the feature topic of the current issue, given the increased emphasis on successful grant writing in our field. In this section, we feature two columns on how to get started with grant writing and list granting institutions in different areas. We welcome your suggestions for future topics.



By Dal Yong Jin
Associate Professor
Simon Fraser University

One of the most significant challenges for both graduate students and scholars is to write successful grant proposals. Since research grants play a key role in not only developing research

projects but also securing a new job and/or tenure, it is crucial to understand the ways in which researchers successfully develop grant proposals. There are several different types of funding agencies—from national research foundations, such as the National Science Foundation (NSF) of the U.S., Social Sciences and Humanities of Research Council (SSHRC) of Canada, and the National Research Foundation (NRF) of Korea, to government-funded research agencies including the Korea Foundation and the Academy of Korean Studies. While these institutions have different purposes and processes, there are two major areas essential across the board in evaluating grant proposals: the quality of the proposal itself and the successful career trajectory shown on a curriculum vitae (CV). Of course, for the graduate students and junior scholars, the quality of grant proposal is much more important than the CV, given the stage of their career.

There are several key points in developing a successful grant proposal, and I want to emphasize three most critical elements here. First of all, after identifying relevant funding agencies, investigators should identify someone at their institution to provide administrative support. Most academic institutions in North America have funding facilitators who assist with their university researcher's grant writing. They help with proposal formats and writing/editing issues



By Hyunjin Seo
Associate Professor & Docking
Faculty Scholar
University of Kansas

How to approach grant writing?

This is a question that I am getting increasingly from junior scholars. Yes, it is true that pressure to write grant proposals

in our field is still relatively low, compared with hard science and engineering fields where acquiring federal grants is often a must for tenure and promotion. After all, quantity and quality of peer-reviewed publications is considered the most significant indicator of research accomplishments in our field. In addition, evaluation metrics for grant making in our field at this point tend to be fuzzy in comparison with those in other fields such as engineering or medicine. Yet, expectation for writing successful grant proposals is rising in our field. While there is little empirical data on this, the change is palpable if one looks at recent academic job postings. More and more position announcements emphasize the ability to obtain external funding.

During the past five years of my academic career as a professor, I have had my own share of trial and error in grant writing and have received small and big grants from various organizations. Through the process, I've learned some valuable lessons, which I want to share with our members.

Pick the Low-Hanging Fruit First

Aiming for a big federal grant is important. However, it is essential to build your reputation in research and demonstrate your track record first. To do so, identify and apply for small or medium grants that you have a higher chance of getting. That is, pick the low-hanging fruit first. Look

as well as developing a reasonable budget. Working effectively with them will make a difference.

Secondly, it is significant to comprehend the importance of both methodologies and potential distributions of the outcome from the proposed research. This is particularly the case if the proposal is for a Korean funding agency, given that Korean granting institutions are very keen about the methodology part and the distribution part. The grant writers have to thoroughly explain methodologies that they select for the project. In this stage, the general discussion should be avoided, and the design must be detailed enough. For example, instead of simply saying “I will employ in-depth interviews,” the proposal needs to explain that “I will show some relevant pictures and ask the interviewees to explain their thoughts on those pictures.” Meanwhile, the venues to be published would be SSCI-indexed academic journals. However, the funding agencies are increasingly checking the policy implications of the outcome; therefore, it is crucial to indicate the potential impacts for policy-makers and/or businesses.

Finally, investigators should be careful not to use jargon in their grant proposal. In many cases, grant proposal reviewers or evaluators are not necessarily experts in the field or familiar with the particular research area. Therefore, being able to convey ideas and concepts in a manner understandable to the general audience is often important. The proposal should be original, creative, and innovative. Most of all, grant writers should understand that granting agencies and reviewers prefer bold and brave ideas embedded in easy and concise writing styles to safe and defensive ideas with jargon heavy write-ups.

Overall, it is important to draft proposals that are reasonable and realistic for particular funding agencies. Writing a grant proposal means a lot of work; however, as long as you sustain positive attitudes and achievable research goals, you may be happily surprised to secure grants, sometimes more than you proposed, while learning collegiality and professionalism indicated in proposal reviewers’ comments. In the end, you may feel that writing a grant proposal is not a pain, but a beautiful practice.

for small and medium grants available at your university or through academic associations and private foundations. Your record of receiving and successfully managing those grants will open doors for obtaining bigger grants.

Consider Interdisciplinary Collaboration

Funding opportunities in journalism or communication are a lot more limited than STEM (Science, Technology, Engineering and Mathematics) fields. However, every cloud has a silver lining. Quite often, STEM field grant proposals require collaborations with other fields. In fact, this is how I first got involved in large federal grant proposals. Given my research in digital media, a computer scientist at our university sought a collaborative research project with me. We received a \$250,000 seed grant from our university for our interdisciplinary research, which allowed us to hire multiple graduate students and provided summer support. This collaboration led to bigger proposals to the National Science Foundation and the U.S. Department of Defense. Most of all, it helped me expand my collaborations with other STEM scholars, as they saw possibilities of working with social scientists based on success of the initial collaboration with the computer scientist. While working with people in other fields requires extra efforts as different fields focus on different concepts and methods, it can be worth such extra efforts.

Nurture Relationships with Program Officers

Nurturing relationships with program officers at granting institutions can be very helpful. While beginning grant writers tend to simply read a request for proposal (RFP) in preparing for a proposal, program officers can help you read between the lines of RFP. Is your topic of interest to the grantor? What makes certain proposals more attractive to them? What items should be avoided in a budget plan? These are some of the questions that program officers can help you with. In many occasions, I received useful feedback from program officers that were essential for successful grant writing. It is in your interest to set up a face-to-face meeting or a phone conversation with a program officer before submitting your proposal.

(Continued on page 10)

Granting Institutions

Intercultural/International Communication

AAS Northeast Asia Council (NEAC) Korean Studies Grants

asian-studies.org/Grants-and-Awards/NEAC-Korea

Korean studies “designed to assist the research of individual scholars based in North America to improve the quality of teaching about Korea.”

Commonwealth Foundation

commonwealthfoundation.com/grants

Sustainable development projects that contribute to effective, responsive and accountable governance with civil society participation with an emphasis on “cultural respect and understanding”

Council of American Overseas Research Centers

caorc.org/#!fellowships/c17cq

Research scholarships and fellowships for member centers, including multi-country research, intensive summer language institutes and others.

Laura Jane Musser Fund

musserfund.org/index.asp?page_seq=25

Projects designed to increase intercultural harmony

Susanne A. Roschwalb Grant for International Study and Research

aejmc.us/prd/students/roschwalb-grant

For students in public relations whose plans include study or research outside the United States

Public Relations/Health Communication

The Arthur W. Page Center at Penn State University: Annual Page and Johnson Legacy Scholar/Educator competition

for the study of integrity in public communication.

comm.psu.edu/page-center/grants/legacy-scholar-grants

Corporate social responsibility, ethics, sustainability, digital and social media ethics, and transparency in communication

Institute for Public Relations

instituteforpr.org/awards

Public relations research through various programs and competitions

National Institutes of Health (NIH)

nlm.nih.gov/grants.html

Health communication, community outreach, health literacy

Robert Wood Johnson Foundation

rwjf.org/en/how-we-work/grants-and-grant-programs.html

Health communication, health-related policy, practice and systems research

Center for Disease (CDC)

cdc.gov/grants/aboutcdcgrants/index.html

Health communication, disease prevention, and health promotion

National Cancer Institute (NCI) Community Oncology Research Program (NCORP)

prevention.cancer.gov/major-programs/nci-community-oncology/grants

Cancer prevention and community outreach

Bloomberg Initiative To Reduce Tobacco

tobaccocontrolgrants.org

Funding to government ministries and agencies, non-governmental organizations (NGOs), civil society organizations, and universities in more than 60 countries

The Commonwealth Fund

commonwealthfund.org/grants-and-fellowships/grants

Projects on innovative approaches to addressing problems in health care coverage and access; health care delivery system reform; international health policy and practice innovations; and breakthrough health care opportunities

Computational Social Science/ Digital Technologies

National Science Foundation, Secure and Trustworthy Cyber Space (SaTC):

nsf.gov/funding/pgm_summ.jsp?pims_id=504709&org=SES&from=home

Projects examining how to “protect and preserve the growing social and economic benefits of cyber systems while ensuring security and privacy”

John S. and James L. Knight Foundation

knightfoundation.org/apply/

Innovation projects in journalism/media and digital citizenship

MacArthur Foundation, Digital Media & Learning Grant

macfound.org/info-grantseekers/grantmaking-guidelines/learning-grant-guidelines/

Projects aimed at better understanding

how “digital media is changing how young people think, learn, interact, confront ethical dilemmas, and engage in civic life”

Russell Sage Foundation

russellsage.org

Computational social science and innovative methodologies in social science

Funding Agencies in Korea

National Research Foundation of Korea:

nrf.re.kr/nrf_tot/cms/index.jsp?pmi-sso-return2=none

Korea Press Foundation:

kpf.or.kr/main/make_index_direct.jsp

SBS Culture Foundation:

foundation.sbs.co.kr/culture.cmd?act=overseasMedia#

Foundation for Broadcast Culture:

fbc.or.kr/

Korea News Agency Commission:

konac.or.kr/

Korea Communications Agency:

kca.hrsystem.co.kr/

Korea Creative Content Agency:

kocca.kr/cop/main.do

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2016 KACA-ICA Conference

By Eyun-Jung Ki

KACA Vice President, ICA

Associate Professor, University of Alabama



The 2016 International Communication Association (ICA) convention was held in Fukuoka, Japan (June 9-13, 2016) at the Hilton Seahawk. KACA collaborated with Chinese Communication Association (CCA) to hold two research sessions and a reception. KACA also had a business meeting/ social and graduate social.

KACA-CCA JOINT RESEARCH PAPER SESSIONS:

3:30 p.m.-4:45 p.m., Friday, June 10, 2016

In this first session, the following six research papers were presented. Three papers were from KACA and three from CCA. Dr. Hyun Jung Yun (Texas State University) and Dr. Esther Yook (George Mason University) provided constructive and insightful suggestions as respondents. Approximately 45 people attended the session.

5:00 p.m.-6:15 p.m., Friday, June 10, 2016

Like the first research session, a total of six papers were presented. Three papers were from CCA and the other three from KACA. The three respondents—Dr. Nan Yu (North Dakota State University), Dr. KeXue (Shanghai Jiao Tong University, China) and Dr. Yan Yan (City University of Hong Kong, China)—offered insightful comments on the presented papers and approximately 50 people attended this session.

KACA-CCA JOINT RECEPTION:

6:30 p.m.-7:45 p.m., Friday, June 10, 2016

The joint reception was sponsored by six institutions from across the world, including the Nam Center at the University of Michigan, Ewha Womans University of Korea, the College of Communication and Information Sciences at the University of Alabama, Beijing University of China, and Xiamen University of China. At the beginning of the reception, KACA, CCA, and the sponsors were introduced. Sponsors' ad posters were displayed near the entrance of the reception. Overall, the reception attracted over 250 ICA members across the communication disciplines and nationalities.

GRADUATE STUDENTS' SOCIAL:

10:00 a.m. Saturday, June 11, 2016



KACA sponsored a graduate students' social gathering brunch at the Brasserie & Seala Lounge in the Fukuoka Hilton. KACA student council members, including Dam Hee Kim (University of Michigan), Myoung-Gi Chon (Louisiana State University), Sungsu Kim (University of Georgia), Eunyoung Kim (University of Alabama), along with two graduate students from the KACA-ICA subcommittee, Ah Ram Lee and Jungyun Won, (both from the University of Florida) successfully organized the social. Eleven graduate students enjoyed the social.

KACA BUSINESS MEETING:

2:00 p.m.-3:15 p.m., Saturday, June 11, 2016

Thirty-seven KACA members attended the business meeting. During the meeting, Dr. Hak-Soo Kim (Sogang University, Korea) received special recognition for being an ICA fellow. Several awards were presented as follows:

TOP FACULTY PAPER AWARD:

"The Effect of Congruence Between Consumers' Ideal Self-Image and Celebrity Endorser's Image on Advertising Effectiveness"

By Qian Xu, Changzhou Daily Newspaper, China; Doohwang Lee, Kyung Hee University, Korea; and Sungmin Kang, Kyung Hee University, Korea

TOP STUDENT PAPER AWARD:

"Inventing Tradition, Branding Nation: Constructing South Korea's National Identity in Historical Faction Dramas"

By Kyung Sun Lee, University of Texas; and Jennifer Minsoo Kang, University of Texas

GRADUATE STUDENT TRAVEL GRANT WINNER:

Bumgi Min, Penn State University

GRADUATE STUDENT TRAVEL GRANT RUNNER-UPS:

**Ah Ram Lee, University of Florida
Jungyun Won, University of Florida**

KACA-CCA Post Conference in Beijing, China

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KACA co-organized the ICA post-conference with CCA and the Communication University of China (CUC) at the CUC Convention Center, Beijing, China from 8:00 a.m. to 6:00 p.m. Friday, June 17, 2016. The theme of the conference was "Global Communication Meets East Asia: Inspirations from Global Communication Studies on New Media and Social Media." The post conference was another showcase of KACA. More than 150 people attended the conference. Internationally well-known scholars gave keynote speeches and inspirational research presentations. Scholars who presented include:

Prabu David

Dean of the College of Communication Arts & Sciences at Michigan State University

Bruce Pinkleton

Interim Dean and Director of Research & Graduate Studies at Washington State University

Louisa Ha

Editor of Journalism and Mass Communication Quarterly and professor at Bowling Green State University

Frank Biocca

Director, M.I.N.D. Lab and Newhouse Professor at Syracuse University

Shyam Sundar

Distinguished Professor, Penn State University and editor of Journal of Computer-Mediated Communication

Erik Bucy

Marshall and Sharleen Formby Regents Professor, Texas Tech University and editor of Politics and the Life Sciences

Lance Holbert

Chair of M&C and Strategic Communication at Temple University

Diana Stover

Professor at San Jose State University

2016 KACA-AEJMC Conference

By Chang-Dae Ham

KACA Vice President, AEJMC

Assistant Professor, University of Illinois at Urbana-Champaign

The 2016 annual conference of AEJMC was held in Minneapolis, MN, from August 4 to 7. During the conference period, KACA hosted diverse programs and events including two research sessions, a business meeting, a mentorship program, and member and graduate social events.

KACA-AEJMC RESEARCH PAPER SESSIONS:

3:30-5:00 p.m., & 5:15-5:45 p.m., Saturday, August 6, 2016

In the two research sessions held on August 6, four selected research and two awarded studies were presented with 25 and 34 attendees in the first and second sessions, respectively. Dr. Soojung Kim (University of North Dakota) and Dr. Chang-Dae Ham (University of Illinois at Urbana-Champaign) moderated each session, and Dr. Yoonmo Sang (Howard University), Dr. Kyung-Jung Han (California State University at Bakersfield) and Dr. Sung-Un Yang (Indiana University) served as discussants for in-depth discussions of presented research.



KACA BUSINESS MEETING:

5:45-6:15 p.m., Saturday, August 6, 2016

Following the research sessions, Dr. Chang-Dae Ham presided over the KACA-AEJMC business meeting. KACA officers and AEJMC sub-committee members were introduced, and KACA research paper reviewers, reviewers for Ewha-KACA award, and mentors who voluntarily advised mentees were recognized and appreciated during the business meeting. In addition, Dr. Seungahn Nah (University of Kentucky), KACA president, spoke to the members, and gave awards to the following recipients:

KACA-AEJMC Committee

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Dr. Chang-Dae Ham

Assistant Professor
at the University of
Illinois at Urbana-
Champaign

Dr. Soojung Kim

Assistant Professor
University of N. Dakota

Dr. Yoonmo Sang

Assistant Professor
Howard University

Dr. Kyung-Jung Han

Assistant Professor
California State
University at
Bakersfield

Jisu Kim

Doctoral Student
University of
Minnesota

Regina (Jihea) Ahn

Doctoral Student
University of Illinois at
Urbana-Champaign

TOP FACULTY PAPER AWARD:

“Intention to View Health TV Programs in South Korea: An Application of the Comprehensive Model of Information Seeking”
By Hye-Jin Paek, Hanyang University; Mideum Choi, Korea Broadcasting System; and Thomas Hove, Hanyang University

TOP STUDENT PAPER AWARD:

“Effects of Health News on Stigma Associated with Depression and Helping Intentions: The Mediating Role of Narrative Engagement”
By Ji Won Kim, Syracuse University

EWHA-KACA RESEARCH GRANT AWARD WINNER:

Matt Shapiro, Illinois Institute of Technology

GRADUATE STUDENT TRAVEL GRANT AWARD WINNER:

Ji Won Kim, Syracuse University

KACA OUTSTANDING GRADUATE STUDENT AWARD:

Dam Hee Kim, University of Michigan

SOCIAL EVENTS:

During the conference, several social events were held. Twenty-two graduate students attended a graduate brunch social; KACA advisory board members and KACA officers had a lunch meeting; and 56 KACA members attended the dinner social on August 6. On the first day of the conference, in addition, faculty members were invited to Dr. Jisu Huh’s (University of Minnesota) house where they had dinner and shared concerns and news of KACA and its members. In addition, the AEJMC mentor-mentee program was a success with the participation of eight pairs.

(Continued from Page 4) Granting Writing by Dr. Seo

Also important is building some level of trust and good working relationships with grant support staff at your university. Most universities have research officers who facilitate faculty grant writing and management. Once those support staff better understand your area of research, they can point you to relevant grant opportunities.

Grant writing is indeed time consuming, and some scholars end up spending too much time in grant writing and not enough time in publishing research papers. It is important that you set aside sufficient time for actually conducting your own research and writing journal manuscripts to build your independent reputation as a scholar.

2016 KACA-NCA Program

By *Ji Young Kim*

KACA Vice President, NCA

Assistant Professor, University of Hawaii at Manoa

The 102nd annual convention of the National Communication Association (NCA) will be held in Philadelphia, PA from November 10-13, 2016 at Philadelphia Marriott Downtown. KACA will sponsor/co-sponsor four academic research sessions and host several social events including graduate student meeting, KACA dinner, and mentoring program. We would like to see many of you in November.

RESEARCH SESSION SCHEDULE

CROSS-CULTURAL ADAPTATION AND ASIACENTRICITY

Thursday, Nov. 10, 8:00-9:15am, Liberty Salon B – Level 3

Asiacentricity: Establishing Change for Theoretical Frameworks in Communication

Jared A. Birnbaum, California State University, Fresno

The Impact of Language Brokering on among College Students

Kikuko Omori, St. Cloud State University; Kyoko Kishimoto, St. Cloud State University

Preparedness, Adaptive Personality and Cross-cultural Adaptation: A Study of Korean Expatriates in Indonesia

Yang-Soo Kim, Middle Tennessee State University

Social Media and the Cross-cultural Adaptation of Expatriate English Teachers in South Korea

André Kok, Regent University

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Asian/Pacific American Caucus

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Korean American Communication Association

KACA-NCA Committee

Dr. Ji Young Kim
Assistant Professor
University of Hawaii at Manoa

Dr. JongHwa Lee
Associate Professor
Hawaii Pacific University

Dr. Dong Hoo Kim
Assistant Professor
University of North Carolina
at Chapel Hill

Dr. Jiyeon So
Assistant Professor
University of Georgia

Jeeyun “Sophia” Baik
Doctoral Student
Univ. of Southern California

Jin-A Choi
Doctoral Student
University of Texas at Austin

ADVANCING ENGAGEMENT: COMMUNICATION TECHNOLOGY, SOCIAL MEDIA, AND CULT

Friday, Nov. 11, 12:30-1:45pm, Room 700 – Level 7

Profiles of problematic smartphone users: American and South Korean college students’ psychological traits and mobile phone usage

Elliot Panek, University of Alabama; Hyoungkoo Khang, University of Alabama; Yiben Liu, University of Alabama; Young-Gil Chae, Hankuk University of Foreign Studies, Korea

**Top paper*

Transnational Media Culture of K-pop, its Western Fandom, and its Ideological Twists

Hyeri Jung, University of Texas, Austin

Sharing Depressive Feelings in Twitter? A Content Analysis of Tweets and User Characteristics in South Korea and the U.S.

Sojung Kim, High Point University; Nahed Eltantawy, High Point University

News agenda and people’s engagement within social networks during epidemic: Revisiting agenda setting theory into social networks within the context of MERS epidemic in South Korea

Songyi (Grace) Lee, Temple University; Heeyoung Jung, Temple University

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Korean American Communication Association

GOVERNMENT AND POLITICS IN ASIA**Friday, Nov. 11, 2:00-3:15pm, Room 700 – Level 7**

The Past through its Present: National Identity-Building in The War Memorial of Korea
EunYoung Lee, Florida Gulf Coast University

Network Heterogeneity on SNS and Opinion Polarization under Threatening Situation: Focusing on North Korea's threats
Jiyoung Lee, Syracuse University

Redistributing the memorable, redistributing the sensible: The politics of aesthetics in the Korean ferry Sewol memory practices
JeongHyun Lee, North Carolina State University

VICTORY & PEACE: The Use of Metaphors in Chinese President Xi Jinping's V-D Speech
Chunyu Zhang, Ohio University; Benjamin R. Bates, Ohio University

Government's Influence on Tobacco-related News Coverage in People's Daily
Hengjun Lin, Ohio University

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 Chinese Communication Association

COMMUNICATION BEHAVIORS IN THE ASIAN CONTEXT**Saturday, Nov. 12, 8:00-9:15am, Room 670 – Level 6**

Assessing Changes in Managerial Relationships in Korea
Jaesub Lee, University of Houston

Building Guanxi Through Partnerships: An Analysis of China's Confucius Institute Initiative of Cultural Diplomacy
Di Wu, American University; R. S. Zaharna, American University

Emotions, Media, and Political Participation in Hong Kong
Kun Peng, City University of Hong Kong; Wan-Ying Lin, City University of Hong Kong

Korean Americans' Cancer/Health Status and Information Seeking: Findings from 2012-2014 HINTS (The Health Information National Trends Survey)
Jungmi Jun, University of Maryland

When the Whole Country Cares Who We Date: A Narrative Analysis of Taiwanese and International News Coverage of Interracial Intimacy
Hsin-Yi Chien, University of Maryland

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Chinese Communication Association
 Korean American Communication Association

See You in Philadelphia!

Member News

Tenure, Promotion & Appointments

Dr. Jisu Huh at University of Minnesota was promoted to full professor effective fall 2016 and appointed as Raymond O. Mithun Land Grant Chair in Advertising.

Dr. Nojin Kwak at University of Michigan, who was promoted to full professor effective fall 2016, was appointed as chair of the Department of Communication Studies.

Dr. Hyojung Park at Louisiana State University was promoted to associate professor with tenure effective fall 2016.

Dr. Hyunjin Seo at University of Kansas was promoted to associate professor with tenure effective fall 2016.

Dr. Soomin Seo joined the School of Media and Communication at Temple University as assistant professor of journalism in July 2016.

Dr. Hazel (Kyounghee) Kwon is transferring from Arizona State University's School of Social and Behavioral Sciences to the Walter Cronkite School of Journalism beginning fall 2016.

Awards & Recognitions

Dr. Jangyul Kim, associate professor at Colorado State University, has been inducted to the PRSA College of Fellows in 2016. In September 2016, Dr. Kim also begins his three-year term as the Director General of Customer Risk Prevention Bureau at the Ministry of Food and Drug Safety in South Korea.

Dr. Hoon Lee, assistant professor at Kyunghee University, and **Dr. Nojin Kwak**, professor at

University of Michigan, received the Lynda Lee Kaid Best Published Paper in Political Communication award from the AEJMC Political Communication Interest Group in August 2016. The award recognizes their paper co-authored with Dr. Scott Campbell at Michigan: "Hearing the other side revisited: The joint workings of cross-cutting discussion and strong tie homogeneity in facilitating deliberative and participatory democracy."

Sungsu Kim, a Ph.D. student at University of Georgia, won the Thesis of the Year Award by ICA's Health Communication Division in June 2016. The title of his thesis is "The Influences of Self-Efficacy in Medical Drama Programming on Cervical Cancer Preventive Behaviors: From the Perspective of Social Cognitive Theory."

Dam Hee Kim, a Ph.D. candidate at University of Michigan, received a research award from the Kappa Tau Alpha National Honor Society in Journalism and Mass Communication and the Mary Alice Shaver Award (1st Place Student Paper) from the AEJMC's Media Management, Economics and Entrepreneurship division in 2016 for her co-authored paper titled, "Why are news media on social media?: Exploring news engagement on Tumblr and digital traffic to news websites."

New Books

Dr. Do Kyun Kim, associate professor at University of Louisiana-Lafayette, published an edited book, "Health Communication Research Measures" (2016), with Dr. James Dearing.

Dr. Dal Yong Jin, associate professor at Simon Frazer University, published an edited book titled, "Mobile Gaming in Asia" (2016).

Send Us Your Newsletter Items!

If you have any questions related to the newsletter or items you want to share with KACA members, email the KACA Newsletter Committee at kacanewsletter@gmail.com. Any items that might be of interest to our members are welcome including promotions, moves, new books, awards, etc.

Financial Report

GENERAL OPERATION ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from February 2016			9,383.53
Membership dues (March 2016–August 2016)	1,785.81		
AmazonSmile fund	17.27		
Ewha Womans University for CCA-KACA ICA joint reception	1,715.70		
U of Michigan Nam Center for CCA-KACA ICA joint reception	2,000.00		
Website renewal		61.60	
Top faculty paper awards (ICA, AEJMC)		200.00	
Ewha-KACA research award		2,000.00	
ICA CCA-KACA joint reception (Ewha + Nam center + KACA)		4,000.00	
ICA business meeting		166.52	
ICA advisory board meeting		24.25	
AEJMC advisory board meeting		260.42	
AEJMC committee meeting		65.00	
Miscellaneous (envelopes, stamps, certificates, mail, wire trans fee)		249.16	
Total Income to Account March 2016–August 2016	5,518.78		
Total Expenses to Account March 2016–August 2016		7,026.95	
End of August 2016 Balance			7875.36

GRADUATE PROGRAM ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from February 2016			5435.90
Contribution from membership dues (Mar. 2016–Aug. 2016)	1522.70		
2016 outstanding graduate student award		200.00	
Graduate student travel grants (ICA (3 students), AEJMC (1 student))		800.00	
Top student paper awards (ICA, AEJMC)Website renewal		200.00	
ICA graduate social		264.00	
AEJMC graduate social		394.00	
KACA student representative travel funds (4 students)		400.00	
Miscellaneous (trophies)		77.11	
Total Income to Account March 2016–August 2016	1522.70		
Total Expenses to Account March 2016–August 2016		2335.11	
End of August 2016 Balance			4623.49

A SPECIAL THANKS TO THE FOLLOWING PLATINUM, GOLD, SILVER, & PRIME MEMBERS:

*Based on membership dues paid from September 2015 to February 2016.

PLATINUM	GOLD	SILVER	PRIME	
Kwak, Nojin	Huh, Jisu	Kim, Jeong-Nam	Ham, Chang-Dae	Park, Sung-Yeon
Yum, Young-ok	Yeo, Eun-Ho	Seo, Hyunjin		Cha, Jiyoung
Jung, Younbo	Lim, Joon Soo	Shin, Jae-hwa		Seung, HyeKyeung
	Yoo, Seung-chul	Kim, Shin-dong		Kim, Hyang-Sook
	Lee, Jung-Sook	Lee, Doo Hwang		Drumwright, Minette E.
	Hong, Seoyeon			Rim, Hyejoon

Membership Dues

ANNUAL MEMBERSHIP DUES	KACA MEMBERSHIP CATEGORIES	HOW THE MEMBERSHIP DUES ARE USED	BENEFITS
\$ 20	Student Member	KACA Operational Account	*All membership benefits
\$ 30	Regular Member	KACA Operational Account	*All membership benefits
\$ 50	Prime Member	KACA Operational Account (\$30) + Graduate Student Supporting Fund (\$20)	*All membership benefits + Name recognition on the newsletter, blog and Web site
\$ 75	Silver Member	KACA Operational Account (\$30) + Graduate Student Supporting Fund (\$45)	*All membership benefits + Name recognition on the newsletter, blog and Web site
\$ 100	Gold Member	KACA Operational Account (\$30) + Graduate Student Supporting Fund (\$70)	Silver Member benefits + Name recognition at the Conferences
At least \$200	Platinum Member	KACA Operational Account (\$20) + Establishment / contribution to a special fund	Gold Member benefits + As a platinum member, you can choose to direct your dues to one or more of the special funds

**All membership benefits include the Newsletter and the KACA Members Page.*

Use Paypal

Fill out the online membership application form (<http://goo.gl/forms/2LBZIBKsZG>) and once you “submit,” you will find a PayPal payment link. On the PayPal page, please enter the amount of your membership dues and click “Donate with PayPal.”

To send dues directly to the KACA PayPal account, please fill out the application form above and electronically submit your payment to the KACA PayPal account (kacassociation@gmail.com) from your PayPal account.

Pay by Check

Fill out the online membership application form (<http://goo.gl/forms/2LBZIBKsZG>) and mail the check (payable to Korean American Communication Association) to:

Sun Young Lee

Assistant Professor
Department of Public Relations
College of Media and communication
Texas Tech University, Box 43082
Lubbock, TX 79409

We now accept credit cards (Visa, MasterCard, American Express, Discover, and JCB). For more information about credit card payment, please visit: <http://www.thekaca.org/membership/>



You Shop at Amazon. Amazon gives to the KACA!

How many of you shop at Amazon.com?

Here is another way you can support the KACA while shopping at Amazon.

Since the KACA is a 501(c)(3) organization, it was able to join the AmazonSmile program in 2015. AmazonSmile is an Amazon's program to support nonprofit organizations. Amazon donates 0.5% of the price of customers' purchases to the nonprofits that the customers designate.

What that means to us is that if you shop on AmazonSmile instead of on the regular website, Amazon.com, Amazon will donate 0.5% of the price of your Amazon purchases to the KACA whenever you shop on AmazonSmile. AmazonSmile is the same as Amazon on your end—the same products, same prices, and same Amazon Prime benefits. The only difference is that if you use AmazonSmile instead of the regular Amazon website, we at the KACA receive some funding from it. This is a great way to support the KACA without any additional cost!

How:

1. Click the following link: <http://smile.amazon.com/ch/30-0800053> (this is the KACA-designated AmazonSmile link).
2. Log in with your Amazon account and start shopping at AmazonSmile.
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This is the page you will see, depending on your login status.

1. If you have not logged in to your Amazon account before you click to follow the link (<http://smile.amazon.com/ch/30-0800053>), this is the page you will see:



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- Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.
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- Support your charitable organization by starting your shopping at **smile.amazon.com**

2. If you are already logged in at Amazon, you will see this under the search bar.



Please use the KACA's AmazonSmile program when you shop at Amazon! Your shopping will help the KACA continue to grow and give back to Korean scholars and students in many ways.

If you have any questions regarding AmazonSmile, please contact the KACA treasurer, Sun Young Lee, at pearl.syl@gmail.com

KACA Advisory Board

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