KACA [KEIKA]

KOREAN AMERICAN COMMUNICATION ASSOCIATION
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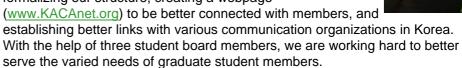
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GREETINGS FROM KACA PRESIDENT

Aloha KACA members:

I hope all of you are enjoying a productive semester.

It has been another busy year for the KACA. We have successfully staged various activities at the annual meetings of the big three, National Communication Association, International Communication Association, and Association for Education in Journalism and Mass Communication. We were also busy with establishing essential infrastructure for the KACA, including formalizing our structure, creating a webpage



We are also growing tremendously. We now have over 350 members, and are pushing to expand our membership even more this year. I am happy to report to you that, it is not just the number of members that increased, but we have been seeing an increase in active members who are willing to work for the KACA. Building on this momentum, we would like to start planning for a series of activities for the 30th year anniversary of the KACA in 2008. While the KACA had ups and downs just like any organization during the three decades of operation, we are getting stronger and better each year. Let us take pride in our organization that has served as a valuable resource for Korean communication scholars in North America for all these years. However, also remember that the KACA today was not possible without the sweat and devotion of the senior members of the KACA. Now it is our turn. So, don't just sit back. Get involved! The KACA belongs to all of us.

You will see several new initiatives of the KACA this year. We will need many more people to work with us on these initiatives. So, stay tuned, and come on aboard to make the KACA an organization that truly belongs to its members.

We look forward to another fruitful and constructive year, and thank you for your support and cooperation in advance.

Hye-ryeon Lee

President of KACA

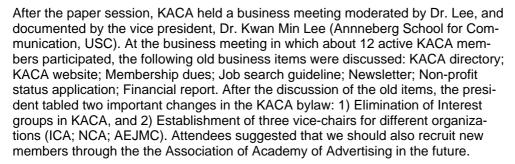
University of Hawaii at Manoa

ICA REPORT June 20 2006, Dresden, Germany.

At this year's ICA, the KACA held a paper session highlighting the state-of-the art research among Korean communication scholars. The KACA president, Dr. Hyeryeon Lee (U of Hawaii at Manoa) gracefully chaired the crowded session with more than 40 participants. Six excellent papers, chosen through a steep competition process, were presented at the session as follows:



- Role of perceptions about others in predicting and preventing binge drinking: A Korean context.
 - Hye-Jin Paek, University of Georgia; Byoungkwan Lee, Hanyang University; Hojoon Lee, Korean Broadcasting Commission
- A cultural third-person effect: Perceived effects of advertising on close others and distant others among Americans and Koreans.
 Sukki Yoon, Cleveland State University; Sangho Seo, Pennsylvania State University
- The "Korean Wave" in Taiwan: Uses and gratifications of Korean television dramas. Phyllis Chiao & Joung Im Kim, University of Hawaii at Manoa
- Networking home and host country: The role of ethnic media in Korean community in Los Angeles.
 Hayeon Song, University of Southern California
- What Could Strategic Public Relations Offer to Powerless Groups? Revisiting the 1997 Kia Managerial Crisis Case.
 Jeong-Nam Kim, Seung Bach, Thomas A. Schick, & Barbara Flick, Xavier University
- Why or why not?: Comparative study on spectrum management policy between Korea and U.S.
 Whajin Lee, SBS; Young Shin Cho, Pennsylvania State University; Kyoungbo Hyun, SBS



After the business meeting, the KACA hosted an official reception at the third floor lobby of the conference site. Many KACA members and key ICA members including two Deans from Annenberg East and West joined the reception. The reception was supported by the Korean Overseas Information Service. Dr. Hochang Shin, president of the Korean Academic Society for Public Relations secured the sponsorship for the KACA.





AEJMC-KACA REPORT August 4, san francisco.

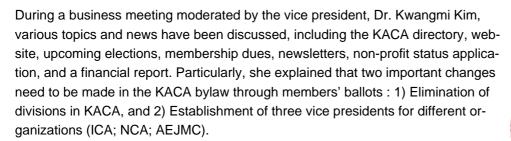
It has been a productive conference for KACA members with three events (research paper session, business meeting, and dinner). Another good news was that three Korean doctoral students received "top student paper" awards in three different divisions. They are Sangho Seo (Penn State Univ., Media Management and Economics Division), Joon Soo Lim (University of Florida, Communication Theory and Methodology Division), Youngkee Ju (University of Missouri, Mass Communication and Society Division).



The KACA's research paper session was held on August 4, focusing on various aspects of media roles in Korean societies. About 13 papers were submitted to the session and four papers were selected through blind review for presentation. I would like to express sincere appreciation to KACA faculty members who volunteered to review these papers, despite their busy schedule. Each paper submitted was blind reviewed by two different reviewers.

Dr. Kwangmi Ko Kim (Towson University) chaired the session and Dr. Jisu Huh (Minnesota University) provided detailed and constructive comments. Unfortunately, one group from Korea was not able to attend the session due to a flight schedule problem.

- U.S. media coverage of South Korean events: A moderating effect of event valence on the prominence of a news story.
 Hochang Shin, Sogang University; Sung-Un Yang and Jong-Hyuk Lee, Syracuse University; Heewon Cha, Ewha Womans University, Suman Lee, Iowa State University
- Construction of the Korean War: A Police action against bandits. Jinsun Lee, Rutgers
- Mobile telephone usage in public spaces in Seoul metropolitan area.
 Woong K. Park, Soongsil University



About 50 members got together for dinner at Seoul Garden, which was hosted by the Korean Consulate General in San Francisco. Consul General, Sang-Ki Chung, attended the dinner with Consul Chang-Hyun Kim, and introduced the history and development of SF's Korean community to the members. After dinner, about twenty-five members participated in an informal discussion on job searching in the U.S. Dr. Kyu Ho Youm (University of Oregon) led the discussion.





INTRO UPCOMING NCA CONFERENCE

Dr. Jung-Soo Yi (Wright State University) has worked hard to put together a KACA panel session for the upcoming National Communication Association meeting to be held in San Antonio. The KACA panel session entitled "Communiation, culture, and family: Sharing and learning in cultural contexts" will be held at 12:30 PM on November 16 at the Convention Center Room 218. This session focuses on how Korean communication scholars explore various topics in the field of cultural communication. Topics for the session include a friendship network model of job satisfaction, influence of new media, communication competence, gossip and moral stance, Korean perspective of family and medical experiences, and mobile internet use. Dr. Jung-Soo Yi will chair the session, and Dr. Young-Ok Yum (Kansas State University) will serve as the respondent. Panelists for the session are: Jinbong Choi (Bemidji State University), Un Chu Angie Hwang (University of Texas San Antonio), Yujung Nam (Indiana University), Cheongmi Shim (University of Kansas), Hye Eun Lee (Michigan State University), Jeeyoung Shin (Amherst College). We hope this session will expand the horizon of cultural understanding of Korean communication styles. Please mark your calendars now! We look forward to seeing many of you in Texas in November.

KACA OFFICIAL ANNOUNCEMENT

1. KACA Officer Changes

Kwangmi Kim of Townson University and Jung-Soo Yi of Wright State University have been named Vice Presidents of KACA. Ji Hoon Park of Hope College, a former KACA student board member, was appointed as Secretary. A former secretary Junho Choi of Rensselaer Polytechnic Institute recently took a position at Kwangwoon University in Korea. Yongick Jeong of the University of North Carolina (Chapel Hill) joined the student board. Also, Donghun Chung of University of Arkansas is a new editor of KACA newsletter and Joon Soo Lim of the Middle Tennessee State University is a new webmaster of KACA website.

2. Dr. Kyu Ho Youm, the Jonathan Marshall First Amendment Chair at the University of Oregon School of Journalism and Communication, published an article "Free speech narrowing in U.S." in the Register Guard on October 24, 2006. If you are interested in this article, visit the following website please: http://www.registerguard.com/news/2006/10/24/ed.col.youm.1024.p1.php?section=opinion

GREETINGS FROM ICA PRESIDENT

Greetings to the Korean American Communication Association (KACA) from the International Communication Association (ICA)! I would like to take this opportunity to introduce ICA to your organization and members.

Purpose

ICA is an academic association for scholars interested in the study, teaching, and application of all aspects of human and mediated communication. The overall purposes of the ICA are to advance the scholarly study of human communication and to facilitate the implementation of such study so as to be of maximum benefit to humankind. The Association seeks to achieve this purpose by: encouraging the systematic study of theories, processes and skills of human communication, and facilitating the dissemination of research through an organizational structure responsive to communication study areas, a program of organizational affiliates, regular sponsorship of international meetings,



and a commitment to a program of scholarly publication. ICA promotes the systematic study of communication theories, processes and skills through its Divisions and Interest Groups, Annual Conferences, Publications, and relations with other associations around the world.

International Membership and Associations

ICA is an international association with nearly 4000 members from all over the world. Some two-thirds are teaching and conducting research in colleges, universities and schools around the world. Others work in the media, communication technology, business law, medicine, government, and other professions. 30.6% of the membership, 42.4% of committee members, and 40% of the Board of Directors come from outside the USA. Currently, Korea represents the fourth largest non-USA country, with 1.9% of ICA's membership.

ICA is associated with a variety of national and international associations, including:

The American Communication Association (South America); The Association for Education in Journalism and Mass Communication; The International Association for Media and Communication Research; The International Federation of Communication Associations; The National Communication Association; The Russian Communication Association; The U.S. Council of Communication Associations; The United Nations, as a non-governmental association (NGO); and The World Federation of Modern Language Associations. The Korean American Communication Association may wish to apply to the ICA for status as an "affiliated organization" which would guarantee the KACA one session at each ICA conference, among other benefits.

Structure

ICA's 16 Divisions include Information Systems, Interpersonal Comm., Mass Comm., Organizational Comm., Intercultural and Development Comm., Political Comm., Instructional and Developmental Comm., Health Comm., Philosophy of Comm., Comm. and Technology, Popular Comm., Public Relations, Feminist Scholarship, Comm. Law and Policy, Language and Social Interaction, and Visual Studies. Its 5 Interest Groups include Gay, Lesbian, Bisexual and Transgender Studies; Intergroup Communication; Journalism Studies; Ethnicity and Race in Communication Research; and Game Studies.

ICA's executive board consists of the chairs of the Divisions and Interest Groups, the incoming, current and recent past presidents, the executive director, 2 student representatives, and 5 regional board members at-large. The staff consists of the Executive Director, a Member Services Director, a Member Services Associate, an Administrative Assistant, and a Publications/Web Manager.

Conference, Awards, Benefits, Publications

Each year at the end of May (US) or June (International) ICA holds its Annual Conference. Submitted papers undergo a double-blind peer review process; in 2005 a record number of 2,300 papers were submitted (New York); in 2006, 2000 were submitted (Dresden). Beginning in 2010, every third year the conference will be held outside North America, alternating between Europe and Asia. The ICA conference was held in Seoul, Korea in 2002.

ICA members nominate and select seven annual awards: Outstanding Book, Outstanding Article, Outstanding Applied/Public Policy Research Program, Outstanding Young Scholar, Chaffee Career Productivity, ICA Fellows Book, and the Fisher Mentorship.

Benefits to members include: Opportunities to network with colleagues who share your teaching and research interests worldwide; Access to membership in 21 divisions and interest groups and their related websites; Annual conferences at member rates with discounted airfares, special hotel rates and car rentals; Subscriptions to four professional journals: Communication Theory, Human Communication Research, Journal of Communication, Journal of Computer-Mediated Communication (online); and discounts to these series: Communication Yearbook; Communication in the Public Interest, The International Encyclopedia of Communication; ICA-LEA Handbook Series; and ICA Theme Series.

ICA's Website contains the latest information and allows for on-line registration for conferences and membership renewals (http://www.icahdq.org). The Members-only section of the ICA website provides the latest information, on-line access to ICA journals, the ICA membership directory, and the latest newsletters (published 10 times per year, which includes job listings, association and member news, ICA officer columns, and calls for papers).

Conclusion

On behalf of the International Communication Association, please accept my best wishes for the growth and success of the Korean American Communication Association. We hope to meet you at future conferences, receive submissions of your papers to the ICA journals, and share ideas and experiences.

Ronald E. Rice

ICA President 2006-2007

Arthur N. Rupe Chair in the Social Effects of Mass Communication

Co-Director, Center for Film, Television and New Media

University of California, Santa Barbara

MEMORIES OF EARLY KACA 1

I wish have a better memory system than before. But I will try to write some brief memories of what I remember about the early days of KACA. If anything inaccurate in my writing here, my old colleagues, please correct them. The following is based on only my memories and experiences as the first vice-president, the second president, and the first editor of the KACA Newsletter. I also served again the presidency in 1992-94(?).

it all started in the 1977annual convention of AEJ(old AEJMC) held in Madison, Wisconsin, more precisely on the campus of University of Wisconsin. Four Koreans American professors and a Korean graduate student (now Prof. Dongshin Lee of Kyunghee University) in journalism and mass communications gathered together and discussed about initial ideas of starting an organization for Korean-American mass communication scholars, including graduate students. The four professors attending were: Sunwoo Nam (currently an attorney in D.C. area), Taik-sup Oh (now at Korea University), hyun-kap Kim (U of Wisconsin-Stevens Point) and Seong Hyong Lee (then U of Wisconsin-Stevens Point). All attended favored the idea. There, we tentatively elected Prof. Jae-won Lee (now Cleveland State U) as the first president of KACA (pending his acceptance, which he did later).

As a novice assistant professor, I happened to be assigned to take care of the initial organization of KACA, including drafting the By-laws (Constitution) of the new association. Eventually, I also assumed the job of editor of the Newsletter and became the primary contact person for the organization for ten some years.

Our first project was to hold joint conferences of KACA and a counterpart in Korea (the major one at the time was Korean Society for Journalism and Communication Studies, KSJCS). Early ones I remember are Chungpyong Joint Conference in Korea and Korean session in Athens, Ohio, as part of the AEJ Convention during the early and mid-1980s. It's good to see these joint conferences are still continuing in the U.S. and sometimes in Korea.

Succeeding presidents of KACA in 1980s were: Won-ho Chang of U of Missouri, Jin-keon Kim (SUNY-Plattsburgh) and Hyun-kap Kim (U of Wisconsin-Stevens Point), according my memory. During the 1980s and the early 1990s KACA and KSJCS continued their joint conferences, including the memorable one of AEJMC in Montreal, Canada, in early 1990s, which invited Deputy Ambassador of North Korea to the United Nations, (Ho Jong). He served as a guest speaker at the luncheon of the AEJMC International Communication Division, special panelist in a joint KACA-KSJCS session and guest speaker at a dinner meeting hosted by KACA. In addition to a number of Korean Journalism and communication scholars, 16 Korean newspaper editorialists and managing editors attended at the meeting.

Mostly, my attendance at the joint conferences continued until the mid-1990s. I'm pleased to know the cooperative efforts between KACA and a Korean counterpart continued and expanded in the last decade. It is my hope this efforts continue and more scholarly results could result, for instance, publishing proceedings and journal articles.

Seong H. Lee

Professor Emeritus of Communication

Appalachian State University, Boone, N.C.

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MEMORIES OF EARLY KACA 2

I had planned to retire in 2003 after teaching at the University of Missouri School of Journalism for 32 years and moved to a retirement community in Orange County, California. Looking back at my career in teaching journalism, I have a few remarks.

First, I was ambitious enough to change my study subject from political science, which I had studied in Korea, to journalism when I moved to the U.S. in 1966. The most difficult part was that I worked for my second bachelor's degree in journalism, but I was able to complete three degrees in 6 years. I also was lucky to be appointed as a professor. I was involved in working for a pioneer project of "word processing" at the time which revolutionized our mass media. I knew the future prospects of the new media, but went down another path. I was asked to work on the new media project when Bill Gates was still in high school.

Second, I was offered to work on administrative steps in the state university system but declined to take the opportunities with the "humble attitude" of my Asian origins. Even though I worked as an associate dean for graduate studies and research for 2 years and as department chair for 2 terms, I was heavily involved in advising doctoral students and supervised 31 dissertations, of which 17 were by Koreans. When you have an opportunity in administration, do not hesitate to take it. But stay far away from political opportunities outside an academic setting. I have no regrets that I declined to be involved in Korean politics in the 1970s and 80s. Academically, I was very active in research and publication which promoted me to be a full professor in 10 years.

Finally, I was very fortunate to be invited by Korean universities in 1980 as a visiting professor, in 1987 as a Fulbrighter, and from 2000 to 2003 as a distinguished chair professor. I enjoyed a great deal working with young Korean students and started to read more Confucian books and to learn about meditation of Buddhist style for my retirement. Currently, I am writing my final book on "How to Retire."

Won Ho Chang

Professor Emeritus

School of Journalism

University of Missouri

KACA OFFICIAL Announcement

If you have any question about KACA newsletter or if you have news to share with KACA members, please contact the newsletter editor Donghun Chung (donghunc@uark.edu).

NEW LIFE

MY EXPERIENCE AS A FIRST YEAR STUDENT AND SOME ADVICE FOR NEWCOMERS

Dear first year students who are about to or have just started your life in the US,

This essay intends to help you to get a sense of "yoo-hak" life in the US as well as provide you with some tips for success in your academic program. I would like to say that the information provided in this essay is based solely on my personal experience and thus may not be representative of the experience all graduate students in the US.



It was an extremely hot and humid day in August 2003 when I left for the US. I was not lonely at all on my way to the airport because I was accompanied by my friends since high school and my girlfriend, who now became my wife. While I was crossing "Yeong-jong" bridge to Incheon airport, I came up with mixed feelings. I was anticipating for a new life as a grad student in the US, meanwhile I had some sort of fear about this new experience and about being away from my friends, family, and girlfriend.



My prediction was right. One of the most difficult things that I experienced while studying in the US was losing connections with my social network. As for me, my senior colleagues were very supportive and helpful, and I am very grateful for them. I expect that it would be the cased for many of you, but they may not be like the good old friends and family that you used to know. Combating loneliness can be one of the serious issues that many grad students are likely to face. You may expect that "I'll be too busy to be lonely." This, however, did not hold true in my case. Academic life and social life seem to be two different things. No matter how busy you may be, you still have some spare time to enjoy your life with your friends surrounding you, keep in contact with your connection in Korea, and miss your friends and family in Korea.

Some of you may worry that "I'll be overwhelmed with my heavy workload as a first year student." This, however, was not necessarily true for me. Although I was quite busy as a first year student, I became busier as a function of the time I spent in the US. As you may notice from the language I just used, I am a quantitative-based empirical research oriented person. Your duties as a grad student can vary by your area of research (such as quantitative media studies, critical studies, or media institutions) and by your school program, and thus it would be difficult to generalize from a single case. Yet in my experience, the only things that I had to focus on as a first year student were the courses I took as well as some limited duties as a research assistant. However, as time went by, I started to conduct research that was related to but not always identical to the topics of my coursework. Conducting independent research can be important particularly if you plan to attain an academic job because you will have to demonstrate your ability to do so. Because your duties tend to increase as you progress in your program, you may feel, of course in retrospect, that the first year as a grad student was 'not that bad.' So I suggest that you enjoy your life as a first year student.





I am not, of course, trying to argue that your coursework as a first year student would be easy. You may have to read books/journal articles, write papers, and participate in class discussions that are in English, which is not your native language. I found that many International stu-



dents, including myself, often feel stressful for class participation. I personally believe that we have a lot to learn from Chinese students. Although many of them do not necessarily speak better English than Korean students, they often tend to speak out without communication apprehensions. All of us as International students whose native language is not English are likely to make some errors, whether it is minor or major. Professors as well as colleagues normally tend to understand, so I strongly recommend that you cast out fear and just start saying what you want to. Otherwise, you might never be able to communicate in class all the good ideas you may have.

Last, but not least, would be the relations with your academic advisor and other professors. Choosing a good advisor who is venerable not only in terms of academic achievements but also various other aspects of life seems to be crucial to one's academic success. Due to this significant role of advisors in a graduate students' academic success,

I'm sure advisor selection might be a concern for many of you. Before you choose a professor as an advisor, you should have a solid idea of his/her research interests as well as style of management and leadership (which is a peripheral yet important aspect in advisor-advisee relationship). However, learning about professors is not quite easy.

Thus, I recommend that, before you start your studies, you a have in mind a pool of potential advisors, consisting of two to three professors. Then you should either be working with them as a research/teaching assistant or be taking a course with them. Although RA/TA assignment is beyond your control, course selection is up to you. Thus, try to take courses with the professors whom you are interested in, and yet are not working with. That way, you will get to know all your potential advisors in some way, which will help you to make a better decision. While good relationship with your advisor is important, you might want to maintain good relations with two or more professors as your mentors besides your advisor so that they can be included in your thesis/dissertation committee.





There seems to be so many things to do and new experiences waiting for you as a first year student. Then, is the life in the US qualitatively different from that in Korea? My answer is no. There is an old saying that "the river always changes in that it always flows yet it never changes from the perspective that it is always there and never disappears; the moon also changes in that it always waxes and wanes yet it never changes from the perspective that it is always there." Your new life in the US, involving new relations and new ways of studying, may be perceived as a momentous change in your life. However, from a different point of view, the fundamental thing has not changed; you have the same spirit of success that has lied deep inside you for years.

Sehoon Jeong

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KACA MEMBERSHIP

1. Introduction to our website

We are pleased to make an official announcement of launching our new website (www.kacanet.org). We hope to encourage and facilitate the exchange of professional knowledge and collaborations, as well as social networks among members through our website. Please, note that it is the people, not the technology, that makes the change. Please, visit our website frequently and participate in various activities. Thanks.

2. Introduction to KACA and how to join

The Korean American Communication Association is an organization dedicated to serve the academic and social needs of Korean communication scholars and students in North America. Members have many privileges, including access to the members-only webpage in which valuable information is frequently updated.

There are three types of KACA membership as follows:

- **Regular Member** Any Korean or Korean-American college professor or researcher in various fields of communication or related fields in North America is eligible to be a regular member.
- **Student Member** Any college or graduate school student in various fields of communication or related fields studying in North America is eligible to be a student member.
- Affiliate Member Any Korean or Korean-American college professor or researcher in various fields of communication or related fields who reside outside of North American is eligible to be an affiliate member

In order to become a member, please make your check payable to **Korean American Communication Association** and mail to the Treasurer:

Dr. Tae-Hyun Kim Dept. of Communication, 120 Stubbs Hall 700 University Avenue University of Louisiana at Monroe Monroe, LA 71209

Please mail your name, title, and email address as well.

Annual membership due:

Students: \$10 per year Faculty: \$20 per year

For questions concerning KACA membership, please send an email to: kacainfo@kacanet.org

Kaca Financial Report

	Income	Expenses	balance
Membership from previous year	60.00		
Deposit from previous year			457.00
September Membership Dues			
Membership + memorial fund	400.00		
Penn State Memorial Fund Contribution		300.00	
KACA web domain registry fee (Dr. Junho Choi)		24.90	
September total	400.00	324.90	592.10
October Membership Dues			
Membership + donation	400.00		
Flowers for the late Jai-hyon Lee's family		79.87	
October total	400.00	79.87	912.23
November Membership Dues			
Jinkun Kim	190.00		
November total	190.00		1102.23
January Membership Dues			
Newsletter Mailing Costs (Pres. Lee)		111.00	
January total		111.00	91.23
February Membership Dues			
Membership	20.00		
February total	20.00		1011.23
April Membership Dues			
Membership	60.00		
Mailing Costs to Korean Institutions (Pres. Lee)		152.88	
Downpayment for Local Boy Design KACA Website Design (Pres. Lee)		312.50	
April total	60.00	465.38	605.85
June Membership Dues			
Membership	40.00		
Local Boy Design KACA Website		387.50	
June total	40.00	387.50	258.35
Total Balance			258.35