

# KACA

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## Newsletter

Published by The Korean American Communication Association

### *A Tribute to the Immediate Past President of KACA*

Dr. Jong K. Kang has been a member of KACA since the early 1980s. His presence as editor, vice president and president has not only provided us an opportunity to understand our association better but also a chance to recognize the important roles of KACA in Korea and the States.

Through his determination and organizational skill, he has helped to develop policies and programs that have transformed KACA.

For example, as a president, Dr. Kang successfully engineered and coordinated the complicated

application package for 2002 ICA Convention in Seoul which will be decided in November of this year. He has also upgraded KACA to an organizational affiliate status of both ICA and SCA.

He has also maintained an active research and fellowship program, authoring numerous articles and books.

His area of research and teaching are cultivation theories, new communication technology, and intercultural communication.

His excellence in research has inspired many of our young faculty and students for many

years.

Dr. Kang has given the association 110% of his time and talent past three years. He's always consulted with senior members and past officers on various matters and advised junior faculty and graduate students for their research and careers.

Most of all, his primary concern was a harmony and strengthening of the organization. We appreciate his insight, talent, and unselfish effort for the association.

Editor

### ***Election for new KACA officers needs your participation***

Due to changes in administrative procedures and other circumstances, the scheduled election at 1997 AEJMC (Chicago) was not carried out.

Jae Won Lee of Cleveland State has been appointed as a new chair of the Election Committee since the former chair Kyu Ho Youm of Arizona State is on his sabbatical leave. Two nominations on president, one nomination on vice president, and one nomination on secretary/editor/treasurer are on the ballots. For student representative/secretary (appointed by president), Taehyun Kim of Ohio State has volunteered for

various administrative duties.

Please send an attached ballot for each officers to Jae Won Lee (Department of Communication, Cleveland State University, Cleveland, OH 44115) by November 5, 1997.

Your participation ensures and strengthens our organization for the future. The following are candidates for each positions

President: Kak Yoon (Assistant Professor, Washington State) Ph.D. from Michigan State University. Current vice president and former secretary of KACA. Field: Advertising and PR.

Gwangjub Han (Associate

Professor, Howard) Ph.D. from Ohio State University. Administration Committee chair for KACA's ICA 2002 preparation committee. Field:

Telecommunication and new technology

Vice President: Eungjun Min (Associate Professor, Rhode Island) Ph.D. from Ohio State University. Current secretary/ - editor/treasurer. Field: Cultural studies of mass comm.

Secretary: Kwangmi Ko (Assistant Professor, Appalachian State) Editor/Treasurer. Ph.D. from Penn State University Field: Advertising and PR.

## **KACA Session at AEJMC in Chicago**

*-Mass Communication and Development in Korea*

Renowned Korean scholars delivered their enthusiastic presentations on variety of topics on the current development of Korean mass communication and advertising fields during an annual KACA session for AEJMC.

The presentation stood out from the rest because the paper topics evenly represented relevant issues for both younger and old generation in Korea.

Moderated by Jong K. Kang of Illinois State, the KACA session presenters explored essential issues, such as "Anti-Journalistic Problems of Korean News Media" by Hyo-Seong Lee from Sung Kyun Kwan University in Seoul, Korea.

Professor Lee defined Korean new media today seem to be far away from democratic and mature journalism in spite of remarkable growth in terms of the amount of assets and revenue.

Kwangmi Ko Kim of Appalachian State University presented alarming report entitled: "Conflict Between U.S. Domestic and Foreign Policy on Cigarette Promotion: A Historical Analysis of U.S. Promotion to Asian Countries." Her research critically examined how contradictory the U.S. policy is on the issue of opening Asian cigarette markets.

She claimed the U.S. government totally ignored the health aspect of cigarette export and handled it as a simple trade issue.

Seok Kang and Jong K. Kang of Illinois State examined the issue of "Television and Value Perceptions Among Korean College Students" while Seong Hyung Lee of Appalachian State University and Dong Hyun Byun of Chonnam National University compared Korean and American journalists' perceptions of North Korea in their paper "Comparative Study of Korean and U.S. Broadcast Journalist: Perceptions of North Korea"

Ki-soon Park of Sung Kyun Kwan University offered insightful critiques and suggestions as a discussant.

### *Dinner Reception*

The annual convention dinner reception was attended by more than thirty Korean faculty and students at Woo Rae Oak Restaurant which was only a few blocks away from the conference site (see photo from the reception). During the dinner, new KACA members were warmly welcomed by existing members and staff.

In addition, many KACA members expressed great interest and offer their constructive suggestions regarding a plan to host ICA conference in Seoul 2002.

## **AEJMC '97**

### **Paper presentation**

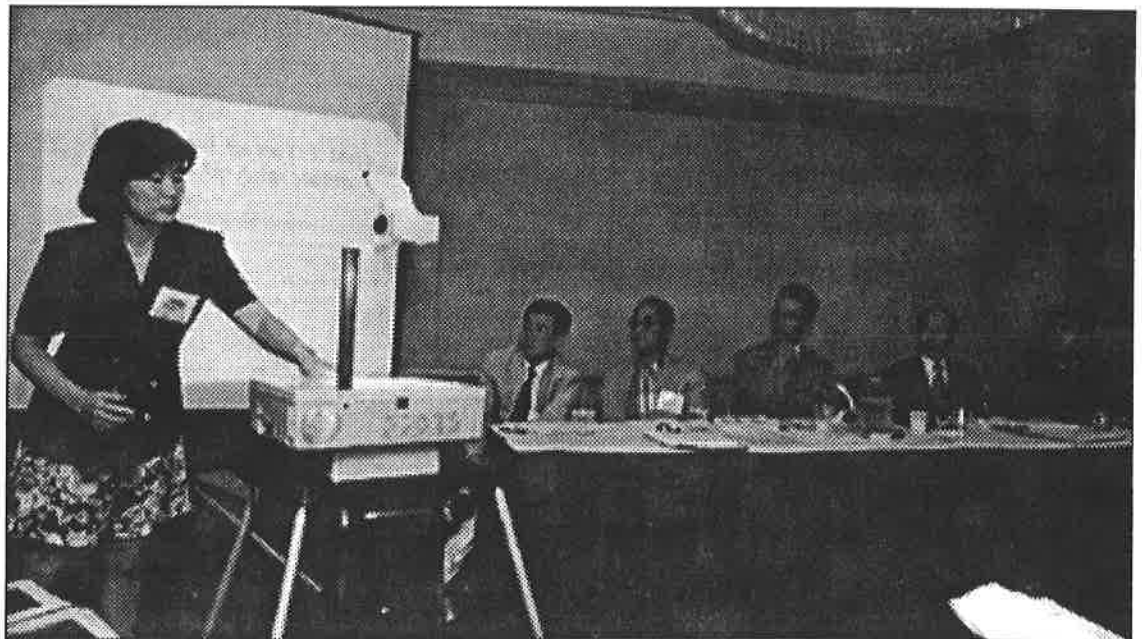
(alphabetical order of last name)

- Suyung Choi (Georgia State, with others)--"Local Television and Radio News Congruence: Ownership Effects vs. Medium Effects"
- Yung Kyun Choi (Michigan State)--"The Constitutionality of the FDA's Tobacco Restrictions as a First Amendment Issue"
- U-Ryong Kim (Han Kuk University of Foreign Studies), In-Suk Chung (Chungnam Sanup U), Cheong-Yi Park (Michigan State)--"The Effects of Audience's Gender-Based Expectations About Newscaster on News Viewing Satisfaction in a Collective Culture: South Korea."
- In-Sung Hwang (Daejin U)--"Analysis of Primetime Soaps in Korean Television Program"
- In-Sung Hwang (Daejin U) and Eung-Jun Min (Rhode Island)--"Blaming the Homeless: The Populist Aspect of TV News Narration"
- Yung-Ho Im (Pusan National U)--"Implications of Computer Technology"
- Keun-Hee Ju-Pak (California State-Fullerton)--Advertising and Public Relation session moderator
- Seok Kang and Jong G. Kang (Illinois State)--"Television and Value Perceptions Among Korean College Students"
- Jae-Young Kim (Southern Illinois Carbondale)--"AFKN as a U.S. Postwar Propaganda Program: A Hypothesis"
- Joohoan Kim (Boston College, with others)--"Bridging the Spheres: Political and Personal

Conversation in Public and Private Spheres”

- Shin Dong Kim--“The Coup D’etat Model: Public Broadcasting Under Control”
- Sung Tae Kim (Indiana)--“The Effect of the VCR on Mass Media Markets in Korea, 1961-1993: The Principle of Relative Constancy Reapplied” (Top student paper)
- Yungwook Kim (U of Florida)--“The Role of Involvement and a Conceptual Model for Optimal Health Communication Strategies”
- Kwang-Mi Ko (Appalachian State)--“Conflict Between U.S. Domestic and Foreign Policy on Cigarette Promotion: A Historical Analysis of U.S. Promotion to Asian Countries.”
- Hyo-seong Lee (Sung Kyun Kwan)--“Some Anti-Journalistic Problems of Korean News Media”
- Jae-won Lee (Cleveland State)--served as a moderator for International Communication Division
- Jung-sook Lee (Southwestern Louisiana)--served as a discussant for International Communication and Communication Technology and Policy Division.
- Soobum Lee (Oklahoma)--“Reading Presidential Candidates: A Semiotic Analysis of Televised Political Advertising in Korea”
- Ghee-Young Noh (Michigan State)--“Motivating Incentives, Self-Efficacy and Their Consequences for Web Authoring”
- Eung-Jun Min (Rhode Island)--“The Legacy of Popular Culture Movement: A Case of National Cinema in Korea”

- Joowon Park (Tennessee-Knoxville, with others)--“Television on the Web, 1996: Local Television Stations’ Use of the World Wide Web”
- Seong H. Lee (Appalachian State) and Dong Hyun Byun--“Comparative Study of Korean and U.S. Broadcast Journalist: Perceptions of North Korea”
- Eunkyung Park (Cornell)--“Individualism/Collectivism, Cultural Variations in Self-Concept and Their Implications for the False-Uniqueness Hypotheses: The Cases of the Third-Person Effect and Optimistic Illusion”
- Seung Hyun Park and Hokyu Lee (Indiana)--“The Consumption of Korean Television Programs in U.S.A.: Television Viewing, Gender and Power”
- Doobo Shim (Wisconsin-Madison)--“From Yello Peril Through Model Minority to Renewed Yellow Peril”
- Kyo Ho Youm (Arizona State, with others)--“Edwards v. National Audubon Society and Libel Law: The “Neutral Reportage” Doctrine 20 Years After”
- Kyo Ho Youm--served as a panelist “How to Get Published” Graduate Education Interest Group and History Division”
- Kyo Ho Youm--“Professional and Ethical Issues Facing Mass Communication Practitioners in Korea”



Kwangmi Ko Kim of Appalachian State University presents her paper during KACA session in AEJMC 1997 in Chicago -photo by Taehyun Kim

## **KACA Session at ICA in Montreal**

*-Current Media Research Trends in South Korea: Issues of Gender, Discourse, Privacy and Self-Identity in Korean Media*

•Joohoan Kim of U of Pennsylvania and Jong-Yung Yoon of Stanford University--“Digitized Personal Information and the Crisis of Privacy: The Problems of Electronic National Identification Card Project and Land Registry Project in South Korea”

•Jung-Sook Lee of U of Southwestern Louisiana--“Korea’s Interconnectivity in Global Community”

•Jongsoo Lee and Tackhwan Kim of Korean Press Institute--“Election and Civic Journalism: A Case Study in South Korea”

•Sunny Yoon of Korean Broadcasting Institute--“Love and Self-Identity: An Ethnographic Study of Korean Television Drama Audience”

•Kyungia Lee of Kyunghee University--“The Role of Men and Women in Korean Television News”

## **Other presentations during ICA '97**

(alphabetical order of last name)

•Hyunyi Cho (Michigan State)--“Health Belief Model”

•Miejeong Han (Cornell U, with others)--“Optimistic Bias and the Brotherhood of Sport Fishmen”

•Mee-Eun Kang (U of Michigan)-- “Gatekeeping Process of the International News in Korea”

•Wonsuk Kang (U of Wisconsin)--“The Regulation of Visual Indecency in the Broadcasting Media: Popular Discussions of Abandoned Controversies”

•Myung-Koo Kang (Seoul National U)--Panelist for Philosophy of Communication Division, “Asia’s America/America’s Asia: The Culture of US Imperialism”

•Eun-Yung Kim (Stanford U, with others)--“The

Effects of Screen Size and Message Content on Attention and Arousal”

•Taeyong Kim (U of North Carolina, with others)--“Seeing is Believing: Effects of Telepresence on Memory and Persuasion”

•Kak Yoon (Washington State U. with others)--“The Hard Sell: The Effects of Pace and Content Arousal of Television Commercials on Viewers’ Attention, Arousal, and Storage of Commercial Information”

•Myoung-Hye Kim (Dong Eui U.) and Hoonsoon Kim (Ehwa Woman’s U.)-- “Patriarchal Narrative Strategies of Korean Television Dramas”

•Min-Sun Kim (U of Hawaii)-- “Cross-Cultural Perspectives on Motivations of Verbal Communication: Review, Critique, and a theoretical Framework”

•Min-Sun Kim (U of Hawaii) and Hye-Jin Yoon (Dong Kuk U.)--“The Effects of Self-Constructual on Preferred Refusal Strategies Among “Collectivist” Cultures: A Comparison Between Japanese and Koreans”

•Joohoan Kim (U of Pennsylvania, with others)--“Political Participation in the Public Sphere”

•Joohoan Kim (U of Pennsylvania) and Eun-Keong Han (Seoul National U.)-- “Political Politeness in the Language Using Contexts: A Pragmatic Analysis on the Presidential Debates”

•Young Yun Kim (U of Oklahoma, with others)--“Cross-Cultural Adaptation of Sojourners: A Survey of International Students in Japan”

•Young Mi Kim (Johns Hopkins U., with others) “Client Communication and the Quality of Family Planning Counseling: Interaction Analysis in Kenya”

•Yungwook Kim (U of Florida, with others)--“Craft and Professional Models of Public Relations and their Relationship to Job Satisfaction among Korean Public Relations Practitioners”

•Gangheong Lee (U of Pennsylvania)-- Panelist for “The Demise of Interpersonal Trust and Civic Capital: Why Is It Happening”

•Jaesub Lee (U of Houston, with others)-- “Risk Communication: A Two-Community Analysis of Proximity, Dread, Trust, Involvement, Uncertainty, Openness, Knowledge and Support/Opposition Toward Chemical Companies”

• Insung Hwang (Daejin U) and Eun-Jun Min (Rhode Island College)-- “Us’ Versus ‘Them:’ Narrative Analysis of Television News on the Homeless

• Youngmee Moon (Stanford U. with others)-- “A Reconsideration of the “Spiral of Silence” Theory in Computer-Mediated Discussion: Theoretical and Methodological Issues.

• June Woong Rhee (U of Pennsylvania)-- “What Moves Public Opinion?”

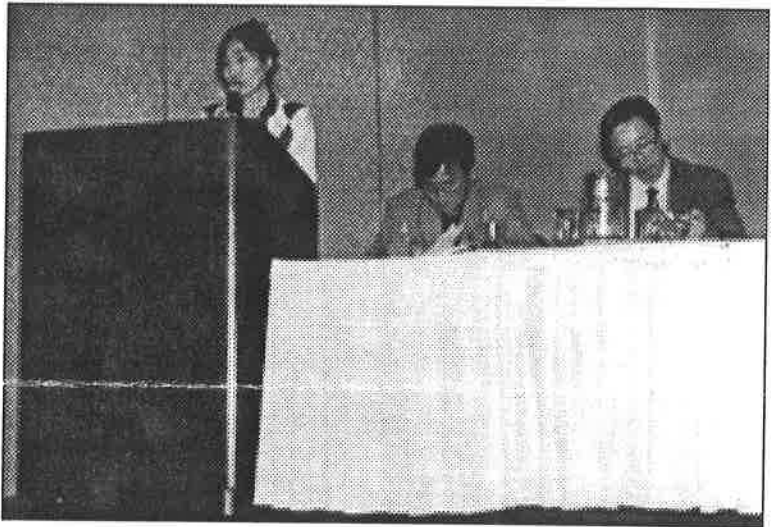
• Jisuk Woo (New York U.)-- “Which Knowledge Counts? The Use of Scientific Evidence in Copyright Cases”

• Jisuk Woo (New York U.)-- “Genius with Minimal Originality?: The Perpetuity and Transformation of the “Authorship” Construct in Copyright Discourse Regarding Computer Software”

• Kyu Ho Youm (Arizona State U.)-- Respondent for “Censorship, Telecommunications Policy and Information Flow: An International Perspective”

• Kyu Ho Youm (Arizona State U.)-- “Sociocultural Foundations of Defamation Law: A Comparative Analysis”

Sunny Yoon of Korean Broadcasting Institute presents her research paper during KACA session at ICA 1997.



KACA members pose for camera after attending KACA session at ICA 1997 in Montreal. -photos by Taehyun Kim

## KACA Welcomes New members!

•Eunho Yeo,  
Cornell University, Ph.D. Student

•Naewon Kang,  
Univ. of Wisconsin-Madison, Ph.D. Student

•Myunghyun Kang,  
Michigan State, Ph.D. Student

•Meeun Kang,  
Univ. of Michigan, Ph.D. Student

•Eunyoung Kim,  
Stanford Univ., Ph.D. Student -

•Youngmi Kim (Ed.D.)  
Senior Research and Evaluation Officer, Johns  
Hopkins Univ., Center for Communication  
Programs.

•Doo Bo Shim  
Ph.D. Student Wisconsin-Madison  
Interest: Qualitative Research, Cultural Studies,  
Media Studies  
dshim@students.wisc.edu

•Seok Kang  
Master's Program Illinois State University  
skang@rs6000.cmp.ilstu.edu

•Sung Yeon Park  
Ph.D. Student at Wisconsin-Madison  
415 W. Gilman St.  
Master Hall #618  
Madison, WI 53705

•Ji Suk Ryu  
Ph.D. Student at Wisconsin-Madison  
415 W. Gilman St.  
Master Hall #309  
Madison, WI 53705

•Ki Woong Yoon  
Ph.D. Student at Wisconsin-Madison  
645 E. Johnson #1  
Madison, WI 53703

•Sun Mi Yoon  
Ph.D. in U of Minnesota  
Interest: Advertising and Consumer Behavior  
hanyo001@gold.tc.umn.edu  
612-645-5437

•Young Gyun Choi  
Ph.D. Michigan State  
International Advertising

### Caught in the Web

(To the tune of "These are a few of my favorite things," as sung by Julie Andrews)

Having to pay way too much for a modem. You see some files and try to download'em. But you get cut off when the telephone rings These are the problems the Internet brings.

When you log on, personal information is copied and sent to a big corporation. They'll use it to target their advertising. These are the problems the Internet brings.

Then without fail Through your e-mail Lots of junk you'll get. Try to escape it, but to no avail, You're caught by the Internet.

To steal information now isn't a bit hard. Hackers can charge things right to your credit card. Turns out you've just paid for a new diamond ring. These are the problems the Internet brings.

Your age, race and gender are all in your profile Being perused by a vicious pedophile. He's online to plan out next Saturday's fling. These are the problems the Internet brings.

Credit stealings Shady dealings Give us cause to scoff. If these are the problems the Internet brings, Perhaps we should all log off.

By Seth Brown

## **Personal News**

- Kyu Ho Youm of Arizona State University is studying law at Yale University during his sabbatical leave (1997-1998). He also has been appointed as an editorial board member of the Web Journal of Mass Communication Research.
- Hoh Kim of University of Washington completed his master degree from Marquette University. The title of the thesis was "Korean Jaebols' co-cultural identification strategies in corporate advertising between 1994-1996." He has started his Ph.D. works at University of Washington.
- Young Ho Im of Pusan Univ. finished his visiting professorship at University of Colorado.
- Junghi Lee of University of Massachusetts successfully defended his dissertation on June 25th entitled "Overdetermination in determination: An Althusserian-Marxist critique of the Postmodern/poststructuralist anti-totalization."
- Jae Hyun Lee of Western Illinois U. has return from Kwang Ju University where he served as a visiting professor.
- Eungjun Min of Rhode Island College has moved and his new address and phone number are: 26 Ivy Hollow Court, Cranston, RI 02921, (401) 827-0559.

## **New Appointments**

- Joohan Kim of University of Pennsylvania has been appointed as an assistant professor at Department of Communication at Boston College
- Taeyong Kim of University of North Carolina has been appointed as an assistant professor at Appalachian State University and will teach advertising and PR classes.
- Esther Yook of St. Cloud State University has been appointed as an assistant professor at James Madison University.
- Jae H. Yoon of Temple University has been appointed as an assistant professor at James Madison University.

## **Promotion**

- Eungjun Min of Rhode Island has been promoted to associate professor.

## **Retirement**

Don H. Sunwoo of California State-Fullerton.



## *Korean Session at National Communication Association (formerly SCA) Scheduled to be held*

Competitive Papers in Korean American Communication:

Chair: Eungjun Min Rhode Island College

• Sangchul Lee (Univ. of Minnesota) "Transformation of Modern Korean Presidential Campaign Rhetoric: Forms, Genres, and Formats in 1992 and 1997."

• Kyong L. Kim (Mount Vernon Nazarene College) "A Semiotic analysis of a serial Korean Drama: Hourglass (Morae Sigye)"

• Eungjun Min (Rhode Island) "Korean National Cinema as Cultural Studies"

• Inah Ha (Univ. Minnesota) "Korean students' views of North American patterns of behaviors in educational and social settings"

## **ICA SCHEDULED TO VOTE ON 2002 ICA SITE**

ICA executive committee will decide the conference site for year 2002 at the upcoming NCA conference in Chicago. KACA and Unronhakheo have submitted a proposal and invited several members of the committee to Seoul last February. Other Asian nations like China and Taiwan are also competing with Korea. The chair of the preparation committee, Jong G. Kang of Illinois State and the secretary of KACA plan to attend the meeting.

## *Finally...*

• This newsletter was mostly constructed by Taehyun Kim, new student secretary of KACA.

Mr. Kim is a graduate research associate at the Center for Advanced Study in Telecommunications (CAST) at The Ohio State University (<http://communication.sbs.ohio-state.edu/cast/>). He will assist our next secretary on many functions.

• The KACA Newsletter is published biannually by the Korean-American Communication Association. KACA membership dues are \$10 for students and \$20 for faculty each year. KACA Newsletter is one of many benefits the KACA membership will provide.

• The KACA Newsletter includes sections or columns for opinion or ideas concerning topics of significance to the discipline. Please send all your news and informations to the current secretary until the election is completed.

### **THE KACA EXECUTIVE COMMITTEE**

President:

Jong G. Kang  
Illinois State University

Vice President:

Kak Yoon  
Washington State University

Secretary/Treasurer/Editor:

EungJun Min  
Rhode Island College

Student Secretary:

Taehyun Kim  
Ohio State University

All materials for the newsletter and membership dues should be sent to:

Eung-Jun Min  
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Providence, RI 02908  
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(401) 456-8270 (O)  
(401) 456-8379 (FAX)

EMIN@grog.ric.edu

<http://192.133.12.49/emin/kaca/index.html/>



Election for KACA Officers  
(Please Check the Blanks)

President

Gwangjub Han (Howard) \_\_\_\_\_

Vice President

Eungjun Min (Rhode Island) \_\_\_\_\_

Secretary/Treasurer/Editor

Gwangmi Ko (Appalachian State) \_\_\_\_\_

\*Just In: The election committee has informed the editor that Prof. Kak Yoon of Washington State has withdrawn from the nomination.

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Financial Report for KACA (11/15/1995 to 10/20/1997)

*The total of \$331.32 transferred from the former treasurer (11/15/1995 )*

Income	Amount	Expenditure	Amount
Faculty Dues	240.00	1996 ICA Annual Dinner**	39.51
Student Dues	200.00	1996 AEJMC Annual Dinner	250.00
Donations (members)*	2,000.00	1996 SCA Annual Dinner	151.21
Donations (non-members)	60.00	1997 ICA Annual Dinner	326.18
From the Last Account	331.32	1997 AEJMC Annual Dinner	111.00
		Three Plaques for Appreciation *** (Including Mailing Charges)	163.88
		Office Supplies	64.14
		Newsletter Mailing Expenses**** (Domestic & Korea)	199.68
		Film Developments	22.29
<b>TOTAL</b>	<b>\$2,831.32</b>	<b>TOTAL</b>	<b>\$1,327.89</b>

**THE BALANCE AS OF OCTOBER 20, 1997: \$1,503.43**

\* Donations during the dinner functions by members/non members are excluded for the purpose of simpler calculation. For example, the dinner donation (appx. \$ 650) by Mr. Chaekuen Bae of KM Ventures Inc. during 1996 ICA is not included in either income or expenditures.

\*\* The dinner expenses are varied in different conventions because the amount of donations is different in each occasions. KACA has been paying for the dinner expenses after the donations.

\*\*\* Three plaques were given to the former secretary and two other contributors of 1996 ICA convention (See 1996 newsletters)

\*\*\*\* The amount is only 60% of the total newsletter mailing fees. The rest is covered by the editor's mailing privilege. The copying of newsletters (appx. 7,000 copies) was also covered by the editor's institution.

Therefore, the part of mailing fees and copying expenses are not included in the income. The amount is for both domestic and Korea.

## The KACA Newsletter

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Keep us up to date on your professional life. Fill out the following sheet to be included in the next KACA newsletter!

KACA is dedicated to its members. As a growing group, it is important to share your good news with fellow members. KACA welcomes any news about your professional life, from publishings to changes in address.

**Return this form to:**

Eung-Jun Min  
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Providence, RI, 02908  
**Fax: (401) 456-8379**  
**Phone: (401) 456-8270**

NAME: \_\_\_\_\_

School: \_\_\_\_\_

Position: \_\_\_\_\_

**Professional News** (books, journals, papers, grants, awards, speeches, fellowships, etc.)

**Personal News** (Promotion, election, new position, degree, etc.)

# Membership Dues

It's that time of year again. Membership dues for the upcoming year need to be submitted to Eun-Jun Min by February. In order to continue serving our members as completely as possible with special functions and information, dues are vital. Thank you in advance for your promptness in turning them in. Please use checks or money orders only.

## One Year Student Membership

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

## One Year Faculty Membership

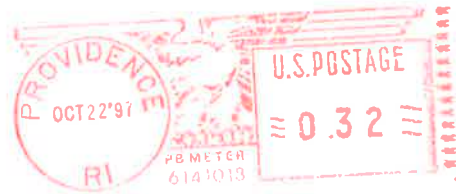
Enclosed is \$20 for one year of membership to KACA. This allows me to participate in functions and receive mailings through the 1996 operating year.

## Two Year Membership

Doubling the membership fee (\$20 for students, \$40 for faculty) takes care of two years membership. This allows me to participate in functions and receive mailings through the 1997 operating year.

**E.J. Min, Editor  
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