

# KACA

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## Newsletter

Published by The Korean American Communication Association

## KACA looks forward to new millennium!

Dear colleagues and members:

Welcome to 1999, the last year before we enter the new millennium! Instead of looking back in retrospect, however, let's think about just the future. My agenda for this year includes two things: (1) to develop a database of e-mail addresses of all our members, and (2) to encourage more active participation to conferences amongst our colleagues.

Developing a database of e-mail addresses won't be a problem if each of us cooperates. Please send your name, address, phone number, E-mail address, and field of interest or specialty to [kkim@towson.edu](mailto:kkim@towson.edu). Let us send you news while it still has value.

In addition to positions available in the U.S., we will provide you with those open in Korea. As soon as we receive the newsletters from the associations of Korean broadcasting, advertising, communication, press, CyberCom, and others, we will disseminate the information as quickly as possible.

In order for us to be informed in a timely fashion, we have two options. We can increase the frequency of newsletter publication or find an alternative to the current newsletter as a means of information distribution. The first option is more plausible than the second when it comes to considering the financing of extra newsletters versus upping the speed of delivery. Let's make this year different from previous years in terms of efficiency and efficacy for our organization.

Secondly, we need to strengthen our presence at both the ICA and the AEJMC conferences. Previous presi-

dents have worked very hard to establish our independent session at the two most prestigious communications conferences.

Unfortunately and admittedly, our past records show a 'not-so-impressive' presence, or a rather distressing lack thereof. Shouldn't we make this year better than other years? Let's draw this millennium to a close with a bang. All of our officers will be attending the ICA conference that will be held in San Francisco this May. Let us discuss what (and how) the incumbent officers can do a better job for the growth of this organization.

In particular, we need to talk more about the programs for the ICA conference in the year 2002 in Seoul, Korea. What kind of programs can we come up with? How can we encourage our international colleagues to come to Seoul? It is so beautiful but rather geographically detached. Think about it.

I'd like to offer an apology for not being able to be a part of the 1998 AEJMC in Baltimore. Due to the responsibility during my sabbatical leave at the Electronic and Telecommunications Research Institute, I was unable to attend.

We can definitely look forward to a phenomenal year and make this organization better than ever by actively participating in major conferences, by closing the communication chasm, and by making great things happen together! 2000, here we come!

*GJ Han at Howard*

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#### President:

Gwang-Jub Han  
Howard University

#### Vice President:

Eungjun Min  
Rhode Island College

#### Secretary/Treasurer/Editor:

Kwangmi Ko Kim  
Towson University

#### Student Secretary:

Tae-hyun Kim  
Ohio State University

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- The KACA Newsletter is published biannually by the Korean-American Communication Association. 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.
- The newsletter is designed by Tae-hyun Kim, KACA student secretary.

# KACA News and Announcements

As KACA Secretary, I am happy to report the following core news and announcements for KACA members. You have given me lots of support and input in the past years. This whole newsletter is only possible by your contribution. Please send your nomination for the upcoming election to me by April 30 (please refer to #2 news), and your membership dues. As you can see in our financial statement (refer to #4 news), we are pretty low in paying dues. Still you can make a difference. Thank you.

--Kwangmi Ko Kim

## 1. One-year term of present KACA officers was renewed

At KACA Business Meeting at 1998 AEJMC Convention, KACA members proposed and approved that present officers will serve a second-year term. Since KACA by-laws states that each term starts on September 1, their term will end on August 31, 1999.

## 2. Nominations and elections for new officers for 1999-2000

It is time to elect new officers for 1999-2000. Based on nominations, KACA members will vote at the upcoming KACA Business Meeting at ICA Conference on Saturday, May 29, 1999 in San Francisco. Please send your nomination to KACA Secretary Kwangmi Ko Kim by April, 30. The election committee will be formed consequently.

## 3. Amendment for By-laws: Proposal to split a position of Secretary/Editor into two separate positions

KACA Executive Committee proposed to have another position within Executive Offices by splitting Secretary/Editor into two separate positions. There are two main reasons for this proposal. First, the current position of Secretary/Editor is too demanding for a single officer. Secondly, young KACA faculty members are growing, and it will be better to have more participation and sharing. This proposal will be discussed and voted at the upcoming KACA Business Meeting on May 29, 1999 in ICA Conference in San Francisco. If this proposal is to be accepted, we need to revise KACA By-laws accordingly.

## 4. KACA Financial Statement (July 1998-present)

Beginning Balance as of July 1998:	\$1,507.89
Revenues from Membership dues*:	\$310
Expenses**:	\$541.55
Current Balance as of February 1999:	\$1,276.34

### \*A breakdown of revenues:

Membership dues from faculty members:	\$220
Membership dues from students:	\$90
<b>Total:</b>	<b>\$310</b>

### \*\*A breakdown of expenses:

Newsletter (Summer issue) copies and postage:	\$99.60
AEJMC-KACA Dinner:	\$270 (after \$150 paid by three faculty members)
NCA-KACA Luncheon:	\$125.75 (after \$80 paid by 8 faculty members)
Flower for Condolences:	\$31.20
Film and development cost:	\$15
<b>Total:</b>	<b>\$541.55</b>

# KACA Paper Sessions and Business Meeting Schedule at ICA, 1999

KACA Session at ICA  
Saturday, May 29, 1999 Union Square RM 25  
3:15-4:30 p.m.

**Session Title: Cultural, Political Economic, and Textual Analyses of Korean-Related Communication Phenomena**

*Sponsor: Korean American Communication Association*

Chair: Gwangjub Han (President of KACA), Howard University, Washington, DC. USA

## PRESENTATIONS

Computer-Assisted Frame Analysis of the U.S. Major Newspapers' Coverage on North Korean Nuclear Development, 1994-1998  
Joohoan Kim, Boston College, Boston, MA, USA

A Textual Analysis of TV Coverage of 1997 Presidential Election in Korea  
Seon-Gi Baek, Sungkyunkwan University, Seoul, Korea

Testing a Cultural Model of Conflict Styles: A Comparison Among Korean, U.S. Mainlanders, and Residents of Hawaii  
Min-Sun Kim, University of Hawaii at Manoa, Hawaii, USA  
Kak Yoon, Washington State University, Pullman, WA, USA  
Hochang Shin, Ehwa Womans University, Seoul, Korea

The Audience's Assessment of Quality in TV Programs: A Korean Perspective  
Jun-Woong Rhee, Korean Broadcasting System (KBS), Seoul, Korea

Digital Television in Korea: Current Status and Prospects  
Gwangjub Han, Howard University, Washington, DC, USA

## RESPONDENT

Eungjun Min, Vice President of KACA, Rhode Island College, RI, USA

**Note: KACA Business Meeting will be assembled in the same room right after the paper session on Saturday, May 29, 1999 Union Square Room 25, 4:45-6:00. Please mark your calendar!**

# KACA Paper session at AEJMC, 1999

Chair: Kwangmi Ko Kim, KACA Secretary, Towson University

## PRESENTATIONS

Comparative Study of Korean and United States Newspaper Editors' Perceptions of North Korea  
Seong H. Lee, Appalachian State University

Historical Change of Media Credibility in Korea  
Dong-Hyun Byun and Young-Kee Kim, Chonnam National University

Investigative Reporting in South Korea and Agenda Building for Democratization  
Jae Chul Shim, Korea University

Korean Financial Crisis and Tribulation of News Organization  
Jae-Kyoung Lee, Ewha Womans University

Newspaper Coverage of IMF and South Korean Economy: A Comparison between U.S. and South Korean Newspapers  
Young Sam Kim, Tony Fellows, and Kuen-Hee Ju-Pak, California State University-Fullerton

## RESPONDENT:

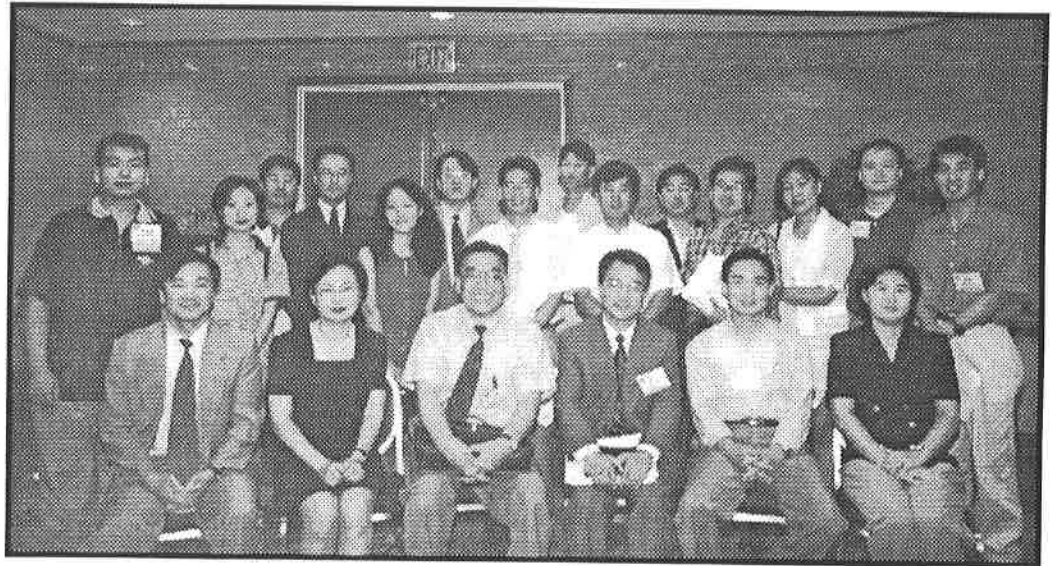
Jae-won Lee, Cleveland State University

## Wrapping up NCA and AEJMC KACA Sessions

KACA sponsored two sessions for 1998 National Communication Association convention in New York City. The first session entitled "Communication and Korean Identification: Intercultural and Interpersonal Perspectives," was small but both presenters and the respondent, Joohoan Kim of Boston College, exchanged their academic insights over the topics. It was the first KACA session that had non-Korean panels. The second session entitled "Communication and Socio-economic Conflicts Between African and Korean

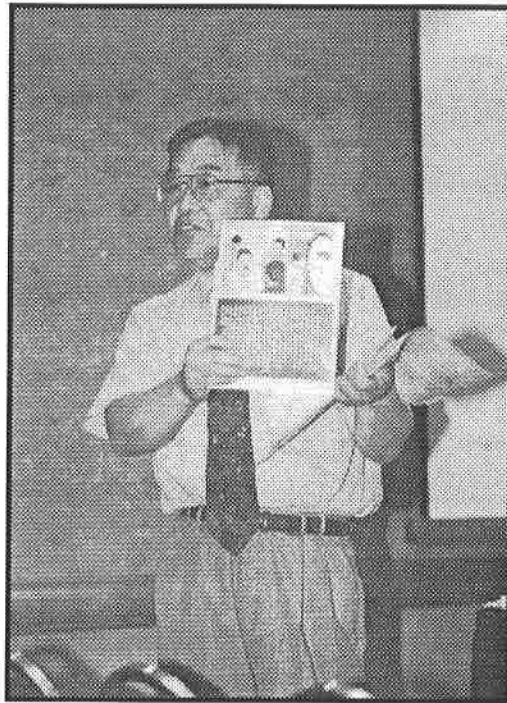
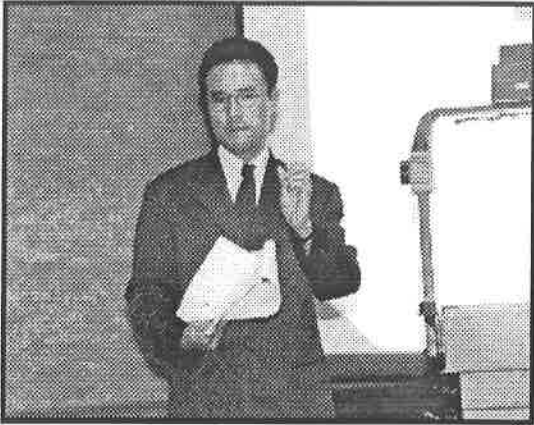
Americans" was also successful. More than twenty attendees actively participated in a very interesting debate which went overtime. Rosita Albert of University of Minnesota, one of presenters, and other were dismayed by non-African American presence at the session. Afterward the annual luncheon was held at Kangseo Restaurant.

At 1998 AEJMC in Baltimore, KACA sponsored a session, entitled "Current Issues and Problems in Korean Media" There were four presenters: two from Korea and two from the U.S. Since it was the last session on a last day of conference, this session didn't draw many audiences. It had about 20 attendees, mostly Korean students. It has been noticed that to have more productive academic exchange, KACA panels should provide their papers in advance to a respondent. Following the session, a business meeting and dinner was held at Sushi Chalet in downtown Baltimore



KACA presenters, staff, and members get together after attending the AEJMC KACA Session at Baltimore, 1998

# KACA Session at BALTIMORE AEJMC '98



Clockwise from top: Seok Kang, Illinois State University; Dr. Kwangmi Kim, Towson University; Dr. Jinkun Kim, SUNY-Plattsburgh; KACA Dinner at Baltimore Sushi Chalet; Dr. Shang-shik Lee, Keimyung University; Dr. Gee-hyun Chung, Han Shin University. --All photos by Tae-hyun Kim

*Dr. Jung-Sook Lee, associate professor and advertising coordinator, Department of Communication, University of Southwestern University, passed away Friday, August 21, 1998 in Lafayette General Hospital from a brain hemorrhage. To remember her kindness and love, KACA publishes two special tributes in this issue.*



# Remembering Dr. Jung-Sook Lee

Photo by Dan Morris  
Source: <http://members.aol.com/josephdick/lee/>

By Dr. Hae-kyong Bang,  
Assistant Professor of Marketing  
at Villanova University

It has been already more than ten years since I met Jung-Sook. She was a professor and I was a Ph.D. student at Michigan State University. Although I was happy to have another Korean female around me, it was an awkward situation for me at first because of the differences in our age and rank in a country where such differences were not observed as much as in our motherland. I learned quickly that Jung-Sook was quite open-minded, and oddly enough, we began to speak English even when we were alone. Speaking English was a good thing for us because it actually helped me to overcome discomfort of being a junior and to get to know her much more quickly at a much more personal level.

I remember several things about Jung-Sook. She was a passionate scholar--she studied the subjects she cared about and she tried to do so with integrity. She encouraged me to take interest in certain academic areas, and tried to raise my ambition. But what I remember about her the most is that she was kind to me when it seemed hard to find a soul who was kind to you. Another thing is that I do not remember her criticizing or complaining about other people. She always kept a smile on her face and always tried to lift up my

spirit even when I felt I was the one who should do so for her. She was my friend and my cheerleader. Most of us need someone like her in our lives and probably more so while studying in a foreign country. Jung-Sook has set an example for us to be a helper to one another, so everyone can reach his or her goals together, and never at the expense of other. She will be remembered for her "Sang-Bu-Sang-Jo" spirit, and we should carry on with the same spirit.

At every Christmas holiday season, I was looking forward to receiving a long annual chronicle of various things engaged by Jung-Sook and her husband, Bill. I will no longer read about her exciting activities at Christmas times, but I will always remember her for kind friendship and her integrity.

*Donation can be made to the Dr. Jung-Sook Lee Scholarship Fund for International Students at the University of Southwestern Louisiana Development Office, Box 43410, USL Alumni Center, Lafayette, Louisiana, 70501, or e-mail Dr. William Davie at [wr3819@usl.edu](mailto:wr3819@usl.edu)*

# *A Tribute to Dr. Jung-Sook Lee*

By Tae-hyun Kim,  
KACA Student Secretary, Ohio State University

It is always hard to embrace the news of someone's death. It's especially harder if the person was whom I just recently met and whom I intended to stay in touch with for longer future.

I am extremely shocked and saddened to learn that Dr. Jung-Sook Lee passed away. Although it was from a very brief occasion, I had a privilege to get to know her during the Baltimore AEJMC. Looking back, it was my very first encounter with Dr. Jung-Sook Lee, and now--no matter how much I am reluctant to admit--I see that it was my last chance to see Dr. Jung-Sook Lee.

At the opening social hour in Baltimore Museum of Industry, I was first introduced to Dr. Lee. I knew her name already but never met her in person. Luckily, she discovered that my adviser, Dr. K. Viswanath and herself both studied at Minnesota and taught by Dr. Philip Tichenor, and offered me a considerate and very encouraging consultation about my current study, where to apply for Ph.D., and how to deal with the frustration in academia. While I was talking with her, I was constantly introduced to a number of her colleagues and Minnesota friends and I could harvest a handful of business cards from them.

It is a well known fact that Dr. Jung-Sook Lee had been an exceptional scholar and inspiring educator. But for me, nothing impresses me more than her unique charm and vibrant personality and proactive supportiveness. I have a fond memory of her that clearly engraved in my mind and epitomizes her benevolence. It was very small incident at the finale of poster session for her division, Communication Technology and Policy. I arrived at the ballroom very late and was very hungry after running around conference site without meals. All the snacks (as well as papers) were gone and all I could find was just a glass of ice water. Unexpectedly, Dr. Jung-Sook Lee who was having conversation with her colleagues saw me and handed me a pack of pocketsize potato chips. To many, this might be depicted as perhaps insignificant random kindness, but when I first heard the news about Dr. Lee's death, this memory instantly smashed my heart and made my eyes blurry. It is so sore to embrace the fact that she is no longer with us.

My sadness and grief even doubled as I learn more about how she had lived her life with passion and how much more she would achieve with her capacity. A very

special Webpage has been created by her colleagues and dedicated to share memory of Dr. Jung-Sook Lee. (<http://members.aol.com/josephdick/lee/>). I feel so relieved to see on the Web that there has been an outpouring concern and condolences for her death, and that she is immensely missed by her friends, including heavyweight scholars names are like: Charles T. Salmon, Steve Lacy, D. Charles Whitney, Hazel Dicken-Garcia, and Philip Tichenor.

Also on the Web, a number of touching messages are posted by her former students:

"...I know I am not alone, there are many students who can say that her guidance and belief in them made a huge difference in their lives. But it was her encouragement and faith in me, as her student, that made me want to be a better person. I will never forget Dr. Lee or the fact that she challenged me to work hard and do my best, and I will always be grateful that she pointed me in the right direction, where I have had a lot of personal and academic success. What a better world this would be if all of our teachers lived by the standards of our wonderful Dr. Jung -Sook Lee. You will be greatly missed." --Joanna Beth Spielberg/USL Broadcast student

"It was a generosity of hers--sharing credit and describing her own learning journey to her students. Professor Lee became my mentor when I studied for my master's degree at Southwestern Louisiana University. I will always consider her that way, because she continues to influence me and I appreciate it more everyday." --Athena du Pre' Assistant Professor, Southeastern Louisiana University

I will dearly miss Dr. Jung-Sook Lee although I have only a very little memory to cherish. As I study her past and trace her footsteps (for this tribute), however, I come to appreciate posthumously the influences she had made upon people, society and media around her. Without a hesitation, I would say the greatest achievement from Baltimore AEJMC for me was getting to know Dr. Lee before she leaves this world.

I want to close by quoting a Korean adage in commemoration of Dr. Jung-Sook Lee: "When a tiger dies, he produces a skin. And when a human dies, s/he produces a name." I am certain that as a prolific scholar, she engraved her name in a numerous scholarly works. And as I read her works in the days to come, she will be missed more.

# KACA Members' Whereabouts

- ❖ Jae-won Lee (Cleveland State University) completed his two-year term as president of the Fulbright Association Northeast Ohio Chapter. He is currently executing the second round of the Olympic Media Awards with entries covering the 1990 Olympic Winter Games cycle.
- ❖ Jai Hyon Lee (Western Illinois University) was invited as a visiting chair professor and taught journalism classes at Kwangju University in Korea for one year. While in Korea, he was elected president at the UNESCO Asia-Pacific Conference of Experts on Tolerance, and chaired the conference of delegates from many countries including Australia, Cambodia, Germany, India and Nepal. Since his return from Korea, he has resumed his teaching at Western Illinois University.
- ❖ Kyong Liong Kim (Mount Vernon Nazarene College) won the 1998 New Poet Prize of Korean Literary Society of America in July 1998.
- ❖ Gwangjub Han (Howard University) is working at Telecommunication Research Institute of Korea on his sabbatical leave.
- ❖ Joohan Kim (Boston College) received 1998 Art Criticism Award from Dong-A Ilbo.
- ❖ Kwangmi Ko Kim (Towson University) resigned from her faculty position at Appalachian State University and started part-time teaching at Towson since Fall, 1998.
- ❖ Mee-Eun Kang finished her Ph.D in Communication at the University of Michigan in May 1998, and worked as a Research Fellow in the Institute for Social Research, University of Michigan from May to August. Beginning the Fall semester 1998, she has become assistant professor in the Department of Communication at Cleveland State University.
- ❖ Inha Ha completed her doctoral degree at the University of Minnesota and started her teaching as a lecturer there.
- ❖ Youngok Yum of Penn State has been offered a position at University of Hawaii-Manoa.
- ❖ Sora Park completed her doctoral degree in August 1998 at Northwestern University and went back to Korea.
- ❖ University of Wisconsin-Madison doctoral student Nojin Kwak's paper "Revisiting the Knowledge Gap Hypothesis: Education, Motivation and Media Use" won Top Student Paper Award from AEJMC Communication Theory and Methodology Division 1998.

# KACA Member Tenures & Publications

- ❖ Kak Yoon (Washington State University) got a tenure and will be promoted to associate professor in August. He served as chair of the International Advertising Education Committee for American Academy of Advertising for 1998. He also was chair of AAA's International Pre-conference at its 1998 Annual Conference.
  - Kak Yoon, Choong Hyun Kim, and Min-Sun Kim (1998), "A Cross-cultural Comparison of the Effects of Source Credibility on Attitudes and Behavioral Intentions," *Mass Communication & Society*, 1 (3/4), 153-173.
  - Akira Miyahara, Min-Sun Kim, Hochang Shin, and Kak Yoon (forthcoming), "A conflict resolution styles among "collectivist" cultures: A comparison between Japanese and Koreans," *International Journal of Intercultural Relations*.
- ❖ Eungjun Min (Rhode Island College) published the following two articles:
  - "A theoretical and historical analysis of the national cinema movement in Korea," *Journal of Asian Pacific Communication*, Vol. 8, No. 2, Winter, 1998.
  - "Dialogue, self, and discourse as means for understanding differences," *Communication in Differences*, edited by Katy Wiss, in 1999.
  - He also edited a book, titled *Reading the Homeless: Media Portrayals of the Homelessness*, Greenwood Publishing, in 1999.
- ❖ Doobo Shim at University of Wisconsin-Madison got published his article, "From Yellow Peril to Model Minority to Renewed Yellow Peril" in *Journal of Communication Inquiry*, Vol. 22, No. 4, October 1998.



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Use electronic mail: kkim@saber.towson.edu

**KACA DIRECTORY INFORMATION SUPPLY FORM**

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Home Address & Phone Number

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**Personal News Submission Form**

Name:

School:

Position or Status:

Your News (publications, presentations, grants, awards, fellowships, promotion, new position, degree, etc.):

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## *KACA Membership Dues*

In order to continue serving our members fully with many special functions and information, membership dues are vitally important and necessary. Thank you in advance for your prompt submission. Please use personal checks or money orders only.

- One Year Student Membership: \$10**  
Enclosed is \$10 for one year of membership to KACA. This allows me to participate in functions and receive KACA mailings through 1998 operating year
- One Year Faculty Membership: \$20**  
Enclosed is \$20 for one year of membership to KACA. This allows me to participate in functions and receive KACA mailings through 1998 operating year
- Two Year Membership: \$20 for student, \$40 for faculty**  
Doubling the membership fee, I can enjoy uninterrupted participation in functions and receiving KACA mailings through 1999 operating year

Kwangmi Ko Kim, Editor  
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