

kaca

NEWSLETTER

KOREAN AMERICAN COMMUNICATION ASSOCIATION

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PRESIDENT'S NOTES

I am happy to be able to report to you that progresses have been made to a considerable extent on our plan to hold a joint conference on communication in Seoul this summer.

Inasmuch as this plan is this year's major project for our Korean American Communication Association, we all have been anxious to know about preparations and negotiations, in detail. As a matter of fact, I myself did not have much knowledge about them due to delayed communication until late in December when I met Dr. Byoung-Ku Hahn, president of the Korean Society for Journalism and Communication Studies (KSJCS).

After attending a conference in Seoul, I spent a couple of days in working on the plan with Dr. Hahn and his officers of KSJCS. Many specifics are yet to be ironed out, but a general frame has been worked out. Our colleagues in Korea are enthusiastic as much as we are, so that I feel confident that various remaining problems will be solved to mutual satisfactions. Major agreements include the following:

(1) Both parties agreed to hold this first joint conference on a modest scale with an eye on practical benefits. As revealed in a survey last fall, five KACA members will present a paper each and another five will (or might) participate without papers. There will be five to six KSJCS members presenting papers and many others in Korea attending the event.

(2) In the survey last fall, the five KACA members expressing their plan to write papers dealt with a variety of subjects as topics for their writings. However, the Korean side strongly expressed a desire to set a general theme on "comparative newspaper journalism, Korean and/or American" across a series of some 12 relevant dimensions or facets. Their insistence on this narrowly defined theme is to be understood in terms of their plan to publish the proceedings in a book format. (My idea suggested earlier to them was to publish the collection in a special issue of a journal.) Since there are a dozen dimensions associated with the theme, we should be able to find one of our respective interest to write on. By early February, I will individually contact the five members who plan to write papers in order to facilitate the selection of topics about the general theme listed above.

(3) The conference will be held during the first two days (Monday & Tuesday) of either the first week or second of August (Aug. 4-5 or Aug. 11-12). I will try to fix the dates as soon as possible. Though subject to funds available, the idea of providing us a two-day post-convention tour to some cultural or scenic spots is being considered. Also subject to the availability of funds is the idea of inviting a keynote speaker to the conference.

(4) As to financing, our air tickets and lodging during the conference are our responsibilities. I am sure we all have wealthy cousins in Seoul to share an extra bed with us! The Korean sponsor, KSJCS, will be responsible for

rental of conference hall, meals for all attendees during the conference, any other conference-related expense (like printing cost), a reception, post-convention tour (if possible), expenses on inviting a keynote speaker (if possible), and a certain amount of honorarium for each paper-presenter. I have tried to be conservative in listing the items above because we cannot call too many tunes while somebody else is paying the piper.

In all these developments, I am especially happy about the prospect that our contributions to the conference will be published in a certain format. This publication in itself can be considered as another major project of our association marking a definite step forward in the growth of KACA.

I cannot close this note without noting the dedicated service being rendered by one of us since the founding of the association. Please join me in extending our sincere thanks and gratitude to Dr. Seong Hyong Lee, our Secretary and Editor of KACA Newsletter. His devotion to the cause of this association has been, and will continue to be, a guarantee to the continuity and growth of KACA.

A Happy and Prosperous New Year!
See you in Seoul, if not in Acapulco (ICA) or Cincinnati (AAPOR).

Jae-won Lee

FINAL CONFIRMATION

President Jae-won Lee plans to finalize the list of participants in the Joint Conference on Communication in Seoul by Feb. 15, 1980. Those who did not respond affirmatively to our survey last fall but now decided to participate are requested to contact Dr. Lee by that date.

NOMINATION CALL

KACA members are requested to nominate candidates for the three offices and four division chairperson positions for the year of 1980-81. You may nominate yourself as well as other members for any positions in the association. The incumbent president (Jae-won Lee) and vice-president (Jung Seig Ryu) can be nominated and elected again for the respective position according to the KACA articles (5.1 and 5.2) stipulating that they may hold the office for no more than two consecutive years.

The deadline for the nominations is February 15, 1980. Please send your nominations for president, vice-president, secretary and chairpersons of four divisions (Mass Communications, Intercultural/International Comm., PR/Ads and Theatre/Film) to S. H. Lee, Secretary, by the deadline.

The term of the 1980-81 officers and chairpersons is September 1, 1980-August 31, 1981.

PROFESSIONAL

*Won Ho Chang, U of Missouri, presented a paper entitled "Unification Issues in Korea: A Content Analysis of Dong-A Ilbo and Nodong Sinmun" at the 3rd Joint Conference of Association of Political Scientists in Korea and its sister organization in North America, summer 1979.

Chang received a research grant of \$19,400 from a Japanese foundation and is planning to stay in Japan and Korea during his sabbatical year of 1980. He also completed a research report on "Vertical Integration of Mass Media in Japan," which is planned to be published by the Missouri School of Journalism. At the moment he is working on a book entitled "What interests You Most about Journalism?"

*Young Yun Kim, Governors State, presented three papers: "Toward Convergence of Research-Intercultural and Interpersonal Communication," Annual Conference of SCA, San Antonio, Nov. 10-13, 1979; "Dynamics of Intra-personal Communication: A Study of Indochinese Refugees in the Initial Phase of Acculturation," 1979 SCA Annual Conference; and "Need for a Unified Theory of Acculturation: A Critical Review and Synthesis," Annual Conference of the American Psychological Association, New York, Sept. 1-5, 1979.

Kim conducted two workshops on cross-cultural development of Asian adolescents at the Third Annual Asian Forum, Chicago, Illinois, and presented a lecture on cross-cultural communication and mental health at the workshop (Culture and Mental Health: The Indochinese in America) sponsored by The Academy for Contemporary Problems.

*Jae-won Lee, Cleveland State, presented two papers: "Mass Media's Role-Taking in Changing Societies," First International Conference on Korean Studies, Dec. 16-20, 1979, Seoul; and "Public Views of Professionals," National Invitational Conference on the Images of Lawyers and Doctors, Oct., 1979, Annenberg School of Communications, U of Philadelphia, Pa.

Lee participated in a survey on "Life Styles of Koreans in the U.S." for the Joong-Ang Ilbo (Central Daily News), Seoul, Korea, summer 1979. Lee also has been working as a member in the Professional Freedom & Responsibility Committee of AEJ International Communication Division.

*Seong Hyong Lee, Appalachian State, had a paper entitled "An Analysis of Mass Media Requirement for Secondary School Social Studies Certification and Attitudes of Secondary Education Chairpersons Toward Mass Media Education" (with Michael Allen) accepted for reproduction by ERIC Clearinghouse on Teacher Education.

Lee presented a paper, "Historical Lesson of Early Korean War News

Coverage: A Comparative Study of Korean and U.S. Newspapers," at the 1st International Conference on Korean Studies, Dec. 16-20, 1979, Seoul, Korea. Lee also coordinated a program (Mass Media Education) presented at the Annual Conference of North Carolina Speech Communication Association at Greensboro, October 5-6, 1979. He presented a paper on mass media education at the college and secondary school in the program.

*Jung Shig Ryu, U of Miami (OH), has had a paper, "Intercultural Communication Education: A Pathway to the Future," accepted for presentation at the Annual Conference of ICA at Acapulco, Mexico, May, 1980.

PERSONAL

*Ilsoo Shin, Georgia Southern, was elected chairperson of the Theatre Division, Georgia Speech Communication Association, fall 1979.

*Dong Shin Lee, The Hankook Ilbo (Korea Daily News) Los Angeles Branch, began in January, 1980, a doctoral program in journalism and mass communication at U of Iowa.

*Young Yun Kim, Governors State, was elected Secretary of Intercultural Communication Division, ICA, effective May, 1980. Kim also was appointed book review editor of International Journal of Intercultural Relations, effective February, 1980.

*Hyun Kap Kim, U of Wisconsin-Stevens Pt, was tenured effective fall, 1981, and bought a new house at 721 Mary Ann Ave., Stevens Point, WI 54481.

VISITING SCHOLARS AND JOURNALISTS

*Dr. Kwang Jae Lee, Assoc. Prof. of Journalism, Kyung Hee U, Seoul, Mr. Won Dal Lee, Joong-Ang Ilbo,

Mr. Deuk Kyu Kim, Minju Junsun, and Mr. Won Heung Chang, Chosun Ilbo, are visiting scholar or researchers at the Missouri School of Journalism for 1979-80. Prof. Yong Yoon of Korea University began in January, 1980, his research at the Syracuse School of Public Communications.

KACA DIRECTORY

The KACA Directory 1979-80 has been distributed to a number of professors of journalism and mass communications in Korea as well as to KACA members and some Korean correspondents in Washington, D.C.

Erratum: The home phone number of Jae-won Lee in the Directory was mistyped. The correct one is: (216) 371-4961, not (216) 371-4691.

ICA SEOUL CONVENTION?

Seoul, Korea, is being considered one of the candidate sites for the 1985 International Communication Association (ICA) Conference.

President Jae-won Lee of KACA has been facilitating feasibility inquiries regarding the possibility of the ICA conference in Seoul. Secretary Seong Hyong Lee of KACA wrote to the ICA Executive Secretary a letter to support the idea of Seoul conference.

FACULTY POSITION

The Department of Journalism and Broadcasting at Sung Kyun Kwan University, Seoul, Korea, is seeking a faculty member to teach courses in communication research methods, social survey methods, content analysis and introduction to journalism and broadcasting.

The Ph.D. or other appropriate terminal degree is preferred. Rank and salary will depend on the appli-

cant's teaching experience and record of scholarly and professional accomplishment.

Correspondence should be addressed to: Prof. Eul Byung Chang (장은병) or Prof. Ji Woon Kim (김지운), Dept. of Journalism and Broadcasting, Sung Kyun Kwan University, Myung Ryun Dong, Chongno-Ku, Seoul 110 KOREA.

For more informal information, please contact Dr. Seong Hyong Lee, Dept. of Communication Arts, Appalachian State University, Boone, NC 28608. Phone: (704) 262-2221 (Office) (704) 264-3720 (Home)

About the KACA Newsletter

KACA members and those interested in KACA are encouraged to submit news on professional and personal happenings or any news items related to Korean-American communication.

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