

## **2020 NCA KACA Programs & Schedule**

The 106th annual convention of the National Communication Association (NCA) will be held “virtually” from November 19-22, 2020 with the theme of “*Communication at the Crossroads*”.

### **1. KACA-CCA Joint Research Paper Session 1 (Asynchronous): *Communication Between and Within Cultures***

- Sponsor/Co-Sponsors: KACA (Korean American Communication Association) & CCA (Chinese Communication Association)
- Chair: Eun-Ho Yeo (Plymouth State University)
- Respondent: Do Kyun David Kim (University of Louisiana, Lafayette)
- Presentations
  - 1) *Communication Patterns, Host Receptivity and Psychological Health in the Process of Cross-cultural Adaptation: A Study of Korean and Indonesian Expatriate Workers* by Yang-Soo Kim (Middle Tennessee State University) & Young Yun Kim (University of Oklahoma) \*Top Paper
  - 2) *Does Virtual Reality Affect Behavioral Intention? Testing Fan Engagement Processes in a K-Pop Video on YouTube* by Seok Kang (University of Texas, San Antonio), Sophia Dove (University of Texas, San Antonio), Hannah Ebright (University of Texas, San Antonio), Serenity Morales ((University of Texas, San Antonio)
  - 3) *English Fever and Iced Coffee: Transient Cosmopolitanism and the Rising Cost of Distinction* by Nathaniel Curran (University of Southern California) & Michael Chesnut (Hankuk University of Foreign Studies)
  - 4) *Intermedia Agenda Setting in the Social Media Age: Take China Vaccine Scandal as An Example* by Hanxiao Wang (Nanjing Normal University) & Jian Shi (Syracuse University)
  - 5) *Newspaper Coverage of HPV Vaccine in China: a content analysis* by JinXu Li (South China University of Technology) & Yuli Guo (South China University of Technology)

### **2. KACA-CCA Joint Research Paper Session 2 (Asynchronous): *Communication in East Asia: Political, Sports, Health, and Entertainment***

- Sponsor/Co-Sponsors: KACA (Korean American Communication Association) & CCA (Chinese Communication Association)
- Chair: Lu Tang (Texas A&M University)
- Respondent: Cui Zhang Meadows (East Carolina University)
- Presentations
  - 1) *A Comparative Study of Online Cancer Information Seeking among U.S. and Chinese Publics: Perceived Needs versus Enabling Conditions* by Di Zhang (Renmin University), Zhen Shi (Renmin University), Biao Li (Renmin University)
  - 2) *Migrant Housewives and Maternal Postfeminism: Diasporic Audience Research on Korean Reality Show ‘Stranger’* by Claire Shinhea Lee (Independent Scholar) & Jin Lee (Southern Illinois University Carbondale)
  - 3) *The Political Economy of China’s Esports Industry* by Menglu Lyu (Southern Illinois University Carbondale)
  - 4) *Toward a Cross-Cultural Understanding of the Relationship Between Types of Incidental Exposure and Political Participation* by Dam Hee Kim (University of Arizona) & Nojin Kwak (University of Michigan)

### **3. KACA Co-Sponsored Research Paper Session 1 (Asynchronous): *Global Media on the Small Screen and the Digital Device***

- Sponsor/Co-Sponsors: Critical and Cultural Studies, Activism and Social Justice, International and Intercultural Communication, Korean American Communication Association

- Chair: Claudia Bucciferro (Rochester Institute Technology)

- Respondent: Nettie Brock (Morehead State University)

- Presentations

1) *Audience Imagining Place and Time: Perception of Authenticity and Local Color in Popular Danish TV Drama Series in the Digital Era* by Yesim Kaptan (Kent State University)

2) *Identity at Transnational Crossroads: Complicating Cultural Boundaries through digital Content* by Sulafa Zidani (University of Southern California)

3) *The Latvian KGB Cheka Archive: A Transnational Scene of Invention* by Kristen Mae Einertson (University of Minnesota)

4) *The politics of discursive obfuscation: A case study of antisocial justice discourse in South Korea's Youtube comment space* by Jenny Jeehyun Lee (University of Washington)

### **4. KACA Co-Sponsored Research Paper Session 2 (Asynchronous): *Violence and Healing in Media***

- Sponsor/Co-Sponsors: Critical and Cultural Studies, Korean American Communication Association

- Chair: Jaehyeon Jeong (Temple University)

- Respondent: Julie Lynn Snyder-Yuly (Marshall University)

- Presentations

1) *"In Korea, It Just Means 'Country': Violence and/as Racial Identity in "Gook"* by Eunice Kim (University of Utah)

2) *"She Ain't Gonna Break": Theorizing the Living Dead Girl, Life, and Non-Life in The Devil's Rejects* by Katlin Harrington (University of Denver) & Bernadette Marie Calafell (Gonzaga University)

3) *Route 66: Journey on the Healing Road* by Robert A. Powell

4) *The Suffered and the Ignored in the Movement: The Issues of Cinematic Representations on the Bereaved Mothers in post-Gwangju May Uprising Movements of South Korea* by Gooyong Kim (Cheyney University of Pennsylvania)

### **5. KACA Panel Discussion Session (Synchronous\*\*): *Cultural Diffusion of K-culture from a Grassroots Perspective of Western People: Exploring Western Minds towards Korean Popular Culture***

- **Saturday, November 21, 12:30pm - 1:45pm (Room = Zoom Room 07)**

- Sponsor: KACA (Korean American Communication Association)

- Chair: Do Kyun David Kim (University of Louisiana, Lafayette)

- Respondent: Do Kyun David Kim (University of Louisiana, Lafayette)

- Panelists

1) Nancy A. Wiencek (Rider University)

2) Samantha H. James (University of Texas)

3) Do Kyun David Kim (University of Louisiana, Lafayette)

4) Hayley Rummel (University of Louisiana, Lafayette)

5) Hyeri Jung (Eastern University)

6) Rukhsana Ahmed (University of Albany, SUNY)

7) Zerine Mahzabin Khan (Virginia Tech)

- 8) Chen Yang (Robert Morris University)
- 9) Carolyn A. Lin (University of Connecticut)
- 10) Suji Park (University of Connecticut)
- 11) Xiaowen Xu (Butler University)
- 12) Ali Na (Queen's University)
- 13) Kyle A. Hammonds (University of Oklahoma)
- 14) Aimee Wiencek (Case Western Reserve University)

**6. KACA Business Meeting (Synchronous\*\*)**

- Friday, November 20, 7:00pm – 8:00pm (EST)

- Sponsor: KACA (Korean American Communication Association)

Join Zoom Meeting

<https://us02web.zoom.us/j/82937690996?pwd=a21tV3U3c2JRREVksDc3T3o5YzdjUT09>

Meeting ID: 829 3769 0996

Passcode: 298133

**7. KACA Research/Scholarly Networking Session (Synchronous\*\*)**

- Friday, November 20, 8:00pm – 9:30pm (EST)

- Sponsor: KACA (Korean American Communication Association)

- Panelists/Guest Speakers

- 1) Sungeun Chung (Sungkyunkwan University)
- 2) Seok Kang (University of Texas, San Antonio)
- 3) Do Kyun David Kim (University of Louisiana, Lafayette)
- 4) Gooyong Kim (Cheyney University of Pennsylvania)
- 5) Nakho Kim (Penn State University – Harrisburg)
- 6) Sejung Park (John Carroll University)

Join Zoom Meeting

<https://us02web.zoom.us/j/82937690996?pwd=a21tV3U3c2JRREVksDc3T3o5YzdjUT09>

Meeting ID: 829 3769 0996

Passcode: 298133

If you have any question regarding these sessions, please contact Dr. Eun-Jeong Han ([exhan@salisbury.edu](mailto:exhan@salisbury.edu)).