



2025년 6월 12일부터 16일까지 미국 콜로라도 덴버에서 열릴 ICA (International Communication Association) KACA (Korean American Communication Association) 세션에서 발표할 논문을 아래와 같이 공모합니다. 해외 학회에 논문을 발표할 계획을 하신 분들께 좋은 기회가 될 것으로 생각합니다. 회원님들의 많은 관심과 참여를 부탁드립니다.

<다음>

KACA는 올해 총 5편 정도의 논문을 채택하는 정규 발표 세션을 진행할 예정입니다. 논문 공모 방식과 내용을 논문 제출 전에 반드시 꼼꼼히 확인 부탁드립니다.

### KACA 정규 발표 세션

2025년 ICA의 주제는 “Disrupting and Consolidating Communication Research”입니다. 커뮤니케이션 학문의 과거, 현재 및 미래를 고찰하고, 혁신과 통합을 위한 방향성에 대한 깊이 있는 토론의 장을 마련하고자 합니다. 한국 혹은 동아시아를 배경으로 한 커뮤니케이션 학 관련 논문뿐만 아니라 한국 혹은 동아시아에 시사점을 제공할 수 있는 논문이라면 제출이 가능합니다.

논문 제출 마감일은 한국 시간 기준 12월 1일 일요일 오후 1시 59분 (미국 동부시간 기준 11월 30일 토요일 밤 11시 59분)입니다.

논문 형식과 제출에 관한 보다 자세한 사항은 아래의 영문 Call For Paper에 기재되어 있습니다.

문의 사항 및 논문 제출은 ICA KACA 부회장 신민철 교수  
(m.shin@tilburguniversity.edu)에게 해주시기 바랍니다. 감사합니다.

신민철 드림

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*Call for 2025 ICA Papers and Ad-hoc Reviewers*  
Denver, Colorado, USA | June 12-16, 2025

75<sup>th</sup> ANNUAL ICA CONFERENCE  
12-16 JUNE 2025 | DENVER, COLORADO, USA



Next year, the Korean American Communication Association (KACA) will host a research competition session at the annual conference of the International Communication Association (ICA). We invite you to submit your completed papers related to any of the following topics.

**Paper Topics for KACA Regular Paper Session**

Research endeavors relating to communication themes, including but not limited to the following areas: intercultural or cross-cultural studies; new media and communication technologies; advertising; public relations; campaigns; journalism; political communication; science, health, environment, and risk communication; interpersonal and organizational communication; and the circulation of Korean cultural products worldwide. We especially encourage the submission of studies reflecting the ICA conference theme of “Disrupting and Consolidating Communication Research” in the context of Korea or East Asia. However, studies conducted in a global context that may provide implications for Korea or East Asia will also be considered for selection. For more information about the ICA general calls for papers, visit

(<https://www.icahdq.org/mpage/ICA25-theme>)

**Submission Deadline & Policies for “KACA Regular Research Session”**

KACA accepts two types of submissions: (1) full papers and (2) extended abstracts. Send your completed papers or extended abstracts to Dr. Mincheol Shin at [m.shin@tilburguniversity.edu](mailto:m.shin@tilburguniversity.edu) no later than 11:59 pm (EST), Thursday, November 30, 2024 (Please note for the time difference across geographic regions).

- Authors may submit paper(s) either to Open Competition or Student Paper Competition category.
- For the Student Paper Competition category, all author(s) must be students at the time of the submission.
- For the blind review of the submitted manuscripts, all author identification must be removed from the document except the cover page.
- Only full paper submissions will be considered for the Best KACA Paper Award competition.
- The Best Paper Award will be granted to the author(s) of the manuscript that receives the highest evaluation scores in each category: open competition and student paper competition.

**Full-Paper Manuscript Preparation**

Two separate files are required for the paper submission: (1) Cover page and (2) Manuscript.

**Cover Page:** A separate cover page is required. The cover page must include the following information:

- Paper title
- An abstract (less than 200 words)
- 5 to 8 keywords
- Submission Categories: Open competition or Student Paper competition
- Submission Type: Full manuscript or Extended Abstract
- All author names, email addresses, affiliations, and departments listed in the order as they appear on the paper.
- Corresponding author and contact information including e-mail address, mailing address, and phone number if different from the first author.

**Manuscript Format:**

- Send your manuscript in a form of Word or PDF.
- Completed papers are limited to 8,000 words in length (Times New Roman, double-spaced, excluding references, figures, and tables, with 12-point size and 1-inch margins).
- APA reference style is preferred.

**Extended Abstract Preparation:**

Two separate files are required for the paper submission: (1) Cover page and (2) Manuscript.

**Cover Page:** Refer to the full-manuscript guideline above.

**Extended Abstract Format:**

- Extended abstracts should contain all of the following contents, including the study' purpose, literature review, research questions and/or hypotheses, method, findings and discussion/conclusion. Extended abstracts must be at least 1,500 words long but no more than 3,000 words (excluding references, figures, and tables).
- The goal for extended abstracts is to present and discuss current research where data has already been collected and preliminary analyses have been conducted for the first round of the extended abstract submission. Abstracts are not appropriate for exclusively methodological or theoretical papers without any empirical findings.
- Extended abstracts are not eligible for top paper awards.

**Reviewers**

For those who do not plan to submit a paper to KACA sessions this year, please consider serving as an ad-hoc reviewer for KACA. Please use the following link to register as a reviewer: <https://forms.gle/QKn8a54fxB6WHBaeA>

Contact Dr. Mincheol Shin at [m.shin@tilburguniversity.edu](mailto:m.shin@tilburguniversity.edu) for any inquiries about reviewer registration. We appreciate your service as a KACA reviewer.

**Eligibility**

You DO NOT need to be a member of the ICA or the KACA to submit a paper for the sessions. However, if your paper is accepted for the session, you will need to (1) register for the ICA conference and (2) attend the conference in person to present your paper.

**Award recipients must be registered members of KACA at the time of the award ceremony.**

For the KACA membership, visit <http://www.thekaca.org/membership/>

Detailed information about the conference and the ICA membership can be found at the ICA home page at <http://www.icahdq.org>.

## Graduate Student Highlight

In this edition of “Graduate Student Highlight,” we introduce four dedicated PhD student who are making significant contributions to their fields. Explore the research interests and academic journeys of these promising scholars!

**Ja Kyung Seo** ([jakyung.seo@uga.edu](mailto:jakyung.seo@uga.edu)) is a Ph.D. candidate at the University of Georgia, specializing in advertising.



Message from Ja Kyung: My research seeks to understand how emerging technologies, including interactive tools on social media and Artificial Intelligence (AI) applications (e.g., AI chatbots and AI social robots), can be harnessed in the advertising field for the betterment of society. Through experimental methods, I investigate the psychological mechanism under which such interactive technologies influence individuals’ cognitive and emotional processing of advertising.

To learn more about my academic work, please visit: <https://sites.google.com/view/ja-kyung-seo/home>

**Jin R. Choi** ([jinrchoi@umd.edu](mailto:jinrchoi@umd.edu)) is a Ph.D. candidate at the University of Maryland, specializing in rhetoric, digital media, gender, sexuality, and race.



Message from Jin: I am an advanced Ph.D. candidate and Flagship Fellow in the Department of Communication at the University of Maryland with a graduate certificate in the Digital Studies in the Arts and Humanities. My dissertation takes a critical perspective on the rhetorical formation of heteronormative reproductive citizenship in South Korea amidst its low fertility rate “crisis.” I teach at an interdisciplinary digital humanities honors program at UMD and often guest lectures in courses on gender &

communication and Asian American gender & sexuality.

To learn more about my academic work, please visit: <https://jinrchoi.com/>

**Seo-Jeong Heo** ([sjheo2@illinois.edu](mailto:sjheo2@illinois.edu)) is a Ph.D. student at the University of Illinois Urbana Champaign, specializing in AI advertising, virtual influencers, and social robots.



Message from Seo-Jeong: I am a Ph.D. student at the University of Illinois at Urbana-Champaign, researching AI-driven advertising effectiveness, particularly focusing on virtual influencers, social robots, and generative AI. My current research explores how virtual influencers can build credibility and inspire consumers, drawing on theories such as Theory of Mind, the Persuasion Knowledge Model, and Construal Level Theory. I also teach courses in statistical methods, branding strategy, and advertising innovation.

**Heijin Lee** ([leeheiji@msu.edu](mailto:leeheiji@msu.edu)) is a Ph.D. candidate at Michigan State University, specializing in influencer marketing, global consumer behavior, and public diplomacy.



Message from Heijin: With experience as a TikTok marketer and social media influencer, my research focuses on international strategic communication and influencer marketing, bridging academia, industry, and government. I am dedicated to multidisciplinary research that connects these fields and delivers actionable insights. I am also passionate about mentoring, equipping students with the latest knowledge and skills to excel in digital strategic communication.

To learn more about my academic work, please visit:

<https://heijin942678.wixsite.com/heijinlee>



## 2024 Jae-won Lee Distinguished Service Award

### Note from the Chair of the Service Award Committee

#### Dr. Taehyun Kim (California State University, Northridge)

Dear KACA,

As the Chair of the Jae-won Lee Distinguished Service Award Committee, I would like to congratulate Dr. Jinae Kang at East Carolina University on receiving this honor.

I agree with the reviewers who spoke highly of your servant-leadership approach, recognizing your authentic kindness, genuine humility, and long lasting commitment to the Korean American Communication Association (KACA). In smaller organizations like ours, where resources and manpower are often limited, leadership qualities like these can be challenging to sustain and are often underappreciated.

Dr. Kang's commitment to KACA truly reflects Dr. Jae-won Lee's dedication for KACA, and this award is a well-deserved recognition of your invaluable contributions and leadership. Congratulations again!

### Jae Won Lee Distinguished Service Award Acceptance Remark



#### Dr. Jin-Ae Kang (East Carolina University)

Thank you. I must say I am truly honored to be the recipient of the Jae Won Lee Distinguished Service Award this year. When **Dr. Taehyun Kim (California State U – Northridge)**, the award committee chair called to tell me that I had been nominated, I was taken aback – there was a moment of silence followed by my awkward laughter. He might have been a bit embarrassed, but the truth is, it was too good to believe, and I was not sure I deserved it. Nevertheless, an inner voice said, ‘Jin-Ae, someone nominated you because they saw your heart. Don’t be shy. Be brave – accept this honor and live your life as a leader worthy of it.’

That was one of the yeses that I said to the KACA. Indeed, many wonderful things have happened when I said “yes” to the invitation to serve.



In August 2018, I sat in the back of the ballroom at the opening session of KACA's 40<sup>th</sup> anniversary conference in Washington DC. In the session, all the KACA's leaders sat in one place. I felt both intimidated and excited, marveled that KACA had reached this milestone. I thought about the leaders who had founded and sustained this association for four decades. I silently prayed, "I want to be a part of this great community. What should I do? I would love to serve like these leaders – but maybe ten years later when I turn 50, since I don't feel ready now." Though that prayer was only a few seconds long, I never forgot it. Opportunities to serve arose sooner than I expected even if I didn't feel ready.

Since then, I have said "yes" to opportunities to serve KACA. Looking back, I am grateful to so many fellow KACA leaders and members. For example, **Dr. Chang Wan Woo (James Madison U)** invited me to his KACA-ICA committee; that was my first "yes" to KACA. Working together at the 2018 ICA conference in Prague was an absolute joy. I discovered a knack for collecting membership dues, haha! **Dr. Seungahn Nah (U of Florida)** later invited me to be nominated for the KACA-ICA VP in 2019, and **Dr. Eyun-Jung Ki (U of Alabama)** and **Dr. Moon J. Lee (Syracuse U)** encouraged me to run for president in 2021. Without their invitation and encouragement, I would not have moved forward.

Years of my service in KACA, though, have been marked by perseverance. I needed unwavering optimism and hope – values handed down by past leaders and strengthened by the officers I have worked with. I needed those who would say "yes" to serve.

With that being said, I am grateful to those who accepted my invitation to serve. **Dr. David Do Kyun Kim (University of Louisiana- Lafayette)** took on the role of inaugural editor-in-chief of the *Korean Journal of Communication*, even without a publisher contract in place, bringing an optimism that lifted us all. **Dr. Yeonsoo Kim (University of Texas – Austin)** played a pivotal role in connecting KACA with the University of Texas Press, stepping up and taking an action at just the right time. **Dr. YoungJu Shin (George Washington University)** has supported me since we first connected through KACA's global outreach committee in 2018, even arranging the conference venue for KACA on her campus in Washington DC these days.

I deeply appreciate my past officers and current KACA conference planning committee members. Their expertise, passion, encouragement, and friendship have made me feel wiser and more confident than I ever could have been alone. This has never been a solo effort; we've achieved everything as a team, and I feel incredibly lucky to work alongside such talented and resourceful people.

Sometimes, unexpected "yesses" have come to KACA without even asking. **Dr. David Jeong (Santa Clara University)** reached out to establish a scholarship for KACA student members – and now we have David Tae Yong Cho Memorial Scholarship. **Dr. Nojin Kwak (SUNY-Buffalo)** consistently supported us with conference reception sponsorships. A year ago, he and **Dr. Dal Yong Jin (Simon Fraser University)** shared the vision for KACA's annual

conferences and secured funding for our future. How could I turn it down when their vision aligned so perfectly with our next steps? I can only say thank you to every one of you.

Above all, I am thankful to KACA's founding father, **Dr. Jae Won Lee, and his family** for their dedication to KACA. I sometimes try to imagine the courage it must have taken for him to establish this association nearly 50 years ago when there were only a handful of Korean scholars in the US. His service extended beyond the Korean scholarly community, leaving a legacy that stands as a true example of leadership for Korean communication scholars and beyond.

I am also grateful to my director at ECU's School of Communication, **Dr. Laura Prividera** for supporting my KACA-related travels and reducing some of my internal service responsibilities so I could focus on KACA. I can't exclude **Dr. Linda Kean**, Dean of ECU's College of Fine Arts and Communication. My college and school sponsored KACA's reception at the 2022 ICA annual conference. I couldn't have come this far without this support.

To my family, thank you. Esther was seven and Joshua was five when I began to serve KACA. Sometimes they got tired of waiting for me and popped up at the end of the Zoom meetings, waving hello to everyone. Now, Esther is a highschool freshman and Joshua is already a 7th grader. Though they haven't always enjoyed having a busy mom, they sometimes called me "Madam President" for fun. I also want to thank my husband, Joseph, who has made everything possible for me. Whenever I had evening meetings, he took care of the kids and meals, and when we went to conferences together, he took the children on excursions so I could focus on my responsibilities. Sometimes, they had so much fun without me. Their adventures even made me a bit jealous at times.

In closing, KACA has truly been a home away from home. I once thought I was serving this community, but I now realize how deeply I've been blessed by it. This community reminds me of who I am and where my academic life is rooted. The mentors and friends I've found in KACA constantly inspire me to be a better scholar, a stronger leader, and a better human. Thank you, KACA members. I promise to live as a leader worthy of this honorable award. Now I invite each of you to serve KACA and beyond – will you join us?

## 2024 KACA-NCA Program

The NCA 110th Annual Convention will be held in New Orleans, Louisiana. The KACA will hold a research session and a roundtable session.

### Research Session

KOFICE Sponsored Research Presentations

Thu, 11/21: 2:30 PM-3:45 PM CST | Marriott-Floor 2 Preservation Hall Studio 10

#### **Chair**

Dr. Yeonsoo Kim (University of Texas at Austin)

#### **Keynote speaker**

Dr. Jungmin Kwon (Portland State University)

#### **Panelists**

Dr. Benjamin Han (University of Georgia). Korean Creative Laborers and the Making of K-Dramas in the Global Media Marker.

Drs. Chang Wan Woo, Victoria Bertram, Yufan "Sunny" Qin, Kristen Okamoto (James Madison University). ARMY vs. Swifties: Community Construction and Relationship Cultivation of Two Successful Fan Communities.

Dr. Jeonghyun Janice Lee (Louisiana State University). A Measurement for Readiness of Industry 4.0 in Communication Management.

Dr. Jihoon Kim (University of Alabama). Make Korean War Veterans Proud: How Virtual Reality Can Improve Mental Health and Quality of Life

### Roundtable Session

(Im)possibilities of Studying Minorities in Korean Contexts and the Korean Diaspora for the Greater Regard

Fri, 11/22: 2:30 PM-3:45 AM CST | Marriott-Floor 3 Mardi Gras, Salon C

#### **Chair**

Dr. Stephanie L. Young (University of Southern Indiana)

#### **Panelists**

Lyounghee Kim (University of New Mexico)

Dr. Jungmin Kwon (Portland State University)

Dr. Benjamin Han (University of Georgia)

Dr. Dasol Kim (SUNY New Paltz)

Dr. Scarlett Hester (Ball State University)

Jin R. Choi (University of Maryland)

## **Awards & Business Meeting**

Thu, 11/21: 1:00 PM-2:15 PM CST | Marriott-Floor 2 Preservation Hall Studio 10

### **Chair**

David C. Oh (Syracuse University)

### **Emerging Scholar Award Recipients**

Dr. Jin-A Choi (Montclair State University)

Dr. Yangsun Hong (University of New Mexico)

### **Participants**

Dr. Yeonsoo Kim (University of Texas at Austin)

Dr. Jin-A Choi (Montclair State University)

Dr. Scarlett Hester (Ball State University)

Donggyu Kim (University of Southern California)

Lyounghee Kim (University of New Mexico)

Dr. Nakho Kim (Penn State University Harrisburg)

Dr. Jihyun E. Paik (Yonsei University)

## **KACA Dinner**

Thu, 11/21: 6 PM CST | Iberville Cuisine (821 Iberville St., New Orleans, LA 70112)

The KACA dinner is a time for faculty and students to gather in community to get to know each other better. Thanks to the support of KOFICE, dinner will be free for graduate students and adjunct faculty, and it will be subsidized for faculty (the amount of support depends on the number of people in attendance).

Please meet at the lobby of the Sheraton (conference hotel) around 5:45. From there, we'll walk in groups to the location. It is about a 4- minute walk.

Please RSVP here:

<https://forms.gle/WKPLYdHpHpy2QZTS9>

### **Contact info**

Drs. Jin-A Choi ([choij@montclair.edu](mailto:choij@montclair.edu)) and Scarlett Hester ([scarlett.hester@bsu.edu](mailto:scarlett.hester@bsu.edu))

## **Graduate Social**

Fri, 11/22: 11 AM CST | Shake Shack Canal Place (333 Canal St., New Orleans 70130)

The graduate social is exclusively for graduate students who are members of or are simply interested in KACA. The early lunch/brunch is on us. Through the support of KOFICE and KACA, we'll pay for your meal.

Please RSVP here:

<https://shorturl.at/EflYX>

We will meet in the lobby of the Sheraton (conference hotel) at 10:50 AM. From there, we'll walk to the location together!

**Contact info**

Donggyu Kim (donggyuk@usc.edu) & Lyounghee (Lian) Kim (lkim@unm.edu)