

## Message from the KACA President

Dear KACA Members,

It's been a while since I last shared a message. As you may recall, the 2023-2025 KACA executive team promised our unwavering commitment to KACA's mission to serve as the nexus for scholarly endeavors. To achieve this, we aimed to enhance our inclusivity efforts and expand our scholarly platforms. I'd like to take this opportunity to update you on the efforts our executive team has made to fulfill the goals we promised.

First, I would like to share the exciting news about our milestone projects—the launch of the Korean Journal of Communications and the KACA inaugural annual conference. I'm pleased to announce that the Korean Journal of Communications (<https://utpress.utexas.edu/journals/korean-journal-of-communication/>) was successfully launched in Spring 2024. Special thanks to the editorial team, particularly Chief Editor Dr. Do Kyun David Kim, whose relentless dedication made one of our long-cherished dreams a reality. With Dr. Kim as the chief editor and myself as an associate editor, we have accomplished the foundational work of launching the journal and publishing multiple issues. Now, the second editorial team, led by Dr. Dal Young Jin and Dr. JiHoon Kim as the chief editor and associate editor, respectively, will continue to solidify and expand the journal's reach in the coming years.

Additionally, the KACA annual conference, supported by renowned universities worldwide, was successfully held in Washington, D.C., from April 11-13. Thanks to our partnering organizations and sponsors, including SUNY-Buffalo, University of Michigan – Nam Center, Simon Fraser University, Canava, Nanyang Technological University, Singapore, George Washington University, and the Korea Foundation, we were able to provide lodging and meals for all attendees. Participating faculty and graduate students were truly able to share their scholarly ideas, feedback, and suggestions in-depth in a lively atmosphere over the course of two days. This achievement would not have been possible without the dedicated efforts of the conference committees, led by Dr. JinAe Kang.

Second, our efforts to strengthen connections with global organizations and scholars from diverse backgrounds have been demonstrated through our signature programs embedded in three major conferences: NCA, AEJMC, and ICA. For instance, at the NCA conference, we featured grant recipients sponsored by the Korean Foundation for International Cultural Exchange (KOFICE). We continue to collaborate with KOFICE to introduce more grant opportunities. For the upcoming ICA conference, there will be an additional joint session with the Korean Academic Society for Public Relations (KASPR) and a joint social networking dinner. Several scholarships and award opportunities have been announced, including the Jae-Won Lee Distinguished Service Award. Although I cannot name every single grant, scholarship, or program in this short message, I hope our members can see the

growth and continuous advancement of our organization. Our team is diligently working towards advancing KACA's mission and achieving significant milestones.

Looking ahead, one of the next steps you can expect is a new website that promotes more open and inclusive communication with members. It will be easier to navigate and will include news subscriptions and graduate-student-specific content, which will be particularly useful for our graduate student KACA members. Please stay tuned!

Lastly and importantly, if you are receiving my message but have not yet renewed your membership or have forgotten to do so, please take a moment to renew. Our members are the foundational support for this organization, and without your active participation, we cannot thrive. At the ICA business meeting, we will introduce a new bylaw change regarding our membership starting date and adjustment of pricing. Please join us to hear more about these potential changes, which provide the essential support for our organizational functions.

Once again, our organization cannot exist without your strong support and continuous participation. Thank you for your ongoing commitment.

Warm regards,

Yeonsoo Kim  
KACA President

## 2024 KACA-ICA Program

The 74th Annual ICA Conference will be held in Gold Coast, Australia. The KACA division will host two research sessions.

### **KACA Research Session**

June 22<sup>nd</sup>, Saturday 16:30 - 17:45 | Star L3 - Broadbeach (Star Hotel)

#### ***Session Chair***

Dr. Mincheol Shin (Tilburg University)

Email: [M.Shin@tilburguniversity.edu](mailto:M.Shin@tilburguniversity.edu)

#### **Paper 1**

Lyounghee Kim (University of New Mexico). Cultural Appropriation: Admired but Excluded Blackness in K-pop and Korean Society.

##### Abstract

Despite its global popularity, K-pop is increasingly scrutinized for appropriating elements of Black culture, such as hip-hop, without meaningful engagement in the cultural and historical context (K. A. Kim, 2023; S. Kim, 2020; Oh, 2014). This research aims to expose this troubling dichotomy, criticizing the industry's capitalization on Black culture for entertainment while frequently ignoring or trivializing its deeper significance. The study calls for a more nuanced and socially responsible approach to cultural appropriation, contending that the entertainment industry needs to reconcile its adoption of Black cultural elements with a genuine understanding and appreciation of their origins.

#### **Paper 2**

Dr. Won-Ki Moon (University of Florida), Areum Oh (National Tobacco Control Center & Sookmyung Women's University), & Dr. Hwalbin Kim (Kangwon National University). Personality's Prism: How the Personality Predicts Perceptions of Anti-Smoking Campaigns.

##### Abstract

This study investigates the influence of the Five-Factor Model (FFM) of personality traits on individuals' attitudes toward anti-smoking campaigns. Utilizing a survey methodology, we explored how traits such as conscientiousness, extraversion, agreeableness, and neuroticism affect the reception and perception of various anti-smoking messages. Survey data reveal that conscientiousness, extraversion, agreeableness, and neuroticism significantly influence the perception of these messages. Key differences were observed between smokers and non-smokers in their receptivity to different campaign types. The findings suggest that personality traits play a crucial role in shaping attitudes toward health interventions. The study underlines the importance of integrating personality considerations in the design of health communication strategies.

**Paper 3 title:**

Dr. Sung Woo Yoo (SUNY Cortland). Perceived Authenticity of Biden in Post-populist International Relations.

## Abstract

The question of leaders' authenticity became important in international relations, to the point that personality traits of leaders often outweigh state traits. This study engaged in comparative analysis of perceived authenticity of President Biden in US media and the media of its key allies, Japan, and South Korea. Using a mixed method of quantitative content analyses and qualitative and structured thematic analysis in the time frame where key events like Afghanistan retreat, and Ukraine War occurred (August 15, 2021 to August 15, 2022), this study examined how the personality traits of US president is projected differently across countries.

**Paper 4 (Top paper)**

Dr. Woohyun Yoo (Incheon National University). Impact of Disaster-Related Social Media Content on Post-Traumatic Stress Disorder: The Mediating Role of Negative Emotions.

## Abstract

Despite the significant role of social media during disasters, there has been limited research investigating the psychological impact of disaster-related social media content. Drawing from the paradigms of message expression and reception effects, this study examined the association between expressing and receiving disaster-related content on social media and post-traumatic stress disorder (PTSD). It further explored how negative emotions mediated the relationship. Analyzing survey data collected from 513 adults after the 2022 Seoul Halloween crowd crush incident in South Korea, the study found a positive association between both expression and reception of social media content concerning the Halloween disaster and PTSD. In addition, anger mediated this relationship, whereas fear did not. This research enhances theoretical knowledge and practical insights into how disaster-related social media content affects mental well-being.

**Paper 5 title: (Student top paper)**

Dr. Zhieh Lor (Ewha Womans University). Young Adults' News Topic Repertoire and Their Citizen Competence.

## Abstract

This research investigated the comprehensive landscape of news consumption of young adults, focusing explicitly on news topic repertoires. Additionally, the study aims to examine the relationship between these specific news repertoires and various dimensions of political competencies, namely political knowledge, political participation, and political information efficacy. Data was collected via a two-wave

online survey among South Korean young adults aged 19 to 35. Findings from the latent profile analysis identified four news topic repertoires: 1) entertainment & crime, 2) topic omnivores, 3) hard news & crime, and 4) topic minimalists. Based on these identified news repertoires, the study extends its inquiry to explore the association between distinct types of news repertoires and their corresponding impacts on dimensions of political competence. Using the Manual ML Three-Steps Approach, the study investigated whether having particular news repertoires is more efficacious in gaining distinct types of political knowledge (objective and subjective) and encouraging varying modes of political participation (offline, online, and lifestyle). Moreover, the study revealed that young adults in South Korea possess substantial political knowledge but choose not to participate. This revelation is particularly alarming as it indicates a disconnect between news media, political knowledge, and participation.

### **KASPR Research Session**

June 22<sup>nd</sup>, Saturday 15:00 - 16:15 | Star L3 - Broadbeach (Star Hotel)

#### ***Session Chair***

Dr. Mincheol Shin (Tilburg University)

#### **Paper 1**

Dr. Seo Yoon Lee (University of Houston), Heejae Lee (Syracuse University), & Sunho Park (Sogang University). The Roles of Media Platforms, Political Orientation and Climate Change Belief in Pro-Environmental Behaviors: Cross-Cutting vs. Like-Minded Exposure in the United States and South Korea.

Discussant: Dr. Slgi (Sage) Lee (Pusan National University)

#### **Paper 2**

Drs. Jin-Ae Kang & Borim Song (East Carolina University). At the Crossroads of Ethnic PR and Global Communication: A Case Study of Old Korea Art Exhibition.

Discussant: Dr. Hong-Lim Choi (Sun Moon University)

#### **Paper 3**

Drs. Jeonghyun Janice Lee (Louisiana State University) & Solyee Kim (Howard University). Utilizing Artificial Intelligence in Strategic Communication: Cognitive and Affective Trust in Crisis Communication with Generative AI (ChatGPT).

Discussant: Dr. Hanna Park (Sun Moon University)

#### **Paper 4**

Drs. Young Eun Park (Sookmyung Women's University), Hyunsang Son (University of New Mexico), & Hanna Park (Sun Moon University). (De)motivating Effects of

Corporate Sociopolitical Activism (CSA) on employee perception and firm's financial return: Evidence from machine learning approaches.

Discussant: Dr. Yeonsoo Kim (University of Texas at Austin)

### **Paper 5**

Drs. Yeongsam Yun (Howon University) & Jongwoo Jun (Dankook University). Roles of U.S. Entertainments Content on the U.S. Country Brand: Mediating Role of Entertainment Award Trust.

Discussant: Dr. Yeuseung Kim (Chung-Ang University)

### **Paper 6**

Dr. Hwalbin Kim (Kangwon National University). Social Issues Affected by Generative AI Technology in Advertising and PR Field: Focusing on Expert Interviews.

Discussant: Dr. Bumsoo Kim (Pusan National University)

### **Paper 7**

Drs. Byoung Hee Kim (Seowon University) & Wansoo Lee (Dongseo University). Content Analysis of Death Notices Expressed in Korean Obituary Advertisements Over 100 Years.

Discussant: JongRae Kim (amPR)

### **Paper 8**

Dr. Moonki Hong (Hansei University). Understanding the Structure of Digital Ad Exchange Platforms influencing on PR Campaign in South Korea.

Discussant: Soungyoung Lee (Ubrain Communications)

**Social Dinner** | June 22<sup>nd</sup>, Saturday 18:30

Grand Dynasty Yumcha and Seafood Restaurant (Shop G54, Oasis Shopping Center, Victoria Ave, Broadbeach QLD 4218, Australia)

Attendees will meet in front of the main entrance of the conference hotel (The Star Gold Coast) 6:15 PM and walk together to the restaurant after the KACA-ICA research session.

## **Post KACA Conference Newsletter**

### **Subject: A Thriving Community: Recap of the 2024 KACA Inaugural Conference**

Dear KACA Members,

We are thrilled to report on the resounding success of our inaugural annual conference, held last April in Washington D.C.

The conference showcased a vibrant exchange of ideas, featuring 18 thought-provoking studies presented across six research sessions. Seasoned scholars actively engaged with the research, offering valuable questions and insightful comments. We were particularly proud to see six student-led projects contributing to rich discussions. The Q&A sessions proved to be a valuable learning experience, especially for our student authors.

The conference's success wouldn't have been possible without the generous support of our esteemed sponsors. The Korea Foundation – DC Office graciously hosted the opening reception, and George Washington University provided the ideal setting for our discussions. We are also deeply grateful for the monetary contributions from SUNY-Buffalo, University of Michigan- Nam Center, Simon Fraser University in Canada, and Nanyang Technological University in Singapore. These contributions helped cover presenter accommodation, waived registration fees, meals, and other operational expenses. These partnerships are instrumental in fostering a thriving academic community.

### **A Look Forward**

As envisioned, the conference solidified KACA's position as a dynamic scholarly community that fosters a deeper understanding of the ever-evolving communication landscape related to Korea. You can still explore the abstracts of the presented studies in the online program here: <https://rb.gy/80cozl>

We are committed to making this an annual event, providing invaluable resources to our members. The 2025 conference will be held again in Washington D.C., and we look forward to showcasing even more outstanding research next year. Stay tuned for further updates!

### **Join the Conversation!**

Do you have a passion for furthering communication research on Korea? We invite you to contribute to the success of the 2025 conference by joining our organizing committee. We welcome applications from students to senior members – everyone's perspective is valuable! If you're interested, please send an email to [kangji@ecu.edu](mailto:kangji@ecu.edu) by August 31st.

## A Glimpse into the Conference Spirit

We invite you to relive the conference's inspiring atmosphere through the photos capturing moments filled with intellectual exchange, care, respect, and friendship. Visit the KACA Facebook group to click the picture below. Enjoy the photos!



### **KACA 2024 Inaugural Annual Conference Organizing Committee**

#### **Conference Chairs:**

Dr. Jin-Ae Kang, East Carolina University  
Dr. Nojin Kwak, University at Buffalo  
Dr. Dal Yong Jin, Simon Fraser University  
Dr. Kwan Min Lee, Nanyang Technological University,

#### **Conference Committee Members:**

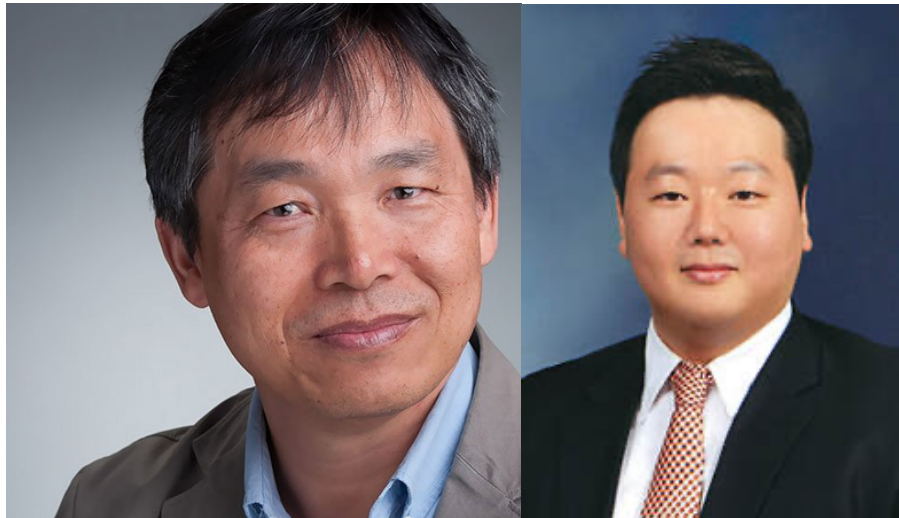


Dr. Jihoon Kim, University of Alabama  
Dr. Jinhyon Kwon Hammick, Flagler College  
Dr. Jungyun Won, William Paterson University  
Rachel Son, University of Florida  
Soyon Choi, University of Texas  
Hyungrok Jin, University of Texas  
Kibum Youn, University of Tennessee

## Welcoming the New Leadership Team for the Korean Journal of Communication (KJC)

KACA is pleased to announce the appointment of Dr. Dal Yong Jin, Distinguished Professor at Simon Fraser University, as the new Editor-In-Chief of the Korean Journal of Communication (KJC). Additionally, Dr. Jihoon Kim, an Assistant Professor at the University of Alabama, will serve as the new Associate Editor. This new editorial team will assume their roles starting with the first issue of 2025.

Dr. Dal Yong Jin is a renowned scholar in the field of Korean communication. His academic leadership and dedication to advancing Korean communication research will undoubtedly guide KJC to new heights. Dr. Jihoon (Jay) Kim is an accomplished researcher and known for his active contributions to KACA. Together, they bring a wealth of expertise and a shared vision for the future of KJC.



Under their leadership, KJC will continue its excellence in publishing rigorous communication research while embracing innovative perspectives and fostering a diverse scholarly community. We are confident that their combined efforts will further enhance the journal's impact and reach within the diverse fields of communication scholarship.

KJC is thrilled to invite scholars to submit their manuscripts to the Korean Journal of Communication (KJC) under our dynamic new editorial leadership. With Dr. Dal Yong Jin and Dr. Jihoon Kim, KJC opens an exciting opportunity for you to publish rigorous and impactful communication research. Join us in shaping the future of communication scholarship by submitting your work today!

For submission guidelines and more information, please visit our website at <https://utpress.utexas.edu/journals/korean-journal-of-communication/> and email your questions to [koreancommunication@gmail.com](mailto:koreancommunication@gmail.com).

Dr. Do Kyun David Kim

Inaugural Editor-In-Chief of KJC