

KACA-KOFICE CONFERENCE

K-CULTURE & MEDIA STRATEGY

August 4, 2021, 7 P.M. - 10 P.M.
(Central Time)

August 5, 2021, 9 A.M. - 12 P.M.
(Korea Standard Time)

Virtual Conference via Zoom

PRE-REGISTER AT
[HTTPS://FORMS.GLE/S39JPUGEVURX95EG7](https://forms.gle/S39JPUGEVURX95EG7)



OPENING

7:00 p.m. – 7:10 p.m. (Central Time)
9:00 a.m. – 9:10 a.m. (Korea Time)

Panel Discussion Session

7:10 p.m. – 8:10 p.m. (Central Time)
9:10 a.m. – 10:10 a.m. (Korea Time)

Moderator

Hanna Park, *Sun Moon University*
KACA-AEJMC Vice President

Opening Remarks

Gil-Hwa Jung
KOFICE President

Moon J. Lee, *Syracuse University*
KACA President

Moderator

Hye Seung Chung, *Colorado State University*

Panelists

Yi Seung-jun, *Film Director*

- *Shadow Flowers* (2019): DMZ International Documentary Film Festival Best Korean Documentary Award
- *In the Absence* (2018): Grand Jury Prize in the DOC NYC shorts Competition; nominated for Best Documentary at the Academy Awards
- *Wind on the Moon* (2014): EIDF UNICEF Award
- *Planet of Snail* (2011): IDFA Award for Best Feature-Length Documentary, EIDF UNICEF and Audience Awards

Bernie Cho, *President of DFSB Kollektive*

- Seoul-based Artist & Label Services agency that specializes in providing digital media, marketing, and distribution solutions to 600+ Korean Pop music artists
- Consultant/Commentator for the YouTube Originals documentary series 'K-Pop Evolution'

Break

8:10 p.m. – 8:20 p.m. (Central Time)
10:10 a.m. – 10:20 a.m. (Korea Time)

Research Session

8:20 p.m. – 9:30 p.m. (Central Time)
10:20 a.m. – 11:30 a.m. (Korea Time)

Moderator

Dal Yong Jin, *Simon Fraser University*

Presentations

Critical Reflections on BTS's Commercial Success: Alternative Masculinity, Its Visuality, and Their Discontent

Gooyong Kim, Cheyney University of Pennsylvania

Nation Branding and South Korea's Pandemic Public Diplomacy

Hun Shik Kim & Seow Ting Lee, University of Colorado at Boulder

Finding Global Audiences for Korean Comics: Historical Factors for Mainstreaming a Contraflow

Nakho Kim, Pennsylvania State University Harrisburg

The Moderating Effect of Entrepreneurship Orientation on the Relationship between Conventional Quality Signals and Media Crowdfunding Success *Top Paper

Jiyoung Cha, San Francisco State University

**K-CULTURE
& MEDIA STRATEGY**

Grant Recipient Presentation

9:30 p.m. – 9:50 p.m. (Central Time)
11:30 a.m. – 11:50 a.m. (KoreaTime)

Moderator

Hanna Park, Sun Moon University

Presentations

**How Does News Consumption on Social Media
Hinder Our Learning About Politics and Current
Affairs? Providing a Theoretical Framework and
Testing Underlying Mechanisms**
Sangwon Lee, New Mexico State University

**Explicating the Layers of Media Diversity:
Partisan vs. Platform Diversity and Issue
Attitudes**
Soo Young Bae, University of Massachusetts,
Amherst

Award & Closing

9:50 p.m. – 10:00 p.m. (Central Time)
11:50 a.m. – 12:00 p.m. (Korea Time)

Top Paper Award

Jiyoung Cha
San Francisco State University

Closing

KACA-KOFICE Committee
(AEJMC Subcommittee)

KACA-KOFICE Grant 2021 Announcement

Contact

Hanna Park

Sun Moon University
hannapark@sunmoon.ac.kr

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