

# PACA Perspectives

The Newsletter of the Pacific and Asian Communication Association

Summer 2002

## Special Edition: Preliminary Convention Program

### **Fourth Biennial Convention**

**Yonsei University**

**Seoul, South Korea**

**Convention Theme: "Communication, Media, and Culture: Challenges and Opportunities in Globalization"**

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### **Preliminary Program Schedule**

#### **List of Program Participants/Papers**

**Friday: July 12, 2002**

#### **9:30 – 10:00 AM Opening Ceremonies**

B05 New Humanities Building

Presiding – Nobleza C. Asuncion-Lande, President, PACA

#### **10 AM – 11:30 AM**

Introduction of Keynote Speaker: Steven Combs,

Loyola Marymount University,

Keynote Address: Dr. Kai Hong, "Communication Across Cultural Divides– A Pacific Perspective"

Commentators: Dr. Leonard Chu, Hong Kong Baptist University, and

Dr. Carl Lande, University of Kansas

#### **LUNCH BREAK**

#### **1:30 – 3:00 PM B05 New Humanities Building**

**Spotlight Session:** Dimensions of Communication and Media Studies

Chair: Steven Combs, Loyola Marymount University

Steven Combs, Loyola Marymount University, and Yongsun Paik, Loyola Marymount University

"Toward a Multicultural Model for International and Intercultural Negotiation"

Jensen Chung, San Francisco State University and

Guo-Ming Chen, University of Rhode Island

"The Impacts of Media Context and Media Choices"

#### **3:15 – 4:30 Panel Sessions A & B**

**Session A: Seminar Room 302 New Humanities Building**

Chair: Mary Jiang Bresnahan, Michigan State University

Sachiyo Sherman and Mary Jiang Bresnahan, Michigan State University,

“A Cultural Comparison of Aggressive Communication Traits: Verbal Aggression, Argumentativeness, and Assertiveness”

Kristina Minister, Shanghai Jiao Tong University  
“The Push and Pull of Voice in Identity”

**Session B: Seminar Room 303, New Humanities Building**

Chair: Jessica Gisclair, Elon University

Connie Book, Jessica Gisclair, and Don A. Grady, Elon University  
“A Descriptive Study of Chinese University Students Self-reported Internet Usage”

Khisu Boem\*, University of Kansas, “Internet Use and Socio-cultural Acculturation: A Study of Korean Students in the USA.”

**4:30-5:30 PM Social Hour**

**Saturday, July 13**

**9:30 – 10:30 AM Plenary Session B05**

Presiding: Rita Mei-Ching Ng, Ohio University

**President’s Address:** Nobleza C. Asuncion-Lande, University of Kansas  
“The Ethical and Cultural Implications of New Communication Technologies in Globalization”

**10:45 – 11:45 Business Meeting B05 New Humanities Building**

**LUNCH BREAK**

**1:30 – 3:00 PM B05 New Humanities Building**

**Spotlight Session**

Chair: Diana B. Carlin, University of Kansas

Dimensions of Political Communication

Diana Carlin, University of Kansas  
“Developing Democracy Through Televised Debates”

Mitchell McKinney, University of Missouri  
“East Meets West: Televised Presidential Debates in Korea and the United States”

Ron Gordon, University of Hawaii  
“The Age of Globalization: Electronic Colonialism or Communication Hope”

**3:45 – 4:30 Panel Sessions A & B**

**Session A Seminar Room 302, New Humanities Building:**

Chair: Shannon Campbell, University of Kansas

Shannon Campbell, Philip Chidester\*, and Jamell Bell\*  
Protests and Perceptions: Framing Modern Dissidents”  
Seungwhan Lee, \* Indiana University  
“Uses and Effects of Internet Radio and Internet Television”

**Session B Seminar Room 303, New Humanities Building**

Chair: Mitchell McKinney, University of Missouri

“Graduate Study Research in Communication Studies: The Intersection of Theory and Application”

JeeHae Lim\*, University of Kansas

“Interdependence of Economic Growth and Political Change: A Comparative Study of the Development of South and North Korea in the Information Age”

Mary Ann Kidd \*, University of Kansas

“The East/West Dilemma in Communication Theory”

Ock Tae Kim\*, and Seungwhan Lee\*, Indiana University

“The Convergence of Interpersonal and Mass Communications: The Case of Internet Radio”

\*Ph.D. Student

**4::45-6:30 PACA Reception and Awards**

Allen Hall, Yonsei University

**Sunday, July 14**

**Plenary Session 9:30 AM – 11 AM, B05 New Humanities Building**

Presiding: Diana B. Carlin, University of Kansas

Developments in Communication and Media Studies in East Asia and the USA

Leonard Chu, Hong Kong Baptist University, “China & Hong Kong”

Takehide Kawashima, Nihon University, “Japan”

Leticia, Nien-hsuan Fang, National Chengchi University, Taiwan

Dorothy Pennington, University of Kansas, “USA”

**Round Table Discussion 11:15 AM – 12:30 PM**

**Audience Participation Invited)**

Transcultural Communication: An Alternative Model for Intercultural Communication

Facilitators:

Rita Mei-Ching Ng, Ohio University,

Young –ok Yum, Kansas State University

Dorothy Pennington, University of Kansas

**Closing Ceremonies – 12:30-1:00 PM**

*PACA Convention Fees*

*Convention fees:*

*Paid Member (2002) US\$60 Korean Won (Current \$ Exchange)*

*Unpaid Member US\$ 85: “ “*

*( Conference fee US \$60)*

*(PACA Membership fee to 12/31/02) US \$15*

*New Member (2002) US\$85:*

*(Conference fee- \$60)*

*(Membership to 12/31/02 – US\$15)*