

Ju Oak (Jade) Kim

Texas A&M International University
Department of Psychology and Communication
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ACADEMIC EMPLOYMENT

2016- Assistant Professor
 Department of Psychology and Communication
 Texas A&M International University

EDUCATION

PH.D. Temple University, Media and Communication, 2016
M.F.A. Brooklyn College, City University of New York, Television Production, 2009
M.A. Seoul National University, Communication, 2006
B.A. Seoul National University, Korean Language Education & Communication, 2001

RESEARCH INTERESTS

Global Communications, Media Industries, Production Culture, Media Flows and Multimedia Platforms; Korean Popular Culture, East Asian Media, Gender, Race, and Class Identity.

PUBLICATIONS

Journal Articles

1. Kim, J. (2018). Korea's blacklist scandal: Governmentality, culture, and creativity. *Culture, Theory and Critique*, 59(2), 81-93.
2. Kim, J. (2016). Establishing an imagined SM Town: How Korea's leading music company has produced a global cultural phenomenon. *The Journal of Popular Culture*, 49(5), 1042-1058.
3. Kim, J. (2016). Selling the past: Korea and China's nation-branding to host Winter Olympic Games. *China Media Research*, 12(2), 23-29.
4. Kim, J. (2015). Reshaped, reconnected, and redefined: Media portrayals of Korean pop idol fandom. *Journal of Fandom Studies*, 3(1), 79-93.
5. Kim, J. (2006). Changes in television history documentaries in an age of globalization: A case study of KBS' special documentary series, "China" (세계화 시대 TV 역사 다큐멘터리 변화에 관한 연구: KBS 스페셜, "도자기"를 중심으로). *Korean Journal of Program and Text*, 15, 73-104.

Chapters in Edited Collections

1. Jin, D., & Kim, J. (2018). Korean wave (hallyu) studies. In Kyu Ho Youm and Nojin Kwak (eds.), *Korean Communication, Media, and Culture: An annotated bibliography*, Lexington Books.
2. Kim, J. (2018). Regionalizing Reality: The rise of Korean-Chinese collaborations in television production. In Michael Keane, Brian Yecies, and Terry Flew, *Willing Collaborators: Foreign partners in Chinese media*, Rowman & Littlefield.
3. Kim, J., & Huang, L. (2017). The unscripted format trade in a new era of the Korean Wave: The Chinese remaking of Korean reality TV, *Dad! Where Are You Going?* In Tae-Jin Yoon & Dal Yong Jin (Eds.), *The Korean Wave: Evolution, Fandom, and Transnationality* (pp. 209-224). Rowman & Littlefield.
4. Kim, J. & Kim, I. (2016). An art of remaking television dramas (반복과 변형의 미학, 리메이크). In Seok-Kyeong Hong-Mercier (ed.), *All about Korean Television Dramas* (pp. 171-199). Seoul: Culture Look.
5. Kim, J. (2014). Despite not being Johnny's: The cultural impact of TVXQ in the Japanese music industry. in Choi, Jung-Bong and Roald Maliangkay (Eds.), *K-pop: The international rise of the Korean music industry* (pp. 66-80). New York: Routledge.

CONFERENCE PRESENTATIONS

1. Kim, J. (2018). From Adaptation to adaptability: The format trade as the process of decolonization. Accepted for panel discussion at Global Fusion, Charlottesville, Virginia, October 19-21.
2. Kim, J. (2018). Korean pop stars at the global space of fan activism and minority voices, Paper to be presented at Global Fusion conference, Charlottesville, Virginia, October 19-21.
3. Kim, J. (2018). The challenges of US and Korean public service broadcasting: A historical viewpoint for an understanding of the future. Paper to be presented at the Conference of Global Digital Technology and Culture, Korean Association for Broadcasting and Telecommunication Studies, Seoul, Korea, August 17-18.
4. Kim, J. (2018). Let me out: East Asian celebrity culture in the era of social media. Accepted for panel discussion at the Crossroads in Cultural Studies conference, Shanghai, China, August 12-15.
5. Kim, J. (2018). The popularity of BTS in the United States, Invited for presentation to the Monthly Governmental Policy Forum, Seoul, Korea, July 18.
6. Kim, J. (2018). The storyteller who crosses boundaries: *New Journey to the West*. Paper to be presented at the Asian Transmedia Storytelling in the Age of Digital Media conference,

Vancouver, Canada, June 8-9.

7. Kim, J. (2018). Korea's creative migration: Mediating regionalism on Chinese television. Paper to be presented at the International Communication Association Conference, Prague, Czech Republic, May 24-28.
8. Kim, J. (2018). The comeback of Korean pop in Japan: East Asia as the space of global cultural production. Accepted for panel discussion at the International Communication Association Conference, Prague, Czech Republic, May 24-28.
9. Kim, J. (2018). Unexpected but predetermined: The US remake of Korean television formats. Paper to be presented at the Media Industries Conference: Current Debates and Future Directions, King's College of London, London, UK, April 18-20.
10. Kim, J. (2017). Transnational television in East Asia. Paper presented at the Convergence Culture in East Asia Workshop, Seoul National University, Seoul, Korea, December 7-8.
11. Kim, J. (2017). The future of the Korean Wave and Korean Wave scholarship. Panel discussion at the Korean Wave Workshop, Yonsei University, Seoul, Korea, July 6.
12. Kim, J. (2017). K-pop empire and public broadcasting: How *Music Bank* constructs global celebrity, transnational fan community, and East-Asian centered globalization. Paper presented at the International Communication Association Annual Conference, San Diego, May 25-29.
13. Kim, J. (2017). Televising hybrid music culture: The intersection of Korean television and popular music. Paper presented at the International Communication Association Annual Conference, San Diego, May 25-29.
14. Kim, J. (2016). City Hall Square as a global public sphere in South Korea. Paper presented at the Global Fusion conference, Philadelphia, PA, October 21-23.
15. Kim, J. (2016). Rethinking the Korean Wave: The political dimension of transnational media culture. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan, June 9-13.
16. Kim, J. (2016). The shifting paradigm of Korean public television: From national propaganda to East Asian hub. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan, June 9-13.
17. Kim, J. (2016). Regionalizing reality: The rise of Korean-Chinese collaborations in television production. Paper presented at the International Communication Association 2016 Pre-conference: Willing Collaborators: The Rise of China, and Changing Networks of Asian Media Production, Tokyo University of the Arts, Japan, June 8.
18. Kim, J. (2015). Local memory and global news: Narrating Ferguson shooting in light of the 1992 LA riots in Korean journalism. Paper presented at the Global Fusion conference,

College Station, Texas, October 23-25.

19. Kim, J. (2015). The meaning of aging in an era of globalization. Paper presented at the International Communication Association Annual Conference. San Juan, Puerto Rico. May 21-25.
20. Kim, J. (2014). Selling our pasts: Korea's nation-branding strategies to host global sports events. Panel discussion at the National Communication Association. Chicago, Illinois. November 20-23.
21. Kim, J. & Huang, L. (2014). TV format trade and cultural proximity: A case study of the reality show, 'Daddy, Where are you going?' in Korea and Mainland China. Paper presented at the Global Fusion Conference. Austin, Texas. October 24-26, 2014.
22. Kim, J. (2014). Coupling from the past: Sports journalism, collective memory, and Globalization. Paper presented at the Association for Education in Journalism and Mass Communication. Montréal, Canada. August 6-9.
23. Kim, J. (2014). How to remember the Sewol Ferry: From personal memory to cultural memory. Paper presented at the Joint Seminar of Cultural Studies Divisions in the three National Associations for Media and Communications. Sogang University. Seoul, Korea. July 7.
24. Kim, J. (2014). Establishing an imagined 'SMTOWN nation': The discourse on the Korean pop boom in cultural globalization." Paper presented at the International Communication Association. Seattle, Washington. May 22-26.
25. Kim, J. (2014). Branding Korean Pop: Cultural hybridity and the construction of Asian identity. Panel discussion at the Broadcast Education Association. Las Vegas, Nevada. April 6-9, 2014.
26. Kim, J. (2013). How to sell a nation: Nationalism and globalism in the FIFA World Cup bids. Paper presented at the Global Fusion Conference. Carbondale, Illinois. October 4-6.
27. Kim, J. (2013). It's more than a reality TV show: Fandom, public sphere, and cultural politics. Paper presented at the Popular Culture Association. Washington DC. March 27-30.
28. Kim, J. (2012). Cannes Olympics: The news coverage of the international film festival in Korea. Paper presented at the Global Fusion Conference, Athens, Ohio. October 26-28.
29. Kim, J. (2012). The transformation of collective memory: From a *Yanggongju* to an American Dreamer." Paper presented at the Joint Meeting of the American Journalism Historians Association and the History Division of the Association for Education in Journalism and Mass Communication. New York City, New York, March 3.
30. Kim, J. (2011). How does K-pop go global? The process of cultural globalization. Paper presented at the Global Fusion Conference, Philadelphia, Pennsylvania, October 14-16.

31. Kim, J. (2010). Seminar on documentary film in teaching and scholarship. Panel discussion to the Cultural Studies Association. Berkeley, California. March 18-20.
32. Kim, J. (2010). Why did Ninjas come from Korea? Paper presented at the Cultural Studies Association. Berkeley, California, March 18-20.
33. Kim, J. (2009). The wasted land “Little Pakistan”: Discursive change of American national identity after 9/11. Paper presented at the Cultural Studies Association. Kansas City, Missouri. April 16-18.
34. Kim, J. (2008). Aspects of media globalization in contemporary Korea. Paper presented at the Cultural Studies Association. New York City, New York. May 22-24.
35. Kim, J. (2006). A New Globalization Strategy of Korean TV Programs *Asian Values*. Paper presented at the Asian Culture Forum. Kwangju, Korea. October 26-29.

GRANTS, AWARDS AND HONORS

Grants

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| 2017-2018 | University Travel Grant, Texas A&M International University, \$944. |
| 2017-2019 | Media Convergence in East Asia, Seoul National University’s Asia Center, Co-Investigator, \$50,000 (Co-investigator). |
| 2017 | Faculty Fellowship, National Association of Television Program Executives Conference. Miami Beach, FL. |
| 2016-2017 | University Travel Grant, Texas A&M International University, \$1,313. |
| 2016 | Graduate School Senior Doctoral Fellowship, Center for the Humanities, Temple University, 10,000 |
| 2016 | Dissertation Completion Grant, Temple University, \$10,000 (Declined) |
| 2016 | Travel Grant, Media Industry Interest Group, International Communication Association, \$200 |
| 2015 | Travel Grant, International Communication Association, \$200 |
| 2014 | Travel Grant, Global Communication and Social Change, International Communication Association, \$200 |
| 2013-2015 | Graduate Assistantship, School of Communication, Temple University. |
| 2011-2016 | Travel Grant, School of Media and Communication, Temple University. |
| 2010-2012 | Global Korea Scholarship, National Institute for International Education, The Ministry of Education, \$60,000 |

Awards and Honors

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| 2014 | Top Student Paper Award (Runner-up), Division of Global Communication and Social Change, International Communication Association. |
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- 2009 Runner-up, Documentary Film Category, CUNY Asian American Film Festival.
 2005 Work-Study Scholarship, Seoul National University.
 2001 Winner, Short Story, the 80th Annual Spring Literary Contest, Chosun-Ilbo
 1999 Winner, Short Story, the 40th Literary Contest, Seoul National University News.

TEACHING EXPERIENCE

Texas A&M International University

- COM 5334 Advertising
 COM 5320 Media Flows and Audiences (e-learning)
 COM 4360 Communication Theory and Practice
 COM 4340 Communication Ethics (e-learning)
 COM 4330 Broadcasting Production
 COM 4320 Trends in International Communication
 COM 3325 Mass Communication Processes
 COM 3309 East Asian Media & Popular Culture

Temple University

- MSP 0821 Future of Your TV
 ADV1141 Introduction to Advertising Research

Certificate

- 2014 Teaching in Higher Education, Temple University

ACADEMIC AND UNIVERSITY SERVICES

Internal

- 2017-2018 Chair, Faculty Search Committee, Department of Psychology and Communication
 2016-2018 Department Representative, College of Arts and Sciences Curriculum Committee
 2017-2018 Graduate Student Committees and Research Mentoring
 Thesis Advisor: Victoria Mancha (MA)
 Qualification Examination Committee Member: Stephanie Martinez (MA),
 Ashley Hight (MA), Carmen Rendon (MA).
 2017-2018 Supervisor, KLRN-TAMIU Student Reporting Lab

External

- 2017-2019 Vice Chair, Fundraising Committee, Korean American Communication Association.
 2017-2019 Member, Newsletter Editorial Committee, Korean American Communication Association

- 2016-2018 Student and Early Scholar Representative, Global Communication and Social Change Division, International Communication Association.
- 2017 Member, Best Dissertation Award Committee, Global Communication and Social Change Division, International Communication Association.
- 2017 Member, Best Book Award Committee, Global Communication and Social Change Division, International Communication Association.

Review

- 2018 International Journal of Communication: Special Issue.
- 2018 Asian Cinema: Special Issue
- 2018 International Communication Gazette: Special Issue
- 2017 Convergence: The International Journal of Research into New Media Technologies
- 2017 International Journal of Communication
- 2017 Media and Communication
- 2017 Global Media and China
- 2014-2018 International Communication Association Conference
- 2014, 2016 Global Fusion Conference

PROFESSIONAL EXPERIENCE

- 2009-2010 Media Consultant, Korean Studies Program, the Korea Society, New York, NY.
- 2006 Content Producer, Samsung Economic Research Institute, Seoul, Korea.
- 2001-2004 Freelancing television writer, Korean Broadcasting System (KBS) and Education Broadcasting System (EBS), Seoul, Korea.
- 2001 Film Writer, Film it Suda, Co. Ltd., Seoul Korea.

SELECTED FILMOGRAPHY

Television

1. The Edge of Heaven, 29Min. 30Sec. Director and Writer, 2009.
This documentary observes the changing situation for Pakistani-Americans living in NYC after 9/11. Broadcast on CUNY-TV series "Brooklyn College Presents."

**Screenings:* Brecht Forum (New York City); Museum of Chinese in America, Asian American International Film Festival (New York City); Martin E. Segal Theatre (New York City).
2. China, 6 X 60Min. Writer, KBS, November 7~December 12, 2004.
This documentary series offers a new perspective on how civilizational exchanges have nourished human history.

**Awards and Honors:* Television Program of the Year, Korean Broadcasting Commission (2005), Grand Prize for Broadcast Journalism, Korean Broadcasting Awards (2005), Television Program of the Month, the Broadcasting Producer Association of Korea (2004), and Finalist, History and Biography category, Banff World Television Festival (2005).

3. People Who Never Made It Home, 2X50 Min. Writer, EBS, August 14-15, 2004.
This documentary series commemorates Korea's Independence Day and tells the story of Koreans who were forced to live in Central Asia and Japan by the Japanese government during the 1920-40s.
4. A Trip to Guilin: Nature Tames Man, 60 Min. Writer, KBS, January 25, 2003.
This travel documentary deals with Guilin, a prefecture-level city in the northeast of the Guangxi Zhuang Autonomous Region, China. Nationally broadcast on KBS Weekly program, KBS SPECIAL.
5. Nature's Gold: A Beekeeper's Journey, 60 Min. Writer, KBS/Arirang TV, February 2, 2003.
This TV documentary follows beekeeper Sung-Rok Kim's journey from Cheju Island to the Northern Limit Line in Korea. Simulcasted on KBS, the Korean Public Broadcasting Company, and ARIRANG TV, the international, English-language network, which is operated by the Korea International Broadcasting Foundation.
6. Our Beautiful Language, Korean, 3 X 50 Min. Writer, EBS, October 8-10, 2003.
This TV documentary series commemorates Hangeul Proclamation Day.
7. The Ground of Fate, 60 Min. Writer, KBS, July 2, 2002.
This special documentary tells the story of the Korean national soccer team during the 2002 Korea-Japan World Cup.
8. 9/11: Where is Civilization Going? 60 Min. Writer, KBS, September 16, 2001.
A special report on 9/11.
9. A Dream for Coexisting Politics, 60 Min. DV, Writer, KBS, April 27, 2001.
This program investigates new congress members' legislative performances.

ASSOCIATION MEMBERSHIP

International Communication Association (ICA)
Korean American Communication Association (KACA)
Korean Radio and TV Writers Association (KRTA)