



REGISTRATION IS OPEN!

Member Services Team

We invite you to attend ICA's 73rd Annual Conference, [Reclaiming Authenticity in Communication](#), from 25-29 May 2023. The conference this year welcomes communication scholars to examine how authenticity has become a variable, rather than a constant, in public discourses and popular culture across the globe, and with that relational, social, political, and cultural implications.

REGISTER FOR THE CONFERENCE LIKE A PRO:

- **JOIN/RENEW TODAY!** [Conference registration fees](#) are deeply discounted for ICA members. It is

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PRESIDENT'S COLUMN

Noshir Contractor, President, Northwestern U

The past month brought good tidings to many of you who received official notifications that your submissions to #ICA23 were accepted. Congratulations! Others among us were not so fortunate, dashing our dreams of presenting in person or remotely. We have all been there. An email beginning with the sentence "Unfortunately, ICA was not able to accept your submission ..." does not mean "no" - it simply means "not yet." The history of academia is rich with examples of submissions not initially accepted at conferences and journals that were revised and went on to become some of the most influential and highly regarded scholarly works! So here's wishing you the best for your submissions to #ICA24!

And while we prepare our submissions for #ICA24, we will likely engage in conversations about

ChatGPT, the latest technology with the potential to disrupt research and teaching, alongside many other facets of society. ChatGPT is an AI-powered platform developed by OpenAI, that generates human-like text in response to a question by a human: a conventional chatbot on steroids. Since the rollout of ChatGPT in late November 2022, the academic community has been in the grips of a debate reminiscent of the advent of earlier disruptive technologies such as the pocket calculator, point-and-click statistical software, and Wikipedia. Each of these technologies was heralded as being a "game changer" - for better and for worse. As a student, I recall being in classes where instructors strictly prohibited using calculators during in-class assignments and examinations. It was viewed as an existential threat to our human ability to understand and manually conduct

complex calculations. Late in the 20th century, purists in research methods fretted at the introduction of point-and-click statistical software tools that no longer required students to demonstrate their deep understanding of nuances in statistical models by manually entering lines of commands using

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ICA PRESENTS

Interventions from the **Global South**

click to listen to the newest podcast, "Disembodied Cognition" – Biopolitics and Lived Experience in Global Trauma Narratives
Host: Mohan Dutta Featuring: Noor Aswad

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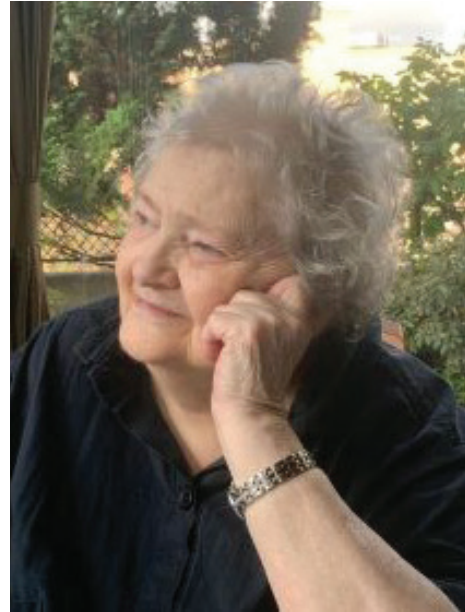
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IN REMEMBRANCE BRENDA DERVIN 1938-2022

I once referred to **Brenda Dervin** - always and forever Dr. D - as Yoda to my Luke Skywalker. I think she really liked the comparison, perhaps because of the sincerity behind it. I came from a working-class family in rural Wisconsin. Even after attending college at UW-Madison, a summer internship at Nickelodeon in New York City, and working in Hollywood, I still felt like the awkward outsider when attending graduate school at OSU. Dr. D helped me feel welcome. Moreso, she made me feel like I could actually be an academic.

Working for the IMLS grant provided me with the best learning opportunity during my PhD years. She helped me understand how to conduct Sense-Making Methodology interviews, how to develop and apply content analytical coding schemes, and how to play with statistical procedures. More importantly, I learned how to manage a research team while remembering the humanity of your fellows. The Christmas parties with epic White Elephant games and the bottomless supply of Jelly Belly candies built a camaraderie that respected everyone's needs to not just be paid or receive academic accolades for their work, but also that we all need to have fun and recognition of our human needs. Dr. D didn't just want to teach us to be academics; she wanted us to be good people as well.

I hope I have lived up to both of these lessons. To never be the elitist academic who looks down on others. To always want to talk with people, not at people. To study humans, not subjects. To do, not try, to be the change I want to see in the world.

-CarrieLynn D. Reinhard, PhD, Dominican U

PRESIDENT-ELECT'S COLUMN

Eun-Ju Lee, President-Elect, Seoul National U

#ICA23: The Beginning and the End

The notifications of (non-) acceptance have finally arrived. With the second highest number of submissions in the ICA history, without the luxury of the humongous convention center we had in Paris, the competition was extremely fierce. Big congratulations to those whose papers and panel proposals have been accepted! For those whose submissions have not been programmed, please be sure to check the [calls for papers](#) for various pre- and post-conferences.

This was the first time I got to witness what happens behind the scenes while most of us forget about the ICA, after frantically having made the submission deadline. Division and Interest Group planners, along with our dedicated staff at the ICA Headquarters, worked around the clock for weeks, including the holidays, to manage the review process and then make session allocations. Thanks also go to the countless reviewers who turned around their ratings and comments in a timely manner. Once again, I got to realize what keeps the ICA going. With the ICA conference less than four months away, I'm thrilled to share how this year's Opening

and Closing Plenaries are being planned. We are honored to have the **Opening Plenary** begin with a land acknowledgement and blessing from an elder of the Toronto Council Fire—a local nonprofit organization dedicated to preserving indigenous culture in today's indigenous youth—followed by a ceremonial dance. A roundtable discussion that follows will center on the theme, "**Authenticity at the Heart of Communication (Scholarship)**," featuring four world-renowned communication scholars across various subfields: **Sarah Banet-Weiser** (U of Southern California & U of Pennsylvania), **Pablo Boczkowski** (Northwestern U), **Rajiv Rimal** (Johns Hopkins U) and **Joseph B. Walther** (U of California, Santa Barbara). This special forum will allow us to hear how these leading scholars define authenticity in their respective areas of research, which cover popular media and consumer culture, online/digital news and journalism, health communication and normative influence, and technology-mediated communication; what practical and theoretical significance they think authenticity has in human communication and communication research; how the notion of authenticity can be integrated into future research endeavors to better understand and explain a wide range of communication-related phenomena at individual and societal levels, and so forth.

The **Closing Plenary**, entitled "**Authentic Indigenous Scholarship and Its Relevance to the Communication Discipline**" will host eminent indigenous scholars whose professional experiences and achievements will enlighten and inspire us. This unique forum, to be moderated by **Srividya "Sri" Ramasubramanian** (Syracuse U), includes **Graham Hingangaroa**



PHOTO: CN TOWER, TORONTO, CANADA

Smith (Distinguished Professor, Massey U), **Chelsea Gabel** (Canada Research Chair in Indigenous Well-Being, Community Engagement, and Innovation, McMaster U), **Candis Callison** (Canada Research Chair in Indigenous Journalism, Media, and Public Discourse, U of British Columbia), and **Melinda Webber** (Deputy Dean, U of Auckland), who will discuss how to develop indigenous theory with what methodologies in reflection of their own works and how communication scholars can better contribute to such endeavors.

Before we know it, the #ICA23 program schedule will be announced. Can't wait to navigate through the plethora of sessions to see what our members have been up to research-wise. I know I'm not the only one. :)

ICA PRESENTS



DIGITAL
ALCHEMY

click to listen to the newest podcast, "*Digital Alchemy*" –
Aimi Hamraie on media design and disability
Host: Moya Z Bailey Featuring: Aimi Hamraie

ICA HONORS ICA23 ROCK STAR REVIEWERS!

Laura Sawyer, Executive Director

Reviewing submissions for a conference is not an easy task, even in a “normal” year (a word we barely remember the definition of anymore). You sign up when your schedule seems fairly manageable—it seems like a great idea at the time, doesn’t it?—but the actual work inevitably shows up in your inbox at *precisely the worst, busiest time*. You feel yourself pulled between needing to get reviews DONE and off your desk, and the responsibility of providing substantive and useful feedback to your colleagues. Perhaps you curse your months-ago self for having agreed to do such a thing, especially during a (still ongoing) global pandemic when all we want to do is get away from our screens.

We recognize this struggle and understand why so many reviewers (at so many associations, not just ICA) often settle for submitting numerical ratings and leave off the qualitative commentary, just to cross the task off their lists. **That qualitative commentary, though, is crucial to the improvement not only of papers who ultimately are rejected, but also to those who are accepted, so that they may come to conference months later with the best, revised version of their work.**

Beginning in 2017, in an effort to put an emphasis on qualitative reviewing for our conference in San Diego, ICA instituted a process whereby each division and interest group may nominate one “rock star” reviewer: someone who may have taken on a high number of last-minute qualitative reviews when others failed to fulfill their obligations, and/or who has provided especially helpful, detailed, or astute commentary to submitters to help them truly improve their work. One **Rock Star Reviewer is nominated by the planner from each division**, and then all 33 “rock stars” are entered into a randomized drawing, from which one is chosen to receive a complimentary conference registration. (For more information on the ethos behind this, please see our [Reviewer Guidelines](#)).

This year’s overall rock star reviewer **WINNER**, chosen at random from all nominees to receive the complimentary main conference registration, is [Anne-Linda Camerini](#) (*U della Svizzera italiana*), who was nominated by the **Children and the Media Division**. **Drew Cingel**, this year’s CAM planner, wrote:

Dr. Camerini completed her assigned reviews well ahead of time, and provided very thorough feedback on each of those. Then, without being prompted, she emailed me to ask if I needed any help or had any additional reviews to complete. I assigned her two more, which she completed promptly, and even though we were up against the deadline, she still managed to provide very helpful and thorough feedback to the authors.

Dr. Camerini has received complimentary main conference registration for the 73rd Annual ICA Conference in Toronto. Thank you Dr. Camerini, for going above and beyond for your division!

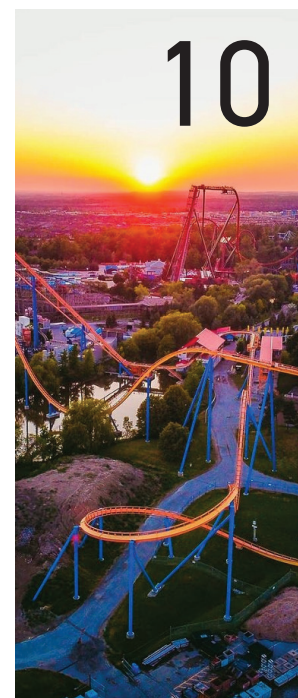
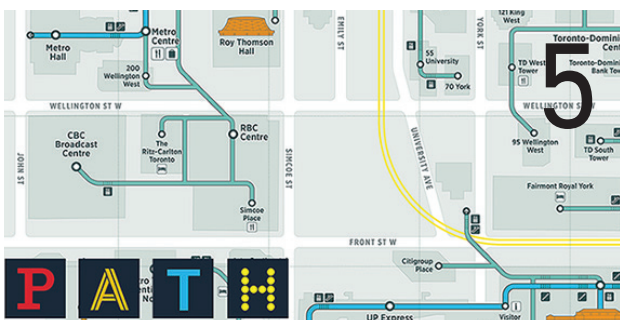
Although they don’t *all* receive free registration (sorry), **we also extend our gratitude to all of the other top reviewers submitted by each* division/interest group, as follows (in alpha order by Division/Interest Group name):**

Christian Schwarzenegger (Activism, Communication and Social Justice); **Anne-Linda Camerini** (Children, Adolescents and the Media); **America Edwards** (Communication and Technology); **Robyn Caplan** (Communication Law and Policy); **Darin Johnson** (Communication Science and Biology); **Jana Bernhard** (Computational Methods); **Laura Leibner** (Environmental Communication); **Rahul Rastogi** (Ethnicity and Race in Communication); **Victoria Kratel** (Feminist Scholarship); **Amanda Cote** (Game Studies); **Toussaint Nothias** (Global Communication and Social Change); **Dave Keating** (Health Communication); **Christoph Lutz** (Human-Machine Communication); **Melanie Green** (Information Systems); **Wince Hu** (Instructional and Developmental Communication); **Jessica Gasiorek** (Intergroup Communication); **Jose Carlo G. de Pano** (Interpersonal Communication); **Magda Konieczna** (Journalism Studies); **Elie Friedman** (Language and Social Interaction); **Matthew Crain** (Media Industry Studies); **Scott Campbell** (Mobile Communication Studies); **Maria Rovisco** (Philosophy, Theory and Critique); **Alon Zoizner** (Political Communication); **Cesar Jimenez-Martinez** (Popular Media and Culture); **Phil Arceneaux** (Public Diplomacy); **Jens Seiffert-Brockmann** (Public Relations); **Jonathan Ilan** (Visual Communication Studies).

**not all divisions and interest groups submit a name every year*

For the second year, Organizational Communication Division planner Boris Brummans declined to name one rock star and wrote me instead to say “ALL our reviewers were on time and gave great feedback, so they are all rock stars!” I couldn’t agree more: ANYONE who reviewed this year (or last, or the one before that), during a global pandemic, often without childcare or elder care or a safety net of any kind, and with so many other stressors and competing priorities, is a rock star in our book.

Thank you to ALL of you who review each year –although we at headquarters are grateful for your service, **it is your fellow scholars that you are truly helping with your time**



LOCAL HOST ARTICLE

Arun Jacob (U of Toronto), Bree McEwan (U of Toronto), Sarah Stang (Brock U), Stephen Surlin (McMaster U)

Typical Toronto



PHOTO: CN TOWER WITH CITYSCAPE

This month we're showcasing "Typical Toronto" - all those places and sites that don't fit neatly into other categories but nevertheless are a vital part of our city's culture. If you have the time, and the willingness to go a bit out of your way, these places are worth a visit, especially if you want to learn what Torontonians see all the time, where we take our friends and family when they visit from out of town, and what we like to do for fun!

(1) CN Tower

First up is perhaps the most obvious one - the CN Tower. This looming signature icon of the Toronto city skyline was the tallest freestanding structure in the world for 32 years and was the world's tallest tower until 2009. Part of the World Federation of Great Towers, the CN Tower was declared one of the

modern Seven Wonders of the World by the American Society of Civil Engineers. "CN" refers to Canadian National, the railway company that built the tower. You can ride a glass-windowed elevator up to the top, where you'll find several observation decks (including an outdoor deck and a glass floor that lets you look all the way down!) and the revolving 360 Restaurant, which is 350 m (1,150 ft) off the ground. There's also entertainment at the top, including the thrilling EdgeWalk, the world's highest full-circle, hands-free walk which lets you walk on and around the roof of the main pod of the tower at 356 m (1,168 ft) while tethered to an overhead railway system. At the base of the tower you'll find [Ripley's Aquarium of Canada](#) (detailed in a previous newsletter and definitely worth a visit), the Rogers Centre stadium (are you a baseball fan? Maybe

you can catch a [Blue Jays](#) game while you're in town!), and [Roundhouse Park](#) which has a mini steam train you can ride and showcases some Canadian railway history for all you train fans.

(2) Nathan Phillips Square/City Hall

Directly across Queen Street from the Sheraton Centre is [Nathan Phillips Square](#). Here you'll find the iconic TORONTO sign, an excellent spot for social media-worthy photos. The current exterior wrap of the sign is designed by Anishinaabe artist Joseph Sagaj and celebrates Indigenous languages.

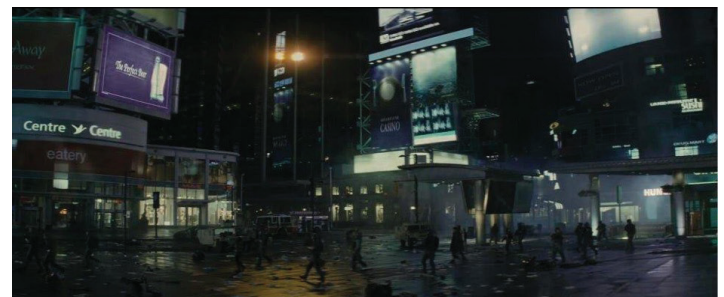


PHOTO: SUICIDE SQUAD (2016)

Nathan Phillips square also features the curved towers of Toronto's city hall. The Toronto Peace Garden, a monument to nuclear deproliferation, can be an excellent place to retreat from the hustle and bustle of conferencing. At the corner of Queen St. and Bay St., you'll also find [Old City Hall](#), a beautiful Romanesque-style building with an iconic clock tower. This heritage landmark and National Historic Site was designed by prominent Toronto architect Edward James Lennox, who signed his name on the building in secret - check it out and see if you can spot the letters!

(3) **Yonge/Dundas Square** Yonge/Dundas Square is an outdoor public and event space at the intersection of Yonge Street and Dundas Street. It is designated for use as a public open space and as an event venue that can accommodate events of various sizes. The place is illuminated with billboards and ads (kind of like a mini version of Times Square in New York City). Yonge and Dundas Square is

GOVERNANCE CORNER

Julie Arnold, Director of Governance & Member Services

Spotlight on ICA Leadership

Leadership at ICA comprises a robust group of ICA members bringing together varied professional methodologies, expertise, unique talents, and diverse cultural influences, from around the globe. With a Board of Directors of forty-seven individuals, five elected leadership roles per thirty-three divisions and interest groups, and a number of standing committees and task forces, our association is truly member driven. We are guided by, and grateful to, those who contribute to the association's success through service. Periodically, we'll introduce you to some of ICA's leaders to give you an insider's look at who helps propel the ICA mission.



Q&A with Caleb T. Carr
Illinois State U
Chair, Communication &
Technology (CAT) Division

Q. Tell us how long you've been an ICA member and which was your first conference?

A. Since 2007. I started my PhD and attended my first ICA in Montreal; and have not missed one since.

Q. What is your academic/research focus and your methodological approach?

A. I look at computer-mediated communication and how it impacts intrapersonal, interpersonal, and organizational processes. I'm primarily an experimentalist; but I dabble and ultimately want to use whatever methodological approach is appropriate to rigorously test ideas and answer questions.

Q. What is your favorite thing about ICA?

A. As dorky as it sounds, ICA is my people: The convention is my ~5 days a year that I can go talk with brilliant scholars who are interested in the same things I am and 'speak the language' I do of theory, methods, and ideas. The inspiration and encouragement from my ICA family gives me the drive and excitement to fuel the rest of my scholarly year.

I also really enjoy listening at conferences. A group of 5 scholars may reflect 4 different first languages, and listening to them move between primary, secondary, and sometimes tertiary languages as people come-and-go from the group is such a cool phenomenon, and reminds me that many of our colleagues are brilliant in two (or more) languages.

Q. What leadership qualities do you most value and which are your personal strengths?

A. I really pride myself in my paneling and panel naming. Last year I managed to make sure all 52 sessions I titled for the CAT division included the configuration of the letters 'C-A-T' in that order. I also love music, so each description also began with a relevant songline. There is a *lot* of information in the annual program, and I hope I made it a bit more fun for members to go through the record-breaking number of sessions CAT had planned.

Q. What advice would you offer members interested in leadership roles with ICA?

A. You don't need to start as a chair (or other elected position), so get involved in your division(s) now: Offer to chair a session, attend professional and social events, and just seek out the small ways you can help enhance your peers. The leadership roles will then follow.

Q. Describe your ICA leadership journey (where did you start, what roles have you held prior to your current role/s).

A. I started as a member. I asked a lot of questions at CAT business meetings, and eventually figured if I was going to annoy others, I may as well help out. I ran for division secretary, and was totally beaten out by an absolutely stellar colleague who did a killer job. Later on, I ran again for vice-chair and people seemed to like the idea, so I got elected. I'm currently finishing out my terms as division Chair. We'll see

MEMBERSHIP SERVICES CORNER

Karly Senesac, Member Services Coordinator

MEMBER SPOTLIGHT

ICA membership is a community of scholars from various professional methodologies, with expertise, unique talents, and diverse cultural influences from around the globe. Our ever-growing member base is the backbone of our organization. We are continually grateful to those who participate in the association's success. In this new column, we will periodically introduce you to some of ICA's members.

Q. Tell us how long you've been an ICA member, why you joined ICA, and which was your first conference?

The year 2022 marks my 35th year with ICA. Probably more years than most dues-paying ICA members?

What led me to become an ICA member? As a grad student in journalism, I was not aware of ICA as such. The late Dr. Harry W. Stonecipher, my adviser, recommended a peer academic organization of ICA, which mostly comprised journalism and mass communication educators. Probably during my third year of college teaching in the 1980s, I experienced something unforgettable as a budding scholar-teacher: my international law paper was curtly rejected by the Law Division research chair of ICA's peer organization, although its three reviewers recommended the paper's acceptance. I was so dismayed, especially because the research chair asserted that my paper about non-U.S. law would not interest the primarily American Law Division members. That's when I turned to ICA as a possible alternative venue for my paper presentation. ICA enthusiastically(?) offered me an opportunity to deliver my international law paper. I still remain grateful for ICA's think-outside-the-box approach to U.S.-centric free-speech teaching and research.

My first ICA conference was in San Francisco in 1989.

Q. What is your academic/research focus and your methodological approach?

A. For my teaching and research, I specialize in communication law and policy. I regularly teach U.S. communication law, comparative media law, advertising/PR law, digital freedom, etc. For my research, I use legal and historical methods, in addition to comparative law.

Q. How have you benefited from being an ICA member?

A. As an actively engaged member, I've expanded my horizons professionally (broadening my involvement in communication law and related fields) and non-professionally (outgrowing my narrow personal and social networks). ICA has become more international than ever, especially since the mid-aughts. The late Wolfgang Donsbach and other visionary ICA leaders deserve the credit for transforming ICA into an irrefutably "international" organization in its agenda and membership. One of the most enduring benefits from my ICA membership has been the fulfilling opportunity for me to keep up with cutting-edge research through



Q&A with Kyu Ho Youm

U of Oregon (School of Journalism and Communication), Professor and Jonathan Marshall First Amendment Chair (teaching, research, and public service)

ICA conferences and journals. Equally important, ICA has been a commendably inclusive forum. The Communication Law and Policy (CLAP) Division speaks volumes about what ICA has done over the past 30+ years.

Q. Tell us about your favorite interaction you've had within ICA or at the conference?

A. I have a lot of fond memories of my ICA experience—in particular, my friendship with the late Charles ("Chuck") Berger (UC-Davis), former ICA president and an ICA fellow, and my close work with the late ICA President Wolfgang ("Wolf") Donsbach on his monumental *International Encyclopedia of Communication (IEC)* project. Just a couple of anecdotes:

(1) When I started participating more visibly in ICA as a CLAP officer in the 1990s and serving on the ICA Board of Directors, Chuck reached out to me at a conference—in Korean, introducing himself as a former Korean linguist in the U.S. Army in Korea. As a Korean-American, I was so impressed with his love for Korea and Koreans. I also marveled at his influential communication scholarship and at his inspiring leadership at ICA

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STUDENT COLUMN

Nancy Dai, SECAC Co-Chair, City U of Hong Kong

Applying for doctoral programs is certainly not an easy task. Having applied for PhD programs myself as a student (many years ago) and having recruited my own PhD students as a faculty member, I thought I'd share some insights about the graduate school application from both sides of the table.

1. Assess your interest in research.

Are you interested in research? This is perhaps the most important question to consider when making the decision to pursue a doctoral degree. PhD training requires a significant commitment of time, energy, and resources. The process could turn into huge suffering if you are not motivated by a genuine interest in research. There are different career aspirations when one graduates with a PhD degree. But regardless of where one works, the research process is likely going to involve a lot of reading, reflections, writing, and creativity. Are you likely going to enjoy these processes if they become a major part of your daily life?

2. Identify your research question(s).

If you are sure about your interest in research, then ask yourself what burning research questions you would like to answer in your

doctoral study. If you do not have a clear enough research question (which takes training to formulate anyway), it is at least helpful to have some intuitions on what phenomena interest you. Perhaps you have had some interesting observations of communication phenomena. Or, in the process of doing term papers for your undergraduate courses, you encountered some articles that interest you. All of these are good starting points for identifying the burning research questions you want to answer for your own research.

3. Research potential advisors.

Once you have an idea of what research areas or, more specifically, research questions you want to focus on, read the relevant literature in-depth and see whose work speaks to you. Although the structure of PhD programs varies from school to school, a significant proportion of all PhD training is an apprenticeship, where you are involved in the research of your advisors and mentors. This means your advisor can make or break your PhD training experience. Contact the scholars whom you are interested in working with and ask if they are recruiting PhD students. If yes,

try to find out as much as possible about how they work with students. You will have a much more pleasant time studying under a supervisor whose mentoring style works well with your learning style. How many times do they meet with students on a weekly basis? How have they guided their past students' dissertations? There are no universal criteria for a good mentoring style. Some students like more attention from their supervisors while others prefer more freedom and room to develop their own initiatives. Get a feel for how a scholar functions as a mentor for doctoral students and see if it works for you.

4. Tailor your application materials.

Ideal applicants to a PhD program are intelligent, hard-working, motivated, conscientious, and preferably has a sufficient level of understanding of the research process to know what they are getting into. When compiling your application materials, think of it as a self-presentation task. Substantiate your statements with evidence in your application materials. Write tailored applications for different programs. In

addition to presenting qualities that will help you succeed in a PhD program in your statements, show that you have researched the PhD program inside out and present reasons for why you think you would be a good fit for the program. If possible, indicate specific faculty members whom you see yourself working with. It will help the PhD committee (or whoever reading your personal statement) figure out your fit for a program.

5. Choosing from offers.

If you end up receiving multiple offers (which I hope you would), how to decide where to go? Go for a campus visit if you are invited to one. This is perhaps the most direct way to get a feel for the department and the university. In addition to talking with the faculty members you want to work with, also talk to their current students, as they might work on the same research team as you. Find out what core courses and elective cores the program offers. Talk to the current students in the program and see what they say about the courses they take. Observe how they work and if they are enjoying their PhD experience. All of these will help

continued on page 18

Registration from page 1

more affordable to pay for both membership and conference registration than it is to register at the non-member rate.

- **SIGN IN TO YOUR ICA PROFILE BEFORE REGISTERING!**

To see the member discount reflected at ICA23 checkout, you must [sign-in](#) to your ICA member profile. If you have difficulty signing in, contact us at membership@icahdq.org - do not register at the non-member rate and request a renewal, doing so may be subject the cancellation fees.

- **TAKE ADVANTAGE OF THE EARLY RATE!** Register for In-Person ICA23 by 12:00 (noon) ICA headquarters time (EST) on 15 March to receive the early rate discount.
- **AVOID THE ONSITE LINE IN TORONTO!** Online registration will not close prior to ICA23. Take advantage of this extra time to register and avoid the onsite lines in Toronto!
- **LIFE AND SUSTAINING MEMBERS: COMPLETE A REGISTRATION!** Though the fee for the conference is included in **Sustaining** and **Life** membership types, they are [required](#) to complete a conference registration. Make sure you first [log into your profile](#) when registering to access the US\$0 rate for your membership type.
- **SAVE YOUR THANK YOU EMAIL:** Once you have finalized and secured your seat at the upcoming conference, be sure to read and save the "thank you" email. The thank you message contains important information ranging from visas, to booking your flights and hotel, childcare, offsetting your carbon footprint and more.
- **IN PERSON ATTENDEES:** Note for yourself which email address you used to sign up for your ICA23 registration; you will use that address to print your badge onsite.
- **REMOTE ATTENDEES:** Give yourself a high five for not having to figure out what clothes to pack that actually fit & watch your inbox for the link to the Remote conference platform which will be shared closer to conference.
- **HAVE A CONFERENCE QUESTION:** Check the [conference FAQs](#)
- **NEED HELP WITH CONFERENCE REGISTRATION:** Contact membership@icahdq.org
- **CONNECT ON SOCIAL:** We share lots of important details/ tips/tricks via our official social media channels - don't miss out! [facebook](#) | [twitter](#) | [mastodon](#)

President's Column from page 1

the specific syntax of a software environment. And the dawn of the 21st century ushered in the era of Wikipedia. Again, there was a robust debate about the merits of students and researchers relying on Wikipedia entries instead of more traditional and primary sources. In each case, the new technology brought promises and severe limitations. And it has taken the academic community time to gradually evolve from initial positions ranging from irrational exuberance or knee-jerk condemnation to a more tempered appropriation of the disruptive technology within the larger scholarly enterprise.

Against this backdrop, enter ChatGPT. Its ability to generate coherent and cogent essays on any topic, synthesize large tracts of research literature, or write code for a large software program to analyze data, disrupts our ability to evaluate and confer intellectual ownership for scholarly products generated by humans or ChatGPT. ChatGPT is known to generate patently false text while exuding confidence, making the problem even more intractable. Further, the current version of ChatGPT, even when accurate, fails to provide evidence for its claims, undermining the value the academic community places on provenance and citations.

Attempts in some circles to prohibit or ban the use of ChatGPT strike me as a fool's errand. Putting the genie back in the bottle is not an option. Instead, we have the opportunity to deliberately, intentionally, and critically explore how and where we can leverage ChatGPT to advance our teaching and research aspirations. Starting with the earliest innovations in agriculture and industry, humans have developed technology to automate or augment parts of the human enterprise, giving us more time and energy to focus on those endeavors for which technologies did not exist. Members of the ICA community are beginning to engage in two related dialogs about ChatGPT. How can we leverage ChatGPT to enhance teaching and research across all areas of communication? And simultaneously, how is the advent of ChatGPT changing the communicative process at the core of our intellectual focus as a discipline?

I leave you with excerpts of a conversation I had with ChatGPT that seemed eerily prescient on the ICA 2023 Conference Theme of "Reclaiming Authenticity in Communication."

Can you suggest a specific hypothesis that a social science researcher can test to study the effect of ChatGPT on communication?

ChatGPT: Sure, here is one specific hypothesis that a social science researcher can test to study the effect of ChatGPT on communication:

Hypothesis: The use of ChatGPT in communication will



lead to a decrease in the quality and authenticity of interpersonal interactions.

What explanatory mechanisms explain why ChatGPT will decrease the quality and authenticity of interpersonal interactions?

There could be several explanatory mechanisms behind this phenomenon:

1. *Reduced Emotional Expression:* ChatGPT is a language model and lacks emotional intelligence, which can lead to a reduction in emotional expression and make communication less authentic.
2. *Decreased Personalization:* ChatGPT's responses are generated based on patterns in data, which may not always align with the unique experiences and perspectives of individual users, leading to less personalized interactions.
3. *Lack of Contextual Understanding:* ChatGPT may struggle to understand the context of a conversation and provide appropriate responses, leading to a lack of understanding and decreased quality of communication.
4. *Dependence on Technology:* The use of ChatGPT may lead to a reliance on technology for communication, potentially reducing face-to-face interactions and the associated non-verbal cues that are essential for authentic communication.

What moderating variables might explain why the use of ChatGPT in communication will lead to more decrease in the quality and authenticity of interpersonal interactions in some situations as compared to others?

There could be several moderating variables that explain why the use of ChatGPT in communication will lead to a greater decrease in the quality and authenticity of interpersonal interactions in some situations as compared to others:

1. *Purpose of the interaction:* The type of interaction (e.g., professional vs personal) could affect the level of impact that ChatGPT has on the quality and authenticity of the interaction. For example, professional interactions may be more formal and less reliant on emotional expression, reducing the impact of ChatGPT.
2. *Individual differences:* Personality traits, such as extraversion and neuroticism, may play a role in how individuals perceive the use of ChatGPT in communication and its impact on quality and authenticity.
3. *Relationship type:* The type of relationship between the individuals involved (e.g., close friend vs acquaintance) may impact the level of impact that ChatGPT has on the interaction. Closer relationships may be more reliant on emotional expression and personalization, leading to a greater decrease in quality and authenticity when ChatGPT is used.
4. *Communication channel:* The communication

channel used (e.g., text messaging vs voice call) may impact the level of impact that ChatGPT has on the interaction. Some channels may be less reliant on emotional expression and personalization, reducing the impact of ChatGPT.

How will ChatGPT influence critical theory and research on communication?

I can provide the following insights on how ChatGPT and other AI language models may influence critical theory and research on communication:

1. *Studying Power and Hegemony:* Critical theory and research on communication can use ChatGPT and other AI language models to study the ways in which power and hegemony are exercised in the context of AI and communication. This may involve exploring questions such as the ways in which AI reinforces existing power structures, the impact of AI on marginalized communities, and the ethical implications of these dynamics.
2. *Examining the Social and Political Implications of AI:* Critical theory and research on communication can use ChatGPT and other AI language models to examine the social and political implications of AI, including the impact of AI on democracy, privacy, and freedom of expression.
3. *Exploring Bias and Fairness in AI:* Critical theory and research on communication can use ChatGPT and other AI language models to explore questions of bias and fairness in AI, including the ways in which AI can reinforce existing biases and the ethical implications of these dynamics.
4. *Studying the Intersection of Technology and Society:* Critical theory and research on communication can use ChatGPT and other AI language models to study the intersection of technology and society, exploring questions such as the impact of AI on communication and the ways in which AI shapes social and cultural norms.

As President of the International Communication Association, what should I share with the global community of communication scholars about the promise and pitfalls of ChatGPT for research and teaching?

I can provide the following insights for a message from the President of the International Communication Association:

1. *The Promise of ChatGPT for Research:* ChatGPT and other AI language models offer a unique opportunity for communication researchers to explore new areas of inquiry, such as the impact of AI on human communication, the role of AI in shaping public discourse, and the ways in which AI is transforming the media and communication industries.
2. *The Pitfalls of ChatGPT for Research:* At the same time, communication researchers must also be

aware of the pitfalls of using ChatGPT and other AI language models, including concerns about bias, accuracy, and ethical implications. It is important to critically evaluate the limitations and challenges of using AI in communication research, and to ensure that results are trustworthy and valid.

3. *The Promise of ChatGPT for Teaching: ChatGPT and other AI language models also offer a valuable tool for teaching communication students about the rapidly evolving field of AI and its impact on communication. By incorporating ChatGPT and other AI language models into coursework, students can gain hands-on experience with AI and develop a deeper understanding of the technology and its potential applications.*
4. *The Pitfalls of ChatGPT for Teaching: At the same time, it is important to be mindful of the limitations of ChatGPT and other AI language models when incorporating them into teaching. For example, students must be made aware of the potential for bias and inaccuracies in AI, and encouraged to critically evaluate the technology and its applications.*

ChatGPT’s responses illustrate its ability to stimulate our thinking while demonstrating its naivete and limitations. Wherever we find ourselves on the spectrum of reactions to ChatGPT, it is clear that it behooves the ICA COMMunity to engage with this development. And, to help advance that conversation, I encourage you to attend a late-breaking panel in Toronto at #ICA23 that will discuss ChatGPT titled “**AI in the Communication discipline: Next challenges and opportunities,**” chaired by ICA Past President **Claes de Vreese** and showcasing some of the finest thought-leaders in ICA: **Jean Burgess** (Queensland U of Technology), **Melissa Click** (Gonzaga U), **Andrea Guzman** (Northern Illinois U), **Tom Mankowski**, (ICA), **Jasmine**

McNealy (U of Florida), **Seth Lewis** (U of Oregon), and **Jessica Piotrowski** (U of Amsterdam).

Noshir (and “Faux-shir” aka ChatGPT) Contractor

Rock Star Reviewers from page 5

and effort. It is so important that you have provided your colleagues with feedback that is **constructive, substantive, actionable, and kind.** If you haven’t reviewed before, please consider reviewing next year for the #ICA24 conference in Gold Coast, Queensland, Australia. The success and quality of every ICA conference—and of individual submitters’ work, and of the field as a whole—depend on rigorous review and guidance from colleagues and mentors. (For more information on how to sign up to be a reviewer, please view this [helpful video tutorial](#) from **Katie Wolfe, Manager of Conference Services.** It’s for ICA23, but the process will be the same for ICA24).

We look forward to seeing you all—whether in person or online—in May! Until then, be well and stay safe.

Laura

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click to listen to the newest podcast, “Industry Careers for Communication PhDs”
Host: Cecilia Yuxi Zhou Featuring: Lisa Hurwitz

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Architects of Communication Scholarship
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Host: Ellen Wartella Featuring: David Weaver in conversation with Architect Max McCombs

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Typical Toronto from page 7

very close to Toronto Eaton Centre, Toronto Metropolitan University, Ed Mirvish Theatre, and the Atrium on Bay. There are also a plethora of restaurants, cafes, bars and eateries of every variety nearby. Many Torontonians will remember when *Suicide Squad* was being filmed back in 2016 and took over Yonge-Dundas Square and Yonge Street. The *Incredible Hulk* also took over this space - try to see if you can spot the location where the Hulk is seen chasing the Abomination.

(4) Eaton Centre

The [Eaton Centre](#) is a huge shopping complex approximately a 5 minute walk away from the Sheraton Centre. Bordered by Yonge (pronounced "Young") street and located right at Yonge-Dundas Square, the mall has direct entrances to both Queen Street station and Dundas station. The Eaton Centre is an easy place to find almost anything you need (or have forgotten) including drug store items, clothes, luggage, books, and Canadian souvenirs like Roots gear. The lower level Urban Eatery offers several great quick lunch options.

(5) The PATH

Speaking of shopping, did you know Toronto is home to a 30-kilometre (18-mile) long underground pedestrian walkway network? The PATH is kind of like an endless underground maze/shopping mall intended for Monday-Friday daytime shopping and eating (with the added bonus of letting you get from place to place and between public transit stations without having to brave inclement Canadian weather, though that shouldn't be much of a problem in May!). It's notoriously difficult to navigate (that's what makes it fun!) so be sure to [download a map](#) before heading in.

(6) St. Lawrence Market

Recently named one of the "10 great food markets around the globe" by National Geographic, the [St. Lawrence Market](#) consists of St. Lawrence Hall and the North and

South Markets. The North Market location has operated a Saturday Farmer's market since 1803! On Sunday's North Market turns into an antique fair. South Market hosts 120 specialty vendors and a second floor art gallery (Market Gallery). The market includes a variety of international vendors and is also the place to get a Toronto classic, the peameal bacon sandwich. The sandwich, which can be acquired at Carousel Bakery, is possibly the origin of why the rest of the world refers to peameal as "Canadian Bacon."

(7) Distillery District

Located in Old Toronto, the historical [Distillery District](#) is a pedestrian-only space that features boutique shops, art galleries, and multiple restaurants. Check out the outdoor art installations and grab a beverage at Mill St. beer hall's outdoor patio. Looking for Canadian pastries? Enjoy a butter tart from Tartistry or a Nanaimo bar at Brick Street bakery. To reach the district take the King or Queen Streetcar to Parliament street or it is about a 10 minute taxi ride from the Sheraton.

(8) Kensington Market

This dense collection of eclectic shops, cafes, and restaurants exemplifies the diversity and exuberance of Toronto's local culture. You can shop for new or vintage fashions from [Bungalow](#), peruse vintage and rare guitars,

analog synthesizers, and more at [Paul's Boutique](#), and get a great cup of coffee at [Jimmy's Coffee](#). You can also find live music, craft breweries with patios, and green space to relax and take in the sites. Visit the [Kensington Market BIA website](#) to see a market directory and learn about what events are happening around the market. Try to visit on a Sunday to experience the market with the roads blocked off to car traffic, opening the streets of Kensington Market to pedestrians.

(9) University of Toronto, Robarts Library

[Robarts Library](#) is the largest academic library in Canada, with a collection focused mainly on the Humanities and Social Sciences. Along with that appeal, the building itself is a notoriously hideous behemoth of brutalist architecture and therefore worth a visit. Adam Sternbergh, Deputy Editor at The New York Times, has described it as the [ugliest building in Toronto!](#) The most recent addition to Fort Book is a Glass Onion, the Robarts Commons, which adds a much needed burst of light into the otherwise grey interior. If the building looks vaguely familiar to you it might be because you have seen it in that episode of *Friends*, "Where Joey Speaks French." Or you might have seen Robarts get a carceral makeover, as the Citadel Correctional Facility in *Resident Evil: Afterlife*.



PHOTO: ROBERTS LIBRARY IN *FRIENDS*, "WHERE JOEY SPEAKS FRENCH"

(10) Canada's Wonderland

If you're willing to go a little further afield, you'll find [Canada's Wonderland](#) just north of Toronto in the city of Vaughan. This 330-acre amusement park is the largest in Canada, boasting seventeen top-notch roller coasters (the most in the world behind Six Flags Magic Mountain in California) spread across 8 themed areas. Although it's a bit out of the way, it's an incredibly popular place (in 2019, it was the most-visited, seasonal amusement park in North America) and definitely worth your time if you're a roller coaster fan. There are also restaurants, a water park, and several children's rides and attractions in KidZville and Planet Snoopy. Daily admission tickets start at \$44.99 (\$33.42 USD).

(11) Toronto Zoo

The 710-acre [Toronto Zoo](#) is the largest in Canada, featuring over 5000 animals representing over 500 species. Divided into seven zoogeographic regions (Indo-Malaya, Africa, Americas, Tundra Trek, Australasia, Eurasia, and the Canadian Domain), the Toronto Zoo has one of the most taxonomically diverse collections of animals in the world. While zoos are controversial attractions, the Toronto Zoo has made important wildlife conservation efforts, participating in species survival plans and establishing many captive breeding programs that have resulted in the reintroduction of endangered species.

(12) Ontario Place

[Ontario Place](#) is a 155-acre iconic waterfront landmark and entertainment venue, with a bit of a fraught history. The biggest reason to check it out is for the [Cinesphere](#) - the world's first permanent IMAX theatre! They [show films](#) there every weekend, so be sure to check it out! They have regular art exhibitions there, occasionally host events, and you can also rent firepits there for a relaxing waterfront evening with friends.

ICA 2023 FREQUENTLY ASKED QUESTIONS (FAQS)

Introducing an improved, *streamlined* hybrid ICA conference.

Browse through our FAQ page to learn what you can expect for ICA 2023. Some of the questions that will be answered:

- What are the new hours for the session day?
- When will the hotel block open?
- When will registration open?
- Who do I contact about being a sponsor?
- How does ICA help its attendees/members obtain visas?

[read FAQ](#)



Governance Corner from page 8

what's next. I continue to love ICA and want to keep giving back to the divisions and associations that do so much for me.

Q. Tell us a little about the charge of your group, what goals are you working towards?

A. CAT is the largest division of ICA (by membership). We work to conduct and disseminate the best research in the world regarding how communication impacts and is affected by technologies. One goal that we are working toward is helping ICA members understand what's 'in' CAT's purview. As communication technologies continue to encapsulate and account for more human interaction, it's getting tougher to identify the already-fuzzy boundaries between subdivisions. For CAT, it's not sufficient to merely use an online survey engine or even necessarily have participants interact online to fit what we do. Rather, we want to see how the technology affects communication processes. So merely having people talk about politics online may be a better fit to the Political Communication Division; but if you're looking at how features of being online (e.g., social networks, masspersonal interactions, algorithmic curation) influence that political discussion, then CAT is super-excited to hear what you're working on. Making those distinctions is a continual goal of CAT.

The other thing CAT is working on is an increased presence of international members, specifically those from Tier B/C countries. They are already represented relatively well; but CAT is actively working on steps to ensure all members have great access to and represent the division, including leadership and collaboration opportunities.

Q. Which goal of your group do you find most invigorating or rewarding, and why?

A. New scholars. I absolutely live on

the energy and tenuous excitement young scholars bring to the division. Especially in technology, MA and PhD students are often 'closer' to the newest features and functions of technology, and often do not bring the same assumptions and presumptions to the table as more established scholars. Our early career scholars keep us vibrant and energetic about what we all do, and bring so much to each convention.

Getting to know Caleb on a more personal level:

Q. If you could learn any new skill, what would you choose and why?

A. I always wanted to get my pilot's license. I love travel; but more so it just seems like a cool thing to do.

Q. If you weren't going to be in the communication field, what career would you choose and why?

A. I did other things before communication. I worked as a pharmacy technician & trainer, an advertising & marketing consultant, and I worked with individuals with disabilities to obtain and maintain independent employment. I chose to go back to school to study communication. So the communication field was the 'other career' I chose; and it was a good choice. I love this career, and legitimately love it. I'll happily take this job to my grave.

Q. What do you consider to be your personal superpower?

A. Song cues. For better or worse, I can find the song line in about anything. I'm also really good at logistics.

Q. If you could meet anyone (living or deceased), from the past, present or future, who would you want to meet & why?

A. Jimmy Buffett. I'm a not-so-secret Parrothead [i.e., fan of his music] and would love to chat about his life, experience, and mythos.

Q. When you have 30 minutes of free time, how do you pass the time?

A. Read and/or video games

Q. What's one thing people are generally surprised to learn about you?

A. When I was 18, I served on my town council. [The television show] Parks & Rec absolutely nailed the experience of the 'public comment' part of city meetings.

Q. Are you team #dogsofica (or) #catsofica?

A. #CATsofica. I'm a dog person; but our division has really gone whole-hog on the CAT thing.



Don't forget to check our [Calls for Papers](#) page for opportunities to submit your research!

Member Spotlight from page 9

and, most important, at his human decency as an exceptional person. In 1995, during the ICA convention in Albuquerque, New Mexico, I facilitated an informal luncheon for Chuck with Professor Hyeon-Dew Kang (Seoul National U), former president of South Korea's ICA and the Association for Education in Journalism and Mass Communication (AEJMC) combined. The luncheon had no preset agenda; however, "ICA in Asia?" was raised at the luncheon. Contextually, one year earlier, Korea had hosted a successful International Association for Media and Communication Research (IAMCR) convention—the first in Asia. Chuck found "ICA in Seoul" to be a fascinating idea worth exploring in the ensuing years. In 2002, ICA held its convention in Seoul.

(2) Wolf's charismatic leadership, his can-do optimism, and his long-term vision to make ICA viable as a solid organization, both intellectually and financially, were so refreshing to me. His never-ending encouragement and trust in me as senior editor of the *IEC's* communication and media law and policy (CMLP) section helped me forge ahead when threatened with a "moral rights" lawsuit after I yanked a problematic article. One footnote: After long hours of finalizing the nearly 50 CMLP articles for the encyclopedia project, I emailed Wolf: "Now I want to hit the sack, Wolf, I'm a little bit tired." His reply the following morning: "Kyu, English is not your native language, right? How did you learn 'hit the sack'?"

Q. What divisions and interest group(s) do you participate in and why did you make that selection?

A. When I first joined ICA in 1987, I focused on the Intercultural Communication and Mass Communication Divisions because I was a journalism and law person. At that time, there was no such thing in ICA as a communication law and policy group or division. Naturally, I was surprised. This explains in part why, in the late 1980s, I went all in on a possible ICA interest group on communication law and policy when I got a feeler from Professors John Huffman and Denise Trauth (Bowling Green State). In 1990–92, I was the research committee chair of the ICA CLAP; in 1992–94, CLAP vice president; and in 1994–96, CLAP president. I am so pleased that CLAP is still growing.

Q. What advice would you offer new members or to those starting in the field?

A. Get actively involved—and visibly. Go way beyond submitting and presenting papers and/or speaking on panels. Practice proactively what you preach as a communication teacher-scholar: do good work (preferably in person before, during, and after conventions), and make sure people know about it online and off.

Q. Which was your favorite ICA conference you've attended, and why?

A. I admit my bias here—and unabashedly so. ICA02 in Seoul, the first ICA convention in Asia, was my favorite. As a Korean-American scholar, it was a real joy for me to watch ICA and non-ICA attendees see Korean communication scholars in action. I enjoyed organizing far more panels and presenting far more papers than now allowed. Among the several leading free speech scholars at the Seoul ICA was George Washington Law Professor Jerome Barron. Jerry's high-impact "access to the press" article in *Harvard Law Review* (1967) remains singularly relevant to freedom of the press as a right and responsibility. I was so gratified that the ICA95 lunch conversation in New Mexico for Chuck Berger (UC-Davis) with Hyeon-Dew Kang (SNU) on an ICA in Seoul had materialized with so much finesse—thanks to ICA's collaboration with the Korean Society for Journalism and Communication Studies (KSJCS).

Q. Which professional accomplishment are you most proud of, and why?

A. I might be taking a risk of sounding like a more vanity-filled person than warranted. (I remember that Benjamin Franklin, when listing "13 virtues," warned against vanity.) Regardless, I feel that as a communication law scholar, I've impacted freedom of expression by globalizing it conceptually and theoretically and also as a matter of practical application. Most thrilling to me is that my legal research has been cited by a number of courts in the United States and abroad when ruling on freedom of expression cases over the years.

Q. Who is your mentor/who inspires you and why?

A. Throughout my years of teaching and research, I've stood on the shoulders of giants. And I'd like to mention two of my great mentors: the late Dr. Harry W. Stonecipher, my fatherly mentor in 1980–2004; and Dr. Douglas Anderson, former dean of Penn State's Donald P. Bellisario College of Communications, who has been my brother-like friend for nearly 40 years. Dr. Stonecipher, my MA and PhD adviser at Southern Illinois University at Carbondale, made me what I am today. My family and I never stop appreciating what he and his late wife, Helen, did for us throughout our lives in America. Doug, whom I first met in 1983 at a regional conference, has influenced my academic career more than anyone else. My eight years at the Arizona State University Cronkite School of Journalism and Telecommunication, where Doug was the history-making director, constituted the formative period of my teaching and scholarship. He has been a source of inspiration for me. In so many ways, Doug has epitomized the best American: always generous, impeccable in his comportment as a public and private person, and unfailingly playing by the book.

Q. Is there an article or publication you are particularly proud of or would like to highlight?

A. My legal scholarship has, more often than not, appeared in American and international law journals. One of the law journal articles of which I am most proud

is my 1993 article, "Suing American Media in Foreign Courts," 16 *Hastings Communications & Entertainment Law Journal* 235 (1993), <https://perma.cc/JZR2-Y7WD>. It's been cited by foreign courts and congressional hearings and used by American and international lawyers in addressing the growing interactions between U.S. and non-U.S. law in the global 21st century.

Getting to know Kyu on a more personal level:

Q. When you have 30 minutes of free time, how do you pass the time?

A. I'll spend the time with my grandson, Donovan, any time he has free time for me.

Q. If you could meet anyone (living or deceased), from the past or present, who would you want to meet & why?

A. My late wife of nearly 40 years, simply because she deserved someone better than me. I would tell her how much I appreciated the fact that she stood by my side for all those years. (She passed away in 2019.)

Q. Favorite album, song, movie, tv show or book?

A. My favorite American song is Ray Peterson's "Tell Laura I Love Her" (1960). My favorite Korean song is Kim Kwang-seok's "어느 60대 노부부의 이야기" ("The Story of a Couple in Their 60s").

Q. What could you teach a whole class on that has nothing to do with your actual field of expertise?

A. Reading and writing in English for those who do need but are not aware of *Garner's Modern English Usage* (5th ed. 2022).

Q. Which talent would you most like to have?

A. I wish I were a world-class Ping-Pong player.

Q. What's one thing people are generally surprised to learn about you?

A. My family background in South Korea. My friends, especially non-Korean friends, sometimes ask, "Kyu, are you from an academic family? Your parents were college professors?" They're almost invariably shocked when I reply, "No. My parents were literally illiterate. My father was a third-grade dropout. My mother never went to school, and she didn't read or write. I was the first and last in my family to go to college."

Q. Are you team #dogsofica (or) #catsofica?

A. I don't have pets, but I love animals—although I prefer cats over dogs, thanks to Puddy, my younger son's lovely cat of nine years.

Student Column from page 10

you gather valuable information for your decision-making.

- 6. Dealing with rejections.** Keep in mind that rejections are not direct reflections of your potential to succeed as a researcher. A number of reasons could determine whether a student is offered a position in a PhD program, such as the funding situation of a faculty member or for a department in a particular year, among others. So do not let rejections discourage you from pursuing other opportunities.

Lastly, wishing every applicant the best of luck in their applications!

ICA PRESENTS

Architects of Communication Scholarship



click to listen to the newest podcast, "Architects of Communication Scholarship" - Barbara Pfetsch on Tuning into Political Media

Host: Ellen Wartella Featuring: Neta Kligler-Vilenchik in conversation with Architect Barbara Pfetsch

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