



REQUIRED Cover Page

APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT

\*\*All applicants please complete this cover page.

<b>Choose one:</b> <input type="checkbox"/> Creative activity <input type="checkbox"/> Research activity <input checked="" type="checkbox"/> Professional Enhancement activity	<b>Date of Last PDG Award</b> (Semester and Year awarded): <u>Fall 2005</u> <b>Date of ATU Faculty Appointment</b> (Semester and Year): <u>Fall 2001</u>
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1. **Project Title:** From Analog to Digital: Broadcast Curricula in Colleges and Universities of Six Continents in the 21<sup>st</sup> Century

2. **Name of Principal Investigator/Project Director:** Seok Kang

3. **School (abbrev):** LFA 4. **Department:** Speech, Theatre, and Journalism

5. **Campus Mail Address:** 1209 North Fargo Avenue, T4C 6. **PI/PD Campus Phone:** 498-6000

7. **Amount Requested:** \$ 752.64 8. **Total Cost of Project:** \$ 752.64

9. **Does this project involve:** 10. **Duration of Project:** April 27-30 2006

Yes No

- ☐ ☒ human subjects?  
☐ ☒ animals/animal care facility?  
☐ ☒ radioactive materials?  
☐ ☒ hazardous materials?  
☐ ☒ biological agents or toxins restricted by the USA Patriot Act?  
☐ ☒ copyright or patent potential?  
☐ ☒ utilization of space **not** currently available to the PI/PD?  
☐ ☒ the purchase of equipment/instrumentation/software currently **available** to the PI/PD?

**NOTE:** If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

**SIGNATURES**

Denna R. Urate 2/24/06  
Department Head Date

G. Duncan 2-27-06  
Dean Date

**REQUIRED COVER PAGE**



**This Section to be completed by the Office of Academic Affairs**

PDC Committee Award Recommendation: Yes ☐ No ☐

PDC Committee Proposal Rank:  of  Total Proposals.

Recommendation of VPAA: Yes ☐ No ☐

Recommendation of President: Yes ☐ No ☐

Award Date:

## **B. ABSTRACT**

This study compares and contrasts broadcast curricula in higher education institutions in the U.S., Britain, Korea, South Africa, Argentina, the Netherlands, Singapore, Japan, Greece, Egypt, and Canada. Broadcast curricula of 112 U.S., 122 British, 67 Korean, 18 South African, 11 Argentine, nine Dutch, eight Singaporean, 126 Japanese, four Greek, four Egyptian, and 40 Canadian colleges and universities are content analyzed.

This study has been accepted for presentation at the annual meeting of Broadcast Education Association, Las Vegas, NV, April 27-30, 2006. This study was awarded second place in the Course, Curriculum, and Administration Division.

## **C. PURPOSE / OBJECTIVES**

This study examines the radio-television, or broadcast, curricula of colleges and universities in the U.S., Britain, Korea, South Africa, Argentina, the Netherlands, Singapore, Japan, Greece, Egypt, and Canada in order to discover how these curricula are configured to respond to the evolution of media technology and how they resemble and differ from one another.

## **D. SIGNIFICANCE / NEED**

The presentation of this study at the conference will be a good opportunity to promote research activities of the Department of Speech, Theatre, and Journalism at Arkansas Tech University to researchers and practitioners in the field of mass communication nationwide.

## **E. PROCESS FOR ATTAINMENT OF OBJECTIVES / GOALS**

I am going to attend the annual conference of Broadcast Education Association held in Las Vegas to present the above research paper. The author of an accepted paper is required to attend and present his/her work. The presentation is scheduled on April 27 at 1:30-2:45 PM in room N252—BEA Research Center.

I am also going to attend new media technology workshops held at the conference center on Saturday (April 29). I shall benefit from the attendance as I use what I will have learned from the workshops for my students at Arkansas Tech University.

## **F. DISSEMINATION OF RESULTS**

I am currently reviewing this paper to submit to the journal *Journalism and Mass Communication Educator*.

## **G. BUDGET**

Please see attached proposed budget.

## **H. APPLICATION VITA (maximum: 3 pages)**

Please see attached vita.

**PROPOSED BUDGET  
FACULTY RESEARCH GRANT**  
(include budget categories as appropriate)

1. Graduate assistant stipend \$ \_\_\_\_\_  
Fringe benefits @ .4% (4/10 percent) of graduate assistant stipend \_\_\_\_\_

2. Non-work study stipend \_\_\_\_\_  
Fringe benefits @ .4% (4/10 percent) of non-work study stipend \_\_\_\_\_

3. \*Supplies (please list items to be purchased and estimated price per item including taxes and shipping, if appropriate):

Item No. 1 (e.g., software)	Estimated Price	_____
Item No. 2 (e.g., copying costs)	Estimated Price	_____
Item No. 3	Estimated Price	_____
(additional lines as needed)		

Total estimated supplies

4. Travel (please list travel expenditures by date and estimated costs):

Travel No. 1	Estimated Price	_____ \$752.64 _____
Travel No. 2	Estimated Price	_____
Travel No. 3	Estimated Price	_____

**Breakdown of Travel to Las Vegas**

1. Travel Dates: April 27-30, 2006
2. Air fare from Little Rock to Las Vegas (Round Trip): \$368.00 as of Feb. 22.
3. Conference Registration: \$180.00
4. Parking at Little Rock Airport: \$6.00 (1 day) x 4 days = \$24.00
5. Transportation  
Russellville  $\leftrightarrow$  Little Rock: 88 miles x .39 per <sup>mile</sup>gallon x 2 (round) = 68.64
6. Meal: \$28.00 (1 day) x 4 days = \$112.00

Total estimated travel

\_\_\_\_\_ \$752.64 \_\_\_\_\_

## Daily Costs

Conference Registration: \$180.00

Sub-total \$180.00

Air Fare: \$368.00

Sub-total \$368.00

## April 27, 2006 (Thursday)

1. Arrive in Las Vegas
2. Transportation: Russellville to Little Rock: 88 miles x .39 per <sup>mile</sup>gallon = \$34.32
3. Parking at Little Rock Airport: \$6.00
4. Meal: \$28.00

Sub-total \$68.32

## April 28, 2006 (Friday)

1. Paper Presentation (1 paper)
2. Parking at Little Rock Airport: \$6.00
3. Meal: \$28.00

Sub-total \$34.00

## April 29, 2006 (Saturday)

1. Attend New Technology Workshops
2. Parking at Little Rock Airport: \$6.00
3. Meal: \$28.00

Sub-total \$34.00

## April 30, 2006 (Sunday)

1. Depart from Las Vegas
2. Arrive in Little Rock
3. Parking at Little Rock Airport: \$6.00
4. Meal: \$28.00
5. Transportation: Little Rock to Russellville: 88 miles x .39 per <sup>mile</sup>gallon = \$34.32

Sub-total \$68.32

Total Estimated Travel \$752.64

5. \*Capital Outlay (please list items to be purchased and estimated price per item including taxes and shipping, if appropriate):

Item No. 1  
Item No. 2  
Item No. 3

Estimated Price  
Estimated Price  
Estimated Price

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(additional lines as needed)

Total estimated capital outlay \_\_\_\_\_

TOTAL PROPOSED BUDGET \$ \_\_\_\_\_ \$752.64 \_\_\_\_\_

**\*Items purchased under \$2,500 (including taxes and shipping) are considered supply items. Capital Outlay items are those which cost \$2,500 or more (including taxes and shipping). Please contact the Purchasing Office for questionable items.**

Application Vita

CURRICULUM VITA  
SEOK KANG, PH. D.  
ASSISTANT PROFESSOR OF JOURNALISM AND VISUAL MEDIA  
SCHOOL OF LIBERAL & FINE ARTS  
ARKANSAS TECH UNIVERSITY

Department of Speech, Theatre, & Journalism  
Arkansas Tech University  
Russellville, AR 72801  
(Phone) 479-498-6000  
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2024 East 22<sup>nd</sup> Street  
Russellville, AR 72802  
(Phone) 479-967-2453  
(Email) [seok.kang@mail.atu.edu](mailto:seok.kang@mail.atu.edu)  
<http://lfa.atu.edu/stj/kang.html>

**EDUCATION AND CERTIFICATION**

Ph. D. The University of Georgia, August 2001, Department of Telecommunication, Grady College of Journalism and Mass Communication, Athens, GA, 30602.  
Dissertation: "The Influences of Motives and Activity Levels on Attitudes toward Web News."

M. A. In Mass Communication, May 1998, Department of Communication, Illinois State University, Normal, Illinois.  
Thesis: "Broadcast Education: A Comparison of Practices and Characteristics of Korea, U. S. A., and England."

M. A. in Mass Communication, February 1997. Department of Communication, Sogang University, Seoul, Korea.  
Thesis: "A Policy Study on Korea Channel and World Channel."

B. A. in Sociology, February 1994. Department of Sociology, SungKyunKwan University, Seoul, Korea.  
Thesis: "A Study on Dependency Theory: The Third World's Perspectives."

**RESEARCH INTERESTS**

Effects and Functions of Television and Digital Visual Media

Social Effects of Mass Communication, Media and Family

Mass Communication Theory and Method

Advanced Statistics in Social Science. Multiple Regression, SPSS, LISREL, Structural Equation Modeling (SEM)

**TEACHING AND/OR ADMINISTRATIVE EXPERIENCE**

2001 Speech, Theatre, & Journalism Department, Arkansas Tech University  
1998-2001 Teaching Assistant and Instructor, Department of Telecommunication, The University of Georgia

- 1996-1998 Teaching Assistant (Mass Communication Courses and Production),  
Department of Communications, Illinois State University
- 1994-1996 Teaching Assistant, Department of Mass Communication, Sogang University,  
Seoul, Korea

## SCHOLARLY AND PROFESSIONAL ACTIVITIES

### PUBLICATIONS (2002-February 2006)

Alexander A., Kang, S., & Kim, Y. R. (2005). Cyberkids: The influence of mediation and motivation on children's use and attitudes to the Internet. West and Turner (Eds.), *Family communication: A reference of theory and research*. Sage.

Kang, S., & Norton, H. (2004). Nonprofit organizations' use of the World Wide Web: Are they sufficiently fulfilling organizational goals? *Public Relations Review*. 30 (4), 279-284.

Kang, S., & Kang, J. G. (2003). Characteristics of Broadcasting Curricula: Perspectives from Three Continents. In Joseph R. Blaney and Jerry Donnelly (Eds.). *Technological Issues in Broadcast Education: Critical Challenges* (pp. 199-218). Westport, CT: Greenwood Publishing Group, Inc.

Alexander, A., Hoerrnor, K., Benjamin, L., & Kang, S. (Fall 2002). Quality Standards in Children's Programming: An Independent Observation of Industry Claims. *Mass Communication & Society*, 5 (4), 383-394.

Kang, S., Wolf, A. S., & Kang, J. G. (Winter 2002). A Three Nation Comparative Analysis of Broadcast Curricula. *Journalism and Mass Communication Educator*. 56 (4), 37-52.

### CONFERENCE PAPERS (2004-February 2006)

Kang, S. & Kang, J. G. (2005, April). From Analogue to Digital: A content Analysis of Broadcast Curricula in Colleges and Universities of Six Continents. Presented to the Curriculum Division of the 2006 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper**.

Kang, S. (2006, June). Impact of Television News on Public Opinion about the Iraq War: An Assessment of Second-Level Agenda Setting and Framing. Presented to the Journalism Interest Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

Kang, S. (2006, June). Disembodiment in Online Social Interaction: Impact of Online Chat on Social Support and Psychosocial Well-Being. Presented to the New Communication Technology Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

Bae, H. S., & Kang, S. (2006, June). Influences of Entertainment-Education Program Viewing on Cornea Donation Pledging: A Comparison of Viewers and Non-viewers. Presented to the Health Communication Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.



Kang, S., & Hanna, N. (2006, June). Colleges and Universities' Use of the World Wide Web: A Public Relations Tool for School Excellence in the Digital Age. Presented to Public Relations Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

Kang, S. (2005, August). Television news coverage of the Iraq War: An assessment of second-level agenda setting and framing. Presented to the Radio and Television Journalism Division of the 2005 Association for Education in Journalism and Mass Communication Conference (AEJMC) Conference. San Antonio, TX.

Kang, S. & Kang, J. G. (2005, April). A Content Analysis of Broadcast Curricula in Colleges and Universities in the U.S. Britain, Korea, South Africa, Argentina, the Netherlands, Japan, Singapore, Egypt, and Greece. Presented to the Curriculum Division of the 2005 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper.**

Kang, S. (2005, April). College Student Online Chat Use: An Alternative Outlet for Interaction? Presented to the New Technology Division of the 2005 Broadcast Education Association (BEA). Las Vegas, NV. **First Place Paper**

Kang, S., & Kang, J. G. (2004, April). Characteristics of Broadcasting Curricula: Perspectives from Three Continents. Curriculum Division Panel. Broadcast Education Association (BEA) Las Vegas, NV.

Kang, S. (2004, April). Investigating Causality in Uses and Gratifications: A Study of Motivation, Attitude, and Activity in Web News Use. Presented to the Research Division of the 2004 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper.**

Kang, S. & Kang, J. G. (2004, April). A Content Analysis of Broadcast Curricula in Colleges and Universities in the U.S. Britain, Korea, South Africa, Argentina, the Netherlands, Japan, and Singapore. Presented to the Curriculum Division of the 2004 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper.**

#### **RESEARCH GRANTS**

Research Grant of \$975.00 for the project "Family-Peer Communication and Children's Perceptions of Television World: A Test of the Parental-Peer Mediation and Child Perception Model" (Dec. 2005). The Faculty Salary, Benefits, and Awards Committee, Arkansas Tech University.

Research Grant of \$1,500 for the project "Nonprofit PR practitioners' Evaluation of their Web Sites." (Dec. 2003). The Arkansas Tech University Undergraduate Research Symposium.

# BEA 2006 Convention Program

Friday, 1:30 PM-2:45 PM

N243

**Multicultural Studies Division Meeting** (Session ID: 327)

(Multicultural Studies)

The Multicultural Studies division was founded to provide a specific forum for addressing concerns of the relationship between traditionally underrepresented groups - especially racial and ethnic groups (i.e., African, Hispanic, Asian and Native American (ANANA) - and the electronic media. The division also provides a forum for discussion of issues and presentation of research on issues of portrayal, employment and entrepreneurship and the academy's response to teaching these issues.

**Moderator:** John Sanchez, Multicultural Chair--Penn State University

W. Buzz Hoon, Western Illinois University

Cristina Azocar, San Francisco State University

Friday, 1:30 PM-2:45 PM

N252--BEA Research Center

**Courses, Curricula and Administration Paper Competition** (Session ID: 321)

(Courses, Curricula & Administration)

**Moderator:** Chris Pruszynski, CCA Paper Chair--SUNY Geneseo

**Debut**

First Place - Kathy Bruner, Taylor University

*When Advanced TV Is No Longer Advanced*

Second Place - Carl Kennard, Staffordshire University

*Wiki Usability in an Educational Context*

**Open**

First Place - Tim Brown, University of Central Florida

*A Curriculum in Your Pocket: Measuring Gratifications of Handheld Computers*

Second Place - Seok Kang, Arkansas Tech University

*From Analog to Digital: Broadcast Curricula in Colleges & Universities of Six Continents in the 21st Century*