

# SUNAH LEE

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AUGUST 22, 2024

## CONTACT

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College of Communication and Information  
 School of Communication  
 Florida State University  
 142 Collegiate Loop  
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## EDUCATION

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<b>2021 – present</b>	<b>Ph.D.</b>	Florida State University Communication Theory and Research
<b>2021</b>	<b>M.A.</b>	Florida State University Communication & Digital Media Studies Thesis: “Propaganda Model in South Korean Broadcasts: Political Economic and Critical Discourse Analysis of News about North Korean Nuclear Tests” Advisor: Dr. Jennifer M. Proffitt Committee members: Dr. Stephen McDowell Dr. Arienne Ferchaud
<b>2004</b>	<b>B.A.</b>	Seoul National University French Language & Literature

## TEACHING EXPERIENCES

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<b>2019 – Present</b>	<u>Graduate Assistant, School of Communication</u> Florida State University, Tallahassee, Florida, U.S. (Detail below)
<b>Fall 2024</b>	<u>Instructor of Record (undergraduate courses)</u> <i>Political Economy of Media</i> (enrollment: 15–50)
<b>Spring 2024</b>	
<b>Spring 2023</b>	
<b>Fall 2022</b>	
<b>Summer 2024</b>	<i>Contemporary Human Communication</i> (enrollment: 142, online)
<b>Fall 2023</b>	<i>New Communication Technology and Contemporary Society</i> (enrollment: 140, online)

<b>Summer 2023</b>	<u>Lab Instructor (undergraduate courses)</u> <i>Fundamentals of Speech</i>
<b>Fall 2022</b> <b>Spring 2022</b>	<i>Public Speaking</i>
<b>Summer 2024</b>	<u>Teaching assistant (undergraduate courses)</u> <i>Positive Media Psychology</i>
<b>Spring 2024</b>	<i>Online Communication and Presence</i>
<b>Fall 2021</b> <b>Spring 2020</b>	<i>Media, Culture, and the Environment</i>
<b>Summer 2023</b> <b>Summer 2021</b> <b>Fall 2020</b>	<i>Writing Media Criticism</i>
<b>Fall 2021</b> <b>Summer 2021</b>	<i>Global Perspectives: Communication Media Techniques Contemporary Human Communication</i>

## PROFESSIONAL EXPERIENCE

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<b>January 2005</b> <b>– July 2019</b>	News reporter at YTN (South Korean 24-hour news network) <ul style="list-style-type: none"> <li>▪ Areas of coverage: <ul style="list-style-type: none"> <li>Prosecution Service Correspondent</li> <li>Constitutional Court of Korea Correspondent</li> <li>Seoul Metropolitan Government Correspondent</li> <li>Ministry of the Interior and Safety Correspondent</li> <li>Ministry of Unification Correspondent</li> <li>Ministry of National Defense Correspondent</li> <li>Ministry of Foreign Affairs Correspondent</li> <li>National Intelligence Service Correspondent</li> </ul> </li> </ul> <p>Live news producer-director at YTN</p>
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## PEER-REVIEWED PUBLICATIONS

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- Lee, S. (2024). "I had my hair cut today to share #Women\_Short Cut\_Campaign": Feminist selfies protesting misogyny. *Social Media + Society*, 10(3). <https://doi.org/10.1177/20563051241274667>.
- Lee, S. (2024). Lack of policy discussions in the media privatization in South Korea: The case of YTN's privatization. *Korean Journal of Communication*. (in press).
- Lee, S., & Proffitt, J. M. (2022). "We bet on humans; You're our horses": The second phase of neo-poverty in South Korea as portrayed in Squid Game. *Communication, Culture & Critique*. 15(4), 534–535. <https://doi.org/10.1093/ccc/tcac036>

## INVITED BOOK CHAPTERS

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Lee, S., & Proffitt, J. M. (2024). Netflix in South Korea: Patron of creativity or imperialistic conqueror? In A. Ferchaud & J. M. Proffitt (Eds.), *Television's streaming wars*. Routledge.

## PEER-REVIEWED CONFERENCE PRESENTATIONS

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- Lee, S. (Accepted). Contributing at the margins: Precarious labor in South Korean TV newsrooms. *National Communication Association Annual Convention, New Orleans, U.S.*
- Lee, S. (2024, June 20–24). Affordances for practices in #Women\_Short Cut\_Campaign: When selfies become embodied protests. *Annual International Communication Association Conference, Gold Coast, Australia*. **\*Top Student Paper Award winner**
- Lee, S. (2024, April 11–13). Are public media the booty of war for politicians? The case of the privatization of YTN. *Inaugural Korean American Communication Association Conference, Washington, D.C., U.S.*
- Lee, S. (2023, November 3). Affordances for practice in #Women\_Short Cut\_Campaign movement. *Florida State University School of Communication Fall Conference, Tallahassee, U.S.* **\*Top Paper Award winner**
- Lee, S. (2023, October 12–15). Manufacturing a rogue state: A political economic and critical discourse analysis of South Korean Broadcasters' North Korean nuclear tests coverage. *Annual Union for Democratic Communications Conference, Philadelphia, U.S.* **\*Brian Murphy Student Paper Award winner**
- Lee, S. (2023, August 7–10). Kinky if needy, straight if well-off: A qualitative content analysis of women's hair in magazine advertisements. *Annual Association for Education in Journalism and Mass Communication Conference, Washington, D.C., U.S.*
- Lee, S. (2023, May 26–29). Manufacturing anticommunism: South Korean broadcasters' sourcing trends of North Korean nuclear tests coverage. *Annual International Communication Association Conference, Toronto, Canada*.
- Lee, S., & Proffitt, J. M. (2023, April 13–15). Transcultural distribution of South Korean dystopian storytelling: The amalgamation of locality and globality. *Central Connecticut State University* (presented virtually for hybrid event).
- Lee, S. (2022, May 26–30). #Women\_Short Cut\_Campaign: Women's hair, where body work becomes empowerment. *Annual International Communication Association Conference, Paris, France*.
- Lee, S. (2021, June 23–25). Unmasking the republic of Samsung: Newspaper ownership and coverage of the Samsung leukemia scandal. *Annual Union for Democratic Communication Conference* (virtual).

**MANUSCRIPT IN PROGRESS**

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<b>June 2024–</b>	A comparative study of sourcing practice in the coverage of femicide among U.S., South Korean, and Panamanian media.
<b>April 2024–</b>	Covering Netflix in South Korea: Silver lining in churnalism.  Combating misogyny around women’s short hair: #Women_Short_Cut_Campaign, a mother tag.
<b>March 2024–</b>	Manufacturing anti-communism: Sourcing practices of South Korean broadcasters in covering North Korean nuclear tests.  Manufacturing a rogue state: Critical discourse analysis of South Korean broadcasters’ coverage of North Korean nuclear tests.
<b>October 2023–</b>	Kinky if needy, straight if well-off: A qualitative content analysis of women’s hair in magazine advertisements.

**HONORS AND AWARDS**

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<b>June 2024</b>	National Communication Association Doctoral Honors Seminar
<b>April 2024</b>	FSU College of Communication and Information Outstanding Doctoral Student 2023–2024
<b>April 2023</b>	FSU Graduate School Outstanding Teaching Assistant Award 2022–2023
<b>March 2023</b>	FSU College of Communication and Information Outstanding Doctoral Teaching Assistant 2022–2023

**GRANTS AND SCHOLARSHIP**

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<b>July 2024</b>	Student Excellence Fund in Communication, \$254
<b>February 2024</b>	Florida State University Dissertation Research Grant, \$1,000
<b>January 2024</b>	Undergraduate Research Opportunity Program Research Grant, \$287 <ul style="list-style-type: none"> <li>▪ PI: Sunah Lee</li> <li>▪ Project: Women’s hair in magazines advertisements depending on types of magazines</li> </ul>
<b>October 2023</b>	Sarah Elizabeth Thomson Endowment Scholarship, \$2,000
<b>August 2023</b>	Korean American Communication Association David Tae Yong Cho Memorial Scholarship, \$500
<b>May 2023</b>	International Communication Association 73rd Annual Conference Inclusion, Diversity, Equity & Access Student Travel Grant, \$1,250

- January 2023** Undergraduate Research Opportunity Program Research Grant, \$250
- PI: Sunah Lee
  - Project: Kinky if needy, straight if well-off: A qualitative content analysis of women's hair in magazine advertisements
- May 2022** International Communication Association 72nd Annual Conference  
Michael Haley Student Travel Grant, \$1,000
- May 2022** International Communication Association 72nd Annual Conference  
Feminist Scholarship Student Travel Grant, \$250

## SKILLS & TRAINING

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- August 2023**  
**–May 2024** Program for Instructional Excellence (PIE) Teaching Associate Assistantship
- Mentoring other TAs and assist PIE with university workshops, conferences, teaching awards, and other events
  - Arranging a peer observation program among the School of Communication graduate assistants
- August 2023** 2023-2024 PIE Teaching Associate Training
- July 2023** UROP Graduate Student Mentoring Workshop Series
- Language Proficiency** Korean: Native  
English: Fluent  
French: Limited working proficiency (DELF B1)  
Chinese: Limited working proficiency

## MENTORSHIP

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- September 2023**  
**– April 2024** FSU Undergraduate Research Office Program
- Mentored three undergraduate students
  - Project: Women's hair in magazines advertisements depending on types of magazines
- September 2022**  
**– April 2023** FSU Undergraduate Research Office Program
- Mentored two undergraduate students
  - Project: Kinky if needy, straight if well-off: A qualitative content analysis of women's hair in magazine advertisements

## COMMUNITY SERVICE

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- May 2024** Submission review: National Communication Association Annual Conference (4 individual papers, 3 extended abstracts, 1 panel discussion)
- Submission review: Association for Education in Journalism and Mass Communication (2 individual papers)

<b>March 2024</b>	Guest lecture on Netflix in South Korea for the Political Economy of Media course (graduate)
<b>January 2024</b>	Submission review: International Communication Association Annual Conference (2 articles)
<b>October 2023</b>	Guest lecture on intercultural communication for the Global and Intercultural Communication course (undergraduate)
<b>June 2023</b>	Submission review: Union for Democratic Communication (two articles)
<b>December 2022</b>	Submission review: International Communication Association Annual Conference (2 articles)
<b>September 2022</b>	Winner of new journal logo search: Korean American Communication Association.
<b>June 2022</b>	Peer mentoring: Article abstract review for a Ph. D. student colleague
<b>May 2022</b>	Peer mentoring: Survey questionnaire review for a Ph. D. student colleague
<b>April 2022</b>	Submission review: National Communication Association Annual Conference (2 articles)
<b>November 2021</b>	Submission review: International Communication Association Annual Conference (2 articles)

## COMMUNITY INVOLVEMENT

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<b>April 2023</b>	FSU College of Communication and Information Research Day Presented at Lightning Talk session for peer review: Kinky if needy, straight if well-off: A qualitative content analysis of women's hair in magazine advertisements.
<b>October 2022</b>	FSU School of Communication Graduate Students Fall Social: Contributed to organizing the event
<b>June 2022</b>	Course Design Institute by FSU Center for Advanced Teaching: Participated in an intensive workshop on course re-design for faculty members. Accepted as a guest student by the director of the center
<b>February 2022</b>	API data analysis workshop guided by Dr. Emily Edwards (St. Francis College), with a Ph. D. student colleague