

SUNAH LEE

CONTACT

School of Communication
 Florida State University
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EDUCATION

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

TEACHING EXPERIENCES

2019–Present	<u>Graduate Assistant, School of Communication</u> Florida State University, Tallahassee, Florida, U.S. (Details below)
Spring 2025	<u>Instructor of Record (undergraduate courses)</u> <i>Mass Media and Society</i> (Enrollment: 45)
Fall 2024	<i>Political Economy of Media</i>
Spring 2024	(enrollment: 15–42)
Spring 2023	
Fall 2022	
Summer 2024	<i>Contemporary Human Communication</i> (enrollment: 142, online)
Fall 2023	<i>New Communication Technology and Contemporary Society</i> (enrollment: 140, online)

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

PROFESSIONAL EXPERIENCES

- January 2005**
–July 2019
- News reporter at YTN (South Korean 24-hour news network)
Areas of coverage:
 - Ministry of Unification
 - Ministry of National Defense
 - Ministry of Foreign Affairs
 - National Intelligence Service
 - Ministry of the Interior and Safety
 - Ministry of Justice
 - Supreme Prosecutors' Office
 - Supreme Court
 - Constitutional Court
 - National Police Agency
 - Prime Minister's Office
 - Seoul Metropolitan Government
 - Live news producer-director at YTN
Developed daily 2-hour live news rundown
Directed daily news shows from the control room

PEER-REVIEWED PUBLICATIONS

- 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*. 1(3), 264–272.
<https://muse.jhu.edu/article/948422>
- 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

- 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.
<https://doi.org/10.4324/9781003335641>

PEER-REVIEWED CONFERENCE PRESENTATIONS

- Lee, S. (2024, November 21–24). Contributing at the margins: Precarious labor in South Korean TV newsrooms. *2024 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).

MANUSCRIPTS UNDER REVIEW

November 2024 Lee, S., Johns, A. & Peschiera, A. N. (Submitted to *the 2025 Annual International Communication Association Conference*) Othering and violence against women: A comparative study of femicide news coverage of U.S. and South Korean media.

Lee, S. & Proffitt, J. (Submitted to *the 2025 Annual International Communication Association Conference*) Covering Netflix in South Korea: A silver lining of churnalism.

MANUSCRIPTS IN PREPARATION

September 2024– Manufacturing anti-communism: Sourcing practices of South Korean broadcasters in covering North Korean nuclear tests.

August 2024– Manufacturing a rogue state: Critical discourse analysis of South Korean broadcasters’ coverage of North Korean nuclear tests.

March 2024– A qualitative textual analysis on the cancellation of *Star Wars: The Acolyte* season 2 and anti-“woke” discourse.

Combatting misogyny around women’s short hair: #Women_Short Cut_Campaign, a mother tag.

August 2023– Kinky if needy, straight if well-off: A qualitative content analysis of women’s hair in magazine advertisements.

HONORS AND AWARDS

Achievements in Academia

October 2024 Honorary Guest Coach for FSU Women’s soccer (nominated by a student athlete)

June 2024 National Communication Association Doctoral Honors Seminar

April 2024 FSU College of Communication and Information Outstanding Doctoral Student 2023–2024

April 2023	FSU Graduate School Outstanding Teaching Assistant Award 2022–2023
March 2023	FSU College of Communication and Information Outstanding Doctoral Teaching Assistant 2022–2023

Achievements in Journalism

December 2005	Best Program of the Year (YTN) <i>Special Report: Patients traveling to China for liver transplant</i>
April 2006	Exclusive Reporting Award (YTN, 1st place) <i>Crime reporting: Rampant cheating in the TOIEC test</i>
July 2006	Exclusive Reporting Award (YTN, 2nd place) <i>Investigative reporting: Chemical incident at a manufacturing facility and the company's cover-up</i>
October 2006	Exclusive Reporting Award (YTN, 2nd place) <i>Investigative reporting: Mass infection among newborns at a well-known postpartum care center</i>
January 2007	Best Reporting of the Year (Korea Broadcasting Journalist Club) <i>Crime reporting: Rampant cheating in the TOIEC test</i>
July 2013	Exclusive Reporting Award (YTN, 1st place) <i>Breaking and special news coverage: Inter-Korean dialogue breaks down</i>
March 2016	Exclusive Reporting Award (YTN, 1st place) <i>Reporting series: Tracking unauthorized movements of North Korean cargo ships amid UN sanctions</i>
	Proud YTN Reporter of the Month Best Content Award (YTN) <i>Investigative reporting: Disguised North Korean cargo ships</i> <i>Investigative reporting: North Korean cargo ships denied entry by China and Russia</i>
December 2016	Best Content Award (YTN) <i>Special reporting series: Ineffectiveness of EMP bunker managed by Joint Chiefs of Staff</i>

GRANTS AND SCHOLARSHIP

November 2024	National Communication Association Student Caucus Travel Grant, \$200
July 2024	Student Excellence Fund in Communication, \$254
February 2024	Florida State University Dissertation Research Grant, \$1,000

- January 2024** Undergraduate Research Opportunity Program Research Grant, \$287
- PI: Sunah Lee
 - Project: Women’s hair in magazines advertisements depending on types of magazines
- October 2023** Sarah Elizabeth Thomson Endowment Scholarship, \$2,000
- August 2023** Korean American Communication Association David Tae Yong Cho Memorial Scholarship, \$500
- May 2023** International Communication Association 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 Michael Haley Student Travel Grant, \$1,000
- May 2022** International Communication Association Feminist Scholarship Student Travel Grant, \$250

TALKS & LECTURES

- October 2024** Guest lecture on media-cultural imperialism for Comparative and International Media Studies (undergraduate course)
- March 2024** Guest lecture on Netflix’s imperialistic business practices in South Korea for Political Economy of Media (graduate course)
- June 2024** Guest lecture on meaningful entertainment for Positive Media Psychology (undergraduate course)
- June 2024** Guest lecture on individual and cultural differences in media use for Positive Media Psychology (undergraduate course)
- October 2023** Guest lecture on intercultural communication for the Global and Intercultural Communication course (undergraduate course)
- November 2020** Live commentary on 2020 U.S. Presidential Election for YTN’s (South Korean news network) special coverage

SKILLS & TRAINING

- August 2023
–May 2024** Program for Instructional Excellence (PIE) Teaching Associate Assistantship
- Mentored other TAs and assist PIE with university workshops, conferences, teaching awards, and other events

- Developed and led a peer observation program among graduate assistants

August 2023	2023-2024 PIE Teaching Associate Training
July 2023	UROP Graduate Student Mentoring Workshop Series
June 2022	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
Software Competency & Skills	Proficient in NVivo for qualitative data analysis Proficient in TrustDefender for textual data analysis Familiar with SPSS for basic statistical tasks Familiar with scraping social media data using Python
Language Proficiency	Korean: Native English: Fluent French: Limited working proficiency (DELF B1) Chinese: Limited working proficiency

MENTORSHIP EXPERIENCES

September 2023 –April 2024	FSU Undergraduate Research Office Program <ul style="list-style-type: none"> ▪ 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 <ul style="list-style-type: none"> ▪ 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 & ENGAGEMENT

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)
January 2024	Submission review: International Communication Association Annual Conference (2 individual papers)
June 2023	Submission review: Union for Democratic Communication (2 individual papers)
April 2023	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.

- December 2022** Submission review: International Communication Association Annual Conference (2 individual papers)
- October 2022** FSU School of Communication Graduate Students Fall Social: Contributed to organizing the event
- September 2022** Winner of new journal logo search: Korean American Communication Association.
- June 2022** Peer mentoring: Article abstract review for a Ph. D. student colleague
- May 2022** Peer mentoring: Survey questionnaire review for a Ph. D. student colleague
- April 2022** Submission review: National Communication Association Annual Conference (2 individual papers)
- February 2022** API data analysis workshop guided by Dr. Emily Edwards (St. Francis College), with a Ph. D. student colleague
- November 2021** Submission review: International Communication Association Annual Conference (2 individual papers)