

# SUNAH LEE

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## CONTACT

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School of Communication  
 Florida State University  
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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: <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
<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/Graduate Assistant of Professional</u> School of Communication, Florida State University, Tallahassee, Florida, U.S. (Details below)
<b>Fall 2025</b> <b>Summer 2025</b>	<u>Graduate Assistant of Professional</u> <i>Responsible for designing resources for training teaching assistants in undergraduate Public Speaking</i>
<b>Fall 2025</b>	<u>Instructor of Record (undergraduate courses)</u> <i>Writing to Persuade</i> (Enrollment: 19)
<b>Spring 2025</b>	<i>Mass Media and Society</i> (Enrollment: 44)
<b>Fall 2024</b> <b>Spring 2024</b> <b>Spring 2023</b> <b>Fall 2022</b>	<i>Political Economy of Media</i> (enrollment: 15–42)

<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</i> <i>Media Techniques</i> <i>Contemporary Human Communication</i>

## PROFESSIONAL EXPERIENCES

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**January 2005**      ■ Journalist at YTN (South Korean 24-hour news network)  
**–July 2019**

### News Reporter

#### *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*

### Assistant Director

*2006 General Election Special Coverage Team*

### News producer-director

*Developed daily 2-hour live news rundown*

*Directed daily news shows from the control room*

Assistant Director

*Weekend News Commentary Organizing Team*

*Recruited live news commentators*

*Wrote news commentary prompts*

## 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*. 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

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

## PEER-REVIEWED CONFERENCE PRESENTATIONS

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- Lee, S. (To be presented in August 2025). *Gendered precarity in Korean TV Newsrooms: Feminized labor, symbolic exclusion, and emotional discipline*. Annual Association for Education in Journalism and Mass Communication Conference, San Francisco, U.S.
- Lee, S. & Proffitt, J. (2025, June 19–22) *Covering Netflix in South Korea: A silver lining of churnalism*. 2025 Union for Democratic Communications Conference. Tacoma, U.S.
- Lee, S., Johns, A., Peschiera Noli, A. (2025, June 19–22) *Othering and violence against women: A comparative study of femicide news coverage of U.S. and South Korean media*. 2025 Union for Democratic Communications Conference, Tacoma, U.S.
- 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*. 2023 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*. 2021 Union for Democratic Communication Conference (virtual).

#### MANUSCRIPTS IN PREPARATION

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|------------------------|---|
| <b>September 2024–</b> | Othering and violence against women: A qualitative textual analysis of femicide news coverage in the U.S. press                               |
| <b>September 2024–</b> | Manufacturing anti-communism: Sourcing practices of South Korean broadcasters in covering North Korean nuclear tests.                         |
| <b>August 2024–</b>    | Manufacturing a rogue state: Critical discourse analysis of South Korean broadcasters' coverage of North Korean nuclear tests.                |
| <b>March 2024–</b>     | A qualitative textual analysis on the cancellation of <i>Star Wars: The Acolyte</i> season 2 and anti-“woke” discourse.                       |
|                        | Combating misogyny around women's short hair: #Women_Short Cut_Campaign, a mother tag.  |
| <b>August 2023–</b>    | Kinky if needy, straight if well-off: A qualitative content analysis of women's hair in magazine advertisements. – Collecting additional data |

## HONORS AND AWARDS

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### Achievements in Academia

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<b>March 2025</b>	Dr. Matthew A. Grindy Prize awarded by FSU College of Communication and Information (for academic excellence and student leadership)
<b>January 2025</b>	Nominee for FSU Graduate Student Research and Creative Activity Award (nominated by the School of Communication)
<b>October 2024</b>	Honorary Guest Coach for FSU Women's soccer (nominated by a student athlete)
<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

### Achievements in Journalism

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<b>December 2005</b>	Best Program of the Year (YTN) <i>Special Report: Patients traveling to China for liver transplant</i>
<b>April 2006</b>	Exclusive Reporting Award (YTN, 1st place) <i>Crime reporting: Rampant cheating in the TOIEC test</i>
<b>July 2006</b>	Exclusive Reporting Award (YTN, 2nd place) <i>Investigative reporting: Chemical incident at a manufacturing facility and the company's cover-up</i>
<b>October 2006</b>	Exclusive Reporting Award (YTN, 2nd place) <i>Investigative reporting: Mass infection among newborns at a well-known postpartum care center</i>
<b>January 2007</b>	Best Reporting of the Year (Korea Broadcasting Journalist Club) <i>Crime reporting: Rampant cheating in the TOIEC test</i>
<b>July 2013</b>	Exclusive Reporting Award (YTN, 1st place) <i>Breaking and special news coverage: Inter-Korean dialogue breaks down</i>
<b>March 2016</b>	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)

*Investigative reporting: Disguised North Korean cargo ships*

*Investigative reporting: North Korean cargo ships denied entry by China and Russia*

**December 2016**

Best Content Award (YTN)

*Special reporting series: Ineffectiveness of EMP bunker managed by Joint Chiefs of Staff*

## GRANTS AND SCHOLARSHIP

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**April 2025**

Florida State University Graduate Student Resource Center Travel Grant, \$1,000

Florida State University Congress of Graduate Students Conference Presentation Grants, \$300

**November 2024**

National Communication Association Student Caucus Travel Grant, \$200

Florida State University Congress of Graduate Students Conference Presentation Grants, \$300

**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

Florida State University Congress of Graduate Students Conference Presentation Grants, \$250

**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

**March 2023**

Florida State University Congress of Graduate Students Conference Presentation Grants, \$600

**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

<b>May 2022</b>	International Communication Association Michael Haley Student Travel Grant, \$1,000
<b>May 2022</b>	International Communication Association Feminist Scholarship Student Travel Grant, \$250
<b>March 2022</b>	Florida State University Congress of Graduate Students Conference Presentation Grants, \$500

## TALKS & LECTURES

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<b>October 2024</b>	Guest lecture on media-cultural imperialism for Comparative and International Media Studies (undergraduate course)
<b>March 2024</b>	Guest lecture on Netflix's imperialistic business practices in South Korea for Political Economy of Media (graduate course)
<b>June 2024</b>	Guest lecture on meaningful entertainment for Positive Media Psychology (undergraduate course)
<b>June 2024</b>	Guest lecture on individual and cultural differences in media use for Positive Media Psychology (undergraduate course)
<b>October 2023</b>	Guest lecture on intercultural communication for the Global and Intercultural Communication course (undergraduate course)

## PRESS CONTRIBUTION

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<b>November 2020</b>	Live commentary on 2020 U.S. Presidential Election for YTN's (South Korean news network) special coverage
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## SKILLS & TRAINING

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<b>August 2023 –May 2024</b>	Program for Instructional Excellence (PIE) Teaching Associate Assistantship <ul style="list-style-type: none"> <li>▪ Mentored other TAs and assist PIE with university workshops, conferences, teaching awards, and other events</li> <li>▪ Developed and led a peer observation program among graduate assistants</li> </ul>
<b>August 2023</b>	2023-2024 PIE Teaching Associate Training
<b>July 2023</b>	UROP Graduate Student Mentoring Workshop Series
<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>Software Competency &amp; Skills</b>	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

<b>Language Proficiency</b>	Korean: Native English: Fluent French: Limited working proficiency (DELF B1) Chinese: Limited working proficiency
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## MENTORSHIP EXPERIENCES

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<b>September 2023 –April 2024</b>	FSU Undergraduate Research Office Program <ul style="list-style-type: none"> <li>▪ Mentored three undergraduate students</li> <li>▪ Project: Women's hair in magazines advertisements depending on types of magazines</li> </ul>
<b>September 2022 –April 2023</b>	FSU Undergraduate Research Office Program <ul style="list-style-type: none"> <li>▪ Mentored two undergraduate students</li> <li>▪ Project: Kinky if needy, straight if well-off: A qualitative content analysis of women's hair in magazine advertisements</li> </ul>

## COMMUNITY SERVICE & ENGAGEMENT

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<b>August 2025</b>	Volunteer: 2025 Association for Education in Journalism and Mass Communication Annual Conference
<b>May 2025</b>	Submission review: Association for Education in Journalism and Mass Communication (2 individual papers)
<b>May 2024</b>	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>January 2024</b>	Submission review: International Communication Association Annual Conference (2 individual papers)
<b>June 2023</b>	Submission review: Union for Democratic Communication (2 individual papers)
<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>December 2022</b>	Submission review: International Communication Association Annual Conference (2 individual papers)
<b>October 2022</b>	FSU School of Communication Graduate Students Fall Social: Contributed to organizing the event
<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 individual papers)
<b>February 2022</b>	API data analysis workshop guided by Dr. Emily Edwards (St. Francis College), with a Ph. D. student colleague
<b>November 2021</b>	Submission review: International Communication Association Annual Conference (2 individual papers)