

**Soo Jung Moon**

Professor

University of West Georgia

1601 Maple Street

Carrollton, GA 30118

678-839-4936

**Academic Achievement**

Ph. D. in Journalism /December 2008

University of Texas at Austin

MA in Journalism & Mass Communication/August 2003

Korea University, Seoul, Korea

BA in Journalism & Mass Communication/February 1989

Korea University, Seoul, Korea

**Teaching Appointments**

Professor/Fall 2018 to present

Department of Mass Communications

University of West Georgia, Carrollton, GA

Associate Professor/Fall 2013 – Spring 2018

Department of Mass Communications

University of West Georgia, Carrollton, GA

Assistant Professor/Fall 2008- Spring 2013

Department of Mass Communications

University of West Georgia, Carrollton, GA

**Courses Taught**

COMM 1154 Introduction to Mass Communications

COMM 2254 Mass Media Ethics

COMM 3301 Newspaper Writing and Reporting

COMM 3302 Public Affairs Reporting

COMM 3303 Editing and Make-up for Print Publications

COMM 3313 Public Relations

COMM 4455 Critical Issues in Mass Communications

COMM 4457 Global Media

COMM 4485 Computer-Assisted Reporting

COMM 4485 Introduction to AI in Media

COMM 4486 Internship

COMM 4485 Data Storytelling and Visualization (Cross-listed)

COMM 6055 Digital Media & Global Agenda (Graduate course)

COMM 6055 Generative AI for Media Professionals (Graduate course)

COMM 6684 Research Method (Graduate course)

**Professional Experience**

Staff Reporter/February 1997 – January 2003

 The Herald Business, Seoul, Korea

 ◦ Department of International Economic News

 ◦ Department of Information and Technology

Copy Editor/January 1991- January 1997

 The Herald Business, Seoul, Korea

**Research Interests**

Media Effects

Political Communication

Digital Media

**Peer-Reviewed Journal Publications**

Moon, S. J., & Bai, S. Y. (2020). Components of digital literacy as predictors of youth civic engagement and the role of social media news attention: the case of Korea. *Journal of Children and Media,* 14(4), 458-474.

Hyun, K. & Moon, S.J. (2016). Agenda Setting in the Fragmented TV News Context: Attribute Agenda Setting and Polarized Evaluation of Presidential Candidates among Viewers of NBC, CNN, and FOX News. *Journalism & Mass Communication* *Quarterly, 93* (3), 509-529.doi: 10.1177/1077699016628820

Hyun, K. & Moon, S.J. (2014). News Media’s Role in the Issue-Voting Process: News Attention, Issue Proximity and Vote Choice. *Journalism & Mass Communication* *Quarterly,* *91* (4), 687-705*.* doi: 10.1177/1077699014550095

Moon, S.J. & Hadley, P. (2014). Routinizing a new technology in the newsroom: Twitter as a news source in mainstream media. *Journal of Broadcasting and Electronic Media, 58* (2), 289-305. doi:10.1080/08838151.2014.906435

Moon, S.J. & Hyun, K. (2014). Online media relations as an information subsidy: Quality of Fortune 500 companies’ Websites and relationships to media salience. *Mass Communication & Society, 17* (2), 258-273.doi: 10.1080/15205436.2013.779716

Moon, S.J. (2013). Attention, attitude, and behavior: Second-level agenda-setting effects as a mediator of media use and political participation. *Communication Research*, 40(5), 698-719. doi: 10.1177/0093650211423021

Smallwood, A & Moon, S.J. (2011). Predictors of localism in public television scheduling in the United States. *Journal of Broadcasting and Electronic Media*, 55 (1), 36-53.

Moon, S.J. & Shim, J.C. (2010).How environmental activists built a media agenda and its attributes: the case of the *Saemangeum* project in Korea. *Korean Social Science Journal*, 37(2), 51-80

Moon, S.J. & Hyun, K. (2009). Salience of stakeholders and their attributes in PR and business news. *Journal of Mass Media Ethics, 24*(1), 59-75.

**Book Chapter**

Moon, S.J. (2013). From what the public thinks about to what the public does: Agenda-setting effects as a mediator of media use and civic engagement. In T. Johnson (Ed.), *Agenda Setting in a 2.0 World* (pp. 158-189), Routledge Press

**Conference Papers**

Bae, S & Moon, S.J. (May, 2018). Components of Digital Literacy as Predictors of Youth Civic Engagement and role of Social Media News Attention Presented at annual conference of ICA (Children, Adolescents and Media Division), Prague, Czech

Moon, S.J. (June, 2016). Function of TV News Agenda Setting in the Process of Issue Voting and Vote Choice. Presented at annual conference of ICA (Political Communication Division), Fukuoka, Japan

Moon, S.J. (June, 2014). Enhancing Predictability of Vote Choice: Effects of Issue Salience of TV News on the Proximity and Directional Media. Presented at annual conference of BEA (News Division), Las Vegas

Moon, S.J. (June, 2013). How Candidate Preferences Correspond to Agenda Setting Effects in Substantive and Affective Dimensions. Presented at annual conference of IAMCR (Political Communication Division), Dublin, Ireland

Moon, S.J. & Hadley (August, 2012). Routinizing a new technology in the newsroom: Twitter as a news source in mainstream media. Presented at annual conference of AEJMC (Mass Communication and Society), Chicago

Moon, S.J. & Hyun, K (June, 2010). Multi-dimensions of social capital and their relationships to news media use. Presented at annual conference of ICA (Political Communication Division), Singapore

Smallwood, A. & Moon, S.J. (June, 2010). Predictors of localism in public television scheduling in the United States. Presented at annual conference of ICA (Mass Communication Division), Singapore

Moon, S.J. (August, 2009). Attention, attitude and behavior: Second-level agenda-setting effects as a mediator of media use and political participation. Presented at annual conference of AEJMC (Communication Theory and Method Division), Boston

Moon, S.J. (May, 2009). From what the public thinks about to what the public does: Agenda-setting effects as a mediator of media use and civic Engagement. Presented at annual conference of ICA (Mass Communication Division), Chicago

Moon, S.J. (August, 2008). Corporate online press rooms as predictors of media salience. Presented at annual conference of AEJMC (Public Relations Division), Chicago, Top Three Student Paper (Third Place)

Hyun, K. & Moon, S.J. (May, 2008). Differential effects model of agenda setting in local contexts: The case of immigration issue. Presented at annual conference of ICA (Mass Communication Division), Montreal, Canada, Top Four Student Paper

Moon, S.J. & Shim, J.C. (May, 2008). How environmental activists built a media agenda and its attributes: The case of the Saemangeum Project in Korea. Presented at annual conference of AEJMC (Public Relations Division), Montreal, Canada

Moon, S.J. & Hyun, K. (August, 2007). Salience of stakeholders and their attributes in PR and business news. Presented at annual conference of AEJMC (Media Ethics Division), Washington, D.C., Top Student Paper (First Place)

Sylvie, G. & Moon, S.J. (October, 2006). Framing change: Who’s in charge in the newsroom. Organizing Media Workshop, Gothenburg, Sweden

Moon, S.J. (June, 2006). Dimensions of social capital: Civic engagement, social trust and media use. Presented at annual conference of the International Communication Association (Mass Communication Division), Dresden, Germany

**Fellowships, Grants, Funded Research**

SRAP fund /2022

University of West Georgia

SRAP fund /2021

University of West Georgia

SRAP fund /2020

University of West Georgia

SRAP fund /2019

University of West Georgia

COSS Summer Initiative (Research)/ 2019

University of West Georgia

SRAP fund/2018

University of West Georgia

SRAP fund /2017

University of West Georgia

COSS Summer Initiative (Research)/ 2017

University of West Georgia

SRAP fund /2015

University of West Georgia

SRAP fund /2013

University of West Georgia

Faculty Research Grant /2012

College of Social Science

University of West Georgia

Faculty Research Grant /2011

University of West Georgia

SRAP fund /2011

University of West Georgia

Faculty Research Grant /2009

University of West Georgia

Nettie Doscher More Fellowship/2007

University of Texas at Austin

Nettie Doscher More Fellowship /2006

University of Texas at Austin

Ada F. Miller Graduate Fellowship /2005

University of Texas at Austin

Research Grant for Journalists /1999

Korean Press Foundation, Seoul, Korea

**Honors/Awards**

Outstanding Research Award / March 2014/ College of Social Sciences

University of West Georgia

Top Three Student Paper Award (Third Place) / August 2008

AEJMC

Top Four Student Paper Award /May 2008

ICA

Carol Burnett - University of Hawaii – AEJMC Award/ August 2007

University of Hawaii / AEJMC

KTA (Kappa Tau Alpha) /Top Student Paper Award / August 2007

AEJMC

**Professional Memberships**

Association for Education in Journalism and Mass Communication (AEJMC)

Broadcast Education Association (BEA)

International Communication Association (ICA)

**Committee/Institution Service**

**School of Communication, Film, and Media**

Scholarship & Awards Selection Committee, 2021 - present/ Chair

Diversity, Equity, Inclusion & Belonging Committee, 2023 – present / Chair

Media Day Committee, 2021- present / Member

Promotion Committee (Professor Bryant), 2022/ Chair

Promotion Committee (Professor Williams), 2022/ Chair

Graduate Education Exploratory Committee, 2020 /Chair

**Department of Mass Communication**

Department Chair Search Committee, 2019/Chair

Faculty Search Committee (DMT), 2018/ Member

Tenure& Promotion Committee (Dr. Smallwood), 2017/ Chair

Tenure& Promotion Committee (Dr. Cole), 2017/ Chair

Faculty Search Committee (PR), 2017/ Member

Faculty Search Committee (PR), 2016/ Member

Third -Year Review Committee (Dr. Swell), 2016/ Chair

Third -Year Review Committee (Dr. Morris), 2016/ Chair

Diversity Committee, 2016-19/ Chair

Mission and Vision Committee, 2012/ Member

Media Day Committee, 2015- present /Member

Faculty Search Committee (CJ),2015/ Chair

Post-Tenure Review Advisory Committee (Dr. Yates), 2015/Chair

Third Year Review Committee (Dr. Cole), 2015/Member

Faculty Search Committee (CJ), 2014/ Chair

 Mission and Vision Committee, 2014/Member

Tenure& Promotion Committee, 2013/ Chair

Faculty Search Committee (CJ and PR), 2012/ Member

Faculty Search Committee (CJ, PR and Film), 2011/ Member

Chair Search Committee, 2010/ Member

Scholarship Selection Committee, 2010 - Present/ Member

Curriculum Advisory Committee, 2010 - Present/ Member

Experiential Learning Committee, 2010/ Co-chair

**College of Social Science**

Faculty Council , 2012-2014 /Member

Tenure& Promotion Committee, 2012-2013/ Member

Faculty Advisory Committee, 2011/ Member

News Letter “Correlations,” 2011-2014 /Co-advisor

College of Arts & Sciences Faculty Advisory Committee, 2010 /Member

Thesis Committee in the Department of Sociology, 2015/ Member.

 **University of West Georgia**

IRB (Institutional Review Board), 2022 – present/ Member

Diversity, Equity, Inclusion & Belonging Committee, 2023 – present / Member

Mission Statement Taskforce, 2022-2023/ Member

Director of the Office of Undergraduate Research Search committee, 2021/Member

Faculty Senate Institutional Planning Committee, 2021- present/ Member

Faculty Senate, 2017 –2019 / Member

**Professional Service**

 **Invited Reviewer:**

- Journal of Communication

 - Journal of Broadcasting & Electronic Media

 - International Journal of Media Management

 - Asian Journal of Communication

 - Communication Quarterly

 - Journal of the Korean Society for Journalism & Communication Studies (in Korean)

 - ICA (International Communication Association)

 - Communication Research

 -International Journal of Press/Politics

 - International Journal of Public Opinion Research