



SCHOOL OF COMMUNICATION, FILM, AND MEDIA

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 4485 Computer-Assisted Reporting
COMM 4457 Global Media
COMM 4486 Internship
COMM 6055 Digital Media & Global Agenda (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

New 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