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ANALYSIS OF THE PORTRAYAL OF KOREANS
IN AMERICAN NEWS MEDIA

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ABSTRACT

This paper examines how Koreans are both misrepresented and underrepresented in the news media. Nightly newscasts from ABC, CBS, and NBC for the months of January 2013 and June 2013 are examined to show how the misconceptions created in the news media create misconceptions of Koreans as a whole. South Korea's nightly newscasts from KBS are also examined to serve as a comparison between the U.S and Korean news media. Koreans are still depicted as a threat in the United States as well as in other countries, and have yet to escape the eternal nature of the Yellow Peril stereotype. The conducted research proves how the news media have become mass producers and conduits of distortion and propaganda of Koreans. Therefore, reporting news through a "conspiratorial prism" results in a distorted view of Koreans; moreover, it also proves that the news media has a pervasive influence to generate stereotypes. This research highlights an imperative issue which is that Koreans are being misrepresented which leads to misconceptions of them. This problem is obligatory to understanding the depreciation of Koreans in society.

TABLE OF CONTENTS

Introduction.....	1
Literature Review.....	6
Methodology.....	10
Results	15
Figure A	15
Figure B.....	16
Figure C.....	21
Figure D.....	22
Discussion.....	24
Bibliography	29

Chapter 1

Introduction

Race-based stereotypes have been an incessant predicament in society and continue to be today in the 21st century. Every ethnic group is a victim of these hasty generalizations, and these erroneous assumptions do not appear to be going away. One of the issues facing members of these ethnic groups is that these stereotypes and myths impose harms much greater than prejudice and hatred alone. It has the potential to lead to discrimination against the entire ethnic group. Moreover, these stereotypes degrade the diversity within the culture. The term stereotype was first developed in 1798 (Chang & Kleiner, 2003). “Stereotypes can be defined as beliefs about certain groups...Stereotypes are accurate representations of reality, or at least of the local reality to which the perceiver is exposed. Under this circumstance, stereotypes operate much like object schemas, allowing easier and more efficient processing of information about others. Like schemas in general, these stereotypes may cause perceivers to gloss over or fail to notice individual differences” (Hilton & Hoppel, 1996).

Stereotypes are standardized and shortsighted views. Because they are inclined by the individual or broadcasted reality to which the perceiver is exposed, the media plays a significant role in developing racial stereotypes. “Most people do not have too many opportunities to contact with other races in understand settings. Therefore, it is easier to observe minority groups in a wide range of situations in television portrayals” (Chang & Kleiner, 2003). According to the University Counselling Centre, one’s classification basis is influenced by his or her family, peers,

and the media. People tend to label different racial groups by a classification basis specific to them (Chang & Kleiner, 2003).

The media has an incredibly powerful role in both creating and erasing racial and social inequity (Kwak). Additionally, the mass media is omnipotent because of its accessibility and popularity. These qualities “enable it to affect vastly feelings, attitudes, and beliefs” (Kwak). The news media in particular is so pervasive because of the status it has in society. “Audiences often perceive news programming as a window on the world, and assume that images and stories are unadulterated transmissions of daily events” (Kwak). Therefore it is inevitable for audiences to have absolute objectivity. The media produce the news in such a formulaic way; therefore it can reflect the biases of those communicating it.

This study focuses on the context in which Koreans are represented in American news media, and how the representations result in a desensitized view of their culture by the consumers of the American news media. Koreans are generally stereotyped as being academically successful or a minority group that has yet to be accepted into mainstream American society. The most common Asian stereotype is that Asian students are nerds. According to Chang and Kleiner, the stereotype is that they should get a perfect score on the SAT, go to an Ivy League university, win enough scholarship money to pay for it, and aspire to be a brain surgeon. Although these stereotypes vary among each student, the general idea is that Asians focus solely on academics. The second stereotype is that Asians are good at martial arts. This image first came into play because of actors in the mainstream media like Bruce Lee and Jackie Chan.

Although Asian Americans are considered a minority, they are a fast growing part of the American population. The Korean American population has thrived over the past years. In 1990, the total Korean-American population in the United States was 798, 849. As of 2010, the population skyrocketed to 1,706,822 ("Korean-american population 191-2010," 2011). Despite the fact the population is growing, the limited portrayal of Koreans in the media continues to result in a distorted view of them.

The media depiction of Koreans are merely broad generalizations of what the people, culture, and country represents; they lack the important depth that audience members need. The foreign image of Koreans is a shorthand symbol for anything antithetical to the American culture ("Restrictive portrayals of,"). Before the audience comes up with their own stereotypes and perceptions of Koreans, it is first created by the media. They are the conduits of the message. The news that is distributed to the public is greatly limited by the types of stories being broadcasted. As a result, audiences are only exposed to what the news media chooses to share. What is the effect of this then? Does it possibly in turn result in Koreans being inherently alien to America? The information is not unnecessarily inaccurate, but it is imperative to realize that the reflection is disproportionate in comparison to the depiction of the majority.

Some American mass media stereotypes of Koreans are that they are restaurant workers and grocers, owners of a dry cleaners or nail salons, and even involved in prostitution. While it is true that a large portion of the Korean population work labor intensive jobs, not all Koreans are subject to these labels. Korean culture is more than just North Korea, Kim Jong Un and nuclear weapons. However, Koreans are still viewed as foreigners who cannot assimilate in America

racially, culturally, and socially. One of the results is that Korean culture has lost its splendor and authenticity because of the way they are being illustrated in the news media. It is as though Koreans as victims are not as newsworthy as Koreans as perpetrators. If the news story involves Koreans somehow imposing a threat it becomes news of general interest to the mainstream press. What the American mass media fails to do is accurately portray the diversity of Asian cultures. Thus, leading to a paucity of the larger society understanding and respecting the Asian culture

The predicament is that mainstream media are rarely criticized for the way they depict Asian-Americans. The lack of coverage is remarkable yet they are able to get away with it, because nobody ever criticizes the media in regards to issues like this. According to Mee Moua, president and executive director of the Asian American Justice Center, “the true needs and complexity of Asian-Americans are totally missed by mainstream reporters” (“Media depictions of,” 2012).

On the contrary, the news media in Korea glorifies America, its people, and culture. It’s quite rare and rather unusual for the Korean news media to report on news that represents America in a negative light. America is always portrayed as a glorious country with a rich culture that isn’t flawed. However it seems that the contrary is the norm in the United States as news media outlets in America have resorted to reporting on news that is quick and isn’t always factually accurate, which results in the audience not being presented with sufficient information to understand a news story. The research presented in this paper will further examine the issue using Robert Entman’s theory of framing.

Stereotypes of any race or culture are fallacious and ungrounded, and the news media have become mass producers and conduits of distortion and propaganda of Koreans. They have a

powerful ability to generate stereotypes which is an issue that should be paramount importance. Furthermore, the issue is one that should not only be relevant to the Asian American community, but also to a greater population of viewers who tune into the nightly newscasts.

Chapter 2

Literature Review

Below are several literatures that have been selected and reviewed that effectively provide a more in-depth look at the issue of the portrayal of Koreans in American news and mass media, and the effects of mass media.

- 1) How do Korean-Americans feel about American culture?
- 2) Does the mass media really motivate people to develop stereotypical ways that can influence their thinking, feeling, and behavior?
- 3) Has coverage of Asians in the news media always been filtered and limited?
- 4) How are Asians viewed in the United States?

How do Korean-Americans feel about American culture?

The mass media is one of the primary sources for people to learn and inculcate themselves on different ethnicities and cultures. The values, beliefs, and stereotypes people harbor are based on what the mass media broadcasts. In a study done by a University of Pennsylvania's associate professor, Paul Messaris and graduate student, Jisuk Woo, show that mass media has a great influence on shaping people's opinions. A survey conducted to 41 Korean-Americans (24 men and 17 women) who were living and working in Philadelphia shows that Koreans have generally regarded American culture in positive respect. Prior to immigrating to the states, three respondents said that they were not discouraged by any negative images of the United States they saw through mass media. One respondent said, "Even when I saw some movies which dealt with criminals or gangs, I considered them as very peculiar cases and fictions. I did not imagine they

could be part of the real United States” (Messaris & Woo, 1991). Another informant said, “I saw many violent movies in Korea, but they did not appeal to my sense of reality. Therefore, I did not take them seriously so they could not act to discourage me, either” (Messaris & Woo, 1991) This information from the informants show how people, specifically Koreans, also consume what they view on mass media and make insights and perceptions. This correlates to the subject of my research; the media is salient enough to influence people to form opinions and stereotypes about a certain group or culture. In this case, it shows that despite the violence they saw, they thought it was a unique case and were not discouraged by it. In my research, I will be discussing how the Korean news media continues to represent the American people and its culture in a positive light, and how Koreans still have great admiration for the Western culture.

Does the mass media really motivate people to develop stereotypical ways that can influence their thinking, feeling, and behavior?

The mass media is an omnipotent source that all people depend on. This dependency and reliance has only increased over time. As a result, people unconsciously become a victim of believing and trusting everything the media distributes. According to media priming research done in 2007 by Roskos-Ewoldsen and Klinger, “because of the fact that mass media produce and reproduce stereotypes, biased information inevitably becomes incorporated into common knowledge or schemata that viewers form about stereotyped groups” (Arendt, 2013). Florian Arendt at the University of Vienna explains that even short exposure to stereotypic depictions of a social group can have an influence on judgments about the group. She also explains the distinction between stereotype activation and application. Arendt explains two different types of stereotypes, implicit and explicit. Implicit stereotypes are automatically activated and they are the outcome of associative processes. For example, if an individual hears about a crime committed by a

foreigner they may activate specific concepts in the associative related to the “criminal foreigner” stereotype. As a result, if these two words, foreigner and criminal are activated simultaneously, the tendency to automatically associate the concepts will consequently increase (Arendt, 2013). Explicit stereotypes are overtly expressed judgments and they represent the outcome of propositional processes.

Has coverage of Asians in the news media always been filtered and limited?

Research was conducted in this area of study even in the early 1990s, when the problem was still an incessant issue. Foreign news was and is rarely given a balanced representation. If there is newsworthy information on minorities it’s usually related to a crisis situation that demeans and depreciates them. A newsworthy story is one that not only focuses on a recent event. According to Media College.com, a newsworthy story should be comprised of five factors: timing, significance, proximity, prominence, and human interest (“What makes a,”). The authors, John Lent and Shanti Rao conducted a content study on the portrayal of Asians in the news media in 1979. The results were as follows: 41% of the articles in the New York Times dealt with Asia. The two main stories were on the hijacking in Bangladesh and the Korea lobby/Tongsun Park controversy which accounted for about one-third of the total space allocated for Asian news (Lent & Rao, 1979). In broadcast news, six ABC News broadcasts contained a total of two hours, one minute and 16 seconds of news. However, only ten minutes and 17 seconds of the total news time related to Asians. As a result, there was backlash and complaints from Asians that their affairs are presented through the national biases of the United States (Lent & Rao, 1979). This content study contains pertinent information that correlates to my topic of research. Although this study was performed 35 years ago, the results show that the narrow and shortsighted delineation of Asian is still an ongoing issue that needs to be brought to attention once again.

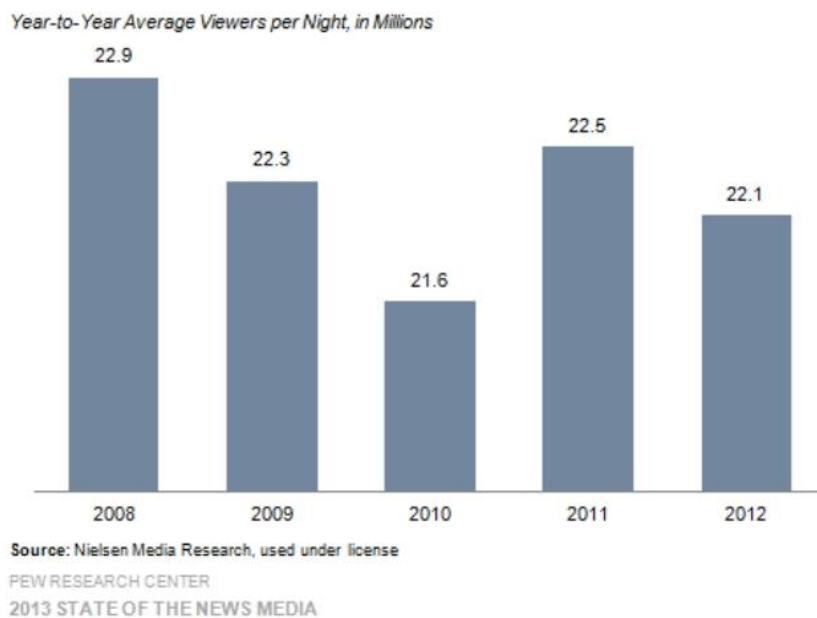
How are Asians viewed in the United States?

The yellow peril racial stereotype is one that has been around for centuries. It is believed to have been named and popularized by German Kaiser, Wilhelm II in the late 19th century (Kawai, 2005). During the late 19th and early 20th centuries, the West feared that the Yellow race would threaten the domination of the White race. In the United States, the yellow peril signified fear of Asian migration. “White Americans perceived people of Asian descent or Orientals as unassimilable foreigners who would eventually overtake the nation and wreak social and economic havoc” (Kawai, 2005). The ongoing issue in the United States is the dialectic of the model minority and the yellow peril. Asians have always been stereotyped as being academically successful, but simultaneously stereotyped as being foreigners or aliens who are incapable of assimilating into American society or impose a threat. Kawai explains that these two stereotypes are inseparable. “People of Asian descent become the model minority when they are depicted to do better than other racial minority groups...On one hand...as the yellow peril they embody foreignness and masculinity that threaten U.S. identity” (Kawai, 2005). Unfortunately Asians are always attributed to these forged characteristics.

Chapter 3

Methodology

Research and data for this manuscript was collected via SnapStream. SnapStream is a TV monitoring service for broadcast organizations. The services include searching, recording, and monitoring television. For this study, SnapStream served as the basis of my research findings. I chose three main broadcast networks to analyze: NBC, ABC, and CBS. I looked at *NBC Nightly News*, *ABC World News with Diane Sawyer*, and *CBS Evening News with Scott Pelley*. The reason for choosing these three networks and shows were because they are the most popular and prevalent among audiences in the United States. According to The State of the News Media, “in the evening, an average of 22.1 million people watched one of the three commercial broadcast news programs on ABC, CBS or NBC in 2012” (Guskin, Jurkowitz & Mitchell, 2013).



I also chose evening news over morning news because of the age demographic. Evening news viewers tend to be older. “The average age of a regular evening news consumer in 2010 was 53” (Guskin, Rosenstiel & Moore, 2011). This fact was pivotal to my research because it was important that I not only focused on the show, but what kind of audience members were watching it. If I were to focus on morning news, the age group may have been more skewed to a younger crowd. Moreover, the type of content in the show would be completely different; there would have been less emphasis on hard news and a greater focus on soft news.

Another component to my research is the comparison between the United States representation of Koreans versus South Korea’s representation of The United States and American culture. For this study I chose the biggest major television network in Korea, KBS (Korean Broadcasting System). I chose KBS over the four other major networks because it is the not only the largest, but the most popular in the country with the largest viewership.

I analyzed nightly newscasts from the months of January 2013 and June 2013 (excluding weekends) for all networks. The reason for this was because I wanted to show a comparison between the content/type of news reported at the initial start of the year versus what is being reported at the six month mark of a year.

Theories

The methodology used in this research was a framing analysis. Framing refers to how people perceive and communicate reality, and involves selection and salience. “To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way to promote a particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation for the item described” (Entman, 2006).

Price, Tewksbury, & Powers (as cited in Scheufele, 1999) defined “The framing and presentation of events and news in the mass media can thus systematically affect how recipients of the news come to understand these events.” The significance of the theory is that it has the ability to shape an individual’s thoughts. “Within the media, ideologies are transmitted through frames” (Deo, Lee, Chin, Milman, & Yeun, 2008). Each frame tells the audience how to think about a particular issue. Therefore, media frames serve to reinforce dominant racist ideologies and stereotypes.

Similar research in the field has been done utilizing this theory. A study investigating news media coverage of the perpetrator in the 2007 Virginia Tech shootings and the Columbine shootings were completed using the framing theory as the basis of comparison. When news of the Virginia Tech shooting broke, two articles were published—one on MSNBC.com and the other on Newsweek.com. The first article featured an interview with Wayne Lo, an Asian perpetrator of a previous school shooting. The entire article was a comparison of Lo and Seung-Hi Cho. Lo was even asked to provide insight into the mind of Cho, someone he had never met.

The second article critiqued undue attention paid to the race of perpetrators in previous media cover of mass shootings committed by Asians. The problem with this story was that U.S. national newspapers racialized the Virginia Tech shootings. The media framed the incident around Cho’s ethnicity and they “generalized criminal culpability to his ethnic group (Park, Holody, & Zhang 2012). Cho’s race was never proclaimed by himself, nor was it determined later by investigators to be the primary trigger of the crimes.

Interestingly, the Virginia Tech shootings shared more similar characteristics with other school shootings, and race was a factor that was irrelevant and was blown out of proportion in news coverage of the incident. In the Columbine coverage, there was an absence of a race angle. Although the perpetrators were white, researchers often questioned why the media failed to disclose the perpetrators' obsession with Hitler and the targeted killing of a black victim. In the Virginia Tech case, race and ethnicity were pivotal factors to the story. Incidents like this lead to a greater probability in audience members misperceiving Asians as being prone to criminal behavior. This concept of media framing has been implemented in various areas of studies over the years. The publications focused on how the news media can choose certain frames that can fortify already existing racial ideologies and stereotypes. Additionally, the media has the power and authority to frame race through a biased perspective.

Another theory that was utilized was the Cultivation Theory. The theory was first introduced by George Gerbner in 1969. "Cultivation refers to the long-term formation of perceptions and beliefs about the world as a result of exposure to the media" (Potter, 2006). Gerbner claimed that heavy television viewing creates an exaggerated belief in a "mean and scary" world. This theory has been used with prime-time television, but also explored in terms of the fear of crime being a by-product of exposure to crime-saturated television news (Romner, Jamieson, Aday, 2006).

"National television news can frame the evaluation of political figures and define political agendas for the public. These effects are presumed to reflect events in the world that the news makes salient... This television-exposure hypothesis is consistent with evidence that people rely on available instances in memory to form generalizations and make judgments" (Romner, Jamieson, Aday, 2006). Research using the cultivation theory looked at whether exposure to

local television news increased the perceived personal likelihood of criminal victimization and heightened its perceived importance as a political problem. Therefore, a consistent exposure to violent crime stories on television news would increase their availability in memory. This type of exposure through news would increase the salience of the crime, despite the actual rates of crime and of viewer characteristics. Television is one of the key storytellers in society today. Gernber's theory proves that what people see on television does in fact have an influence on one's cognition.

Chapter 4

Results

Results for January 2013

Figure A

Date	NBC	ABC	CBS
1/1	1	1	2
1/2	0	0	0
1/3	0	1	0
1/4	0	0	0
1/7	0	1	0
1/8	0	0	0
1/9	0	0	0
1/10	0	0	0
1/11	0	0	0
1/14	0	0	0
1/15	0	2	0
1/16	0	0	0
1/17	0	0	0
1/18	0	0	0
1/21	0	0	0
1/22	0	0	0
1/23	0	0	0
1/24	0	2	0
1/25	0	1	0
1/28	0	0	0
1/29	1	0	0
1/30	0	0	0
1/31	0	0	0
Total	2	8	2

The table above shows the results for each time there was a reference to Korea or Asia/Asians in the month of January (whether it be a news story/full coverage/brief mention).

Results for June 2013

Figure B

Date	NBC	ABC	CBS
6/3	0	0	0
6/4	0	0	0
6/5	0	0	1
6/6	0	0	3
6/7	0	0	0
6/10	0	0	0
6/11	0	0	0
6/12	0	1	0
6/13	1	0	0
6/14	0	0	0
6/17	0	0	0
6/18	0	0	0
6/19	0	0	0
6/20	0	0	0
6/21	0	0	0
6/24	0	0	0
6/25	0	0	0
6/26	N/A	N/A	N/A
6/27	N/A	N/A	N/A
6/28	N/A	N/A	N/A
Total	1	1	4

The table above shows the results for each time there was a reference to Korea or Asia/Asians in the month of June (whether it be a news story/full coverage/brief mention)

*N/A=Not available

The days of June 26th, 27th, and 28th were not available due to technical issues on SnapStream.

Therefore, these three days were not evaluated as part of my research study.

The reported stories in the month of January followed a consistent theme. A majority of the stories that aired on all networks pertained to North Korea in varying contexts. The first day of the month was fairly balanced. Figure A shows that NBC made one reference, ABC also made one, and CBS made two. Both NBC and CBS made brief references to the Korean War memorial. Both networks covered the rose parade in California where the pentagon sponsored a float that was a replica of the Korean War memorial in Washington D.C. CBS then transitioned into a story about the growing Asian population in Texas. The reporter interviewed an Asian man who owns a pastry café with 18 Asian employees. The story focused on the majority of news jobs in Houston being taken on by immigrants and children of immigrants. The reporter also mentioned that Houston surpasses New York City's immigration network now. It was also stated that ethnic diversity has helped expand Houston's economy. ABC was the only network on this day that reported on North Korean leader Kim Jong Un's public address. It was stated he has the same "defiance as his father," and no intentions of abandoning the Pyongyang nuclear weapons program. The reporter explained that his speech was addressed directly to South Korea's new leader and aimed at America.

Kim Jong Un delivered the public address on New Year's Day in Pyongyang. While the other networks did have references to Korea and Asia, ABC was the only network that covered the story on the North Korean leader. The following day January 2 all three networks did not refer to Korea in any context. The third day January 3 ABC made a quick reference to Mazie Hirono, the first Asian American woman selected to the Senate. On January 7 ABC briefly covered former New Mexico governor Bill Richardson and Google Executive Chairman Eric Schmidt's trip to North Korea. This trip was newsworthy because it was reported that the two

had failed to secure the release of a Kenneth Bae (a tourist who was detained in 2012) held in North Korea.

The trip was controversial because it came soon after North Korea's long-range rocket launch the month before. However, Schmidt said his visit to Pyongyang was to talk about the development of a free and open Internet in North Korea. ABC only stated this fact, but did not report on the controversial aspects of the stories.

The following days, January 8 through January 14 all three networks made no references. However, on January 15 ABC made two. The first was a story on Walmart's announcement to spend \$50 billion dollars over ten years on new products made in the United States. The reporter emphasized that many of the items are in fact made in China though, and that labor costs in Asia are rising. The second was a brief mention that was lead in with the statement, "And we move on next to this nation, fighting the flu." It was about passengers from Chicago arriving in South Korea where they were being scanned by thermal camera for signs of fever.

All networks made no reports until January 24 when ABC referred to North Korea twice. The newscast immediately began with the lead story on a nuclear threat from North Korea. The reporter first explained the history of the first nuclear bomb in 2006, and moved onto how North Korea imposes such a huge threat to the United States. She ended the story with this closing statement, "Still, as today shows, a nation which proudly hangs anti-American posters, such as this, while struggling to feed its own people, is working every day to become an even greater threat." The next day January 25 ABC was again, the only network to report on North Korea. Eleven minutes into the show, there was a brief mention of North Korea putting the nuclear test to a temporary halt. For the remainder of the month, there was only one other reference to North

Korea by NBC on January 29. The story initially was introduced with the issue of smog in Beijing being a serious threat. The reporter then led into the new and improved depiction of North Korea on Google maps. He explained that they are detailed enough to show the Pyongyang subway stops and concentration camps in North Korea. He also stated that this came shortly after Google executive chairman, Eric Schmitt's visited the country.

In January 2013, there were a total of 12 stories/references/mentions of North Korea on all newscasts. ABC made the most reports with a total of eight, and NBC and CBS were tied with two. In June 2013, there was exactly half of the total of January. NBC and ABC were tied with one, whereas CBS was in the lead this month with a total of four.

CBS was the first network to make a reference to North Korea on their June 5 broadcast with a story on Susan Rice. The reporter stated she pushed new economic sanctions against North Korea in the past. The following day June 6, CBS made a total of three reports. The first two were about genetically modified wheat being sold to countries in Asia. The second was a follow up on the same story, and how Japan and South Korea suspended some U.S. shipments of it. The exact statement was, "The food and drug administration says the modified wheat is fit for human consumption but Japan and South Korea have suspended some U.S. shipments. Those countries have strict bans on genetically modified wheat." The last was a quick mention of a Korean War veteran in a feature story about him.

ABC was the next network to report on June 12. The story was focused on Edward Snowden and how his last post was at the National Security Agency Facility in Hawaii, a hub for American spying and computer hacking on China and North Korea. The next day, June 13 NBC discussed the changing makeup of the U.S. population. The reporter stated that for the first time,

the Asian population was the fastest growing population in the country in 2012. NBC was the last network to make any type of report for the remainder of the month.

Results for January 2013

Figure C

Date	KBS
1/1	2
1/2	2
1/3	1
1/4	2
1/7	0
1/8	2
1/9	2
1/10	1
1/11	0
1/14	1
1/15	0
1/16	1
1/17	1
1/18	1
1/21	1
1/22	2
1/23	2
1/24	1
1/25	1
1/28	1
1/29	2
1/30	1
1/31	0
Total	27

The table above shows the results for each time there was a reference to the United States/America/Americans in the month of January (whether it be a news story/full coverage/brief mention).

Results for June 2013

Figure D

Date	KBS
6/3	2
6/4	0
6/5	2
6/6	1
6/7	3
6/10	1
6/11	0
6/12	1
6/13	2
6/14	1
6/17	4
6/18	0
6/19	1
6/20	0
6/21	1
6/24	0
6/25	0
6/26	N/R
6/27	N/R
6/28	N/R
Total	19

The table above shows the results for each time there was a reference to the United States/America/Americans in the month of June (whether it be a news story/full coverage/brief mention).

*N/R=Not recorded

The days of June 26th, 27th, and 28th were available for KBS, but not recorded due to the unavailability of broadcasts from NBC, ABC, and CBS.

The total number of reported stories for the months of January and June combined for NBC, ABS, and CBS totaled 18. The total for KBS was 46; this is more than twice the amount of coverage on American networks.

In January, KBS reported on a myriad number of American stories almost every day of the month with the exception of only four days. On January 1, there was a five minute segment dedicated to the U.S. economy and American shopping habits. Then there was a one minute feature on sports. On January 2, similar topics were reported—the economy and sports. This time there was a two minute feature on Tiger Woods. The January 3 reference was also to sports. However, on January 4, a new topic was mentioned—the problem of obesity in America and the importance of exercising. The b-roll used in this segment showed Americans eating fast food. The newscast then ended with a quick feature of NBA basketball. On January 8 there was a two minute story on Obama's plans to visit Afghanistan. The newscast ended again with a feature on the PGA, and golfer, Steve Stricker. On January 9 both stories were on the PGA Tour. The following day, January 10, there was a two minute story on the flu emergency in the United States, with a focus on Boston and interviews with people who were hospitalized.

The next days, January 14, January 16, January 17, and January 18 all focused on sports, ranging from NBA basketball, golf, and even a feature dedicated to Kobe Bryant and his all-star championship. The following days all reported stories were on Obama and the inaugural address. On January 22 there were two different feature stories on the address, even with a focus on First Lady, Michelle Obama's fashion. The remainder of the months heavily focused on sports with the exception of January 25. On this day there was a two minute story comparing Apple and Samsung products. The reporter explained that Samsung's sales surpassed Apple exponentially in recent months.

While there were a total of 27 references to Korea on KBS in January, there were only 19 in June. The results coincided with the findings from NBC, ABC, and CBS in that the networks made more reports in January. The reports in June followed a consistent theme that mirrored many of those reported in January. These results showed yet another emphasis on sports, the U.S. economy, and Obama.

On June 3 there was a two minute feature story on a group of storm chasers who died in the Oklahoma tornado. The newscast similarly ended with a short segment on USA soccer. The June 5 broadcast brought back the story of Apple versus Samsung that was reported back on January 25. The reporter explained the growing popularity of Samsung products in comparison to Apple. On June 7, there was a two minute story on Obama's interest in Korea's digital education program. The June 12 show had a five minute feature on the issue of data surveillance programs that have hacked millions of accounts. The following day, there was a brief mention of a fire in Colorado that killed many people. All other reports were on sports. June 17 had the most reports out of all the days in the month. The show began with a two minute feature on Obama and the South Korean president's phone meeting, followed by another one minute feature on the relations between America and North Korea. This was then followed by a two minute story on North Korea and Obama's plans to alleviate issues. The remainder of the month focused on sports, with a feature of LeBron James and the Miami Heat win reported on June 21.

Chapter 5

Discussion

As the results indicate there is a colossal difference in numbers between NBC, ABC, and CBS versus KBS. Why is the difference so great though? The January 1st broadcast of NBC, ABC, and CBS was the only day in the entire month that all three networks featured something about Korea. The Korean War memorial reference and the growing Asian population in Houston were both fairly neutral stories. However, ABC then reported on Kim Jong Un's public address. The only reference to South Korea was the fact that his speech was addressed directly to the leader of the country. The next mention of South Korea was on January 15th when ABC reported on passengers from Chicago arriving in South Korea where they were being scanned by a thermal camera because of the flu epidemic. For the month of January, South Korea was only mentioned or referenced to twice.

KBS reported on America a total of 27 times. This gap between the numbers is more than just an issue of a lack of news worthy stories to report on, but a distortion of the news. "I have told people for years that if all they watched was the news on ABC, CBS, CNN or NBC, all they really knew—particularly about economic and social issues—was what they were told" (Sentinel, 2002). There is simply an absence of South Korea in the American nightly newscasts. Any news reported about Korea is about North Korea. However, North Korea is not South Korea—they are completely disparate from one another, yet American news media has almost conjoined the two. This has led people to think that Korea is North Korea—the people, the culture, and the

ideologies are interchangeable. The types of stories being reported are consistently the same, but lack the fundamentals. These patterns become almost predictable. Stories on North Korea no longer seem surprising to viewers, but rather expected because people begin to associate North Korea with the very things that are becoming reported on—nuclear weapons, wars, communism, etc.

Since the American news media is consistently reporting solely on North Korea and the problems in that country, a result is a shortsighted understanding of Korea. As a Korean American I experience the stereotypes and archetypal judgments created by the news media itself first hand. Not only does the American news media need to accurately represent Korea, but they need to begin by reporting more accurately on Asia and its people.

In the novel, “Good Will Win In the End,” a character in the novel quotes:

“Before the Watergate scandal, journalists saw their jobs as reporting the news. Since Watergate, journalists have seen themselves as a priestly class, whose mission is to uncover scandal—at any cost—making sure that they get a book and movie deal for themselves in the process. The other problem with the post-Watergate mentality is that it has alienated the media from the rest of society. It has created an US vs. THEM approach, in which the US knows that we are smarter and more virtuous than the THEY could ever hope to be. Besides distorting the news, this arrogant, supercilious attitude has had a very corrupting influence on the news media. Since media types know that we are truly superior to the rest of the human race, there is a belief that the normal rules of conduct that govern mere mortals need not bother us...” (Olsen, 2006).

As the author, Rory Olsen explains, this is why distortion occurs. The media really is all-powerful. American news media does not have to report on South Korea, nor do they have to do it accurately. It's rather indirectly applied that the news media should participate in ethical reporting. Viewers put their trust in the networks to report on true and accurate news that's also balanced. The news media has this obligation they need to fulfill. However, they also have a choice on how much they want to report on, and how they want to portray it. Essentially, what we, the viewers, learn from the news is strictly what they expose. Consequently, we, the viewers absorb that information cognitively leading us to believe we should think a certain way about a group of people or an issue, in this case, Korea. Although the news media's goal is to be unbiased, the results from January 2013 alone indicate that in fact there could be an underlying bias that has been overlooked.

In the month of June 2013, there was only one reference to South Korea by CBS. The remainder of the stories was focused on North Korea yet again. The number of reports on America by KBS in January and June far surpassed NBC, CBS, and ABC's totals combined. Why is it that Korea's portrayal of America was mostly positive and the amount of coverage was so high? KBS's nightly newscast is an hour long. A majority of the stories reported got at least a minimum of a minute coverage time. KBS primarily focused on America's economy and sports. It is understandable that Korea covered Obama's inaugural address, and updates on the economy. America's economy and government has always remained a newsworthy topic of importance for many countries, not just Korea. However, the amount of coverage American sports got in their broadcast is rather unusual.

This then leads into the discussion of the American culture, traditions, and customs. The American culture has always been at the forefront of many cultures; it has always been regarded as the most righteous, and serves as a model for others. The influence of American culture on Korea is particularly prominent. The Korean culture is rapidly becoming replaced with Western ideals ranging from: food, music, fashion, and more. Although Koreans are still striving to preserve their culture, there is somewhat of biculturalism taking place. Koreans have a high regard for the American people and culture. Perhaps it might not be because they truly value it, but because many other cultures do.

The admiration for the American culture has always been so highly esteemed, and it is well represented in the results from the KBS newscasts. However, as stated previously, Koreans are still striving to preserve their culture, and are certainly proud of it. The KBS newscasts did not fail to report on stories that involved achievements. For example, the story on Samsung sales surpassing Apple, and Obama's interest in Korea's digital education program shows that all the stories serve to deify America.

This issue is one that is deep-rooted in American news media. There are no predictions or postulations that can be derived from this to see if a change in a more accurate news reporting of Koreans would be instigated by the American news media. Until there is a change in the American news media, Koreans and Asians of all cultures will still remain victims to the news media's way of framing their cultures.

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Pennsylvania State University, State College, PA

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- ❖ Pennsylvania State University Fall 2010 Best Speech Award (1st place)
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EXPERIENCE

The Centre County Report, State College, PA

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Anchor, Reporter, Social Media & Web Producer

- Work both independently and in teams to produce packages for the weekly show
- Shoot b-roll, edit footage, and write scripts
- Social media and web producer, responsible for updating the show's website and multiple social media accounts

Penn State Schreyer Honors College Relations Office, University Park, PA

Fall 2013

Intern

- Interviewed and wrote profile and feature stories on scholars and alumni for the website

CNN, Atlanta, GA

Summer 2013

Intern, HLN Weekend Express (T. Howard Foundation)

- Wrote scripts, edited/logged video and went on shoots
- Published multiple segments for the web and worked on teleprompter in the control room for weekly shows

6 Theory Media (allkpop), Edgewater, NJ

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- Worked with the professor to help incoming freshmen students become well-adjusted to college life

Vacation Bible Study, Atlanta, GA and Seoul, Korea

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