

Jooyeon Lee



Position : Assistant Professor
Faculty : Faculty of Humanities and Arts
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Teaching and Research Areas :

Journalism, International communication, Political communication (especially campaigning, marketing, and advertising), Comparative studies between Asian countries, Social media

Academic Qualifications

2010 - 2013 Ph.D. / Media and Communication Studies / University of Leeds
2005 - 2007 Completion of Ph.D. / Communication and Information / Hankuk University of Foreign Studies
2002 - 2004 Master / Political Science / Hankuk University of Foreign Studies
1998 - 2002 Bachelor / Business Administrator (Major), Communication and Information (Minor) / Hankuk University of Foreign Studies

Teaching Experiences

2017 - Present Assistant Professor / Faculty of Humanities and Arts / Macau University of Science and Technology
2016 - 2017 Lecturer / Media and Communication / Korea National Open University
2015 - 2017 Lecturer / Media and Communication / Dongguk University
2014 - 2017 Lecturer / Media and Communication / Hankuk University of Foreign Studies

Representative Publications

Journal Articles:

Oh, Kim, Kim and Lee (2015). Research on visual framing of newspaper about the accident of the ferry Sewol sinking, *The Society of Modern Photography & Video*, 18(2), p.5-36.

Lee, Lee and Yang (2010). The Study on Non-verbal elements shown in political advertisements of newspaper, *The East-West Channel*, 28, 65-100.

Chun, Lee and Lee (2003). Research on political candidate images in the 16th Presidential Elections, *The East-West Channel*, 15, 61-83

Book Chapters or contributions:

Lee (2017). Big data & South Korea. *Encyclopedia of big data*. Springer.

Lee and Kim (2013). Bottom-up campaigning. *Encyclopedia of Social media and Politics*. Sage Publication: New York

Conference Proceedings:

A conference presenter of a titled 'Discuss the development of the concept of professionalization in political communication and the extent to which it applies to South Korea' in The annual conference of Political Studies Association Media & Politics Group, UK, 2012.

A conference presenter of a titled 'Professionalisation of election campaigns in South Korea' in The annual conference of International Communication Association, USA, 2012.

A conference presenter of a titled 'The evolution of election campaign in South Korea since the 1997 presidential election', Postgraduate conference of MeCCSA (Media, Communication and Cultural Studies Association), UK, 2012.

A conference presenter and a summer school participant of a titled 'Political communication and Political behaviors', Milan in Italy, 2010.

Research Grants/Projects

Management consulting on election campaigning for a general election in South Korea, 2016

Professional Specialist, The World on Arirang TV programs monitoring, 2016

Assistant researcher, Media and election law in modern society, *Korea Press Foundation*, 2006

Assistant researcher, The Presidential Elections and Political advertisement, *Korea Press Foundation*, 2005

Project researcher, a comparative study of copyright law in digital Broadcasting Age: South Korea and Japan, 2005

Academic and Professional Membership

Membership of International Communication Association

Membership of Korea Studies for Journalism & Communication Studies