

Seonah Kim

Curriculum Vitae

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Academic Appointments

2025-current Assistant Teaching Professor, Media Studies, University of Colorado Boulder
2024-2025 Term Assistant Professor, Communication, George Mason University Korea

Education

2024 Ph.D. University of Washington, Seattle, USA
2018 M.A. University of New Mexico, Albuquerque, USA
2015 B.A. Sungshin Women's University, Seoul, South Korea

Research and Teaching Interests

Critical Cultural Studies, Asian/American Digital Media, Transnationalism, Platform Studies, Global Beauty/Body Technology, Decolonial Feminist Critique, Research Methods

Peer-Reviewed Publications

In-Progress

A book manuscript (tentatively titled): Desiring Darkness: Overdetermining Skin Color and Beauty in Transnational South Korea.

Journal Articles

Kim, Seonah & Kim, Dasol (forthcoming, 2026). Negotiating Asian American Identity and Aesthetic Visuality on Digital Media: The ABG Transformation Phenomenon on YouTube. Manuscript is accepted in *Critical Studies in Fashion and Beauty*.

Kim, Seonah (2025). Somatechnic of Plastic Surgery: Unmasking Mediated Male Gaze and Monstrous Femininity in Mask Girl. *Women's Studies in Communication*, 48(4), 471-490.

Kim, Dasol & Kim, Seonah (2024). Whiteness Construction in South Korean Digital Space: Oliver ssaem's Strategic Identity Distancing for Visibility. *Convergence: The International Journal of Research into New Media Technologies*.

Kim, Seonah (2024). Critical Complete-Member Ethnography Revisited: A Heuristic Reflection of Nativeness, Insiderness, and Homeland During the COVID-19 Pandemic. *International Journal of Qualitative Methods*, 23, 1-2

Kim, Seonah (2024). De-/Re-Whitening Russianness: A Liminal Space of White Privileges Represented in Non-Summit. *Television & New Media*, 25(3), 270-286.

- Kim, Seonah (2023). "They expect us to all be yellow" Rhetorical Construction of Asianness in Blackface Controversy around Jella's Yellowish-Brown Tanning Makeup on YouTube. *International Journal of Communication* 17, 5420-5439.
- Kim, Seonah, Lee, Jeehyun. Jenny, & Swan, Anna. Lee (2022). Consuming Ali Abdul: conditional acceptance in the context of Korean multiculturalism. *Communication, Culture & Critique*, 15(4), 536-537.

Book Chapters

- Kim, Seonah & LeiLani Nishime (forthcoming, 2026). Transnational Mixed Asian/Black Beauty: Negotiating South Korea's Relation to Nigeria Through Multiracial Celebrity. Kwon, Jungmin & Eguchi, Shinsuke (Eds.), *Routledge Handbook of Communication and Transnationalism*. Routledge.
- Kim, Seonah & Hou, Yang-Hsun (2025). Duoethnography on Mobility, Race, and Gender: Conversations about Negotiating while Resisting the U.S. Gaze. In Mahali, Alude & Tate, Shirley Anne (Eds.), *Dialogues on Decolonizing University: Racialized Gender Transnational Learning* (pp.65-86). Palgrave Macmillan, Cham.
- Kim, Seonah & moultrie, jas (2023). lululemon is for everyone! Isn't it? Post-racial politics in athletic wear advertisement. In Lind, Rebecca Ann (Ed.), *Race/Gender/Class/Media: Considering Diversity Across Audiences, Content, and Producers* (pp.149-153). Tayler & Francis.
- Kim, Seonah (2022). What makes Chloe Kim's return glorious? Korean news coverages of Chloe Kim during the PyeongChang Winter Olympics. In Wang, Cynthia & Steve, Bien-Aimé. (Eds.), *Perceptions of East Asian and Asian North American Athletics* (pp.257-289). Palgrave Macmillan, Cham.

Book Reviews

- Kim, Seonah (2025). Digital Racial: Algorithmic Violence and Digital Platforms by Yasmin Ibrahim, *Critical Studies in Media Communication*, 42(3-4), 339-341.
- Kim, Seonah (2022). Queer Korea, ed. by Todd A Henry, *A Journal in LGBTQ Worldmaking*, 9(1). 86-91.

Grants and Fellowships

2024	Faculty Research and Development Grant, George Mason University Korea
2022	Chester Fritz International Research and Study Fellowship, The Graduate School, University of Washington
2022	Graduate Research Cluster on Autoethnography, Simpson Center for the Humanities, University of Washington
2021	Waterhouse Family Institute Research Grant for the Study of Communication and Society, College of Liberal Arts and Sciences, Villanova University
2021	Peter Clarke and Susan Hope Evans Graduate Student Research Grant, Department of Communication, University of Washington

2018-2023 Communication Graduate Student Travel Funding, Department of Communication,
University of Washington

Honors and Awards

2023	Top Paper Award Asian/Pacific American Communication Studies Division (APACSD) of the National Communication Association, 109 th Annual Conference
2023	Decolonizing Korean Studies Junior Scholar Workshop Intergenerational Conference of Senior and Junior Scholars in Critical Korean Studies
2022	NCA Doctoral Honors Seminar National Communication Association, 108 th Annual Conference
2022	Barbara Warnick Dissertation Proposal Award Department of Communication, University of Washington
2020	Top Student Paper Award International and Intercultural Communication Division of the National Communication Association, 106 th Annual Conference
2019	Outstanding Thesis Award International and Intercultural Communication Division of the National Communication Association, 105 th Annual Conference
2016	New Teaching Assistant Award Department of Communication and Journalism, University of New Mexico, Master's level graduate teaching assistants for excellence in the classroom.

Teaching Experiences

Department of Media Studies, University of Colorado, Boulder

MDST 1002: Introduction to Social Media
MDST 1003: Critical Media Literacy
MDST 4211: Asian Media and Culture
MDST 3201: Media, Culture, and Globalization
MDST 3002: Digital Culture and Politics

Communication, George Mason University Korea

COMM 101: Fundamentals of Communication

Department of Communication, University of Washington

COM 289 Communication, Power, and Difference
COM 322 Global Communication
COM 478 Intercultural Communication

Communication Leadership Program, University of Washington

COMMLED 520 Qualitative Research for Social Media Marketing

Communication & Journalism, University of New Mexico

CJ 130: Public Speaking

CJ 323: Nonverbal Communication

Invited Lectures and Talks

2025	Guest Lecture: Human Rights, Media Representations, and Multiculturalism. George Mason University, Incheon, South Korea.
2025	Guest Lecture: K-pop & Korean wave in Global Media: Places, Cultures, and Identities in a Connected World. University of Virginia, Charlottesville, VA.
2023	Guest Panel: Methods in Critical Cultural Studies. Methods of Inquiry. University of Washington, Seattle, WA.
2021	Guest Lecture: Transnational/Alternative Media. Race, Gender, and Power in Asian American Media. University of Washington, Seattle, WA.
2020	Guest Lecture: Gender, power, and culture. Interpersonal Communication. University of Washington, Seattle, WA.
2018	Guest Lecture: Methodological approach in critical media and cultural studies. Qualitative Research Methods. University of Washington, Seattle, WA.
2018	Guest Lecture: Pop-culture crossovers. Cross-Cultural Communication for Study Abroad. Dankook University, Jukjeon, South Korea.
2017	Guest Lecture (co-teaching): Whiteness. Foundation of Communication Theory. University of New Mexico, Albuquerque, NM.
2016	Discussion Panel: Popular culture, representation, and identities. Intercultural Communication. University of New Mexico, Albuquerque, NM.

Selected Conference Presentations

- Kim, S. (2026). Promoting neoliberal images of mixed-Black girl celebrity in South Korea: Jenny Park as a somatechnic national project of strategic Blackness. The manuscript is accepted for the presentation at Global Asias Conference, University of California, Irvine, CA.
- Kim, S. & Nishime, L. (2025). Transnational Mixed Asian/Black Beauty: Negotiating South Korea's Relations to Nigeria Through Multiracial Celebrity. National Communication Association, Denver, CO.
- Kim, S. (2025). Black/Asian Mixed-Race Beauty and the Post-Natural (Transnational) Aesthetic Black Hair on YouTube. Race and Media Symposium. University of Utah, Salt Lake City, UT.
- Kim, S. (2025) Somatechnic of Plastic Surgery: Unmasking Mediated Male Gaze and Monstrous Femininity in Mask Girl. Accepted for presentation at Society for Cinema and Media Studies Conference. Chicago, IL.
- Kim, S. & Hou, Y. H. (2024). Duoethnography on Mobility, Race, and Gender: Conversations about Negotiating while Resisting the U.S. Gaze. Association of Asian American Studies Conference. Seattle, WA.

- Kim, S. & Kim, D. (2023). Fun to be Asian baddies: Re-presenting Asianness through Asian Baby Girl (ABG) Aesthetic on YouTube. National Communication Association. National Harbor, MD. **(Top Paper)**
- Kim, S. & Kimura, K. (2022). Model minority athletes: Racialized and gendered discourse constructed around Asian American female athletes in U.S. news media. National Communication Association. New Orleans, LA.
- Park, S., Kim, D., Kim, S., & Swerzenski, J.D. (2022). De/Reconstructing Asianness through techno beauty assemblage. International Communication Association, Paris, France.
- Kim, J., Song, H., Kim, S., & Kwon, J. (2022). Reshaping Local Identities through Digital Media: Transnational Consumer Culture and Digital Identity Making. Society for Cinema and Media Studies Conference. Chicago, IL.
- Asante, G., Ding, Z., Kimura, K., Aswad, N., Kim, S., & Mejia, O. (2021). Renewal and Transformation in the Era of Neocropolitics. National Communication Association. Seattle, WA.
- Agarwal, V., Baylor, J., Otáñez, A., Diaz, A., Nishime, L., Kim, S., Gordon, D., Marlowe, H., & Ivy, D. (2021). Renewal and Transformation Series: Disruption. Roundtable in the annual meeting of the National Communication Association. Seattle, WA.
- Kim, S. (2021). What makes Chloe Kim's return glorious? Korean news coverages of Chloe Kim during the P'yŏngch'ang Winter Olympics. National Communication Association. Seattle, WA.
- Kimura, K., Brandley, B., Craig, R., Ding, Z., Kim, S., Halualani, R., Upshaw, S., & Hong, Y. (2020). "Yellow Perils," Revived: Intervening about COVID-19 over Anti-Asian Racism and Micro-macro aggressions. National Communication Association. Indianapolis, IN.
- Kim, S. (2020). Putting tanning make-up under the bleached skins: The rhetoric of tanning makeup tutorial YouTube in South Korea. National Communication Association. Indianapolis, IN.
- Kim, S. (2020). Heterogeneous Whiteness: Glocalization Examination of White Ethnic Representations in Korean Media. National Communication Association. Indianapolis, IN. **(Top Student Paper)**
- Jing, J., Ding, Z., Kim, S., Gomez, J., Tran, T., Korn, J., Kanemoto, E., Abrar, S., & Tetteh, D. (2019). Exit? Stay? (Non) survival politics for Women of Color from the Global South and North in U.S. Academia. National Communication Association. Baltimore, MD.
- Kim, S. (2017). Whiteness is everywhere as Starbucks is: Reproducing transnational Whiteness in Korea. National Communication Association. Dallas, TX.
- Kim, S. (2017). "I am not your Nanny": Racialized gender of Asian American women in BBC interview. Inter-Asia Cultural Studies Conference, Seoul, Korea.
- Kim, S. (2016). Media representation of Asian/American intelligence and masculinity in South Korean show, *Sexy Brain Guys*. Association of Asian American Studies Conference, Portland, OR.

Departmental/Discipline Service

2025-2026	Inclusive Pedagogy Ambassadors, University of Colorado Boulder, Media Studies
2025-2026	Undergraduate Program Committee, University of Colorado Boulder, Media Studies

2025	Chair, Series Seminar Committee, George Mason University Korea
2023-present	Member, Decolonizing Korean Studies Collective
2023-present	Reviewer, International Journal of Communication & Howard Journal of Communication
2022-2023	Grant Evaluation Committee, Waterhouse Family Institute, Villanova University
2020-2023	Reviewer, Asian/Pacific American Communication Studies Division, Critical and Cultural Studies Division, Visual Communication Division, National Communication Association.
2019	Student Representative for Asian Pacific American Communication Division, National Communication Association.

Academic Associations /Affiliations

Society for Cinema and Media Studies
National Communication Association
Association of Asian American Studies