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Semiosis Research Center, Hankuk University of Foreign Studies
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ACADEMIC APPOINTMENTS

Hankuk University of Foreign Studies. Seoul, South Korea
HK (“Humanities Korea”) Professor, Semiosis Research Center, 2023-present

Hankuk University of Foreign Studies. Seoul, South Korea
HK (“Humanities Korea”) Associate Professor, Semiosis Research Center, 2018-2022

Hankuk University of Foreign Studies. Seoul, South Korea
HK (“Humanities Korea”) Assistant Professor, Semiosis Research Center, 2012-2017

University of Pennsylvania. Philadelphia, PA
Postdoctoral Researcher and Lecturer, Department of Anthropology, 2010-2011

EDUCATION

Ph.D., Anthropology, University of Pennsylvania (December 2010)
M.I.S., American Studies, Graduate School of International Studies, Yonsei University (August 2000)
B.A., English Language and Literature, Seoul Women’s University (February 1996)

FELLOWSHIPS, GRANTS & PRIZES

Nadel Essay Prize for excellence in ethnographic writing by early career scholars – Awarded for publication in *The Asia Pacific Journal of Anthropology*, Australian National University. 2014

National Research Foundation of Korea (multi-year funding from the Ministry of Education of Korea). “Humanities Korea (HK) Research Center” Project Grant. 2012-2020

University of Pennsylvania. School of Arts & Sciences Dissertation Fellowship. 2007-2008

University of Hawai`i Foundation. Sustainable Living Institute of Maui, Scholars & Interns Program Research Fellowship. 2006

The Wenner-Gren Foundation for Anthropological Research, Individual Research Grant for Dissertation Fieldwork. 2004

University of Pennsylvania. Anthropology. Summer Field Funds. 2004

William Penn Fellow, University of Pennsylvania. School of Arts & Sciences. 2001-2004

Graduate School of International Studies Scholarship. Yonsei University. 1998-1999

PUBLICATIONS

Translated Books

2020. Korean Translation of *Peirce’s Approaches to the Self* by Vincent Colapietro. Hankuk University of Foreign Studies Press, Seoul.

2016. Korean Translation of *The Pragmatic Semiotics of Cultures* by Richard J. Parmentier. Hankuk University of Foreign Studies Press, Seoul.

Edited Volumes

2015. Co-editor (with Greg Urban). The Semiotic Corporation. Supplement Issue of *Signs and Society* 3 (S1).

Journal Articles

Forthcoming. Silence's Performativity (Response to "Hinged Dialogues and Heteroglossic Silence: Ritual Speech in Spiritualism," by Matt Tomlinson). *Current Anthropology*.

2022. Regimenting Circulation: A Case Study of Mediatization in Corporate Communication. *Signs and Society* 10 (3): 388-402.

2020. Scaling Femininity: Production of Semiotic Economy in South Korean Cosmetics Industry. *Signs and Society* 8 (2): 356-368.

2020. "Never from the Horse's Mouth": Glossing and Remediation in Corporate Communications. *Cross-Cultural Research: The Institute for Cross - Cultural Studies, Seoul National University* 26 (1): 5-34.

2020. Indexing citizenship: Semiotic mediation of participatory design in contemporary Hawai'i. *Studies in Humanities and Social Sciences: Journal of the Institute for Humanities and Social Sciences, Honam University* 63 (2): 42-53.

2019. Bang for the Buck: Responsibility and Value in American Corporate Giving. *Journal of American Studies: The American Studies Association of Korea* 51 (1): 107-127.

2017. Forms of Expectations about Future Returns. *Journal of Business Anthropology* 6 (2): 235-238.

2015. How Brands (Don't) Do Things: Corporate Branding as Practices of Imagining "Commens." *Semiotica* 207: 451-473.

2015. (with Greg Urban). The Semiotic Corporation: An Introduction to the Supplement Issue. *Signs and Society* 3 (S1): S1-S12.

2015. Review of *Songs of Seoul: An Ethnography of Voice and Voicing in Christian South Korea* by Nicholas Harkness, Berkeley: University of California Press, 2014. *Journal of Korean Religions* 6 (1): 269-273.

2015. Representing Corporate Social Responsibility, Branding the Commodity as Gift, and Reconfiguring the Corporation as 'Super-'Person. *Signs and Society* 3 (S1): S151-S173.

2015. Translating "Sustainability" in Hawai'i: The Utility of Semiotic Transformation in the Transmission of Culture. *The Asia Pacific Journal of Anthropology* 16 (1): 55-73.

2013. (with Greg Urban) Ethnographic Research on Modern Business Corporations. *Annual Review of Anthropology* 42: 139-158.

2014. Educating Sustainability and Semiotically Figuring the Corporation as a Citizen: A Case Study. *Studies in Humanities and Social Sciences: Journal of the Institute for Humanities and Social Sciences, Honam University* 43: 5-29.

2013. Body, Feeling, and Time: Sensemaking Narratives of Traditional Chinese Medicine in Urban USA. *Journal of American Studies: The American Studies Association of Korea* 45 (3): 117-147.

2013. The Mass Mediation of Corporate Social Responsibility Discourse: An Anthropological Approach. *Journal of Asia-Pacific Studies: Journal of the Institute of Global Affairs, Kyung Hee University* 20 (1): 167-202.

2007. (with Greg Urban and Ernest Baskin) “No Carry-Over Parts”: Corporations and the Metaculture of Newness. *Suomen Antropologi: Journal of the Finnish Anthropological Society* 32 (1): 5-19.

Articles and Chapters in Korean

2021. (Reproduced) The Characterization of Color: Semiotics of Color Terms in “Pink” Cosmetics Branding. In: Yoonhee Kang (Ed.) *Language and Culture in Modern Korean Society*. Seoul National University Press, Seoul.

2019. Mediatization of Color in Social Media: Case Study of Facebook Pages of Korean Cosmetic Corporations. In: Semiosis Research Center (Ed.) *Semiotic Discourses and Practices in Social Media*. Hankuk University of Foreign Studies Press, Seoul.

2018. Visualization of Words: Corporate Reconstruction of Maps. In: Semiosis Research Center (Ed.) *Between Words and Images: Intermediality of Diagrams*. Hankuk University of Foreign Studies Press, Seoul.

2018. Semiotic Ideology: A Case Study of Cultural Translation and the Intersection of Anthropology and Semiotics. *Semiotic Inquiry: Korean Association for Semiotic Studies* 55 (2): 51-75.

2017. Verbalization and Mediatization: Semiotic Interplays in Color Codification and Branding. In: Semiosis Research Center (Ed.) *Mediality and Materiality of Semiosis*. Hankuk University of Foreign Studies Press, Seoul.

2016. The Characterization of Color: Semiotics of Color Terms in “Pink” Cosmetics Branding. *Cross-Cultural Research: The Institute For Cross - Cultural Studies, Seoul National University* 22 (2): 13-43.

2015. Qualia and Quality of Brands: Study of Corporate Brand Planning. In: Semiosis Research Center (Ed.) *Narratology of Cognition and Emotion*. Hankuk University of Foreign Studies Press, Seoul, pp. 177-202.

2014. Expressions and Interactional Functions of Corporate Citizenship Narratives. In: Semiosis Research Center (Ed.) *Narrative and Media*. Hankuk University of Foreign Studies Press, Seoul, pp. 181-207.

2013. Signs of Taste: Ethnographic Study of ‘Lovemark’ Production. In: Semiosis Research Center (Ed.) *Code of Emotions, Interpretation of Emotions*. Hankuk University of Foreign Studies Press, Seoul, pp. 205-221.

2013. Analyzing Corporate Familial Metaphors Ethnographically: The Case of McDonald’s. *The Korean Journal of American History: Journal of the Korean Society of American History* 37: 169-191.

2013. The Gesture of the Gift: A Discourse-Centered Approach to Corporate Social Responsibility. *Cross-Cultural Research: Kyung Hee University* 30: 31-51.

2012. Semiotic Anthropological Examination into the Americanization of Country Music. *Music and Culture: The Korean Society for World Music* 27: 77-98.

DELIVERED PAPERS & TALKS

The Role of Glossing in the Communicative Mediation of Organizations. Paper presented at the Seventh Annual Conference on Semiotic Anthropology, University of Pennsylvania. May 30, 2021.

Semiotic Mediation of Forms of Personhood. Paper presented at the 5th International Conference of the Semiosis Research Center. Hankuk University of Foreign Studies, Seoul, Korea. June 29, 2020.

Shades of Femininity: Age Stratification in South Korean Cosmetic Labelling. Paper presented at Sociolinguistics Symposium 22. Auckland, NZ. June 29, 2018.

Scaling Femininity: Semiotics of Commodity Color Terms in Korean Cosmetics Brands. Paper presented at the International Conference on the 60th Anniversary Korean Society of Cultural Anthropology. Seoul. June 8, 2018.

Reconstruction of Identities: Recontextualization of Discourse and Cultural Translation. Paper presented at the Fall Conference of the Center for American and British Studies. Hankuk University of Foreign Studies, Seoul, Korea. November 18, 2017.

Inappropriate Skin Color: Effective Interpretant in Hawaiian Advertising. Paper presented at the Spring Conference of the Korean Association for Semiotic Studies. May 13, 2017.

Semiotics of Branding: Discussion on Corporations and Market. Paper presented at the 115th Annual Meeting of the American Anthropological Association. November 16, 2016.

Written Business English and the Semiotic Regimentation of Corporate “Cultural” Hierarchy. Paper presented at the 114th Annual Meeting of the American Anthropological Association. Denver CO. November 18, 2015. Session title: *Language, Labor and Political Economy*.

The Commodity as “of the Community”: Semiotics of Participatory Urban Design. Paper presented at the 2015 Spring Meeting of the American Ethnological Society. San Diego, CA, March 14, 2015.

Representing Corporate Social Responsibility and Reconfiguring the Corporation as ‘Super-’Person. Paper presented at the 4th Meeting of the International Forum on Business and Anthropology. Yonsei University, Seoul, December 21, 2015.

“Sustainability as Hawaiian Cultural Heritage”: Semiotic Transformation of Sustainability. Paper presented at the 113th Annual Meeting of the American Anthropological Association. Washington DC. December 3, 2014. Session title: *The Protocols of Encounter: Local Revitalizations in the Global Tension, Opportunities for Producing an Anthropology of the 21st Century*.

Translation as Semiotic Transformation. Paper presented at *Language as Culture: Ethnography of Communication*, the Fall Conference of The Sociolinguistic Society of Korea. November 8, 2014.

Brand Performativity: A Semiotic Anthropological View. Paper presented at *A New Horizon in Peirce’s Philosophy and Semiotics*, the Fall Conference of Korean Association for Semiotic Studies. November 1, 2014.

The Prolepsis of Brands. Paper presented at *New Semiotics: Between Tradition and Innovation*, the 12th World Congress of Semiotics. International Association for Semiotic Studies, Sofia, Bulgaria. September 16, 2014.

Narrating Sustainability as Hawaiian Cultural Heritage: Translation as Semiotic Transformation. Paper presented at *Narrative and Multimodality*, the 2nd International Conference of the Semiosis Research Center. Hankuk University of Foreign Studies, Seoul, Korea. May 23, 2014.

“Never from the Horse’s Mouth”: The Problem of Corporate Internal Communication in a Multiethnic Corporation in Hawai’i. Paper presented at the 50th Conference of the Japanese Society of Cultural Anthropology jointly held with IUAES Inter-Congress. Chiba, Japan. May, 2014. Session title: *Cultural Diversity and Multiculturalism in Enterprise (Commission on Enterprise Anthropology)*.

Authorship and Ownership of Corporate Citizenship Narratives. Paper presented at the 112th Annual Meeting of the American Anthropological Association. Chicago, IL. November 23, 2010. Session title: *Narrating Corporations: Identity, Power, and Authority*.

The Moral and the Cultural: Ethnographic Study of Corporate Responses to Global Discourse of Sustainability. Paper presented at the 2013 International Conference of the American Studies Association of Korea. Hankuk University of Foreign Studies, Seoul, Korea. November 1, 2012.

Sign and Communication Processes. Lecture delivered at the 2013 Seoul Semiotics Summer School, *Semiosis of Life*. Semiosis Research Center, Hankuk University of Foreign Studies, Seoul, Korea. August 19, 2013.

An Inquiry into Corporate Branding and Marketing as Practices of Designing Commons. Paper presented at *Global Semiosis: A Working Symposium* conference, Semiosis Research Center at Hankuk University of Foreign Studies and the Graduate Program in Global Studies at Brandeis University. Brandeis University, Waltham, MA. April 25, 2013.

From Digital to Oral: The Utility of Translation in the Transmission of Culture. Paper presented at *Oral Literature, Its Currentness*, International Conference of the Institute of Foreign Literature Studies. Hankuk University of Foreign Studies, Seoul, Korea. November 11, 2012.

Redefining the Face of the Giver: Examining Employee Participation and CSR. Paper presented at the 2012 Conference of the International Association for the Economics of Participation (IAFEP). School of Management and Labor Relations, Rutgers University. July 13, 2012.

Recontextualization of “Sustainability” in Hawai`i. Paper presented at the 9th Biennial Convention of the Pacific and Asian Communication Association. Sungkyunkwan University, Seoul, Korea. July 3, 2012.

The Problem of Authenticity and Creativity Corporate Branding: An Ethnographic Analysis. Paper presented at *Homo Sensus: Perception, Emotion and Semiosis*, the 1st International Conference of the Semiosis Research Center. Hankuk University of Foreign Studies, Seoul, Korea. June 9, 2012.

Making Claims to Ownership: Anxieties of Authenticity and Authorship and the Production of a Corporate Brand in Hawai`i. Paper presented at the 109th Annual Meeting of the American Anthropological Association. New Orleans, LA. November 17, 2010. Session title: *Brands, Counterfeiting, Authenticity, and Authority*.

Bang for the Buck: Pragmatics of Contemporary American Corporate Gift Giving. Paper presented at the 108th Annual Meeting of the American Anthropological Association. Philadelphia, PA. December 2, 2009. Session title (Co-organizer): *The Problem of the Gift: Contemporary Modalities of Philanthropy and Charity*.

Moving Forward by Looking Back: Discourses and Practices of Sustainability in Hawai`i. Paper presented at *Understanding Sustainability: Perspectives from the Humanities*. Portland Center for Public Humanities, Portland State University. May 16, 2009.

Brands and Branding: Transferable Ownership and the Formation of Modern Mediated Communities. Paper presented at the Annual Graduate Humanities Forum, Penn Humanities Forum. University of Pennsylvania. February 29, 2008.

Divergence of the Korean Trading Sector after the Asian Financial Crisis, 1997. Paper presented at the Harvard East Asian Society. Cambridge, MA. April, 2001. Session title: *A New World Order*.

Globalization and Its Effect on Korean Trading Organizations. Paper presented at the 99th Annual Meeting of the American Anthropological Association. San Francisco, CA. November 15, 2000. Session title: *The Corporations Project*.

COURSES TAUGHT

Anthropology of Business
Introduction to Cultural Anthropology
Communication and Culture
Globalization and Culture
Identity and Consumer Society
Corporations, Society, and Culture

PROFESSIONAL SERVICES

Board Member: Signs and Society (Founder, Managing Editor, Board of Director); International Journal of Marketing Semiotics; Semiotic Inquiry - Journal of the Korean Association for Semiotic Studies

Manuscript Reviewer: American Ethnologist; Signs and Society; Human Organization; Korean Cultural Anthropology; Semiotic Inquiry - Journal of the Korean Association for Semiotic Studies; Journal of Korean Religions; Journal of Comparative Research in Anthropology and Sociology

PROFESSIONAL AFFILIATIONS

American Anthropological Association
American Ethnological Society
Society for Cultural Anthropology
Society for Linguistic Anthropology
Anthropology of Corporations Interest Group
Music and Sound Interest Group

Korean Society for Cultural Anthropology
Korean Association for Semiotic Studies
Korean Society of American History
The American Studies Association of Korea
The Korean Society for World Music

LANGUAGES

Korean (native speaker); English (fluent)

REFERENCES

Greg Urban, Professor of Anthropology, University of Pennsylvania
325 University Museum, 3260 South Street, Philadelphia, PA, 19104
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Asif Agha, Professor of Anthropology, University of Pennsylvania
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