

## VITA

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University of Wisconsin-Milwaukee  
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### **Education**

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| 1988 | Ph.D. | Department of Communication<br>Michigan State University, East Lansing, MI<br>Dissertation: A New Model of Politeness in Discourse<br>Advisor: Kathy Kellermann |
| 1984 |       | Department of Communication<br>State University of New York at Albany, Albany, NY   |
| 1983 | M.A.  | Department of Communication<br>Seoul National University, Seoul, Korea<br>Thesis: A study on eye-contact behavior of Korean students                            |
| 1978 | B.A.  | Department of Communication<br>Seoul National University, Seoul, Korea<br>Thesis: A historical study of political campaign tactics                              |

### **Employment**

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| 2003-present | Professor, University of Wisconsin-Milwaukee |
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1992-2003	Professor, Kwangwoon University, Seoul, Korea
1990-1992	Assistant Professor, University of Wisconsin-Madison, Madison, Wisconsin
1988-1990	Assistant Professor, University of Colorado at Boulder Boulder, Colorado
1984-1988	Graduate Teaching Assistant, Michigan State University East Lansing, Michigan

### **Work in Progresss**

T Lim, T., & Kim, S, Draeger, R., & a, H. The Impact of Holism, Cognitive Relativity, Culture, and Gender on Face Need Across the U.S., China, Korea, and Japan. Data collection completed.

### **Publications**

Gallois, C., Giles, H., Ota, H., Pierson, H.D., Ng, S.H., Lim, T., Maher, J., Somera, L., Ryan, E.B., Harwood, J. (2020), Intergenerational Communication Across the Pacific Rim: The Impact of Filial Piety. In Adair, J.G., Dion, K.L., & Lasry, J.-C. (Eds.). *Latest Contributions to Cross-cultural Psychology* (1st ed.). Routledge, pp. 192-211. eBook.  
<https://doi.org/10.1201/9781003077466>

Kim, S., Cramer, E., Lim, T., Song, H., Ahn, S., Kim, J., Kim, H., & Kim, J. (2018). When a family member is ill: Implications for prosocial behavior across cultures. *Journal of Comparative Family Studies*, XLIX, 21-44..

Lim, T. (2017). Verbal communication across cultures. Ling Chen (Ed.), *Intercultural Communication* (Boston: De Gruyter Mouton) pp.179-198.

Kim, S., Lim, T., Song, H., Cramer, E., Ahn, S., Kim, J., England, N., Kim, H., & Kim, J. (2016). Healthy food and cultural holism. *International Journal of Intercultural Relations*, 37, 1203-1220.

Kim, S., Lim, T., Song, H., Cramer, E., Ahn, S., Kim, J., England, N., Kim, H., & Kim, J. (2016). Healthy food and cultural holism. *International Journal of Intercultural Relations*, 52, 49-59.

Kim, S., Herrman, A., Song, H., Lim, T., Cramer, E., Ahn, S., Kim, J., Ota, H., Kim, H., & Kim, J. (2016). Exploring cultural differences in women's body weight perception: The impact of self-construal on perceived overweight and engagement in health activities. *Health Care for Women International*, 52, 49-59

Kim, S., Hawkins, J., Song, H., Lim, T., Cramer, E., Ahn, S., Kim, J., Kim, H., Kim, J., & Ota, H. (2016). Communicating healthful food choice: Cultural difference in regulatory focus. *Asian Communication Research*, 13, 131-156.

Lim, T., & Ahn, S. (2015). Politeness and social influence. C. Burger & M. Roloff (Eds.), *Encyclopedia of interpersonal communication*.

Kim, S. & Lim, T (2015) Communication across cultures with people from Korea. J.M. Bennett (Ed.), *Encyclopedia of Intercultural Competence*.

Lim, T., & Ahn, S. (2015). Dialectics of culture and dynamic balancing between individuality and collectivity. *Journal of Asian Pacific Communication*. 25, 63-77.

Kim, S., Ahn, S., & Lim, T. (2015). Predicting alcohol misuse among college students in the U.S. and South Korea. *Journal of Ethnicity in Substance Use*, 1-15.

Kim, S., & Lim, T. (2015). Communication across cultures with people from Korea. Bennett, J. M. (Ed.). *The SAGE Encyclopedia of Intercultural Competence*, 1, 80-84.

Kim, S., Kim, J., & Lim, T. (2013). The impact of relational holism on conflict management

style in collegueship and friendship: A cross-cultural study. *Studies in Communication Sciences*, 13, 58-66.

Lim, T., Kim, S., & Kim, J. (2011). Holism: A missing link in individualism-collectivism research. *Journal of Intercultural Communication Research*, 40, 21-38.

Kim, J., Lim, T., Dindia, K., & Burrell, N. (2010). Reframing the cultural differences between the East and the West. *Communication Studies*, 61, 543-566.

Lim, T. (2009). Face in the holistic and relativistic society. M. Haugh and F. Bargiela-Chiappini (Eds.), *Face, Communication and Social Interaction*. (pp. 250-268). London, England: Equinox.

Lim, T., Allen, M., Burrell, N., & Kim, S. (2008). Differences in cognitive relativity between Americans and Koreans' assessments of self. *Journal of Intercultural Communication Research*, 37(2).

Giles, H., Barker, V., Wright, S., Lim, T., Ota, H., & McCann, B. (2008). Police-Civilian interaction, compliance, accommodation, and trust in an intergroup context: International Data. *Journal of International and Intercultural Communication*, 1:2, 93 -112

Barker, V., Giles, H., Hajek, C., Ota, H., Noels, Lim, T-S., & Somera, L. Police communication: Why does it matter? Communication Currents, 3 (3), June 2008.

Kellermann, K., & Lim, T. (2008). Scripts. In W. Donsbach (Ed.), *International Encyclopedia of Communication* (Maiden, MA: Blackwell Publishing).

Lim, T., Allen, M., Burrell, N., & Kim, S. (2007). The relativity and salience of identity across cultures. *Speech and Communication*, 8, 178-202.

Lim, T., & Giles, H. (2007). Differences in American and Korean College students'

Evaluations of One-Year Age Differences. *Journal of Multilingual and Multicultural Development*, 28, pp. 349-364.

Lim, T., & Kim, S. (2006). Many faces of media effects. In Preiss et al. (Eds.), Mass media theories and processes: Advances through meta-analysis. (Mahwah, New Jersey: Lawrence Erlbaum Associates). pp. 315-325.

Lim, T (2004). Towards an Asian model of face. Human Communication (Journal of the Pacific and Asian Communication Association), 7, 53-66

Giles, H., Noels, K.A., Williams, A., Lim, T., Ng, S.H., Ryan, E.B., Somera, L., Ota, H. (2003). Intergenerational communication across cultures: Young people's perceptions of conversations with family elders, non-family elders, and same-age peers. Journal of Cross-Cultural Gerontology, 18, 1-30.

Lim, T. (2002). Face renegotiation: The effects of confrontations on facework shifts. Speech & Communication, 1, 276-300.

Lim, T. (2001). Language and verbal communication across cultures. In W.B. Gudykunst & B. Mody (Eds.), Handbook of International and Intercultural Communication, 2nd edition (Thousand Oaks, CA: Sage), pp. 69-87.

Lim, T. (2001). A comparative study on the formats and procedures of television debates: US and Korea. Korean Journal of Communication Studies, 9, 198-224.

Lim, T. (2000). A critical evaluation of media language in Korea. Journal of the Communication Association of Korea, 8, 118-140.

Giles, H., Noels, K., Ota, H. Ng, S.H., Gallois, C., Ryan, E.B., Williams, A., Lim, T., Somera, L. Tao, H., & Sachdev, I. (2000) Age vitality across eleven nations. *Journal of Multilingual and Multicultural Development*, 21, 308-323.

Lim, T. (1999). Communication Beliefs and Values in Korea: The Tradition and the Change. Journal of the Communication Association of Korea, 7, 52-6

Lim, T. (1999). Young people's perception of intergenerational communication. Korean Journal of Journalism and Communication Studies, 43-3, 244-269.

Gallois, C., Giles, H., Ota, H., Pierson, H.D., Ng, S.H., Lim, T., Maher, J., Somera, L., Ryan, & E.B., Harwood, J. (1999). Intergenerational communication across the Pacific Rim: The impact of the filial piety. In J.C. Lasry, J. Adair, & K. Dion (Eds.), Latest contributions to cross-cultural psychology (Lisse, the Netherlands: Swets & Zeitlinger), pp. 192-211.

Gallois, C., Giles, H., Ota, H., Pierson, H.D., Ng, S.H., Lim, T-S., Maher, J., Somera, L., Ryan, E.B., & Harwood, J. Intergenerational communication across the Pacific Rim: The impact of filial piety. In J-C. Lasry, J. Adair, & K. Dion (Eds.), Latest contributions to cross-cultural psychology (pp. 192-211). Lisse, The Netherland: Swets & Zeitlinger, 1999.

Lim, T. (1998). Filial Piety: A cross cultural comparison, Journal of the Communication Association of Korea, 6, 217-248.

Lim, T., & Lee, W. (1997). Critique of news language in Korea. Seoul: Samsung Press Foundation,

Lim, T. (1997). Speech Communication. Seoul: Yunam.

Williams, A., Ota, H., Giles, H., Gallois, C., Ng, S., Lim, T., Ryan, E.B., Somera, L., Maher, J., Cai, D., Harwood, J. (1997). Young People's beliefs about intergenerational communication: An initial cross-cultural comparison, Communication Research, 24, 370-393.

Harwood, J., Giles, H., Ota, H., Pierson, H. D., Gallois, C., Ng, S. H., Lim, T., & Somera, L. (1996). College students' trait ratings of three age groups around the Pacific rim. Journal of Cross-Cultural Gerontology, 11, 1996. 307-317.

Lim, T. (1996). Standards for the broadcasting language and comparative analyses of problematic languages, Journal of Broadcasting Research, 42, 247-275.

Lim, T., & Choi, S. (1996). Interpersonal Relationships in Korea. In W. Gudykunst, S. Ting-Toomey, & T. Nishida (Eds.), Communication in Personal Relationships Across Cultures. (Thousand Oaks: Sage). pp. 122-136.

Lim, T. (1995). Social and psychological bases of Koreans' personal relationships. Seoul: Hannarae.

Lim, T. (1994). Human communication. In Korean Society for Journalism and Communication Studies (Ed.), Principles of Journalism and communication Studies (Seoul, Bumwoosa), pp. 81-99.

Lim, T. (1994). The structure of face and the determinants of face needs in Korea. Korean Journal of Journalism and Communication Studies, 32, 207-247.

Lim, T. (1994). Facework and interpersonal relationships. In S. Ting-Toomey (Ed.), The Challenge of Facework (Albany, N.Y.: SUNY-Albany Press), pp. 209-230.

Lim, T. (1993). Generalized KAPPA methods: Theories and computer applications. Journal of Kwangwoon University, 22, 139-152.

Lim, T. (1993) . Broadcasting language II: Exaggerations and extreme expressions. Journal of Broadcasting Research, 36, 152-179.

Lim, T, & Kim, K. (1993). Discourse analysis of advertisements. Advertising Research, 21, 327-366.

Lim, T. (1993). Analysis of the impartiality of television news. Mass Communication and Society, 1, 67-109.

Lim, T. (1992). Broadcasting language I: Foreign language. Journal of Broadcasting Research, 35, 254-276.

Lim, T., & Bowers, J. W. (1991). Face-work: Solidarity, approbation, and tact. Human Communication Research, 17, 415-450.

Kellermann, K., Lim, T. (1990). The conversation MOP: III. Timing of scenes in discourse. Journal of Personality and Social Psychology, 59, 1163-1179.

Lim, T. (1990). Influences of receivers' resistance on persuaders' verbal aggression. Communication Quarterly, 38, 170-188.

Lim, T. (1990). Politeness behavior in social influence situations. In J. Dillard (Ed.), Seeking compliance: The production of interpersonal influence messages (Scottsdale, Arizona: Gorsuch-Scarisbrick Publishers). pp. 75-86.

Lim, T. (1990). A new model of politeness in discourse. Editing Committee (Eds.), Man, Communication, and Social Structures: Collective monographs dedicated to Dr. Park Yoo-Bong (Seoul, Korea: BoSeongSa). pp. 278-319

Kellermann, K., & Lim, T. (1989). Inference-generating knowledge structures in message processing. In J. J. Bradac (Ed.), Message effects in communication science. Newbury Park: Sage.

Kellermann, K., & Lim, T. (1989). Conversational acquaintance: The flexibility of routinized behaviors. In B. Dervin et al. (Eds.), Rethinking Communication Vol.2: Paradigm Dialogues. Newbury Park: Sage.

Kellermann, K., Broetzmann, S., Lim, T., & Kitao, K. (1989). The conversation MOP: Scenes in the stream of discourse. Discourse Processes, 12, 27-61.



Gudykunst, W. B., & Lim, T. (1986). A perspective for the study of intergroup communication. In W. B. Gudykunst (Ed.), Intergroup communication (London: Edward Arnold). pp. 1-9.

Gudykunst, W. B., & Lim, T. (1985). Ethnicity, sex, and self perceptions of communicator style. Communication Research Reports, 2, 68-75.

### **Convention Papers**

Lim, T. (2021, October). *The keynote presentation: Looking back and looking forward, celebrating the 20<sup>th</sup> anniversary of the Korean Speech, Media, & Communication Association*. KSMCA, Korea.

Ahn, S. & Lim, T. (2019, November) *Explication of Acculturation Theory and Systematic Review of Communicative Approach to Acculturation*. Paper accepted at the annual convention of Central State Communication Association, Omaha, NE.

Lim, T., & Kim, S. (2014, November). *Dialectics of Culture*. Paper presented at the annual convention of National Communication Association, Chicago, IL.

Lim, T., & Kim, S. (2013, November). *The Impact of Holism, Cognitive Relativity, Culture, and Gender on Face Need Across the U.S., Korea, and Japan*. Panel of the International and Intercultural Communication Division at the 99th annual convention of National Communication Association, Washington, DC.

Lim, T., Kim, S., Ota, H., Kim, J., Omori, K., & England, N. (2013, November). *Cognitive relativity, gender, culture, and face needs*. Paper presented at the 99th annual convention of the National Communication Association, Language and Social Interaction Division, Washington, DC.

Kim S., Lim T., **Song H.**, Herrman H., Omori K., Hawkins J., Ota H., Kim H., Kim J., Kim

J., England N., Tenzek K., Cramer E., Grimes D., & Dilbeck K. (2013, April). The impact of self-construal on weight estimation and health practice: A cross-cultural study. Paper presented at the Central States Communication Association, Kansas City, MO.

Song, H., Hawkins, J.M., Kim, J., Omori, K., Tenzek, K., Kim, S. & Lim, T. (2013, February) *Health information seeking online: An experimental study focusing on Internet skills*. Paper presented at the Western Communication Association Convention, Reno, NV.

Kim, S., Lim, T., Song, H., Hawkins, J.M., Herrman, A. R., Kim, H., Ota, H., Kim, J., Kim, J., England, N., Tenzek, K., Cramer, E., Omori, K., Grimes, D., & Dilbeck, K. (2013, February). *Promotive versus preventive dietary practice and self-construal: Communicating healthful food choice*. Paper presented at the Western Communication Association Convention, Reno, NV. (TOP PAPER Award in Health Communication Interest Group)

Kim, S., Lim, T., Song, H., Cramer, E.M., Tenzek, K., England, N., ... Dilbeck, K. (2012, November). *Integrating cultural worldviews into health self-assessment and behavior when a family member is ill*. Paper presented at the 98th annual convention of National Communication Association, Orlando, FL.

Kim, S., Lim, T., Song, H., England, N., Herrman, A., Hawkins, J., Kim, H., Ota, H., Kim, J., Kim, J., Tenzek, K., Omori, K., Cramer, E., Grimes, D., & Dilbeck, K. (2012, November). What's Healthy? Community Perceptions of Healthy Food. Paper presented at the 98th annual convention of National Communication Association, Orlando, Florida.

Kim, S., Allen, M., Song, H., & Lim, T. (2012, May). Demarcating humility from self-deprecation. Paper presented at the annual conference of the International Communication Association, Phoenix, AZ.

Kim, S., Zhang, Y., & Lim, T. (2011). *Perception of pre-sales assistance: A cross-cultural study*. Paper presented at the annual convention of International Communication Association, Boston, Massachusetts.

Kim, S., Kim, J., & Lim, T. (2010). The impact of relational holism on conflict management style in collegueship and friendship: A cross-cultural study. Paper presented at the annual convention of National Communication Association, San Francisco, CA.

Lim, T., & Kim, J. (2009). Individualism, holism, and cognitive relativity: overcoming the problem of construct imprecision in intercultural communication research. Paper to be presented at the annual convention of NCA, Chicago.

Kim, J., Lim, T., Dindia, K., & Burrell, N. (2009). Reframing the cultural differences between the East and the West. Paper presented at the annual convention of NCA, Chicago.

Lim, T., Allen, M., Burrell, N., & Kim, S. (2006). The relativity and salience of identity across cultures. Paper presented at the annual meeting of National Communication Association, New Orleans, Texas..

Lim, T., & Giles, H. (2006). Cultural Differences in College Students' Evaluation of One Year Age Difference Between the United States and Korea. Paper to be presented at the annual meeting of the International Communication Association, Germany.

Lim, T. (2002). Inside In, Outside Out: The Dichotomous Nature of Korean Interpersonal Dialogue. Paper presented at the annual meeting of the International Communication Association, Seoul, Korea.

Lim, T. (1999). Advertising literacy and Education. Paper present at the annual meeting of the Korean Association of Advertising Education.

Lim, T. (1999). Communication beliefs and values of Korean people. Paper present at the annual meeting of the Communication Association of Korea.

Lim, T. (1998). Young people's perception of intergenerational communication. Paper present at the annual meeting of the Communication Association of Korea.

Lim, T. (1998). Young people's perception of Filial piety. Paper presented at the annual

meeting of the Korean Society for Journalism and Communication Studies.

Noels, K., Giles, H., Williams, A.M., Lim, T., Ng, S.H., Ryan, E.B., Somera, L. (1997). Intergenerational communication across cultures: Young people's perceptions of conversations with family elders, nonfamily elders, and same-age peers. Paper Presented at the Annual Meeting of the National Communication Association, Chicago.

Williams, A., Ota, H., Giles, H., Pierson, H.D., Ng, S.H., Lim, T., Ryan, E.B., Harwood, H. (1996). Young Peoples' Beliefs about Intergenerational Communication: An Initial Cross-cultural Comparison. Paper Presented at the Annual Meeting of the International Communication Association, Chicago

Ota, H., Giles, H., Harwood, J., Pierson, H.D., Gallois, C., Ng, S.H., Lim, T., Ryan, B., Maher, J., Somera, L. (1996). A Neglected Dimension of Communication and Aging: Filial Piety Across Eight Nations. Paper Presented at the Annual Meeting of the Speech Communication Association, San Diego.

Lim, T. (1995). Comprehensive standards for and a comparative evaluation of the broadcasting language. Paper presented at the annual meeting of the Korean Broadcasting Academic Society.

Lim, T. (1993). Three communication bases of Koreans' interpersonal relationships: Jung, Che-myun, and Yunjul. Paper presented at the annual meeting of the Korean Society for Journalism and Communication Studies.

Lim, T. (1991). Face renegotiation: The effects of confrontations on facework shifts. Paper presented at the annual meeting of the Speech Communication Association.

Lim, T. (1991). Generalized kappa methods: Theories and computer applications. Paper presented at the annual meeting of the International Communication Association.

Lim, T. (1991). Politeness as a constraint of social interaction. Paper presented at the

annual meeting of the International Communication Association.

Lim, T., & Bowers, J. W. (1990). Face-work: Solidarity, approbation, and tact. Paper presented at the annual meeting of the International Communication Association, Dublin, Ireland.

Lim, T. (1989). Positive and negative politeness in performing face-threatening acts. Paper presented at the annual meeting of the International Communication Association, San Francisco.

Lim, T. (1988). A new model of politeness in discourse. Paper presented at the annual meeting of the Speech Communication Association, New Orleans, Louisiana

Lim, T. (1988). Influences of receivers' resistance on persuaders' verbal aggression. Paper presented at the annual meeting of the International Communication association, New Orleans, Louisiana.

Kellermann, K., Burrell, N., Mulcrone, J., Lim, T., & Kang, K. H. (1987). Representativeness and the conjunction fallacy: It's Linda, Linda, and Linda. Paper presented at the annual meeting of the Speech Communication Association, Boston, Mass.

Kellermann, K., & Lim, T. (1987). Dialogue rhythms and the conversation MOP: Living and dying in 1/4, 1/2, or 3/4 time. Paper presented at the annual convention of the International Communication Association, Montreal, Canada.

Kellermann, K., & Lim, T. (1987). Behavioral routines and flexibility. Invited panel presentation at the annual meeting of the Speech Communication Association, Boston, Mass.

Kellermann, K., Lim, T., Kang, K. H., Burrell, N., & Mulcrone, J. (1987). Conditional inference and knowledge: If you don't tell, then we must know. Paper presented at the annual meeting of the Speech Communication Association, Boston, Mass.

## Work in Progress

Lim, T., Richard, D., Kim, S., Ota, H. (work in progress), The Impact of Holism, Cognitive Relativity, Culture, and Gender on Face Need Across the U.S., China, Korea, and Japan.

## Areas of Interest

### Intercultural Communication

Problems of intercultural encounters, Cultural premises, Cultural values and beliefs, Cross-cultural comparisons, inter-group communication, international communication.

### Interpersonal Communication

Initiation and development of relationships, family communication, intergenerational communication, interpersonal persuasion, social cognition, and initial interaction.

### Discourse Analysis

Production and comprehension of conversation including issues of social appropriateness, politeness, effectiveness, and cohesiveness. Trained in interaction analysis, conversation analysis, ethnomethodology, and sociolinguistics.

### Methodology and Statistics

Research design including validity and reliability theory. Experience with the following statistics: correlation, regression, ANOVA, MANOVA, lag sequential, Markov, confirmatory and exploratory factor analysis, canonical correlation, causal modeling, log linear, and meta-analysis. Familiar with probability theory and statistical theory.

### Communication Theory

Epistemological issues and theoretical modeling/testing; philosophy of

science.

#### Speech Communication

Public speech, discussion and meeting, debates, political debates, television debates.

#### Media analysis

Media criticism, news language, media discourse, media and politics.

### Professional Organizations

International Communication Association

National Communication Association

Korean American Communication Association

Korean Society for Journalism and Communication Studies

Korean Broadcasting Academic Society

Korean Association of Communication

Korean Association of Advertising Education

Korean Speech Communication Association

### Professional Services

Editor, *Speech and Communication*, Korean Speech Communication Association.

Chair, Human Communication Division, Korean Society for Journalism and Communication Studies.

Academic Director, Korean Society for Journalism and Communication Studies (1997).

Editorial Board Member, Korean Journal of Broadcasting (1999).

Manuscript Reviewer, Communication Research  
Health Communication  
Human Organization  
Management Communication Quarterly  
Human Communication Research (1990 - present).  
Communication Monographs (1988 - present).  
Communication Theory (1990 - present).

Paper Reader, Communication Theory and Rhetoric Division, SCA. 1990, 1991.  
Interpersonal Communication Division, ICA. 1991.

Pannel Chair, Language and Speech Science Division, SCA, 1989.  
Communication Theory and Rhetoric Division, SCA, 1990.  
Interpersonal Communication Division, ICA, 1991.

### **Community activities**

President, the board of directors, Milwaukee Korean Language and Culture School  
President, the Association of Korean Faculty at UWM  
Manager, American Dream, an Online Community for Korean Parents Educating Children  
in the United States.

### **Honors/Awards**

University Research Fellow (Recognized as the best researcher in social sciences and  
humanities in the years from 1996-2000), Kwangwoon University, 2001.  
Top Student Paper, Language and Speech Science Division, SCA, 1988.  
Top Student Paper, Interpersonal Communication Division, ICA, 1988.  
Phi Kappa Phi Honor Society, Michigan State University, 1987.  
Top Paper, Language and Speech Sciences, SCA, 1987.  
Thoman Fellowship, Michigan State University, 1986-1987.  
Top Paper, Language and Speech Sciences, SCA, 1986.