

**NAME/TITLE:**

Dr. Jung Hwa Choi/Assistant Professor

**OFFICE HOURS:**

TR 11:00 a.m. -12:30 p.m. or by appointment

**PROFILE:**

Jung Hwa Choi is an assistant professor of Strategic Communication at the University of South Alabama (USA). She teaches digital communication and various courses in strategic communication. She holds a PhD from The University of Texas at Austin in Advertising and a BA and MA from the Michigan State University.

Dr. Choi's research interests focus on the areas of digital and social media for marketing communication, psychology of advertising, branding, and the effect of such persuasive communication on individual's cognitive, affective, and behavioral responses. She is particularly

**Choi, Jung Hwa** (2016). Who do you listen to? The effect of construal level of message and type of endorser on donation advertising campaigns. *Proceedings of the 2016 Future Generation Global Scholars Colloquium hold by Korea Advertising Society (KAS)*, Seoul, Korea.

**Graduate Studies Faculty**

Dr. Jung Hwa Choi: Assistant Professor, B.A. and M.A. Michigan State University; Ph.D., The University of Texas at Austin. Research interests: Advertising/Consumer Psychology, Consumer