

이자연



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한양대학교 [서울캠퍼스 미디어커뮤니케이션학과](#) 교수.

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학력

- L.L.B, 고려대학교 법학과
- M. A., The University of Texas at Austin (Journalism)
- Ph. D., The Ohio State University (Communication)

교내 보직 및 직위

- 한양대학교 [미디어전략실장](#)
- 한양대학교 [미디어커뮤니케이션학과](#) 학과장
- 한양대학교 일반대학원 [미디어커뮤니케이션학과](#) 주임교수
- 한양대학교 [언론정보대학원](#) 주임교수
- 한양대학교 [커뮤니케이션 연구센터](#) 센터장
- 한양대학교 [미디어커뮤니케이션학과](#) 부교수

연구분야

- 소셜미디어/AI 효과, 설득 및 미디어 심리, 저널리즘

주요경력

- () 인터넷신문윤리위원회 기사심의위원
- () 한국광고학회 이사
- () 법률신문 자문위원
- () 강남구청 관광진흥과 자문위원
- () 한국광고홍보학회 연구 이사
- () 가천대학교 부교수
- () 미 리하이대학(Lehigh University) 조교수
- () 미 오하이오주립대(The Ohio State University) Graduate Associate
- () 조선일보 기자
- Top 3 Student Paper Award - International Communication Association (ICA), Journalism Division, 2013
- Top 3 Oral Presentation Award - The Edward F. Hayes Graduate Research Forum, The Ohio State University, Social and Behavioral Sciences Division, 2013
- Top 4 Student Paper Award - International Communication Association (ICA), Mass Communication Division, 2008
- <tvN> '벌거벗은 세계사' 강연자 (주제: “엘로 저널리즘의 민낯 드러나다”)

주요논문/저서

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- 오인향 · 이자연 (2025). 정치인 선거 벽보의 시각적 프레이밍과 기호학적 특성 분석: 4·7 서울시 보궐 선거에 출마한 군소정당/무소속 여성 후보들과 역대 주요 후보들 비교. 미디어, 젠더 & 문화, 40권 제1호, 233-279. <https://doi.org/10.38196/mgc.2025.3.40.1.233>
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- Lee, J. (2017). Visual communication spotlighted in the digital era (interview, written in Korean). In K. H. Lee (Ed), *Hyundai Motor Art* (pp. 20-27). Seoul, South Korea: Saemteosa.
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- Lee, J. (2015). The double-edged sword: The Effects of journalists' social media activities on audience perceptions of journalists and their news products. *Journal of Computer-mediated Communication*, 20(3), 312-329.
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언론활동

- 2025.06.20 <한겨레> [한양대 이자연 교수, 인터넷신문윤리위원회 기사심의위원 위촉](#)
- 2023.02.28 <법률신문> [\[신간소식\] 이자연 한양대 교수, 《범죄자 마인드》 번역 출간](#)

교내 매체

- 2025.06.30 <뉴스H> [한양대 이자연 교수, 인터넷신문윤리위원회 기사심의위원 위촉](#)
- 2025.08.20 <뉴스H> [이자연 교수, tvN '벌거벗은 세계사' 강연자로 나서](#)
- 2025.11.10 <뉴스H> [이자연·김도겸 교수, 중국 CGTN '한-중 교류 대담 프로그램' 출연](#)