

The Decline of University Media: The Problem Is within Ourselves

Oh, Eun-je

Reporter
enchi521@khu.ac.kr

Looking back at Kyung Hee University (KHU) media, it is difficult to deny that it is rapidly declining. Instead of producing in-depth reporting on meaningful campus issues, an increasing number of articles now focus on event-driven stories, which are easier to produce. Furthermore, contents unrelated to real campus concerns—such as entertainment, radio-style programs, and broad social trends—continue to grow. At the same time, overall productivity is deteriorating: some student reporters publish only one or two articles per semester, yet continue to hold the title of reporter.

Under these conditions, this output can not be considered “press,” nor can this level of participation be called “reporters.” In other words, KHU media is collapsing.

One of the reasons campus media has reached this point lies in reporters’ obsession with stagnant structures. Journalists must be able to explain why they chose a particular topic and how they chose to present it. More importantly, they must understand the value of their work. However, instead of deeply questioning

that value, many reporters simply follow the frameworks left behind by their predecessors. Shockingly, these reporters uncritically echoed their seniors’ views and dismissed any different approaches without offering convincing justification.

Like them, if one does not consciously pursue the fundamental values of journalism, they may eventually fall into a distorted mindset. One colleague once asked to delay the publication schedule, saying that she wanted to “move readers through minor details, because that is what we have always done.” However, the essential value of journalism lies in delivering, in a timely and accurate manner, the facts that readers want to know and the perspectives they find engaging. In other words, these reporters are trapped in an unfortunate illusion that fixing a single word is what truly improves the quality of an article.

Another serious problem is arrogance—the belief that one’s own organization or platform is superior. KHU media consists of three formats:

Korean-language articles, English-language articles, and video contents, which, through cooperation, could broaden reporters’ perspectives and lead to the creation of more original content. However, KHU media outlets often reject collaboration and instead cultivate mutual suspicion. When discussing reporting topics, some respond defensively, as if their story ideas are being stolen. Even administrative offices sometimes openly discredit certain media outlets while praising others, further deepening internal divisions.

The lack of initiative among student reporters is another critical problem. As KHU operates under a dual-campus system, student reporters are expected to move between campuses and cover stories across both locations. Just as there is a saying that a journalist must run on their feet to uncover facts that others do not know is a natural part of writing good articles. For student reporters, this is even more essential: reporting deeply on campus issues by going wherever the story leads, regardless of place or time, is

what it truly means to fulfill their role.

In reality, however, only a handful of reporters actively fulfill this responsibility. Some are reluctant to travel to the other campus, while others even insist on working exclusively within their own campus. In one surprising instance, a reporter who had previously expressed interest in cooperating with me asked me to summarize the materials for him simply because he did not want to cross campuses. With attitudes like these, it is impossible to expect timely and comprehensive coverage of important campus issues.

If University media are to overcome their current crisis, student reporters must fundamentally change their approach. Rather than blindly following established paths, they must continuously discuss, question, and act in pursuit of the true essence of journalism. They must not use their own achievements as a standard to undermine the dignity of other media outlets, but rather engage in close communication and cooperation to broaden their perspectives. Above all, they must not use physical distance as an excuse to evade the authority and responsibility entrusted to them by the university.

If the student reporters genuinely recognize and care about the decline of our media, addressing these issues is truly necessary. This is the path toward restoring KHU media’s ability to deliver its true value to readers.

Between Pride and Arrogance: A Time for Self-reflection in University Media

Shim, Myeong-jun

Chief of Global Campus V.O.U.
shim030129@khu.ac.kr

After pouring three years into the Kyung Hee University (KHU) media center, and now standing at the final stage of the term, I find myself filled with complicated emotions. The media, which once served as a bridge between members of the university community, is gradually losing its essential function. People often say journalism is in crisis, but can universities truly claim they are exempt from it? University media is now suffering from a disease called “indifference,” as if we are a patient enduring

life-prolonging treatment.

However, it is not enough to simply blame the crisis of journalism. Before criticizing an indifferent society, reporters in university media must first reflect on themselves. It is time to question whether those who sit at their desks, merely exchanging emails without deep consideration of their topics, have become intoxicated by their own sense of pride. Moreover, it is worth asking whether they have reduced journalism to

nothing more than a channel for event announcements, quietly slipping into arrogance.

Some university media outlets, at times, seem more interested in the act of “recording history” itself than in delivering truly valuable reporting. They criticize student associations as nothing more than hollow shells. Yet, ironically, they have become just as hollow as those they condemn, remaining blind to the need for

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Seoul Campus

Kyung Hee University,
26 Kyungheedaero-ro, Dongdaemun-gu, Seoul, 02447, Korea
Phone: +82-2-961-0097

Global Campus

Kyung Hee University,
1732 Deogyong-daero, Giheung-gu, Yongin-si, Gyeonggi-do, 17104, Korea
Phone: +82-31-201-3233

Homepage

media.khu.ac.kr/khu_eng/

E-mail

khunilife@khu.ac.kr

media.khu.ac.kr/khu_eng/

khunilife@khu.ac.kr

@khunilife

Printed by Chungsol Design

Phone: +82-2-966-1495

Fax: +82-2-959-7395

Representative: Choi, Hae-gyu

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