

The University Life

KYUNG HEE UNIVERSITY

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Holberg Prize Winner Gayatri C. Spivak Delivers Lecture on “Imperative to Re-imagine the Future”

KHU hosted Prof. Spivak for a special lecture titled “Imperative to Re-imagine the Future” on July 31.

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Kyeong Hee University (KHU) hosted Professor Gayatri Chakravorty Spivak for a special lecture titled “Imperative to Re-imagine the Future” on July 31. The professor explained her vision of a proper future and discussed ways to achieve it with participants. Her reputation as a renowned postcolonial intellectual drew a large number of students, faculty, and international guests.

Spivak: Holberg Prize Laureate and the Author of *Can the Subaltern Speak?*

Prof. Spivak is an Indian scholar who teaches the humanities and is a founding member of the Institute for Comparative Literature and Society at Columbia University. Her research spans diverse fields, including 19th-century British literature, feminism, Marxism, globalization, climate change, and more.

Among her diverse works, she is most recognized for her 1988 publication *Can the Subaltern Speak?* This essay provides an unprecedented perspective of minority groups in India by examining tragic experiences around the colonial period. The Norwegian embassy in Malaysia referred to her works as “a



Prof. Spivak addressed her audience during a special lecture at KHU on July 31.

great source of inspiration to young scholars, particularly from the Global South...a cornerstone of postcolonial subaltern studies.”

Prof. Spivak’s widely recognized works led her to receive the Holberg Prize this year. The prize is supported by the Norwegian Ministry of Education and Research to honor scholars who have made outstanding contributions to research in the humanities, social sciences, law, or theology. The selection committee specifically cited “her groundbreaking work in the fields of literary theory and philosophy” as the reasoning for the award.

Special Lecture at KHU: Making the Impossible Future Possible

Organized by the KHU Center for Cross-Cultural Studies (CCS) and the Dept. of English Language & Literature, Prof. Spivak delivered the special lecture in room B117 in Cheongwon Building on Seoul Campus. The two-hour lecture was given in English, with written Korean translations provid-

ed for the audience.

Prof. Spivak’s key message was to reconsider approaches to global issues differently based on a worldview she developed through experience and research: “Planetary”. Based on this concept, resolving man-made issues, such as ecological crises and geopolitical conflict around the world, is beyond a superficial struggle to “save the planet.” It is a direct struggle for human beings to save ourselves.

Under these circumstances, Prof. Spivak argued for revising current approaches to solving global problems. She explained that the current imperative is to “rearrange human desires so that we learn to want differently.” According to her, this can be achieved through system change: better pedagogies, plans of action, and equitable social systems.

Prof. Spivak also emphasized the importance of engaging with the subaltern population while doing so. The subaltern are small communities excluded from the world’s hierarchy in social, political, or geographical terms. Because these

marginalized groups are also the ones impacted the most by current issues, she stressed that understanding and empowering them are key actions humanity must take.

Translation Controversy, Yet a Positive Reception at KHU

After her lecture at KHU, Prof. Spivak flew to Jeju Island to give another speech for the 2025 Critical Island Studies Conference. Some controversies were sparked at the event due to Korean translations not being provided. Critics condemned the event management for disrespecting the audience, especially when options such as artificial intelligence (AI) simultaneous translation were readily available.

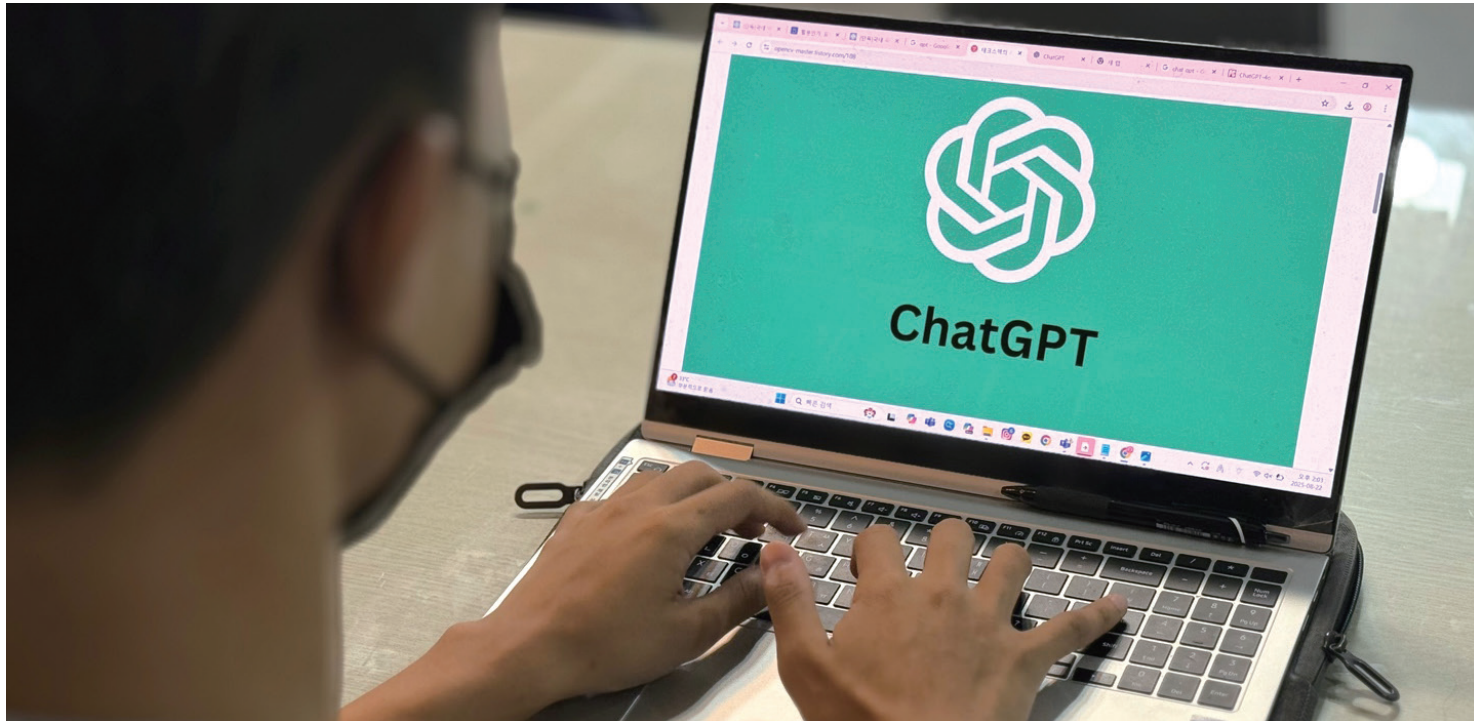
Regarding the complaints, Kim Jae-in, a research professor at the CCS, explained several reasons behind the decision. He noted that the lecture was originally intended for expert audiences and that Prof. Spivak continued revising the script until the day before the lecture, which meant a thorough trans-

lation could not be prepared. Moreover, since Prof. Spivak was skeptical about using AI to convey complex and nuanced content in the humanities, the organizers ultimately decided not to provide translations.

Despite these recent issues, Prof. Spivak’s lecture at KHU was regarded as a profound opportunity. Prof. Kim Ji-eun of the CCS, who was heavily involved in organizing the event, noted: “Originally, Prof. Spivak’s visit was only for the global academic exchange scheduled at Jeju. But with coordination between the CCS and the Dept. of English Language & Literature, KHU had the opportunity to host this special lecture.”

Prof. Spivak’s lecture resonated with KHU’s stated mission to cultivate mature, society-oriented members of the global community. Her lecture offered perspectives beyond current paradigms, as well as valuable insights into future directions. July’s visit was thus a meaningful opportunity for the KHU community to reflect upon academic approaches shaped by familiar viewpoints.

Generative AI on Campus: KHU's Progress, Gaps, and Future Direction



A student using generative AI on campus

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As generative artificial intelligence (AI) tools have become more common on campus, Kyung Hee University (KHU) has taken steps to promote responsible AI usage. Since 2023, KHU has introduced policies aimed at promoting responsible use, but some instructors and students say the current efforts still fall short.

They assert the University has been slow to keep up with the rapid changes in AI. Given the growing importance of AI in education, many call for the KHU community to engage in a collaborative dialogue to establish

a comprehensive framework for ethical AI usage.

KHU's First Steps: Guidelines and Monitoring Tools

KHU's primary policy, the ChatGPT Application Guideline was released in 2023. It promotes a sense of responsibility and emphasizes the precautions of using AI, particularly, ChatGPT.

The guideline includes three parts: an overview of ChatGPT, guidance for instructors, and recommendations for students. The instructor's guidance urges faculty to clearly define AI use policies in course syllabi. For students, it emphasizes following instructions, fact-checking AI-generated content, and citing sources. The guideline has been implemented on the campus without any subsequent revisions.

Center for Teaching & Learning (CTL) supported the release, saying the policy aimed to reduce bias and misinformation while upholding academic integrity. In response to the establishment of the guideline, CTL highlighted the necessity of the guideline to mitigate adverse effects stemming from bias and errors driven by generative AI. CTL further stated that they anticipate that KHU faculty and students will adhere to the academic standards and principles outlined in the guideline.

KHU also introduced TrustLock Browser in April 2025 to prevent cheating on online exams. The program restricts browser functions and blocks other applications during tests.

Faculty Perspectives: A Good Start, But Not Enough

Many professors agree that AI policy is necessary, but they say the current guideline needs an update and clarity. Professor Jin Eun-jin from the Humanities College said, "The current guideline is too broad and unclear, making it difficult for both instructors and students to apply." Moreover, she said, "It is outdated and missing key details that were relevant when it was first created but no longer reflects the current reality."

Prof. Ryu Doo-won from Graduate School of Technology Management, on the other hand, sees the vagueness as intentional. "While a single

guideline is uniformly adopted throughout the campus, the approach toward the application varies depending on the discipline and instructor. Therefore, it is challenging to develop a detailed guideline." Instead of adding more rules, Prof. Ryu proposed a flexible solution: "By incorporating the phrase 'detailed regulations may vary by instructor', the University can ensure the autonomy of instructors, which could be a better alternative to making a detailed guideline."

so quickly, KHU must keep its policies updated and its tools continually improved.

AI in the Class, Coexistence Outweighs Control

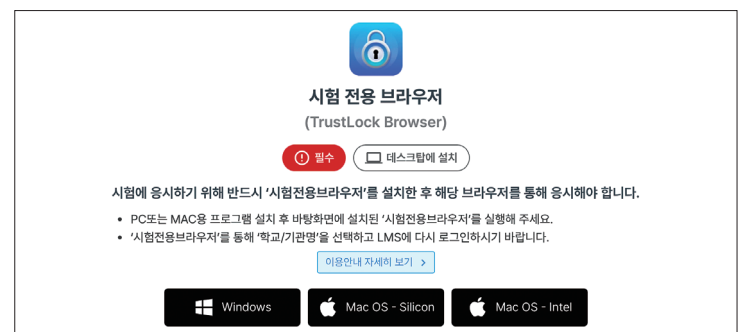
As the use of AI in education becomes more common, professors say universities need to change their approach. Instead of trying to control or ban AI, they argue, universities should focus on teaching students how to use it responsibly. Prof. Jin emphasized that universities' role must shift from how to block it to how to teach students to use it well. She stressed the need for AI literacy education—the ability to use AI's answers critically rather than accepting them without question.

One proposed solution is the creation of a shared resource platform. Prof. Jin said, "We need a platform where concrete examples, teaching methods, and research materials applicable to education can be shared." Sungkyunkwan University has already launched a dedicated website to systematically share AI usage methods and ethical guidelines.

Prof. Ryu also extended some crucial advice to students. He cautioned them on the role of AI in their education, explaining that "It is a tool to help express what one already knows. Simply accepting its results does not constitute learning." He then suggested an ideal method for its use: "Ask questions based on what you have learned, and if any doubts still remain, ask your professor."

The Way Forward

Despite the University's



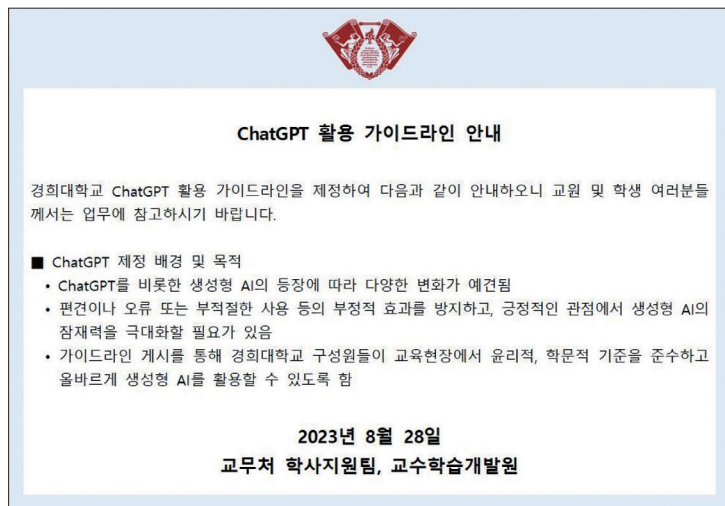
TrustLock Browser

Photo: KHU (khu.ac.kr)

Prof. Ryu acknowledged that the TrustLock Browser has limitations, calling it "not an absolute solution" and noting that "loopholes exist." However, he said that the initiative is meaningful, adding, "Although it is an inconvenience for both instructors and students, it makes the act of academic dishonesty itself more difficult."

Both professors praised the University's efforts to establish AI usage ethics and prevent cheating. However, they emphasized that with AI evolving

proactive responses to AI usage in education, it could not keep pace with the rapidly evolving technology. As a result, students are left in a gray zone, unsure of how to use AI responsibly and effectively. With various solutions now being suggested—from regular updates to the guideline to an expansion of AI literacy education—the University stands at a pivotal moment, where it must make a definitive decision on the proper use of emerging technologies.



ChatGPT Application Guideline

Photo: KHU (khu.ac.kr)

Students Center Gets First Major Overhaul Since 1960



Club room closed due to ceiling collapse

The transformation of the Students Center is expected to enhance the quality of student life and boost participation in club activities.

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In July 2025, Kyung Hee University began remodeling the Students Center on its Seoul Campus. This is the first major renovation of the building, which has been in use for over 60 years. The project aims to transform the Students Center into a safer and more convenient space.

Aging Building Exposes Safety Risks

Built in 1960, the Students Center has long been a hub for student life, hosting numerous club rooms and communal spaces. However, the aging structure has shown clear signs of deterioration. In March, part of the ceiling on the fourth floor collapsed. Some club rooms were closed due to the collapse, which was caused by missing bolts that

supported the ceiling. Although a temporary repair was made, the incident highlighted the urgent need for a permanent solution, which this renovation aims to deliver.

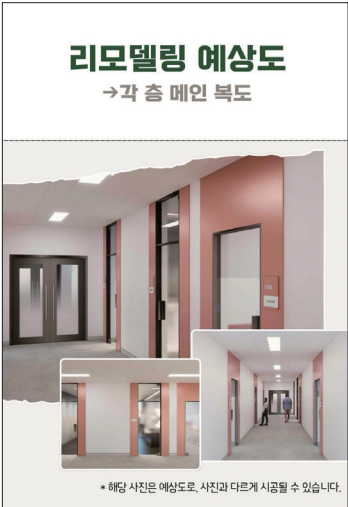
Gradual Renovation Plan Raises Student Expectations

The remodeling is led by the General Club Association RISING and will proceed in phases over the next three to four years due to budget constraints. According to RISING's Instagram, this year's focus is on the fourth floor, where the accident occurred, and on improving restrooms throughout the building. Safety concerns have made the fourth floor the top priority. The remaining areas are scheduled to be renovated gradually from 2026 to 2028.

RISING has shared previews of the planned renovations on its Instagram account. These previews, showing brighter interiors and modernized layouts, have attracted student attention. Jung Min-gyo, a student who uses a club room in the Students Center, shared her hopes, saying, "Because of the recent accident, I felt uneasy staying in the club room. If the renovation provides a safer environment, I think I

will be able to participate in club activities more comfortably." Design planning began on July 14, and construction is expected to be completed during the summer break. However, the timeline may shift depending on administrative procedures.

Through this remodeling, the University aims not only to address structural safety but also to improve student welfare by modernizing a key facility on campus. The transformation of the Students Center is expected to enhance the quality of student life and boost participation in club activities.



Preview of Students Center renovation
Photo: RISING Instagram (instagram.com)

KHU Creates New Scholarship After Losing Government Funding

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Kyung Hee University (KHU) has introduced the Special Woojung Scholarship, designed to replace the discontinued National Scholarship Type II. A total of 3.5 billion won has been allocated to this new program.

Government Funding Cut After Tuition Hike

After KHU raised tuition fees in the first semester of 2025, ending a 16-year tuition freeze, the University was excluded from the government's National Scholarship Type II program. Unlike Type I, which is awarded directly to students, Type II is funded by the government and distributed through universities. Earlier this year, the government announced it would stop providing Type II funding to universities that increased

tuition, sparking financial concerns among students.

In response, during a financial operation briefing in January, KHU pledged to fully replace the lost funding using increased tuition revenue. Of the additional 11 billion won generated from

the 5.1% tuition increase, 3.5 billion won will be dedicated to the new scholarship.

The Special Woojung Scholarship

The KHU scholarship team

officially introduced the Special Woojung Scholarship to replace the National Scholarship Type II. On June 17, the University awarded 1.6 billion won for the first semester, with the remaining 1.9 billion won set aside for the second semester.

The scholarship maintains the same eligibility criteria as the original Type II program: applicants must be Korean citizens, fall within income levels one to nine, and qualify for the National Scholarship Type I.

The amount awarded depends on the student's income level. Those who previously

qualified for Type II will receive the same amount under the Special Woojung Scholarship. However, students whose tuition is already fully covered by other scholarships are ineligible.

While many universities have struggled to replace the lost Type II funding, KHU has managed to fill the gap by using tuition hike revenue. The launch of the Special Woojung Scholarship is seen as a first step toward using these additional funds to enhance student welfare and invest in broader campus improvements.

The launch of the Special Woojung Scholarship is seen as a first step toward using these additional funds to enhance student welfare and invest in broader campus improvements.



Kyung Hee University

Photo: KHU (khu.ac.kr)

“MANIFESTO: Declaring Myself”, An Exhibition of Authenticity and Expression

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The eighth Kyung Hee University (KHU) College of Arts & Design's Collective Exhibition was held under the title “MANIFESTO: Declaring Myself”. Since students from all majors in the college could participate, the event created a forum for academic interaction. This facilitated not only skill development within specific majors but also provided valuable career development opportunities.

Eighth Collective Exhibition, “MANIFESTO: Declaring Myself”

The Collective Exhibition is the College of Art & Design's annual event. Unlike department-specific exhibitions, this event makes all departments from the college eligible to participate, bringing all the different disciplines under one roof.

The primary goal of this event is to foster cross-disciplinary interaction. The D&, the student association of the college, and the event organizer explained, “The college has various art fields, from pure arts such as ceramics to applied arts such as industrial design and visual design. By bringing all departments together, the exhibition creates opportunities for different majors to interact closely.”

D& added that the event featured the diverse interpretations of each work. Then, this leads students to unexpected collaboration or inspiration, establishing their unique artistic perspectives.

This year's theme was “MANIFESTO: Declaring Myself”, encouraging the students to reject external pressures and express their authentic selves, using skills developed through their academic studies. “Today's world is full of standards—from university curriculums to how art is judged. We wanted to break away from these expectations and focus on discovering our authentic selves, the person we want to be,” D& explained.

Under this theme, the event was held from August 4 to 9 at Itaewon 1289 Bunker. This showcased 31 unique works throughout the two-floors space. Visitors could freely explore the diverse collection during operating hours.

Diversity, the Feature of the Exhibition

Students were free to participate either individually or in groups. Particularly, an interesting aspect of the group projects was how they expressed their common ground through evocative team names like The Aesthetics of Instability, Atypical Research Institute, or Sooduguri Studio.

The works reflected the makers' academic backgrounds. For example, Team Mulmangcho-

ho, composed of students from the Dept. of Textiles & Clothing, designed “Crossing”, a piece consisting of two wearable garments that feature red thread, wrinkles, and a hoodie design to express their identity. Since their major focuses on fashion design, “Crossing” clearly embodies their unique form of self-expression.

Team ZZOL, composed of students from the Dept. of Industrial Design students, created a work titled “Haru”. This is a food delivery trolley, incorporating the team members' characteristics into its design. As the department primarily focuses on designing manufactured goods, “Haru” designs to symbolize the team's identity.

Team PRISM from the Dept. of Digital Contents created an animation titled The “Trajectory of Emotion” that visually represents emotional fluctuations. This department specializes in creating digital content such as videos, games, websites, and augmented or virtual reality experiences. Its animation work stands out from other majors due to its clear features.

Some works invited interaction, adding attractions. In “LOCKLET: A small declaration facing me” by Kim Harang, viewers picked colored pebbles based on their emotions. “Twelve Blood Gates” created by Dung Beetle Studio was a horror game that viewers could play. Team I.AM's “Breath: I am the stealthiness



Mulmangcho's work, “Crossing” (above)
The trolley designed by the team ZZOL (below)

The exhibition makes all departments from the college eligible to participate, bringing all the different disciplines under one roof. This is mainly for fostering cross-disciplinary interaction.

yield”, sensors responding to movement and breath, triggering pollen and wind inside a plant box.

D& explained that this diversity is the core of the exhibition. “Although the theme is the same for all participants, each piece has a different artistic expression. This is the core value that the integrated exhibition pursues.”

Providing Development Opportunity

The exhibition has been a valuable development opportunity for majors. Lee Serin, a student from the Dept. of Theater & Film, remarked, “This is my first exhibition experience, and I think my work reflects my lack of experience.” She added, “I discovered several points to revise, such as cut composition, acting direction, and prop arrangement. I would like to create better work based on these findings.”

For some students, the experience opened career doors. Kim Da-hun from the Dept. of Digital Contents said, “I am involved in a brand design team, but it was difficult to collaborate with a company. By participating in the exhibition, we were able to find a partner who supported us.”

More than just forming partnerships, the students gained a practical mindset through participation. Kim remarked, “Previously, I only wanted to create the kind of work I personally desired. However, through the exhibition, I learned how to adapt to the needs of viewers and business partners.”

The integrated exhibition, “MANIFESTO: Declaring Myself,” showcased the diverse ways individuals can respond to a single question. Beyond this, the creators also received valuable opportunities. This raised expectations that future exhibitions will benefit KHU art students in various ways.



“LOCKLET: A small declaration facing me”, a work including user interactive element



ARC 2025 participants from both campuses pose for a commemorative group photo

Courtesy of Venture and UP

One Roundtable, Two Campuses: The Spirit of ARC 2025

ARC 2025 united students across campuses and majors to tackle global issues, draft policy solutions, and showcase the power of academic collaboration.

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This summer, students from Kyung Hee University (KHU)'s Seoul and Global campuses came together for "ARC 2025: Where Politics Meets the World". Hosted by student associations Venture from the College of International Studies and UP from the Dept. of Political Science and International Relations (PSIR), the two-week academic exchange explored international conflicts and peace through student-led discussion.

What Is ARC 2025?

ARC 2025 is a policy hackathon-style exchange program. Students from different majors collaborate to analyze global policy issues, explore alternatives, and develop policy proposals. The name ARC stands for A Roundtable of Change, Conversation, and Collaboration. ARC 2025 follows a roundtable model—open, equal, and discussion-driven. There are no

hierarchies or formal speaking orders. Students work side-by-side to build fresh ideas on global issues.

The program ran for two weeks. It began with in-person activities at both Seoul and Global Campuses from July 25 to 26. Teams then participated in an interim review on August 4, followed by a final presentation and award ceremony on August 9. Throughout the program, teams were free to develop their own conclusions on the assigned topics.

ARC 2025 brought together the strengths of political science and international studies to

tackle global, not just domestic, issues. Yoo Hyun-ji, a planning supervisor from UP, said the policy hackathon format, already familiar to PSIR students, was ideal for developing clear, actionable proposals. "Using the format for international topics helped participants develop policy ideas that were both well-researched and realistic," she said.

Park Yun-seung, a planning supervisor from Venture, explained that the event's energy came from the students themselves. "Keeping everyone engaged was our top priority throughout the program," he said, adding that regular check-ins and close team monitoring ensured progress. "Contrary to our concerns, every participant stayed committed and delivered strong results." He mentioned that one team voluntarily met in-person about four times outside of the official schedule to continue discussions.

Organizers emphasized that ARC 2025 was designed to merge the strengths of political science and international studies. This vision was reflected in the students' projects. Kim Jihwan, a student from the Dept. of International Studies, shared that his team analyzed the limitations of the World Trade Organization's Trade Policy Review system and proposed the creation of a Free Trade Index. "The differences in both majors actually helped us form a more

balanced perspective," he said. "As a result, we produced a policy proposal that was both persuasive and credible."

Students in Action and On-the-ground Work

The event brought together 32 students across eight teams, mixing 17 PSIR and 15 International Studies students. The first day featured team-building and networking activities. The next day, teams drew subtopics and held three-hour seminars to set project directions and goals.

Noh A-jin, a student from the Dept. of PSIR, described the exchange with Global Campus students as a refreshing and rare chance to collaborate across campuses. Working with peers skilled in English and international affairs inspired her to improve her own skills and knowledge. Kim also described the program as a meaningful opportunity to connect with students from different majors. "Learning data visualization skills from teammates of PSIR was a valuable experience that strengthened my collaboration," he added.

Each team was assigned one of four global challenges: technology hegemony and supply chain restructuring, international organizations and peace diplomacy, the legitimacy of humanitarian intervention, or artificial intelligence (AI) governance through international agreements. They were also given one of two opposing positions to defend. This format encouraged participants to explore the assigned issue from a specific perspective and develop a concrete policy proposal.

"Our team worked on AI governance through international agreements," said Noh. "We took the position that AI treaties can be effective and that the international community can cooperate to regulate AI." She added that, "While the stance was somewhat idealistic, we worked to identify key issues and shape them into re-

alistic policy proposals."

On August 4, teams received feedback from a mentor with the United Nations Development Programme. Yoo said, "The check-in allowed many teams to adjust their approach. Some even made complete changes after the feedback." Park added, "The mentor listened to the students' opinions and praised their unexpected approaches, making it a time of healthy mutual feedback."

Final Presentations and New Possibilities

The final presentations on August 9 showcased two weeks of dedicated work. Following the presentations, faculty members provided detailed feedback. A team-to-team question & answer session followed, creating space for open dialogue and the exchange of diverse academic perspectives.

Park said he hopes ARC will grow into a signature academic exchange event at KHU—one that connects students across departments through shared inquiry and collaboration. He recalled a standout moment from the second day of the program: the three-hour team seminar. "I was worried because it had to be driven solely by students themselves, but seeing everyone concentrate on research, engage in passionate debates, and share their background knowledge was both satisfying and impressive," he said.



ARC 2025 name tags with group designations

Courtesy of Venture and UP

Yoo also mentioned that the students asked a wide range of questions. She felt proud seeing traces of thoughtful deliberations—particularly during the three-hour team seminar on the second day, where one group explored three different directions within a short time-frame, and in the students who persistently raised questions throughout the process.

As a cross-campus academic exchange event, ARC 2025 provided a meaningful experience for participants from both campuses. It showed what is possible when academic exchange breaks past disciplinary boundaries. With ARC 2025 as a starting point, organizers hope to spark even more collaboration and dialogue across the University.



Students participating in the final presentation session

Courtesy of Venture and UP

KHU's Journey of 76 Years Now on Display

“The History of Kyung Hee, the Future of the University” is a meaningful space to reflect on the University’s journey of the past and for the future.

Lee, Soo-in

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The Kyung Hee Fellow plaque and early textbooks from Humanities College

To mark the 76th anniversary—and 70 years since becoming an official university—Kyung Hee University (KHU) has opened a new exhibition titled “The History of Kyung Hee, the Future of the University”. Created by the University Archives (UA), the exhibition offers a space for all visitors to explore KHU’s past, present, and vision for the future.

76 Years of Change, One Walkthrough

“The History of Kyung Hee, the Future of the University” offers a comprehensive view of the KHU’s history, encompassing the University’s growth and students’ campus life. Held at the central exhibition hall of the Central Museum, the main exhibition provides an overview of the University’s development from its founding to the present. A supplementary exhibition titled “Student Life Archive” is also on display, offering a glimpse into the campus experiences of earlier generations of KHU students.

Lee Keum-hwa, the deputy director of UA, explained, “This

is the first exhibition to present KHU’s full history, from its founding to today. It highlights how the KHU community has pursued its founding principle of ‘creating a civilized world’ through education, research, and practice over the past 76 years.”

KHU’s Past and Future at a Glance

The exhibition traces KHU’s evolution from 1949 to the present, divided in three chapters.

The first section, “Daring Dreams, Adventurous Actions” (1949–1978), begins with KHU’s founding in Busan, where it evacuated during the Korean War. After the war, KHU established its first campus in Seoul and received official recognition as a university. As a newly founded institution, it also introduced innovative policies. These developments are presented through books, documents and a video of constructing the Seoul Campus based on a detailed master plan.

Before the next section, a video introduces founder Choue Young-seek’s life and philosophy—ideas that continue to guide the University today.

Next, “Leading the Times,



Toshiba T1800 laptop and publications for information technology and foreign language education

Embracing Communities” (1979–1999) highlights KHU’s significant expansion, including the opening of the Global Campus in Yongin and its dedication to education, research, and practice upon the changing social needs. Visitors can see how the campus rapidly evolved alongside the rise of information technology and globalization.

The final section, “Kyung Hee’s New Vision: A University for the Future” (2000–present), outlines the University’s global mission. On its 60th anniversary in 2009, KHU reflected on its fundamental mission and embarked on a new journey “Towards Global Eminence”. Efforts in this era include the establishment of Humanities College, formation of the Kyung Hee Future Compact, and the annual Peace BAR Festival. This ongoing period presents the future of KHU, committed to scholarship and peace.

After touring the main exhibition of the University’s history, visitors can explore the supplementary exhibition,

“Student Life Archive”. It presents the campus experiences of former students through a personal lens. Photographs, documents, and videos capture diverse moments in student life, such as school festivals, club activities, course registrations, and exams. Through black-and-white photographs and handwritten documents, students can compare their own campus life to the past and see how much has changed.

An Exhibition Designed for Everyone

This exhibition is designed as an open space where anyone can visit and enjoy. In previous exhibitions, only Korean descriptions were available, making it difficult for international visitors to understand. However, with the support of professors from the Dept. of English Language & Literature, this exhibition now offers English descriptions, allowing international visitors to engage with the content.

“Since the opening, many international students have visit-

ed the exhibition. In early June, about 30 Taiwanese students from National Taiwan University and Chinese Culture University came here as a group,” Lee explained. “I hope the exhibition becomes more widely known among the international students in KHU, so they can discover the University’s history this way,” she added.

To make the exhibit more interactive, one side of the gallery offers game stations: card flipping, history quizzes, and campus map puzzles. These interactive elements draw students in and make the experience more memorable. “Thanks to the games, I gradually found the exhibition more interesting,” Song Eun-ju, a student from the Dept. of Applied English Linguistics & Translation Studies said. “It was a meaningful experience that brought me one step closer to the University’s history,” she added.

In June, the UA held a lucky draw event for students who participated in the game program. “Many students joined the event to explore the University’s history through fun games and win some prizes,” Lee said, adding, “UA is planning another event in September, when the second semester begins.”

“The History of Kyung Hee, the Future of the University” is a meaningful space to reflect on the University’s journey of the past and for the future. By following KHU’s footsteps, visitors can discover the University’s identity shaped by 76 years of education, research, and practice. This exhibition is available until the end of February next year. Group visits and guided tours are also provided upon prior request to UA. All visitors are invited to experience KHU’s history and identity through various exhibits and interactive content.



The central exhibition hall for “The History of Kyung Hee, the Future of the University”



The 2nd Dormitory

New Cafes and Cafeteria Set to Open—What to Watch at Global Campus

Oh, Eun-je

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Starting this fall semester, two new cafes and a cafeteria will open at Kyung Hee University (KHU) Global Campus. The bidding process is complete, and now construction is underway. It is now up to the KHU community to monitor them and see whether they bring meaningful value.

Compose Coffee to Revive Vacant Spaces

Compose Coffee, a low-price coffee franchise, will open two branches in room 121 of the College of Foreign Language & Literature (FLL) building and room 108 in the College of Electronic & Information (EI) building. According to Compose Coffee, construction began on August 11, and they plan to launch the service in time for the start of the semester.

This move-in was confirmed following KHU's recommendation. The owner of the Compose Coffee 2nd Dormitory branch explained, "I initially planned to expand only to the College of EI building. However, when the Global Campus General Affairs Team (GAT) requested us to operate in both locations, then we decided to

expand to both places."

The move raised the possibility of revitalizing the abandoned spaces. Room 121 in the College of FLL building, which formerly housed Dal.Komm Coffee, has been vacant since the business closed in December 2023. The space in the College of EI building shows a similar pattern, indicating low student demand. Therefore, Compose Coffee's arrival could help restore activity and create new value.

Uniquely, the FLL branch is being designed as an autonomous area rather than a conventional shop, inspired by the Seoul Campus's Space 21. "We found that room 121 is no proper space for a coffee shop. Therefore, following KHU's request, we are designing the space as an autonomous area rather than a commercial one," the owner of Compose Coffee 2nd Dormitory branch added.

Despite its promise, the cafe faces risks related to ownership and management. The management structure is unusual—Compose Coffee headquarters considers the 2nd Dormitory branch and the College of FLL branch as one unit. However, the rental contract combines both the College of FLL and EI together, while the 2nd Dormitory branch is separate. Therefore, in the case of ownership transition or business closure, these three locations could impact one another.

A New Cafeteria Operator

Another facility, the 2nd Dormitory student cafeteria, is getting a new operator, following the departure of Riaeni La Matinee last July. The dormitory conducted the bidding process from July 29 to August 7, and now they are negotiating with the new meal provider candidates. The dormitory announced that the opening is planned for either September 15 or 21.

According to the bidding proposal, the new operator must run the business for 35 months. Three meals must be provided on weekdays, while weekend meals remain subject to negotiation.

The meal provider is now considered to be Foodist, in accordance with the dormitory. It is a company providing institutional food service in hospitals, military facilities, and sports teams, having become independent from the Hanhwa group in 2020. Regarding the details, the dormitory stated that the negotiating process is already complete, but they still cannot confirm anything official.

The new operator will receive a large advantage in terms of budget. Compared to the former meal provider, this contract reduces the annual rental fee from 40 million won to 3.9 million won and the residual value from 40 million

won to 25 million won. Utility bills will now be partially covered—something not included in past agreements.

The key question is whether these changes will lead to improvements. Park Yong-ki, the former manager for Riaeni La Matinee, explained that "University meal business cannot make a surplus unless it receives financial support." Now the new meal provider is able to run the business with 70% lower costs, indicating more leeway to focus on its service quality without financial burden.

Different Visions Among Departments, Student Expectations Remain High

As the new business prepares to open, it seems that not all University departments are aligned. President Kim Jin-sang envisions improving the Global Campus's welfare by expanding the KHU Cooperatives's services, emphasizing the need for, "achieving equal welfare across both campuses through the KHU Cooperatives."

In contrast, Global Campus GAT did not request a sole-source contract with the KHU Cooperatives before the bidding process, indirectly showing a preference for private companies.

Similarly, the 2nd Dormitory explained that due to its internal regulations and the KHU Cooperatives's refusal, it had to find another operator. However, the KHU Cooperatives claimed it only received a brief call lasting less than five minutes, and then the dormitory concluded the KHU Cooperatives did not wish to run the dormitory cafeteria.

Despite varying opinions among the University departments, students have expressed their expectations. Jung Ju-yong, a student in the Dept. of Applied Physics, stated, "Our department's student association revealed survey results showing that most students welcome Compose Coffee moving into the building. This reflects that students prefer coffee that is both less

expensive and convenient."

Eugenie Kiem, a student from the Dept. of Spanish, expressed optimism about the change. "Previously, I had to either buy expensive coffee at Twosome Place or walk outside the campus. I really like that a low-price cafe will move into the building," she agreed. "As language students, we need to speak out loud for studying, which makes quiet places like the library difficult to use. The autonomous area will likely be popular among College of FLL students."

Students hope the new meal provider will meet their demand this time. Kim Jong-ho, a student from the Dept. of Physical Education, emphasized that university meals should strike a balance between reasonable price and good taste. Riaeni La Matinee failed to deliver value for its 5,500 won meals, and he hopes the new operator will better meet students' expectations.

Regarding the cafeteria, Jung added, "The 2nd Dormitory cafeteria has experienced numerous issues with hygiene and food quality. I hope the new meal provider can address students' complaints as effectively as the KHU Cooperatives did at the Student Center's cafeteria this year."

Kiem remarked that even though she did not use the cafeteria much, she still recognized its problems. "I remember Riaeni La Matinee caused hygiene issues several times. I hope the newcomer can address these problems," she added. "Sometimes they held events with discounted meal prices. I think this kind of initiative would increase satisfaction among users."

New cafes and a cafeteria will move into unused or low-demand spaces. Although these new businesses will likely address existing complaints, their success depends on constant monitoring and dialogue about their services. The KHU community now has a responsibility to participate in shaping these businesses' future operations.



Riaeni La Matinee now end the service from the 2nd Dormitory cafeteria

Global Campus Security System to Become More Convenient and Secure

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Kyung Hee University (KHU) Global Campus will update its security system starting next semester. With a new management company and advanced technology, both convenience and safety are expected to improve.

ADT Caps, the New Security Manager

From the second semester this year, the Global Campus security system manager will change from KT Telecop to ADT Caps. This transition was decided through an open bidding process conducted from June 23 to July 7. According to the business proposal, ADT Caps will establish a comprehensive

security system by August 22 and begin service on September 1, with a week of trial operation between these dates.

Under the contract, ADT Caps will provide service for five years, from September 1, 2025, to August 31, 2030.

As part of the update, the College of Art & Design building has already replaced its security equipment with ADT Caps systems. The Student Center is expected to undergo replacement during the August. According to the proposal, ADT Caps must install its management tools across the entire campus, including all 46 buildings.

Notable Update: Smart Campus Project Cooperation

Previously, Seoul and Global campuses had different entry systems. Seoul Campus, man-

aged by ADT Caps, uses an entry system compatible with the Integrated Application (app). These machines can recognize registered physical cards, Near Field Communication (NFC), and Bluetooth Low Energy (BLE) to open doors. Additionally, building entrances can read quick response (QR) codes. This means users with the Integrated App, which includes NFC, BLE, and QR code functions, can enter registered spaces across the campus.

In contrast, the Global Campus system, managed by KT Telecop, did not support NFC or BLE, and QR code reading, which is only available at building entrances. As a result, despite personal information being saved in the Integrated App, students still needed to carry physical cards to open rooms inside buildings.

The new contract ensures compatibility with the Integrated App. Starting in September with ADT Caps, building entry will become more convenient as the system will support NFC and BLE. Students will no longer need physical cards if they register their information through the app.

Expanded Surveillance and Monitoring

In addition to compatibility with the Integrated App, the



The newly established ADT Caps system on the College of Management and International Relationships building

surveillance system will also expand. According to the KHU Facility Management Team (FMT), "For this update, the number of closed-circuit television systems will increase along with their resolution." They added, "More emergency bells will also be installed, enhancing the effectiveness of security management."

The FMT explained that the system will include real-time artificial intelligence video monitoring. This addition is expected to prevent accidents more effectively on campus.

During the update, there may be a short period of vulnerability while the system is offline. The FMT stated, "Based on our non-stop policy, the security system will operate as it finished establishment. We will also use a separate monitoring system to minimize security risks as much as possible."

The new Global Campus security system will soon be equipped with advanced technologies. The update is expected to strengthen both convenience and safety for the KHU community.

Trend Viewer

A Cup Full of Taste—and Lifestyle

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As the K-food trend spreads globally, a new phenomenon, cup food, is gaining attention. It is not only the food itself but also the fun and convenience of its cup form that attracts interest. This summer, "Cup Bingsu" has emerged as a popular choice, especially after being introduced as a seasonal menu item by various franchise cafes and Kyung Hee University (KHU) cafeteria.

The Rise of Cup Bingsu

Cup Bingsu is a prime example of the recent cup food trend.



A franchise cafe's new summer menu: Cup Bingsu
Photo: Sungsimdang Instagram (instagram.com)

Bingsu is a Korean dessert made with shaved ice and topped with red beans, fruits, and rice cakes, which is traditionally served in a bowl. Since the Joseon Dynasty, bingsu has evolved into many forms and remains a beloved summer dessert in Korea.

In the latest twist, bingsu has taken the form of a cup dessert, named Cup Bingsu, emerging as a new trend. Many franchise cafes showed the trend by increasing demand. According to industry officials, Mega Coffee introduced a new Cup Bingsu dessert, and this surpassed five million sales. In addition, Hollys Coffee reported a 14

percent increase in Cup Bingsu sales compared to last year.

The trend is also found on campus. The cafeteria in the Cheongwon Building on Seoul Campus launched Coop Bing—the signature Cup Bingsu menu—on July 15 as a summer dessert.

The cafeteria nutritionist Choi Eun-jung said, "I tried Cup Bingsu at a cafe outside, and after seeing how it was made, I thought it could be made in the campus cafeteria." She added, "We wanted to offer students a small moment of satisfaction by allowing them to enjoy dessert conveniently after their meals."

Even during the vacation period, around 30 are sold per day, with some international students also trying the menu.

Behind the Trend

One factor behind this trend is a cost-conscious consumption pattern in an era of high prices. Served in a cup rather than a bowl, Cup Bingsu is cheaper and easier to take out than regular bingsu, appealing to individual consumers and busy lifestyles. Kim Do-hyun, a student of the Dept. of Hospitality Management, said, "I wanted to have bingsu, but it was too expensive, so I chose Cup Bingsu, which is tasty and affordable. Since it is cheaper, I enjoy it often without hesitation."

Another factor behind the trend is flavor diversity. While traditional bingsu features red beans and rice cakes, Cup Bingsu offers flavors like mango, Oreo, and acai—appealing even to foreigners unfamiliar with the traditional version. Lim Sang-hee, a part-time worker at Mega Coffee, said, "You can see foreign customers enjoying Cup Bingsu together with Korean customers." Yamada Miami, an international student at KHU, added, "I saw it a lot on social media, so I tried it—and it was tasty and convenient."

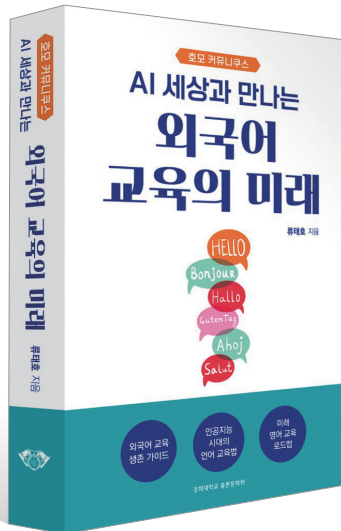
Beyond Bingsu: The Long-standing Popularity of Cup Food

The cup food trend is not limited to the recent popularity of Cup Bingsu. In fact, it is an extension of the K-cup food trend that existed long before. For example, Cup Tteokbokki is a street food sold at a low price. It can be found near schools and in busy areas, and is also sold at convenience stores by major companies like Bibigo and Pulmuone, showing the trend.

Cup Bap, a dish consisting of rice served in a cup with various toppings, has also gained popularity. According to the Seoul Metropolitan Government, Cup Bap was created specifically for areas with high concentrations of academics. As the number of civil service exam takers increases, the demand for Cup Bap also rises, with the dish evolving to offer various flavors.

The cup food trend mirrors the lifestyle modern consumers seek: meals that are quick, light, affordable, and easy to enjoy alone. K-food has evolved beyond taste, placing greater emphasis on the way food is consumed. Inside the cup is not only food, but also a reflection of how people live today.

Making Language Learning Smarter with AI – Prof. Yu Tae-ho's Vision



The Future of Foreign Language Education Meeting the AI World
Photo: KHU Communication and Press (khu.press.com)

Prof. Yu Tae-ho's newest book challenges misconceptions and presents practical methods for language education in the AI era.

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Kyung Hee University (KHU) Communication & Press published Professor Yu Tae-ho's newest book, *The Future of Foreign Language Education Meeting the AI World*, on July 15. Prof. Yu received his bachelor's degree at KHU in journalism and media production and is an associate professor at James Madison University. His latest book explores why artificial intelligence (AI) can, and should, be used to improve traditional language education. Future joint publications are already planned for multinational audiences in Southeast Asia and beyond under the same title.

Why AI Matters in Education: Prof. Yu's Path

AI is rapidly advancing in language-related tasks such as translation, research, and creative writing. As its capabilities grow, many are beginning to question the role of traditional foreign language education. Is it still necessary to learn how to understand, speak, and write in foreign languages when AI can do it for us?

"Definitely," answered Prof. Yu. An expert in instruction-

al design and technology, competency-based learning, adaptive and personalized learning, and the usage of generative AI for education, he has made several relevant publications such as *Education is Hope in the Era of the Fourth Industrial Revolution* and *AI Education Revolution using ChatGPT*. He has also dedicated years to develop solutions of utilizing AI for improving authoritative, unilateral public education that lack personalized student engagement.

"There is mounting uncertainty over what the future holds for foreign language education, and more broadly, language education itself. Some universities are even looking into a total replacement of language departments with courses on generative AI utilization, but this is like killing the goose that lays the golden eggs," he explained.

Instead, through his newest work, Prof. Yu presented compelling evidence that AI is an opportunity rather than a replacement when teaching foreign languages. He argued that the ability to communicate directly in foreign languages will always have value, and that proper integration of AI into language education can address long-standing limitations such as one-size-fits-all instruction, unilateral teaching, and a lack of personalized interactions in class. He also

provided concrete methods for using AI to enhance foreign language teaching.

The Structure of the Book

The Future of Foreign Language Education Meeting the AI World is 440 pages in length and organized into four parts. The first section examines the current state of AI technology and its implications for language education. Technologies such as automated translation and generative AI are more advanced and accessible than ever. Prof. Yu noted that these new tools open opportunities for learner-oriented, interactive approaches both inside and outside the classroom.

In the second section, Prof. Yu addressed skepticism about the need for foreign language education in the AI era. Drawing on the history and nature of languages, he explained that direct communication will remain a driving force in the growth of civilizations. "For nuanced communications or in dire situations, the human ability to signal each other directly remains a critical skill," he asserted. "AI will never change that. Instead, it can improve the way we teach languages."

The third section presents practical approaches to integrating AI into language learning. These include interactions with generative AI for lesson

preparation, one-on-one training sessions with language models to correct mistakes, and the creation of role-play and debate scenarios to make classes more engaging. "These possibilities reach beyond language education alone. With AI, instructors can allow for student-oriented, higher learning to take place in every field of education," said Prof. Yu.

The final section looks ahead to how AI will reshape foreign language education. While AI can provide personalized and accessible language interactions, Prof. Yu emphasized that the role of the human instructor remains essential for building emotionally and culturally sensitive language use. As such, he concluded that the future of foreign language education lies in cooperation between artificial and human intelligence.

Prof. Yu's Advice for Readers

Prof. Yu encouraged learners and instructors to recognize AI as a chance for improvement. He also called for the implementation of this new technology in the public and private sectors of education. "Instructors should understand both the strengths and limitations of AI while using these powerful aids to provide bountiful learning experiences," he

highlighted.

For learners, he recommended actively engaging with AI to create new learning methods, asking it questions rather than only seeking answers, reassessing their own input, and learning how to learn in the process. "In the end, students are the ones who have to learn," he added. "My advice for them is to look in the long term and utilize AI to improve their own skills instead of regarding it merely as a convenient solution to temporary tasks."

Prof. Yu concluded, "Languages are part of human nature. Using tools like AI will not diminish the need for language skills, nor degrade the value of learning a new language. Through my book, I hope everyone understands that foreign language education is not going away, and that at the same time, we can choose to improve the current educational process with AI."

AI's potential in foreign language education is being actively explored. With the dawn of the AI era, this book offers guidance to scholars and educators, challenging misconceptions and presenting practical methods to inspire change. Through Prof. Yu's newest book, it is hoped that KHU faculty and students will also be able to reflect on AI's role in shaping the future of foreign language education.



Prof. Yu (left) hands a copy of his book to KHU Professor Lee In-hee (right)

Courtesy of Prof. Lee

The University Life

Kyung Hee University
English Newspaper

Founded in 1958, The University Life is a nonprofit English newspaper of Kyung Hee University. Dedicated to the globalization of the university, the newspaper aims to impartially review the achievements and the problems of the administration, the faculty and the student body of Kyung Hee University. As an English medium, the newspaper also aims to provide international students with information and insights into the culture of Korea.

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The Nearsighted Committee:
Only Sees What's Right in Front

The Editorial Board
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The Student Center Cafeteria Management Committee (SCCMC) was created to oversee cafeteria operations, addressing hygiene problems caused by the former meal provider, Riaeni La Matinee. The committee holds monthly meetings to share operational results and feedback with its members, including representatives from various groups in Kyung Hee University (KHU). The committee succeeded in its initial goal—removing the vendor after their repeated issues. However, the committee now seems to have lost its value by being stuck in the past.

The cafeteria is currently managed by the KHU Cooperatives, a nonprofit group whose primary purpose is reinvesting profits back into the community. It has served on the Seoul Campus for two decades and now provides 40 services on the campus, demonstrating that it can effectively work with the University to expand and stabilize in-campus welfare service. Therefore, Global Campus now

has an opportunity to further improve its welfare system.

Despite the changing realities, the SCCMC remains stuck in the past. The committee obsesses over minor flaws, such as undercooked rice or inattentive student workers, just as it did for Riaeni La Matinee. When it is faced with forward-looking discussions—like how profits could benefit students or how the Cooperatives's services could expand—the members remain silent.

Judging by its behavior, the committee seems more intent on asserting control over other groups than on delivering genuine benefits to the KHU community. For example, a member claimed to be concerned about student workers, raising issues such as excessive workload and the risk of musculoskeletal disorders. In reality, however, these workers perform only simple tasks, like wiping desks. This makes it clear that the committee has little understanding of the

actual situation on site. Rather than focusing on what truly benefits students, it appears more interested in restricting the KHU Cooperatives.

The foundation of the problem lies in the meeting atmosphere. It is as if there is an unspoken rule that at least one flaw must be pointed out in every session. No matter how the KHU Cooperatives showed new services or business surpluses, the committee became paralyzed by its fixation on finding something to blame.

At this point, distrusting the KHU Cooperatives is enough. Before it moved into Global Campus, the General Affair Team contacted Hankuk University of Foreign Studies Global Campus Cooperatives to run the Student Center cafeterias. Turning away from the KHU Cooperatives and seeking outside groups to manage campus facilities already reveals its reluctance. Yet, this refusal to work with KHU Cooperatives needs to stop at this point. As KHU Co-

operatives begin their operations, continuing to restrict the KHU Cooperatives who already began the service will only result in outdated welfare services.

To enhance the quality and quantity of campus welfare services, the SCCMC must change their approach. As the only official meeting for the KHU Cooperatives's operation on Global Campus, it needs to discuss the long-term vision. If the committee continues merely complaining about a speck of dust on tables like now, the Global Campus will never improve its welfare services. Get out of the excuses and communicate with the students honestly. This is the next step the administration must take.

Now is the Global Campus's last chance to bring about positive change. President Kim Jin-sang, who has supported the KHU Cooperatives in contributing to campus welfare services, serves only for a limited term. Likewise, the KHU Cooperatives has a five-year operating mandate. This means the present moment is the right time for stakeholders to pursue improvements in welfare services in collaboration with the KHU Cooperatives. If this opportunity is missed, no one can be sure when such opportunity will resurface. The chance is here—seize it, and return its benefits to the KHU community.

Despite the changing realities, the SCCMC remains stuck in the past: they obsesses over minor flaws

No Transparency, No Trust:
The Dormitory's Ongoing Silence

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The 2nd Dormitory has entered a new phase: Riaeni La Matinee, the controversial meal provider, has been replaced. This appears to be a positive outcome, eliminating potential health risks for students. However, there remains a disappointing aspect to this decision: The 2nd Dormitory administration never communicated transparently with students, as they had done before.

Throughout Riaeni La Matinee's two-year tenure, Kyung Hee University (KHU) students received no detailed information about the company's operations. The Global Campus General Student Association (GSA) repeatedly requested to participate in cafeteria-related meetings with the 2nd Dormitory but was denied each time. The justification? "Dormitory affairs should be managed by the dormitory office."

As a result, students remain unaware of internal cafeteria matters, even the rationale and process behind the company's eventual removal. This means, for two years, the dormitory did not communicate with students about the ways to deal with who posed the safety and health risks to the students.

The dormitory's approach particularly stands out when compared with the Global Campus General Affair Team (GAT). While facing similar issues to the 2nd Dormitory, where Riaeni La Matinee repeatedly caused hygiene and taste problems in Student Center cafeterias, the GAT addressed these concerns through student engagement. They invited student media to relevant meetings, providing access to information about cafeteria plans, current

problems, budget status, university stakeholders' intentions, and other related matters. This allowed KHU students to receive consistent updates regarding the cafeteria issues. Students could also influence decisions as the GSA representatives served as committee members. Like GAT, facing reality and collectively drawing

solutions is the way to resolve long-term issues, not just hide from them.

What makes the dormitory office's position even more frustrating is that the cafeteria incident is not the first time they have evaded responsibility. When students expressed outrage over the sudden decision to host a student bonding event at Everland amusement park, the administration provided no explanation. Instead, they sheltered behind dormitory student

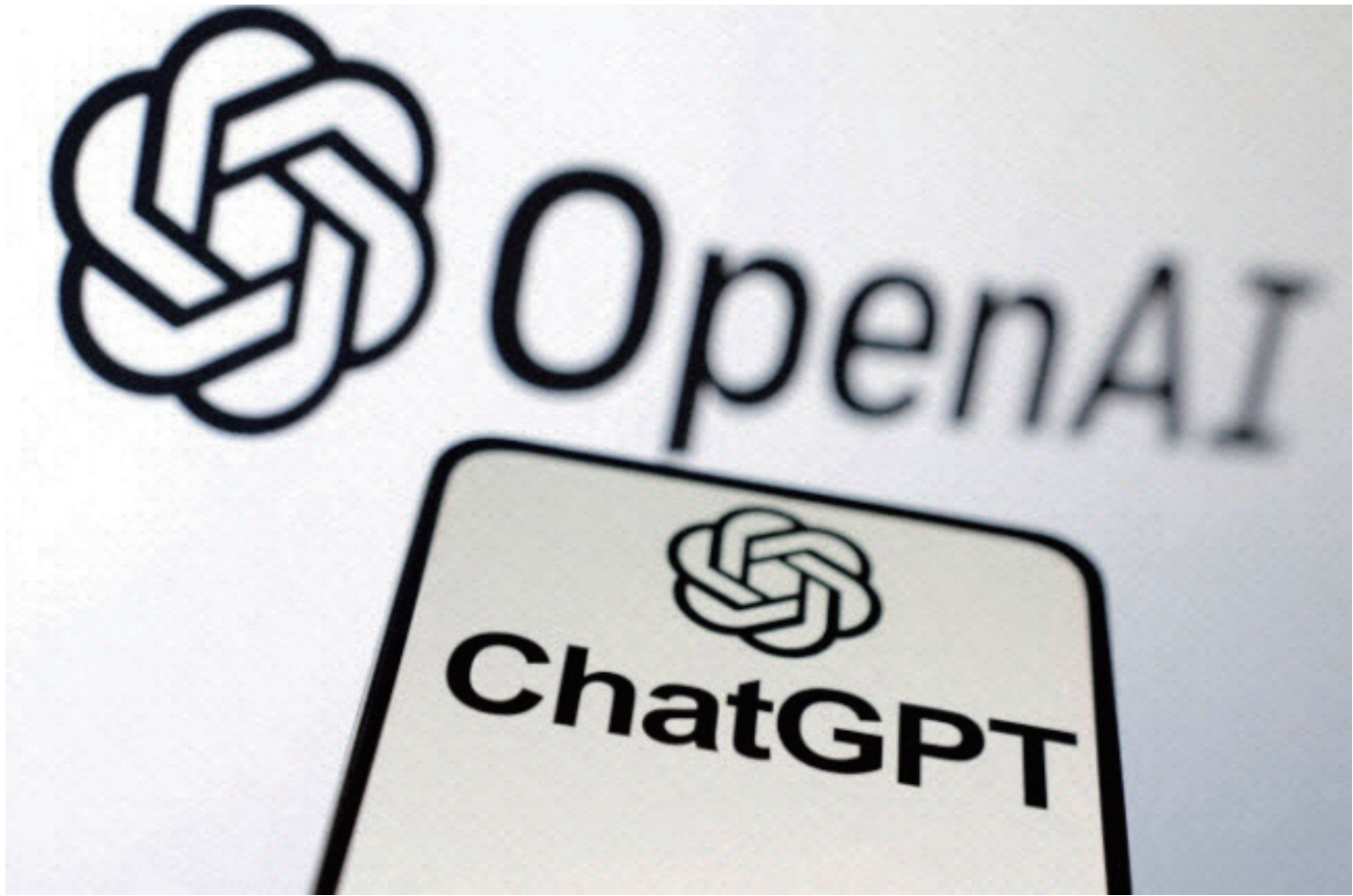
workers, who became targets of public criticism—despite not being the decision makers.

Later, when laundry fees suddenly increased, administrators instructed student workers to praise the new functions accompanying the price hikes, rather than explaining the reasons for the increases.

The dormitory administration has reportedly expressed resentment toward student media, claiming that interviews only include a fraction of their statements. They allege that media sometimes distort facts to support predetermined narratives. However, given their attitude, these claims are just an excuse to avoid facing students honestly. They never deserve to cast such blame until they openly address dormitory affairs.

The dormitory cafeteria affair is an issue that needs to be discussed with the KHU community. Before Riaeni La Matinee, conglomerates like Samsung and Hanwha failed to reach full satisfaction. This means that a single group never meets the students' satisfaction. Thus, if the dormitory does not change its secretive approach, student dissatisfaction will persist and serious issues, including those affecting health, can return.

Get out of the excuses and communicate with the students honestly. This is the next step the administration must take.



Generative AI, ChatGPT

Photo: edaily (edaily.co.kr)

The AI Divide: How Technology Gaps Deepen Social Inequality

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Artificial intelligence (AI) is becoming an integral part of daily life, but a growing divide is emerging between those who can use it effectively and those who cannot. This AI divide is widening inequalities across various sectors. To bridge this gap, greater public awareness and proactive action are needed.

AI Divide Between Corporations Widens, Fueling a Productivity Crisis

The AI utilization gap among companies is widening, driven by differences in investment capacity. According to a report published by the Ministry of Trade, Industry and Energy this year, the AI adoption rate among large corporations in South Korea stands at approximately 65.1 percent, while that of small and medium-sized enterprises (SMEs) remains much lower at 35.6 percent. Large

corporations actively invest in AI-related infrastructure and offer various financial support and training programs to their employees. In contrast, SME workers often face difficulties accessing AI subscription services due to high expenses.

Workers are also experiencing this divide firsthand. A survey conducted by the workplace community application Blind and *Dong-A Ilbo* revealed that 78.4 percent of respondents believe company size and individual income levels strongly affect AI skills, highlighting the link to social inequality.

The critical issue is that this divide may ultimately deepen productivity disparities. Professor Kim Hyeon-cheol from Korea University's Dept. of Computer Science warned, "Those who effectively utilize AI maximize productivity and efficiency, creating greater value, whereas those who do not are increasingly likely to be marginalized in the labor market."

The Deepening Regional and Individual AI Divide

The divide is also visible at the regional level. According to

“The AI gap is more than a technological issue; it is deepening economic and social inequalities. Closing the AI divide is a challenge that society must address collectively. Collaboration among government, businesses, and the education sector will be essential to expand AI education and infrastructure for all.”

a 2024 report by the National Information Society Agency (NIA), more than 80 percent of AI-related companies and infrastructure are concentrated in the Seoul metropolitan area. This concentration limits AI company growth and job creation in non-metropolitan regions, worsening economic disparities between areas. The migration of talent to Seoul is accelerating, while residents in other regions face limited access to AI education and

technology, widening the gap in social opportunities.

Even at the individual level, the AI divide is growing rapidly. Recently, large information technology companies have launched premium subscription services, such as SuperGrok Heavy for \$300 per month and Chat GPT Pro for \$200 per month, offering advanced AI features. However, economically disadvantaged groups, including low-income individuals, those with limited technology access, and the elderly, have fewer opportunities to experience such services. According to the NIA's 2024 Digital Information Divide statistics, about 51 percent of the general population has used AI services, compared to only 30.7 percent of vulnerable groups, creating a gap of more than 20 percentage points. Kim pointed out that this gap will cause long-term problems that make social mobility even more difficult.

How to Resolve the AI Divide?

Bridging the AI divide requires strengthening national

infrastructure and investing in technology. The government has designated key AI infrastructure facilities, including the Ulsan AI Data Center and the Gwangju National AI Data Center, as central hubs in this effort. In addition, it is also advancing projects led by the Ministry of Science and ICT (MSIT) to expand micro data centers using domestically developed AI semiconductors.

These efforts aim to boost the competitiveness of the AI industry and create a foundation for narrowing the gap between regions, companies, and individuals. Improving access to AI education is also a priority. According to MSIT, AI experience centers are planned in all 17 provinces, allowing children and teenagers to engage with AI from an early age. This initiative seeks to reduce regional disparities in education and technology and help future generations develop equal AI competencies.

However, experts cautioned that government efforts alone are insufficient. Kim stressed, "The government alone cannot solve the AI divide. Meaningful change can only be achieved through cooperation with private companies and civil society." He added that, "Private companies should take responsibility by providing AI education programs and mentoring, as well as fostering a culture of responsible AI development. Meanwhile, civil society must actively engage in leading AI education campaigns centered around local communities and train volunteers to support digitally vulnerable groups."

Prof. Lee Kyung-jun from Kyung Hee University's Dept. of Big Data Analytics warned that the recent suspension of mandatory AI digital textbooks in schools could make access to AI education increasingly reliant on private tutoring. He said, "Students from relatively stable economic backgrounds can access AI through private education, but low-income students may face relatively limited opportunities to experience AI." He also added, "It is important to implement inclusive policies that ensure all students can enjoy equal access to AI education, regardless of their economic background."

The AI gap is more than a technological issue; it is deepening economic and social inequalities. Closing the AI divide is a challenge that society must address collectively. Collaboration among government, businesses, and the education sector will be essential to expand AI education and infrastructure for all.

Satire or Misinformation? Deepfakes Shape Korean Political Discourse

According to the National Election Commission, from April 4 to June 2, a total of 10,448 deepfakes related to the presidential election were reported and requested for removal.



An illustration highlighting deepfake use in politics

Photo: Maeil Business Newspaper (mk.co.kr)

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Ahead of the presidential election in South Korea, held on June 3, 2025, a deepfake video showing a major candidate wearing a prison uniform went viral on social media. As generative artificial intelligence (AI) tools became more accessible, ordinary citizens began using them to create political content. As a result, manipulated videos and images became a notable part of the online political conversation.

Deepfakes Actively Used in Korean Politics

According to the National Election Commission, from April 4 to June 2, a total of 10,448 deepfakes related to the presidential election were reported and requested for removal through platforms like the Korea Internet Self-Governance Organization (KISO). This was about 26 times higher than during the general election in April 2024.

In response, the commission filed charges against three indi-

viduals who created and spread deepfake content targeting a specific candidate. These individuals shared 35 manipulated images and 10 videos, some designed to look like real news reports.

Deepfake technology has already been used in other countries to influence public opinion. In the 2023 Turkish presidential election, President Erdoğan released a fake video showing his rival alongside a terrorist group leader. The video spread widely and helped him reverse the poll numbers, ultimately winning the election with 52.2 percent of the vote.

However, the Korean case differs in one key way. The lower technical barrier and the structure of social media allowed not only politicians and influencers, but also everyday users to participate in producing and spreading fake content. This marks a new stage in how misinformation is created and shared online.

Why Deepfake Content Spreads So Easily: Technological and Social Issues

There are two major reasons behind the rapid spread of deepfake videos: easy access to the technology and the way

social media platforms operate. New tools like Google's Veo 3 can generate both video and audio simultaneously. With only a few prompts, users can create realistic fake content, including interview-style clips or news broadcasts, without requiring any editing skills.

However, the problem is not just the technology itself. Social and cultural factors also play a role. According to Professor Choi Jung-ouk from the Graduate School of Media & Communication at Kyung Hee University (KHU), viewers tend to react more strongly to visuals than

to text. "Well-made videos can trigger the belief that seeing is believing," he said, adding that this effect can weaken critical thinking.

This tendency is intensified by social media algorithms, which often prioritize emotional or shocking content. As a result, people are more likely to encounter deepfakes without being able to verify whether the content is real.

Prof. Choi also noted that Korea's advanced digital infrastructure and platform-centered news consumption make the country more vulnerable to the spread of deepfakes. "In today's digital culture, people care more about reactions and popularity than about verifying facts," he said. "This creates an environment where manipulated content spreads very quickly."

In such an environment, influencers who specialize in deepfake political satire have emerged. They create and post satirical videos about politicians on Instagram, YouTube, and other platforms, and their content often goes viral.

Divided Opinions on Deepfake Satire

Experts have differing views on deepfake political satire. Some argue that it promotes freedom of expression and increases public engagement with politics. Others worry about the spread of false information and its potential harm to democracy.

Prof. Kim Chang-nam from the Graduate School of Media & Communication at KHU believes such content can offer fresh insights into society and politics. "It can provide psychological and political relief," he explained. "Through this content, the public can escape from a passive role and become more aware of their power as citizens." He viewed the trend as a modern version of traditional political satire, now transformed by digital technology.

However, other experts are more cautious. If a fake video looks too real, it can confuse viewers and blur the line between fiction and reality. Prof. Kim Soo-jin from the Dept. of Political Science and International Relations of KHU argued that deepfake political news is bound to be more deceptive than traditional methods of satire like cartoons.

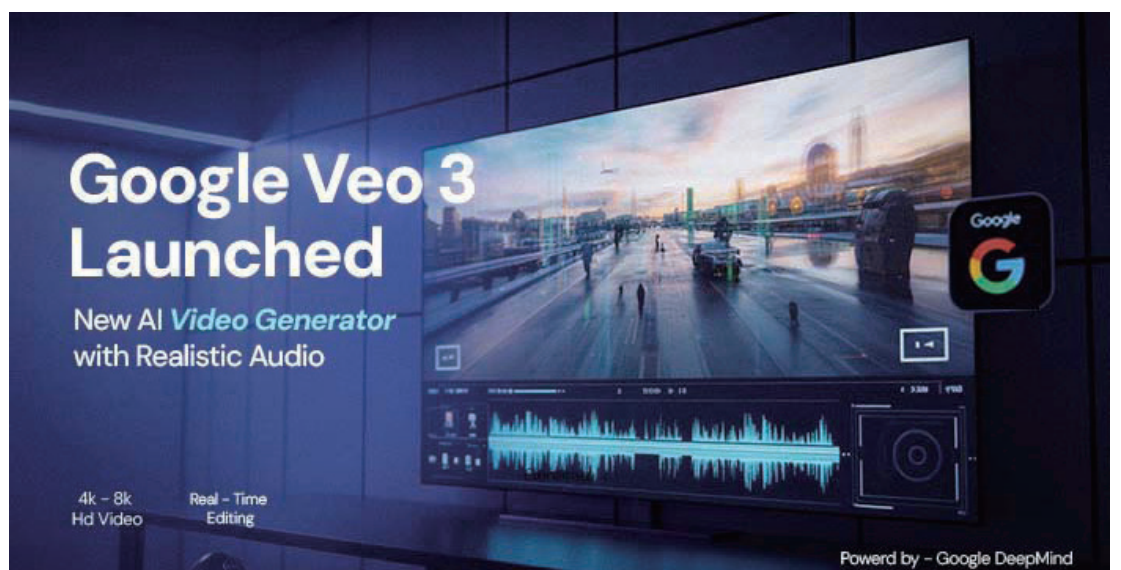
She added, "Of all the political attitudes we should have in an age of deepfake AI technology, I think we should be vigilant about the possibility of deepfake news and also be open to diverse media channels without focusing only on popular social media outlets."

Prof. Choi expressed a similar view. He emphasized the importance of considering the creator's purpose and how clearly the content is labeled. If the goal is to trick viewers by making the video appear real, then it becomes misinformation.

"We must respect freedom of expression, but we also need balanced regulations to prevent harmful manipulation of public opinion," he said. He suggested that labeling, intent, and audience understanding should all be considered when developing rules for this type of media.

Deepfake political satire is spreading quickly in Korea due to powerful AI tools and the nature of social media. Now, even ordinary people are creating and sharing such content, increasing its influence. While it may help raise interest in politics, it also heightens the risk of public confusion and opinion distortion.

For this reason, it is important to set clear standards to distinguish satire from fake news, while encouraging media users to think critically. In the future, addressing this issue will require more than just technical tools. Clear social norms, responsible platform management, and stronger media literacy education will be essential.



Google Veo 3, a new tool used for deepfake video making

Photo: outrightCRM (outrightcrm.com)