

The University Life

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2026 Seoul Campus Election: KHU:EST Leads Amid Heated Races and Electoral Misconduct Claims

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The results of the 2026 Kyung Hee University (KHU) Seoul Campus Election were announced on November 26 in Orbis Hall room 111. The election included votes for the General Student Association (GSA), college student associations (CSA), departmental student associations (DSA), and various committees.

KHU:EST Elected as the 58th Seoul Campus GSA

In the GSA election, KHU:EST was elected as the 58th Seoul Campus GSA, receiving 4,343 votes (52.52%). The opposing candidate group, KnowHow, received 3,311 votes (40.04%).

According to the *Seoul Campus Election Rule (ER)*, vote counting becomes possible once voter turnout reaches 50%. This year, the threshold was met on the second day of voting, November 25 at 18:00, when turnout reached 53.39%.

Attention will center on how the election outcomes will be settled amid electoral misconduct.

The final turnout at the time of counting was 62.72%. This is in contrast with the 2025 GSA by-election, which failed to reach the minimum quorum until the final deadline, ultimately recording a turnout of 50.68%. As the 2026 GSA election was a competitive race, it reflected heightened student interest in campus governance.

KHU:EST's President-elect Jeong Jong-won stated, "I will do my best to lead the Seoul Campus well." Vice President-elect Son Ye-ji added, "Thank you to all KHU students for trusting and voting for us, and we also appreciate the KnowHow headquarters for the fair competition." Son continued, noting the skepticism among students toward the current student governance:

"We take this seriously and will work to make 'Our Kyung Hee' the 'Best Kyung Hee.'"

KHU:EST Faces Objections over Electoral Misconduct

However, there were claims that the election was not conducted fairly. The vote counting, which was originally scheduled for 19:00 on November 26, was delayed by one hour due to objections over alleged electoral misconduct. A student from the School of Dance reported that a vote had already been cast under their name, even though they had not voted. After investigations, it was revealed that a KHU:EST campaign staff member had cast 13 proxy votes.

On November 27, the Central Election Management Committee stated that they will conduct additional investigations into the proxy voting and take actions under the *ER* and *GSA Bylaws*. The Committee added, "We will ensure the election proceeds democratically."

KHU:EST released a statement on Instagram noting, "We want to clarify that this was an individual action of an

election campaign member. There were no orders from the headquarters." They added, "However, we acknowledge the seriousness of this incident and sincerely apologize."

KnowHow also declared their opinion, stating, "We express strong concern about treating this matter merely as an 'individual action.'" They argued that the Central Election Management Committee pushed ahead with vote counting despite being aware of the proxy voting. They stated, "We strongly call for the invalidation of the 58th GSA election and for disciplinary action to all related people."

CSA and DSA Election Outcomes

At the college level, elections failed to proceed in the College of Politics & Economics, the School of Management, and the College of Human Ecology, all of which will hold by-elections at a later date.

Most other colleges successfully elected their representatives, with turnout and approval rates remaining consistently high across campus.

The College of Nursing Science's VITA received 92.70%, while the School of Dance's Ondam followed with 90.07%. The College of Humanities elected On with 88.07%, and the College of Fine Arts' BR!TT also won with 90.48%.

In the College of Music, Tempo was elected with 75.72%, and the College of Sciences' Eroom received 89.78%. The School of Global Eminence elected Ssiat with 90.91%. Among the professional colleges, the College of Dentistry's Dent-In recorded one of the highest approval rates at 95.41%, while the College of Korean Medicine's Uju also secured a strong result with 94.9%.

The College of Human Ecology election was conducted competitively. With a turnout of 66.62%, Liv-on was elected with 61.20%, while Hadam received 36.81%.

The most competitive race in this election took place in the College of Pharmacy. The college recorded a voter turnout of 85.50%, the highest among all units. Phealing was elected with 61.67%, while YakSok received 35.02%.

Two of the three DSAs under the College of Pharmacy were also contested, highlighting the college as a central hub of student electoral activity. In the Dept. of Pharmacy, PHASTEL received 51.18% while PhamPhlet earned 46.92%. In the Dept. of Pharmaceutical Sciences, YakSol received 65.05% against Epilogue's 34.95%. Although the Dept. of Korean Pharmacy was not contested, it recorded a high turnout of 79.55% and 91.43% approval for Gaehwa.

The 2026 Seoul Campus Election demonstrated increased student engagement compared to previous years, with competitive races across student associations. While several colleges and departments require by-elections, the overall election showed a renewed interest in student governance. However, allegations of proxy voting within the GSA election raised concerns about the integrity of electoral procedures, prompting calls for additional investigation and accountability. Attention will center on how the election outcomes will be settled amid electoral misconduct.

Seoul Campus GSA KnockH Pledge Review: Addressing Issues Beyond Pledges

Many of their pledges focused on long-term development rather than immediate results.

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With two months left in the Seoul Campus General Student Association (GSA)'s term of office, the three Kyung Hee University (KHU) media outlets—*The University Life*, *Dae-hak Jubo*, and Voice of University Seoul Branch—conducted a review of KnockH's pledges. Elected in the 57th GSA by-election in March, KnockH presented key pledges such as introducing absolute grading for elective courses. President Eom Gyu-min and Vice-president Heo Ye-dam explained their assessment of these pledges and their plans for the remaining term.

Failure to Introduce Absolute Grading and the Shift Toward Competency-based Evaluation

KnockH did not deliver on its pledge to introduce absolute grading for general elective courses. Since absolute grading would significantly change the academic system, cooperation with the Global Campus was essential. Eom said, "The Global Campus Humanitas College saw the absolute grading system as a matter that requires cautious and gradual discussion," indicating the difficulty of implementation.

KnockH has instead turned its attention toward the competency grading system as a modified approach to the pledge. "When we asked the University president about absolute grading, he said absolute grading

was appropriate, but suggested the competency-based grading system," Eom said. KnockH is now exploring this option as a potential substitute.

The competency grading is completely different from the traditional numerical grading, since it evaluates students based on individual competencies. Eom explained, "For example, if a student shows leadership in a group project, their transcript will note that the student has leadership competency."

Concerns over grading standards have also been raised. The candidate team KHU:EST, running for the 58th GSA election, also pledged to introduce competency grading as the modified version of absolute grading. During press Q&A at the candidate debate, reporters questioned KHU:EST on how qualitative evaluations of individual competencies could be accurately converted into numerical grades.

When asked about how credits would be processed under this system, Eom explained that the evaluating system has not been fully decided yet, stating, "The details still require further discussion."

Eom added, "We believed the current grading system does not align with the educational philosophy of Humanitas College. That is why we selected absolute grading as a key pledge. However, we do not think that absolute grading is the only alternative. If the competency grading system better aligns with the Humanitas College, we are open to introducing it."

Increased Tuition and Financial Transparency Efforts

After the tuition rise, KHU generated about 11 billion won in additional revenue. This led to heightened student interest in financial transparency. In response, KnockH pledged to hold regular financial operation briefings and host an Aca-

demic Symposium on Finance and Revenue.

The pledge for regular briefings aimed to enhance transparency in how the University spends its budget. On September 25, KnockH and the Office of Planning & Coordination (OPC) held the briefing. The OPC explained how the additional revenue would be allocated. Eom stated that another briefing would be held near the end of the second semester to explain next year's budget.

At the session, the OPC mentioned that further tuition increases for next year were under review. KnockH responded, "We always try to deliver students' opinions to the University. So, we are planning to conduct a campus-wide survey to understand how students think about additional tuition increase."

KnockH also pledged to host the Academic Symposium on Finance and Revenue to explore student-driven revenue models unique to KHU. The first symposium was held on November 11, concluding with awards for selected proposals.

Addressing Issues Beyond Pledges: Festivals, Governance, and Policy Conflicts

KnockH also commented on several issues that emerged during their term.

Regarding the spring festival, they acknowledged operational challenges. "Since we had lim-

ited preparation time after the by-election, the festival faced many difficulties, and there were definitely shortcomings," Eom said. "But through trial and error, we were able to better prepare for the fall festival."

However, the first day of the fall festival also faced problems, including delayed entry and overnight queuing. Eom said, "There were many issues, but we tried to accept feedback from the first day. What we are most proud of is that we did not just make mistakes—we worked to fix them. We believe the second day of the fall festival went much more smoothly."

KnockH also addressed the debate over the possible dissolution of the Student Minority Rights Committee following conflict with the College of Politics & Economics' student association. The incident raised concerns about unclear bylaws and the absence of checks and balances between student organizations. KnockH stated that they would begin the process of revising the bylaws. Heo stated, "We plan to operate a task force for bylaw revisions. But specifying the rules for dissolving student organizations in the bylaws could make dissolution overly easy," saying that such discussions should take place more carefully.

Low Completion Rate but Focus on Long-term Foundations



KHU 57th GSA KnockH's Pledge Fulfillment Status (as of November 9)

KnockH's pledge completion rate remains relatively low. Their internal assessment shows 37% completed, 29.8% in progress, 14.8% uncompleted, 11.1% modified and completed, and 3.7% partially completed and yet to begin.

KnockH acknowledged the low rate but expressed hope that students would evaluate their term based on foundational work rather than numerical completion. Many of their pledges focused on long-term development rather than immediate results. They said, "There are few cases where our pledges were visibly implemented. But we tried to pursue modified implementation whenever possible rather than leaving pledges unfulfilled."

Among their remaining priorities, KnockH highlighted establishing a regular meeting body between student representatives and the University vice-president. Heo said, "Since student representatives change every year, discussions have always been fragmented. So, we aim to institutionalize regular meetings to enable more continuous discussions."

KnockH also expressed hopes for the next GSA. They said the failure to implement absolute grading for general elective courses was their biggest regret. Heo said, "Absolute grading requires coordination with the Global Campus and involves major academic system changes. We made progress, but implementation was difficult. To realize KHU's educational philosophy, we hope the next GSA continues to advocate this issue."

As KnockH approaches the end of its term, they have shown mixed results—low immediate pledge fulfillment but active efforts to address structural issues and financial transparency. How the next GSA builds upon these efforts will shape the continuity or discontinuity of long-term reforms at KHU.

KnockH at the pledge review meeting

Global Campus GSA Core Pledge Review: 50% Fulfillment, Yet Remaining the Tasks for the Future of KHU

The overall pledge implementation rate was relatively low, but its background reveals important tasks for KHU moving forward.

Oh, Eun-je

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On November 24, Kyung Hee University (KHU) media outlets *The University Life* and Global Campus Voice of the University jointly conducted a pledge review of the Global Campus General Student Association (GSA), Core. The completion rate of the pledges stood at 50%, which was not high; however, the review revealed notable implications beyond the numerical result.

Overall Pledge Fulfillment Stalls at 50%

The pledge review was conducted based on criteria independently established by the media outlets. Core presented its pledges across 11 major categories: academic affairs, interdisciplinary majors, convenience, finance, the Tuition Deliberation Committee, communication, dormitories, welfare, student cafeterias, student reserve forces, and the Essence of Kyung Hee. These were further divided into sub-categories, resulting in a total of 84 detailed pledges, which were evaluated under four outcomes: completed, modified and completed, partially completed, and uncompleted.

Based on the evaluation results, only half of the pledges were completed. Out of 84 pledges, 42 (50.0%)

were fully completed, one (1.2%) was completed with modifications, seven (8.3%) were partially completed, and 34 (40.5%) were not completed.

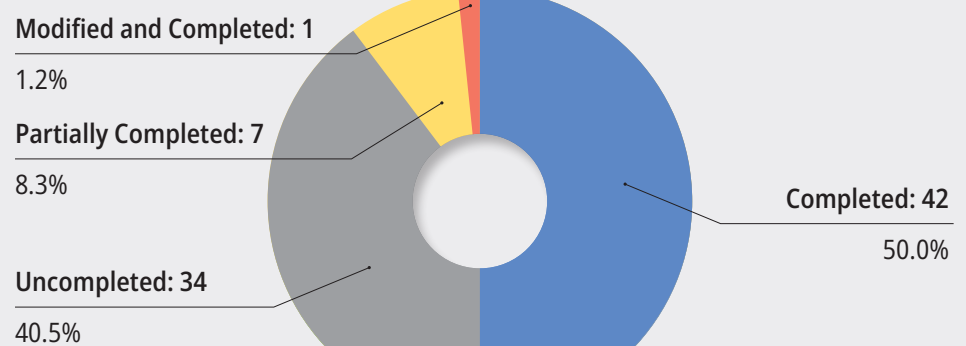
Among all categories, the pledges related to reserve forces, dormitories, and communication recorded high implementation rates. These categories achieved completion rates of 100%, 75%, and 85.71%, respectively.

Following this, the categories of convenience, interdisciplinary majors, student cafeterias, and welfare exceeded the halfway mark. Each category recorded completion rates of 64.71%, 60.00%, and 50.00%.

In contrast, several categories showed low implementation rates, including academic affairs, finance, and the Essence of Kyung Hee. Core only showed respective 20.00%, 20.00%, and 11.11% of completion rates for these categories.

Park Byeong-jun, current President of the Core, commented about the results: "If we had only proposed pledges that were easy to complete, it might have appeared good on the surface, but I believed it would be difficult to raise voices that truly contribute to the University's development. That is why, even if they seemed ambitious, we structured pledges that we believed Kyung Hee genuinely needed," he said.

Global Campus GSA Core's Pledge Fulfillment Status (as of November 24)



57th Global Campus GSA Core's pledge fulfillment status graph

Academic Related Pledges: Learning Autonomy Improved, but High Barriers of Faculty Authority Remain

One pledge worth noting is interdisciplinary majors, which aim to address a long-standing inconvenience. Despite KHU offering a wide range of interdisciplinary majors, the number of courses available for credit recognition has been insufficient. For instance, students from the Convergence in Social Science track have faced difficulties fulfilling graduation requirements due to the limited number of courses offered, often being forced to earn credits through inter-university exchange programs.

To address such issues, Core introduced a pledge to increase courses independently offered by interdisciplinary majors. This pledge included guaranteeing a minimum number of dedicated courses, abolishing the upper limit on the number of lectures, and increasing the number of available subjects to restore the original purpose and intent of interdisciplinary programs. Through these measures, students majoring in interdisciplinary programs are now expected to complete more of their required credits within KHU.

These types of pledges are what Core hopes students will recognize. Park said, "Pledges related to academic affairs and

welfare tend not to be visible on the surface. However, as they provide substantial practical support for campus life, I hope that students will pay closer attention to them.

Another aspect that deserves attention is the reason for the low completion rate of academically related pledges. While pledges related to interdisciplinary majors achieved a completion rate of 60%, general academic affairs pledges showed a significantly lower completion rate of only 20%, marking one of the lowest levels of implementation among all categories.

The main barrier has been identified as the authoritative faculty members. Park stated that bringing about change in academic-related systems requires the cooperation of the faculty. For example, enforcing mandatory grade input in the KHU system would require faculty members' agreement to the establishment of new regulations. However, he added that the University appears to place a high priority on faculty autonomy, making it difficult to introduce innovative adjustments in these areas.

Failure of the Dual-campus Competitiveness Pledge Leaves Questions About KHU's Future

One of Core's key pledges was to strengthen KHU's competitiveness through its dual-campus system. Among the pledges under the Essence of Kyung Hee, large-scale academic restructuring and the establishment of a committee were central to this goal. This included detailed pledges to develop the Global Campus as a science and engineering-oriented hub, strengthening functional specialization between the two campuses. It also proposed establishing a Dual-campus Development Committee composed of the faculty, staffs, and students to redefine the roles of

the dual-campus system.

Although these pledges ultimately failed to be completed, they left KHU with important questions about the direction it should pursue in the future. Among the pledges classified under the Essence of Kyung Hee category, which recorded a completion rate of only 11%, all campus specialization-related pledges remained unfulfilled.

Regarding the results, Park explained, "We held several discussions with the KHU president, and the issue is currently being shared with the University's board. However, in order to significantly enhance campus specialization, it is necessary to persuade the College of Science, and the University president viewed this as a long-term institutional task, which made immediate implementation difficult."

He added that campus specialization goes far beyond short-term pledges and is a long-term task that KHU must continue to discuss and pursue. Park said, "As the University is expanding undeclared major students and introducing a mandatory multi-major system starting next year, KHU's interdisciplinary exchange will become increasingly active. In this situation, if campus specialization is not realized, students will face the inconvenience of traveling long distances for their studies, failing to secure the efficiency of their learning."

Although Core's overall pledge implementation rate was relatively low, a closer look at the background of its initiatives reveals important tasks for KHU. In particular, the low completion rates in academic affairs and campus specialization highlight the need for greater faculty cooperation and the growing urgency of campus specialization. To advance and sustain the University's fundamental values, it is necessary to continuously reflect on the questions Core raised.



The president and vice-president of Core, Park Byeong-jun and Kim Yun-jo

Global Campus Election Results: Series of Non-candidate Constituencies Reveal Indifference Toward Student Self-Governance

Oh, Eun-je

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This year's Kyung Hee University Global Campus general election has concluded. Across a total of 46 constituencies, ranging from colleges to individual departments, competitions were held to select student representatives. However, in nearly 30% of the constituencies, elections were canceled due to the absence of registered candidates, revealing a low level of interest in student self-governance. This underscores the importance of greater interest and active participation in the student community.

As of November 28, voting in all constituencies had

officially ended. Within the 11 constituencies under the Central Election Management Committee, six candidates were elected. These constituencies included the College of Physical Education, College of Foreign Languages, College of Art & Design, College of Software Convergence, College of Life Sciences, College of Engineering, and the General Student Clubs Association. In each of these districts, the campaign headquarters—UNIT, us, Didim, Baekya, Chaeum, LOG, and Enter—ran uncontested and were elected respectively.

Constituencies under the College Election Management Committees also concluded voting according to the same schedule. Out of 35 constituencies, 26 campaign headquarters were elected.

The most striking aspect of

this year's Global Campus election was that nearly one-third of all constituencies failed to hold elections. Among the constituencies under the Central Election Management Committee, elections were not conducted in the General Student Association (GSA), the College of Electronics & Information, the College of Applied Sciences, and the College of International Studies due to the lack of registered candidates. As a result, the cancellation rate in these constituencies reached 36.36%.

Similar patterns were observed in constituencies under the College Election Management Committees, where nine constituencies recorded no candidates, resulting in a cancellation rate of 25%.

What further drew attention was the low voter turnout. According to the *Global Campus*

Election Rules, vote counting requires a voter turnout of at least 50%. Under the rules, each constituency is able to extend the voting period by two days in maximum. Although all constituencies with registered candidates eventually elected their representatives, some such as the College of Art & Design and the College of Engineering were nearly unable to fulfill the voter turnout rate and had to postpone the vote counting until November 28.

This suggests that student participation in self-governance activities was relatively low this year.

According to the *Global Campus GSA Bylaws*, constituencies in which no candidates were elected will be placed under an Emergency Response Committee (ERC). Under the rule, this committee will carry out the du-

ties of student representatives until March 2026, after which by-elections will be held to select new representatives. If the March by-elections also fail to select a representative, the ERC will continue to perform these duties until the end of the original student association term, as stipulated in the bylaw.

Through the Global Campus general election, a total of 31 candidates were elected as new student representatives. However, elections were canceled in nearly one-third of all constituencies due to the absence of registered candidates, clearly revealing the low level of interest in student self-governance. As many constituencies are expected to be operated under an ERC system, this is a moment that calls for more active participation from the student community.



The election booth for KHU general election

Reconsidering the Meaning of University Festivals

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Festivals are always a hot topic in university life—but not always for the right reasons. This semester's festival at Kyung Hee University (KHU) Seoul Campus was no exception. If anything, the star-studded celebrity lineup made the arguments more controversial.

Access, Crowds, and the Question of "Who Is It For?"

For many students, the lineup of celebrities performing at festivals has become the main way to judge the General Student Association (GSA). Other pledges and efforts of GSA often fade into the background,

while a few Instagram posts announcing singers and idols seem to define the GSA's entire year. The phrase "GSA only for festivals" now circulates casually among students, reflecting their growing indifference toward student governance. We have reached the point where it feels as if the GSA exists only to host one big concert.

The festival is also connected to the local community. In the past, KHU operated a "free zone" that allowed non-KHU visitors to enter the Amphitheater in the name of coexistence with the local community. However, problems soon emerged:

idol fans camping overnight, entrance wristbands being traded, and piles of trash left behind. As a result, the free zone was abolished from the Fall 2024 semester.

Even after that change, problems did not disappear. People still lined up overnight, trash remained a problem, and the resale price of KHU student IDs online soared. The GSA started to check student IDs more strictly

to block outsiders who pretended to be students, which resulted in entry delays. Many students could not enter even after the main performance started. A festival meant "for KHU students only" ended up

shutting out the very students it claimed to prioritize. We must ask: for whom is the festival really for?

From Daedongje to Idol Stages: How We Got Here

To answer that, it is worth looking back at the origins of university festivals. KHU is often considered the birthplace of the modern Korean university festival. In 1956, KHU's precursor, the Shinheung Military Academy, hosted its first event centered on student-driven programs such as theater, music, sports, and mock trials.

The term *Daedongje*, now widely used to refer to Korean university festivals, grew out of the student democracy movement in the 1980s. Meaning "great unity," it was first Korea University in 1984 to bridge the divisions between student groups. The idea soon spread to other campuses.

Rethinking What a Festival Should Do

Now, however, a name that once symbolized unity is often

treated like a brand for celebrity concerts. Going back to a celebrity-free festival is neither realistic nor necessary. Times change, and festivals evolve with them. However, large budgets, long planning hours, and huge volunteer efforts are invested into these events. At this point, we need to stop and ask: what is the essence of the festival that students so eagerly anticipate? If we are going to invest this much in it, shouldn't it offer more than just a chance to see celebrities up close?

Festivals are not merely concerts. They can be one of the few times when the campus feels like a shared space again. In an age when university life is increasingly individual, festivals can remind us that we belong to a community.

Recalling the original spirit of *Daedongje*, the festival can become an opportunity for Kyung Hee students and local residents to come together. Beyond the spectacle on stage, rediscovering the value of connection may give university festivals a more enduring meaning.

If we are going to invest this much in it, shouldn't it offer more than just a chance to see celebrities up close?

Between Control and Participation: Seoul Campus Festival Faces an Access Dilemma



“Tighter entry controls did reduce problems caused by external visitors, but it also created new inconveniences for students.”

Students waiting in line for the festival

Courtesy of Bang, Ju-yeon

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To keep the Seoul Campus fall festival safer and more student-focused, the Seoul Campus General Student Association (GSA) tightened access to the festival. However, stricter checks at the entrance led to long waits and frustration. A balance between safety and convenience is needed to create a festival that students can truly enjoy.

New Access Policies Emerge After Removal of External Visitor Zone

Last fall, Seoul Campus officially ended its external visitor zone policy. According to the Office of Student Affairs (OSA) of the Seoul Campus, the zone had originally been created to welcome local residents to the

Daedong Festival. However, the OSA noted that it gradually became dominated by celebrity fandom, who arrived early, claimed space, and sometimes informally controlled entire sections.

The OSA added, “The external visitor zone ultimately strayed from its original purpose, turning into a reserved area for celebrity fandom and limiting access for members of the University community.” As a result, all external visitor zones were entirely replaced with Kyung Hee Zone, designated exclusively for KHU students.

The first year without the external visitor zone was largely considered a success. The OSA stated, “The festival was able to proceed without disruptions caused by overheated fandom activity, such as those seen during last spring’s Daedong Festival. The University members were able to enjoy the event without interference.” They added, “More campus

members were able to participate this year. This included student reserves who had previously missed the festival due to overlapping military training schedules. The change made the festival more inclusive and meaningful.”

However, as this year’s fall festival approached, demand to see celebrities up close found new channels. On the anonymous campus community, Everytime, posts offering “line-standing” services for 10,000 to 20,000 won per hour appeared. On X, users advertised student ID rental for 100,000 to 150,000 won. These attempts to bypass the student-only system became a significant challenge for festival organizers.

ID Checks and Long Lines

In response, the Seoul Campus GSA, KnockH, strengthened its access control to the Kyung Hee Zone. KnockH explained, “Entry to the Kyung Hee Zone was managed by checking both student IDs and official identification, along with asking a few brief questions.” They added, “In cases where we suspected ID transfers, we strengthened verification measures. We also checked mobile phones or documents to confirm identities.”

To screen out non-students, the GSA prepared short on-site questionnaires. “We designed questions around campus-specific details that outsiders would find difficult to answer,” they said, “Ensuring that Kyung Hee members would not be disadvantaged by external visitors.”

But for many students, these measures translated into hours of waiting. “I lined up at 4:30 p.m. and did not get my wristband until 8:30 p.m. I could not enter the venue until the performance was already halfway through,” said Yoo Ye-jin, a student in the Dept. of English Language and Literature.

Kim Tae-hee, a student in the Dept. of Physical Education, also shared a similar experience. “On the first day of the festival, I started waiting in line around 1:30 p.m. and received my wristband sometime between 5 and 6 p.m.,” she recalled. “The line moved quickly up to the Grand Peace Hall, but then it barely moved for another two to three hours. It was an extremely boring wait, and everyone was exhausted.”

Even during the third performance on the first day, more than half of the seats at the Amphitheater were still empty. It was around 8:30 p.m., when the program was already more than halfway through.

The GSA later explained, “On the first day, the proportion of external visitors was exceptionally high during the initial entry period, and ongoing complaints from non-students appeared to have caused delays in admitting enrolled students,” adding, “We sincerely apologize to Kyung Hee community members who experienced inconvenience due to the delay.”

Small Fixes Helped—But Not Enough

Conditions improved somewhat on the second day. By 8 p.m., the number of students who had entered the Amphitheater increased roughly by one-third compared to the first day. This indicates that the entry was moving more quickly.

In response, the GSA explained, “On the second day, we strengthened the screening process for external visitors during the waiting period, and thanks to the active reports from our students, we were able to reduce the proportion of non-students.” They added, “By starting admissions earlier and improving on-site communication—such as personally visiting those waiting in line to provide information—we were able to alleviate the entry delays to some extent.”

However, despite of these measures, the problems arise from physical limits, not just policy choices. Seoul Campus holds its festival at the Amphitheater, where fences separate the stage area from the outside. To watch the main performances, students must enter the Kyung Hee Zone, making access control and line man-

agement unavoidable.

In contrast, the Global Campus holds its festival at the Grand Stadium, a much larger, more open venue that allows people to watch performances even without entering the designated Kyung Hee Zone. This difference highlights a clear convenience gap between the two campuses. No matter how carefully the Seoul Campus develops its entry rules, the physical layout of the Amphitheater may continue to make crowd control difficult and long waits more likely.

Moreover, the effectiveness of punishment also remains questionable. According to the GSA, confiscated ID and student cards were handed over to the Student Disciplinary Committee for review. Under KHU Student regulations, Article 17, students who violate the student code of conduct may face sanctions such as probation, restrictions on student activities, suspension, expulsion, or even loss of student status.

These are serious penalties that can significantly impact a student’s academic life. However, since student ID trading posts are created not only by enrolled students but also by external buyers, penalizing only enrolled students is unlikely to fully address the root cause: demand from outsiders who want access to the celebrity performances.

The GSA stated, “We plan to pass down the experiences and lessons learned from this festival to the next organizing committee. While we aim to preserve the strengths, we also intend to share the shortcomings openly to help future teams improve.”

To achieve this, it is necessary to look beyond merely refining the entry procedures and consider structural adjustments to the overall framework of festival operations. To do that meaningfully, student leaders and the University may need to look beyond entry procedures alone and consider structural changes, including venue choice, festival schedule and how celebrity performances are integrated into what is supposed to be a student-centered event.

Tighter entry controls did reduce problems caused by external visitors, but it also created new inconveniences for students. Although the relevant organizations have made various efforts to manage this dilemma, the immediate measures still fall short of fundamentally resolving the problem. A broader structural adjustment to the festival itself appears necessary to significantly reduce these issues in the long term.



“In some areas, mold has grown severely, and the air feels completely different from the outside.”

Worn wall due to the water leakage

Water Leaks and Rising Health Risks: Inside the Crisis at the Global Campus Central Library

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The Global Campus Central Library is currently facing severe water leakage in its reading room. This not only causes inconvenience for users but also raises potential health risks due to mold. Since the library is only taking temporary measures, the introduction of a fundamental solution has become increasingly urgent.

Severe Water Leakage in the Library—the Old Problem Persists

The reading room of the library, located on the first basement floor of the building, is struggling with a severe water leakage problem. Water drips continuously from the ceiling, and the wall paint has peeled off due to humidity. Even though parts of the ceiling were replaced with iron panels to prevent leakage, water still drips through small cracks on the metal surface.

The problem is even more severe in the area beneath the first-floor entrance, which is constructed with limestone. As the limestone material has been exposed to continuous water leakage, the mixture of water and impurities has caused sludge to accumulate. In some parts of the area, small stalactite-like formations have even developed.

This structural vulnerability

is directly linked to the worsening condition. Seo Su-hwan, the library manager, added that the limestone material has been one of the main causes of the worsening problem. “This is the main reason the water leakage issue keeps getting worse. As the sludge blocks the water pipes, leaks can potentially occur in unexpected places,” he explained.

The water leakage problem is not a recent issue. Seo explained that it has persisted since the building first opened in 1995. Although several repair works have been carried out over the years, the issue has never been fully resolved.

Potential Damage and Health Risks Urge Immediate Action

The ongoing leakage problem threatens to damage the library’s collection. The library student worker, Kim Dae-hyeon, added, “We cannot let our guard down even on ordinary

days. Even when it is not raining, the books can get wet due to humidity, so we have to manage them continuously.”

The water leakage also causes inconvenience for users. Kim explained, “Usually, we use a water suction machine to remove leaked water. Sometimes, we need to turn it on during the daytime when the leakage is severe,” he added, “due to the noise, some people leave the reading room.”

Health issues due to growing mold are one of the most serious concerns. Seo stated, “The most worried part is the health risk. In some areas, mold has grown severely, and the air feels completely different from the outside. If germs enter our bodies, they could potentially cause respiratory diseases.”

The on-site investigation clearly revealed the health risks. In the area where the preservation archives are stored, the air quality differs significantly from other indoor areas. Moreover, student work-

ers are stationed right in front of this area, exposing them to the potential health hazards that Seo mentioned.

Only Temporary Measures in Place, Urging a Fundamental Solution

Despite these growing risks, the library relies on temporary measures rather than long-term solutions. While the problem remains unresolved, the library has yet to provide a fundamental solution. To prevent water leakage from the ceiling, the library replaced the iron panels in several affected areas. However, cracks have appeared around the replaced panels, allowing the water leakage to continue.

In the areas with a normal ceiling, only temporary measures remain in place. Buckets have been placed throughout the area to collect the leaking water. Meanwhile, in the preservation archive—where the leakage is more severe than in other sections—a large vinyl sheet has been installed to gather the water and drain it all at once.

The library also has no definitive solution to the sludge problem. Seo explained, “The sludge, which has been worsened in recent years, is removed through maintenance work every one or two years. However, since the problem persists, we often have to remove it ourselves on a regular basis.”

Overall, regarding these measures, Seo added that they are merely temporary and emphasized the need for a fundamental solution. “Although we have

carried out maintenance work to prevent water leakage, it still has not worked. The measures we are taking are only short-term fixes, and a fundamental solution must be found,” he said.

Points to Look at: the Maintenance Plans

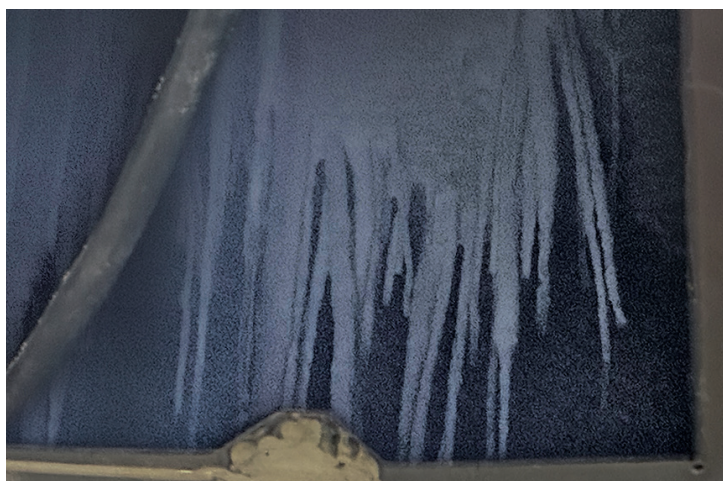
A potential turning point is the upcoming maintenance project. According to Seo, the University’s Facility Management Team (FMT) is planning a water leakage repair and is currently reviewing cost estimates for the work. The team mentioned that it will complete the cost estimate and begin the repair work as soon as possible.

Although a repair plan is under review, crucial details remain unclear. The FMT stated, “We do not know when the repair will be carried out. Since a specialized company must be in charge of the construction, we are unable to answer questions regarding the schedule, cost, or the construction process.”

The repair is expected to be completed by next year. Seo mentioned that the library is currently implementing a three-year remodeling plan, which is scheduled to be completed in 2026. “If the remodeled space is to satisfy users, the water leakage repair must be completed before the next remodeling phase, or carried out together with it,” he added.

Unfortunately, regarding the repair, the FMT also expressed a negative outlook. “The building itself is an expanded structure. Even after the repair is conducted, it is uncertain whether the leakage issue will be completely resolved,” the team said, indicating that continuous attention to the leakage issue will be necessary.

While the Global Campus Central Library has long struggled with water leakage issues, reliance on temporary measures continues. Even though the library has carried out several repairs and is now planning another, the problem appears to remain unresolved. Given the risks to both student health and the library’s collections, the a long-term solution should seriously be considered.



A group of stalactites in the Global Campus Central Library

The Lion Match: Youth United under the Name of the Lion

Hong, Jeong-min

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The Lion Match, the first inter-university sports exchange between Kyung Hee University (KHU) and Hanyang University (HYU), was held on November 19 at KHU Global Campus. Sharing the lion as their mascot, the universities gathered for their first official athletic meeting, combining spirited competition with student-driven collaboration.

Behind the Scenes: How The Lion Match Took Shape

The idea for The Lion Match originated from KHU's Office of External Development, with KHU's College of Physical Education leading the planning and operations. HYU's College of Performing Arts & Sport and ERICA College of Performing Arts and Sports joined as co-hosts. KHU's student council of the Dept. of Physical Education explained that expanding inter-university athletic exchange was a major priority, noting, "The Lion Match was a meaningful attempt to create a new model of student-led sports culture."

Preparations began in the summer. KHU organized teams in finance, planning, publicity, and external cooperation, while both college of HYU worked together with KHU to determine the events, establish rules, secure sponsorships, and coordinate promotional content. The council added, "Although four events—including baseball and volleyball—were initially considered, we ultimately decided on basketball and soccer to ensure smooth management during the one-day event."

KHU Secures Three Wins to Claim the First Lion Match Trophy

The event opened with the basketball club match at 10:45 a.m. After a close first half, KHU strengthened its lead in the second through fast breaks and strong rebounding, finishing with a 45–39 win. Go Sang-hyeon who participated in the match, said, "We trained two to three times a week because we really did not want to lose. I even traveled from home during my leave of absence. I'm so happy we won."

KHU continued its momentum in the varsity basketball game, dominating early with coordinated defense and rapid offensive transitions. The team maintained its lead throughout, ending with a 77–51 victory.

At the field hockey stadium, KHU scored in the first half of the soccer club match with a successful cross from the left flank and held firm defensively to secure the victory. In the varsity soccer match, both teams battled intensely, but unfortunately, HYU scored a powerful goal from outside the penalty arc just before the final whistle, handing KHU a 0–1 loss. Never-



KHU and HYU players pose for a photo

theless, KHU finished the day with three wins and one loss, claiming the first Lion Match trophy.

Students Fuel the Spirit of The Lion Match

Students from both universities contributed significantly to the event's lively atmosphere. Lee Kyu-won, a student from the Dept. of Sports Medicine said, "I was worried we might lose, but we won far more convincingly than I expected." Won Seoin, a student from the Dept. of Taekwondo said, "I saw the announcement on Instagram and headed straight to the stadium. Hearing our basketball victories boosted our school pride."

HYU students also expressed their enthusiasm. Kim Ji-young, a student from the Dept. of Biopharmaceuticals at HYU serving as basketball club manager said, "It took over an hour to get here, but the event was larger than I expected. I definitely want to participate in future events."

The Lion Match highlighted the enthusiasm, collaboration, and school pride of students from both universities. While KHU won the trophy, the true success lay in the camaraderie and energy shared throughout the day. Both universities hope to continue the exchange annually, potentially expanding the number of sports and involving even more students in future editions.

2025 Humanitas Baegiljang Lets Students Think and Write in the Moment

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On October 29, the 2025 Humanitas Baegiljang was held at the Multimedia Education Building on Kyung Hee University (KHU) Global Campus. Hosted by Humanitas College and Kyung Hee Writing Center, and funded through the University Innovation Support Project, this competition was open to students from the Global Campus. It drew a total of 105 participants, including 86 domestic and 19 international students.

Capturing the Moment—Inside the 2025 Humanitas Baegiljang

Before the contest began, the first floor of the Multimedia Education Building was busy. Banners lined the walls, and posters wrapped around the pillars. Students were preparing for the contest in their own ways. One participant was seen drawing a mind map on his tablet, while an international student was studying Korean vocabulary.



The Scene of the 2025 Humanitas Baegiljang

Following a series of entry procedures for the contest venue, the contest opened with an opening remark by Lee Juntae, dean of Humanitas College. He thanked students for their unexpectedly high interest and participation. He tried to ease the tension with a joke, "This is not an exam, so do not be nervous. Focus on participating, but since it is Baegiljang, feel free to aim for Jang-won, the grand prize."

Following the traditional Baegiljang format—an on-the-spot writing contest dating back to the Joseon Dynasty, students wrote by hand for two hours. The writing prompts were "The Courage to Live

Slowly" for domestic students and "Memories and Culture that Define Me" for international students. According to the Kyung Hee Writing Center, the topics were chosen because "they encourage thoughtful reflection and are relatable to all students." After announcing the prompt for international students, Dean Lee advised,



Award Winners of the 2025 Humanitas Baegiljang

"As international students, it would be good to recall meaningful memories and cultures from your time abroad."

Winners Who Reflect on Self and Society

The 2025 Humanitas Baegiljang was more than just a competition; it offered participants a chance to reflect on themselves and engage more deeply with the world through writing.

The awards ceremony was held on November 12. The grand prize in the domestic student category was awarded to Kwon Gyu-rin, a student of the Dept. of Spanish. "I participated to gain writing experience, but I never expected this," she said. "I was going through a hard time, so this award felt like encouragement."

Kwon's grand prize-winning essay explored the value of living slowly. She described watching a sunset over the Hangang River and connected that moment to the Latin American concept of Buen Vivir, meaning "living well." She argued that in a competitive society, people need a slower life while respecting nature and others. Judges' comments posted on the Humanitas College website praised her work for "excellent thematic cohesion, a complete and well-structured composition, and a smooth expansion from personal experience to broader social meaning."

The grand prize in the international student category went to Hameed Muhammad Mahed, a student of the Dept. of Industrial Design. His essay compared the self to a crystal shaped by memories and culture. The judges awarded him high marks for his precise expression in Korean and outstanding logical flow.

Why the Contest Matters

The Baegiljang fosters writing skills and critical thinking and will continue as a campus tradition. According to Dean Lee, "Writing is a process of reflecting and expressing one's thoughts. It is important to grow into a person who can express what they have learned and feel through liberal arts education—to be more mature and responsible human beings." He added that Humanitas College plans to continue the contest so that "the goals of liberal arts education can be properly realized."

The 2025 Humanitas Baegiljang gave students a valuable opportunity to reflect and put their thoughts into words on paper. Serving not merely as a one-time event but as an integral part of achieving the educational goals of Humanitas College, this contest is anticipated to continue as a meaningful tradition that encourages students to think independently and communicate effectively.

Funding the Future: KHU's First Academic Symposium Sparks Innovative Financial Ideas

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On November 7, the Academic Symposium on Finance and Revenue was held for the first time at Kyung Hee University (KHU) Seoul Campus. The symposium was designed to explore KHU's own internal revenue models for sustainable financial structure. With students' growing interest in the University's financial structure due to the tuition increase, the symposium opened a space for students to discuss their creative ideas.

Unstable Financial Structure: KnockH Seeks Alternatives

KHU is one of the universities that relies heavily on tuition revenue. On a regional average, other universities receive about 50% of their annual budget from tuition fees. However, KHU stands at 61.2%, more than 10 percentage points higher than the regional average.

Because of this high dependency, the lack of alternative revenue sources makes KHU more vulnerable to fluctuations in tuition income. For example, Yonsei University operates the well-known Yonsei Milk Cream Bread business, generating additional revenue that helps reduce financial risks beyond tuition. In contrast, KHU's commercial ventures, such as Kyung Hee Bogam, do not hold a similar level of brand power or profitability, leaving the University more reliant on students' tuition payments.

To address this issue, KnockH organized the symposium to explore student-led profit models that reflect KHU's unique identity and values. Beyond mere non-tuition profit creation, the event aimed to provide students with an opportunity to discuss practical and sustainable ways to strengthen the University's financial autonomy.

Innovative Ideas Based on KHU's Signature Strengths

Eight finalist teams presented their ideas to a panel of five judges from different



The award-winning teams, the judges, and President Eom posing for photo

departments. Each team gave a 10-minute presentation, followed by a 10-minute question-and-answer session.

Baek Ga-rim's team presented a Humanitas Liberal Arts Content Platform for middle and high school students. It features KHU professors' lecture content edited into online lectures and newsletters. This project also provides opportunities for student supporters to engage in the editing process, not only enhancing the value of KHU's Humanitas spirit but also offering students both educational and professional experiences.

A participant also proposed a Taekwondo-related business, noting that it is one of KHU's signature national-level departments. Park Joo-hyung's team presented the KHU Taekwondo Partnership, which leverages the strong reputation of the KHU Dept. of Taekwondo. The program aims to build a verified network of Taekwondo gyms and launch a related merchandise business.

Nam Yeon-seo's team proposed "KHU Run," a marathon event utilizing the scenic campus and landmarks to promote KHU's image as a center of culture, tourism, and education.

Health-related Project Proposals Also Poured In

In line with the trend of leveraging KHU's signature strengths, diverse health-related projects were also proposed. Cho Keon-hee's team proposed the KHU Korean Medicine

The Academic Symposium on Finance and Revenue served as a space for students to actively reconsider the University's financial future.

Health Subscription Platform—an artificial intelligence (AI) based service combined with traditional Korean medicine. This provides customized health solutions through regular subscription.

Moon Deok-lyong's team also introduced an AI model. The team presented "Medi-KHU," a personalized digital healthcare platform integrating the KHU Medical Center, the KHU Oriental Medicine Hospital, and the KHU Dental Hospital. Using AI, the system connects fragmented appointment services, provides personalized health man-

agement plans. Additionally, it generates revenue through subscription fees and anonymized health data sales to insurance companies.

In addition to AI-based healthcare services, some teams proposed featured food-production ideas. Kim Geun-tae's team suggested developing a Korean Medicine-based Hangover Cure, merging KHU's traditional image with modern marketing through visually appealing packaging and social media promotion.

Moreover, Cho Woo-seon's team introduced a Korean Medicine Health Food Brand, targeting global markets with wellness products such as herbal teas and health beverages that emphasize KHU's image as a center of K-wellness.

Beyond human-targeted products, Yoo In-seong's team suggested a proposal aimed at pets. The team suggested "KHU-pet," a Korean medicine supplement brand for pets. The team found

limitations in existing pet products from Kyung Hee Bogam, such as high prices and weak brand recognition. Their presentation proposed improving the palatability of herbal products and enhancing competitiveness through affordable pricing.

Innovation Recognized: Four Teams Take Home Top Honors

After all the presentations were completed, four teams received awards at the symposium. The Excellence Awards went to Park Joo-hyung's KHU Taekwondo Partnership and Baek Ga-rim's Humanitas Content Platform, each receiving a certificate from the Dongdaemun-gu Office and a prize of 500,000 won.

The Best Award was granted to Yoo In-seong's KHU-pet project, which received a certificate from the Seoul Metropolitan Council and 1.5 million won.

The Grand Prize went to Moon Deok-lyong's Medi-KHU project, which earned a certificate from the Seoul Metropolitan Council and 3 million won in prize money. Moon expressed gratitude for the win, stating, "I am thankful for the opportunity provided by the organizers and judges. Though it was challenging to work alone without a team, I am glad that there was a positive outcome."

Judge Ryu Seok-hee, the Director of KHU Business Incubation Center, praised the participants, stating, "The quality of the students' presentations was outstanding." He also mentioned that the ideas that did not receive awards could have a chance to be realized through the KHU Campus Town's programs.

The Academic Symposium on Finance and Revenue served as a space for students to actively reconsider the University's financial future. These student-led proposals and the discussions they sparked show that the diverse ideas presented—from cultural and educational projects to medical and AI-based projects—reflect KHU's academic diversity and potential for financial sustainability.



Grand Prize winner Moon Deok-lyong is presenting the Medi-KHU project



Excellence Awards winner Park Joo-hyung is presenting KHU Taekwondo Partnership

Price and Convenience Remain Key Sustainability Challenges for Human Quest for Values E-book

"I organize my class materials and personal notes on one device and one platform, so having to read and take notes for just one subject on a different platform would disrupt my workflow."

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Newly Launched Human Quest for Values E-book Still Sees Low Demand

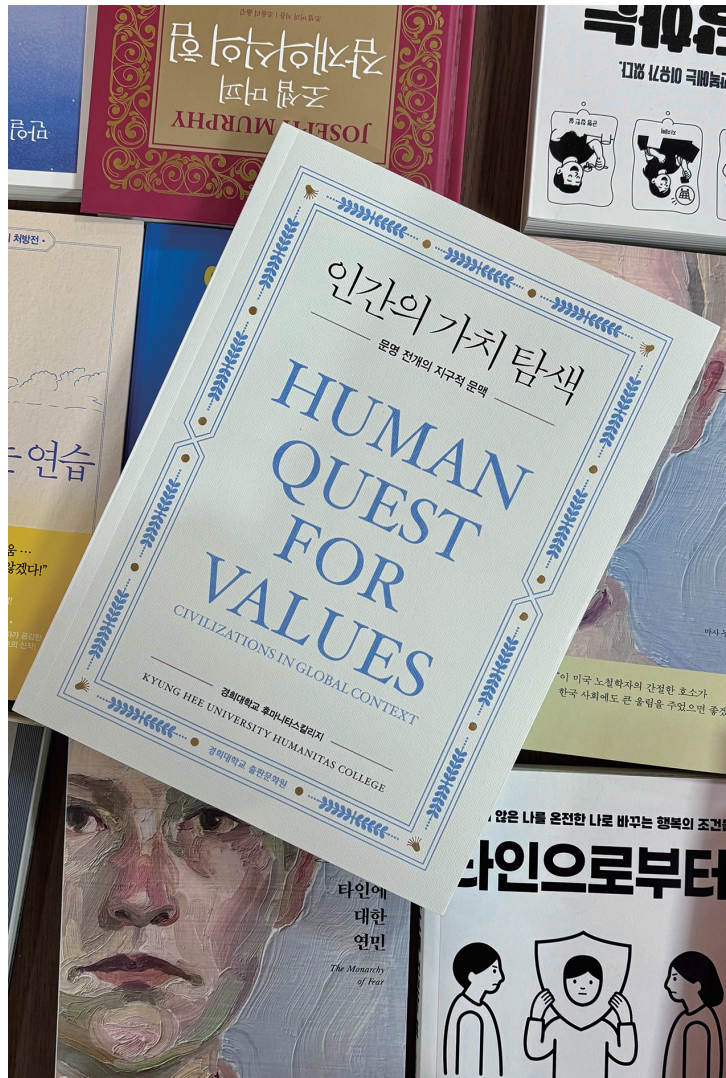
This fall semester, the textbook for Human Quest for Values was released in an e-book format. Human Quest for Values is a required liberal arts course for all Kyung Hee University (KHU) students.

The Human Quest for Values course is now using an official e-book for the first time. But despite a lower price and new digital features, many students are still choosing print copies or unofficial PDFs.

The textbook, written by Humanitas College and the Civilizations in Global Context Editorial Committee, has traditionally been sold only in print, but this semester, an e-book version was officially published by KHU Communication & Press in August along with the release of the sixth edition.

The e-book is more affordable at 24,000 won, compared with 30,000 won for a new print copy. Students can also rent the e-book for six months for 13,000 won. It's available through Meebook, an online learning platform operated by Megastudy that offers various study tools, such as note-taking.

KHU Communication & Press said the main goal of the e-book is to curb illegal copying. "The launch of the Human Quest for Values e-book is aimed to bring users



The Human Quest for Values textbook

of illegally copied textbooks into the mainstream." In other words, by lowering the price and making the book easier to access digitally, the University hoped to reduce the demand for scanned PDFs and uncensored copies.

However, the results have been lukewarm. KHU Communication & Press explained that "Generally, more than 90 percent of course takers purchased the textbook if we launched a revised edition." They added, "For the sixth edition, however, the student purchase rate remained at around 65 percent, and nearly two-thirds of those students chose the paper version."

They further stated, "Although we published the e-book and paper version simultaneously and completed copyright negotiations to allow purchases at off-campus bookstores, the e-book purchase rate is significantly low."

Cheaper Than New But Not Cheaper Than Used

One reason is price competitiveness. On Everytime, a popular campus community platform, it is easy to find posts selling used copies of Human Quest for Values. Many are priced under 20,000 won, and PDF files are even cheaper, sometimes for under 10,000 won—less than half the cost of a six-month e-book rental.

For some students, that difference makes the e-book a hard sell. Kim Jung-woo, a student in the Dept. of Chemical Engineering, said, "I often review major textbooks later, but not usually elective course books. I usually sell them after finishing the class."

He added, "If I want to keep a book, I usually buy a used copy, so I probably would not buy a new book at full price. Since e-books cannot be resold, they feel less valuable than owning a PDF or a paper book."

One Course, One Platform—Too Many Apps

Convenience is another sticking point. The e-book is only available through Meebook, and Human Quest for Values is currently the only KHU textbook on that platform. This means students end up using Meebook for one class and other apps for their remaining coursebooks.

Bang Ju-yeon, a student in the Dept. of Tourism Sciences, said, "If the professor asked us to use the e-book, I would follow it. However, since I already use apps like GoodNotes, I would stick to my existing method if given a choice."

She added, "I organize my class materials and personal notes on one platform, so having to read and take notes for just one subject on a different platform would disrupt my workflow. Adapting to a new platform also feels burdensome, so using it separately for only one course would be inconvenient."

Park Se-eun, a student in the Dept. of English Language and Literature, also said, "The low price is certainly an advantage, but the e-book does not allow text capture or copy-and-paste, compared to other online textbooks."

She added, "When I need to search the book's content or use AI tools, I cannot copy the text directly and have to type everything manually. Also, some paragraphs included in the print version were missing from the online textbook, which caused problems during group discussions."

Why KHU Cannot Copy Foreign E-book Models, Yet

Abroad, some universities have lowered textbook costs by building large shared platforms. For example, OpenStax, an open-access platform in the U.S. and the subscription-based platforms Perlego and Kortext, operating mainly in the UK and Europe, allow students to access textbooks for free or

through a low monthly subscription fee. This approach significantly lowered textbook prices by building large-scale educational content databases with cooperation between universities and government agencies.

KHU Communication & Press said those examples are encouraging, but difficult to apply in this case. "The Human Quest for Values textbook is a composite of diverse literary works, produced based on individual contracts with each author and rights holder. Due to this, there are practical limits on providing open access materials through a third-party platform or a subscription service," they explained.

Cost and diverse requirements are also the factors that hinder quick improvements. KHU Communication & Press explained that "separate copyright agreements are required for the printed book and the e-book, which ultimately double production costs."

They added that some works included conditions such as 'sales permitted only within the university' or 'exclusion from e-book publication,' making the e-book production process more complex. Combined with low sales figures, this production complexity suggests that expanding the e-book option may be difficult in the near future.

Regarding future plans, KHU Communication & Press stated, "Considering the low sales of the Human Quest for Values e-book and the persistent risk of illegal copying, we will carefully review the future production of e-books."

The Human Quest for Values e-book was launched with good intentions, but student uptake remains low. Concerns about price and convenience have not been fully addressed, and current sales performance suggests that these problems will not be fixed soon. To keep the service alive, KHU will need greater student interest and more sustained efforts.



A student is studying by using the Meebook platform

Photo: JoongAng Ilbo (joongang.co.kr)



Global Campus International Students Left Without a Representative Body

Oh, Eun-je

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As the role of Kyung Hee University (KHU) International Student Association (ISA) is confined to the Seoul Campus, Global Campus is virtually vacant with the representative body for the international students. Despite several departments having continued discussion on establishing such a body, no visible institutional changes have been made so far. As frustration among international students continues to grow, tangible approach in these discussions is urgently needed.

ISA Functions Only in Seoul, Global Campus Left in a Blind Spot

According to the *ISA Regulation*, its purpose is “to establish, research, and update welfare policies for all KHU international students; provide accurate information, and protect their legitimate rights and interests.” Based on this mandate, the ISA has carried out various activities, including posting official announcements and operating partnership programs and events for international students.

In practice, however, most of its programs are limited to Seoul. Participation in ISA

events, recruitment, and voting is limited to international students at the Seoul Campus. In fact, a recent day-trip program to Nami Island was explicitly advertised for “undergraduate Seoul Campus international students.”

When asked about this, the ISA responded, “Under our internal policy, we do not respond to the media,” and added that it would “refuse to answer all questions.”



The 14th ISA of KHU

Photo: KHU ISA's Instagram (instagram.com)

The limited participation of Global Campus international students is closely tied to funding. According to *Financial Management Regulation*, a portion of KHU's student self-governance funding comes from the self-governance fee included in the tuition. Because the ISA receives these fees from Seoul Campus students, its activities have stayed largely there.

This arrangement helps explain why Global Campus international students have been left out, but it does not lessen their frustration. Tsui Manki, a student in the Dept. of Industrial Design, stated, “I do feel it is unfortunate. KHU has a high

proportion of international students, not only in Seoul but also at the Global Campus. Since there is no representative body here, we miss the chance to receive focused support or have a unified platform to promote activities and express our opinions.”

She added, “I believe the Global Campus also deserves to have its own representative body for international students.”

Talks Continue, but No Change in Sight

Talks about creating a Global Campus ISA have continued since 2024. In the 2024 Global Campus General Student Association (GSA) election, the slate Running proposed the establishment of a Global Campus ISA as one of its campaign pledges. After winning, it continued discussions but ultimately backed off.

Running explained, “We believed it would be controversial for one self-governing body to create another self-governing organization. Therefore, we decided not to establish such a group and instead pursued an alternative approach.”

The current Global Campus GSA, Core, also discussed the issue with the Office of International Affairs (OIA), but has not reached a solution. They stated, “We had a strong interest in establishing an ISA and held multiple discussions with the OIA. However, these efforts were

“Since there is no representative body here, we miss the chance to receive focused support or have a unified platform to promote activities and express our opinions.”

An international student is having difficulty finding academic-related information

Photo: Weekly Chosun (weekly.chosun.com)

ultimately not realized.”

As a partial measure, Running revised the *Global Campus GSA Bylaws* to include a provision allowing the establishment of an International Students Committee when necessary.

In response to this revision, various university departments have made efforts to change. The International Students and Scholars Services (ISSS) stated, “Along with the GSA's Welfare Affairs Department, the ISSS, and the Student Support Center held multiple meetings to form an international student committee.”

However, the new initiative ultimately failed to make progress. Core explained, “We determined that it would be difficult to establish the International Students Committee this year. Although we held numerous discussions with the ISSS, the proposal could not move forward due to a shortage of personnel and institutional infrastructure to operate it, and there were serious concerns about the system's effectiveness.”

It added, “If the need becomes clearer in the future, it may be possible to establish it.”

“Where Do We Speak Up?” International Students Left Stranded

Due to the absence of a proper body to communicate with the University, Global Campus international students now rely on ineffective channels to voice their concerns. Khaing Thant Sin, a student in the Dept. of Architecture Engineering, stated, “Since there is no student organization that officially represents us, we usually share our opinions in informal ways, such as speaking directly to academic advisors or contacting the OIA. Sometimes, we also discuss issues among ourselves through group chats or social media, and then try to deliver our opinions to school staff or the international office.”

He added, “But honestly, it is

not always very effective, because there is no official system that gathers and represents the voices of all international students.”

Li Anastasiia, a student in the Dept. of Korean Language, shared a similar concern: “When I experience inconvenience in campus life or have questions, I usually contact the ISSS. However, they are part of the university administration, and since there is no organization that represents us, it is difficult to properly voice out our opinions,” she said.

KHUddy, a cultural exchange club for international students on the Global Campus, has also encountered similar challenges. Baek Hye-su, a former president of KHUddy, explained, “International students often contact our club for help, and their questions are not limited to club activities. They often ask about visa issues or university systems.”

She added, “What is most unfortunate is that we do not have enough authority to actually help them. We are just a student club, so all we can do is guide them to the appropriate departments that might be able to assist.” She continued, “Sometimes, we privately help them, because, as a club, we cannot officially intervene in other groups' roles.”

The ISSS also expressed a similar concerns. The team stated, “We currently serve as a contact point for requests and complaints from international students in Global Campus, but there are clear limitations to what we can do.”

They added, “If a representative body that could protect the rights of international students and support their autonomous activities existed, it could function as an official communication channel for cooperation.”

They concluded by saying, “We are currently operating various programs to manage students' stay in Korea and support their residence, academic work, and career development. If such an organization is established in the future, we could connect those programs more effectively.”

As the ISA's authority is limited to the Seoul Campus, Global Campus international students have been left behind. Although the Global Campus has discussed creating a representative body multiple times, these efforts have yet to be realized. As international students remain unable to effectively raise their concerns, greater institutional effort is urgently needed. For a campus that enrolls and depends on international students, closing that gap may require more than meetings and pledges.

The Decline of University Media: The Problem Is within Ourselves

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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

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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. shells. Yet, ironically, they have become just as hollow as those they condemn, remaining blind to the need for

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Cadenza Wins Grand Prize with “Hunger” at MBC Campus Song Festival



The Cadenza members

Courtesy of Kang Min-seo

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Kyoung Hee University (KHU) band Cadenza took the grand prize of the MBC Campus Song Festival, which returned this year after a 13-year break. With their original song “Hunger,” the group sang about the emptiness and longing many young people feel in everyday life. As they plan to continue performing together beyond the festival, expectations are high for their future endeavors. The band plans to stay together for the long haul and continue to release great music.

A Classic Campus Stage Returns After 13 Years

The MBC Campus Song Festival is a creative song competition for university students. It aims to promote a healthy music culture among students and contribute to the development of popular music. The festival was first launched by MBC in 1977. In 2005, MBC Plus took over its production, continuing the tradition until it was discontinued in 2012 because of low ratings.

On October 3, the festival came back with the theme “Lighting Up Youth,” held at Korea Maritime and Ocean University in Busan.

The festival’s long-awaited return heightened public interest. According to MBC, around 2,000

“While frustration and disappointment are inevitable in the process of pursuing dreams, I believe that how you embrace that hunger can make you stronger. Then, hunger is a game-changer at the same time, depending on one’s attitude towards it.”

students from 115 universities participated. Eleven teams made it to the final stage after video and on-site preliminary rounds, each performing an original song.

The judging panel included a lineup of top-tier musicians—including Yoon Sang, Lee Juck, Kolleen Park, Lee Won-seok from Daybreak, Lee Young-hyun, Yook Joong-wan, and Kim Yong-joon from SG Wannabe.

Cadenza Wins Grand Prize with Original Composition “Hunger”

The highlight of the MBC Campus Song Festival was Cadenza, which was made up of five students from KHU’s Dept. of Postmodern Music: Kang Min-seo, Kang Min-goo, Sung Ji-won, Lee Chan-yeong, and Ryu Young-geun. Their band name comes from the musical term *cadenza*, the improvised solo section that appears near the end of a piece. Kang Min-seo

explained, “Our team name reflects our hope that each member’s unique musical talent can be fully expressed within the group, just like the *cadenza* section in music.”

Cadenza showcased their musicality with their original song “Hunger.” Kang Min-seo, the lyricist, explained, “When I thought about ourselves, I realized there are so many things we want to achieve—like dreams or love. I felt that humans must live with this sense of hunger until the very last moment of life, so I titled the song ‘Hunger’ to express that feeling.”

Sung Ji-won, the composer, explained the image they had in mind: “Through this song, I wanted to express the longing that young people often feel. Youth is a time full of frustration; we strongly wish to achieve something, but often experience repeated failures. I wanted to capture that emotion through the song.”

Ryu Young-geun, the drummer, added that hunger itself can be a source of strength. “While frustration and disappointment are inevitable in the process of pursuing dreams, I believe that the way you embrace that hunger can make you stronger,” he said. “Hunger is an emotion everyone experiences in life, but it is a game-changer at the same time, depending on one’s attitude toward it.”

Cadenza received high praise from the judges. Judge Lee Won-seok commented, “This is a band that knows how to cap-

tivate audiences. They are absolutely deserving of the grand prize.”

Judge Yoon Sang added, “Their performance was excellent, as expected of music majors. They had a charm that made you fall for them.”

Lyrics and Sound That Hit Home

The lyrics of “Hunger” capture the emotions and everyday struggles felt by young people. Kang Min-goo, the bassist, shared, “The line ‘I deleted the numbers I had not read in two days’ resonates with me the most. Sometimes when I am exhausted, I put off reading messages and only open them when I feel okay. That line perfectly captures the kind of tough, messy life we live.”

Lee Chan-yeong, the guitarist, also shared, “The line ‘The sky is so high that even if I reach out, I

cannot grasp it at all is the most memorable for me. Life often gives us vague goals. No matter how hard you try, they feel out of reach. I think that lyric expresses that feeling well.”

What’s noteworthy about “Hunger” is not just its lyrics. Sung Ji-won explained, “The core of ‘Hunger’ lies in its mood shifts. The song begins with a fast rhythm, slows down for a moment, and then picks up speed again. I think these tempo changes are the key elements that make the song truly attractive.”

Ryu Young-geun highlighted the bridge as the emotional peak. “We play the first and second verses calmly, but after the bridge, we suddenly perform as if pouring out all our pent-up emotions. I believe this part is what moves the listener’s heart the most.”

What’s Next for Cadenza

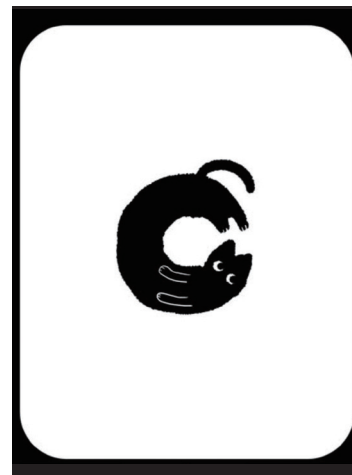
For the band members, the grand prize was not the end but a starting line to develop as musicians. Ryu Young-geun stated, “Cadenza fulfilled a long-held dream. One of my bucket list items was to perform on a big stage, and thanks to my teammates, I could achieve that dream.”

Sung Ji-won also added, “Since I usually write in a more commercial pop style, it was not easy to incorporate meaningful messages. But with Cadenza, I could express those messages more naturally.”

Following the festival, Cadenza plans to continue its musical activities. Kang Min-seo revealed that their short-term goals include releasing a single version of “Hunger” and appearing on the music program “Music Core.” She added, “We want to explore more deeply the sense of deficiency and emptiness embodied in ‘Hunger.’ We plan to incorporate our longing into an album to be released next year.” They also plan to stay connected with listeners through YouTube and Instagram, sharing updates on new music and performances.

Furthermore, Cadenza conveyed a powerful message to fans. Kang Min-seo also stated, “Loving someone requires a lot of energy. We sincerely thank everyone who poured that energy into us. We will strive to create good music and ensure that love does not fade.”

At the MBC Campus Song Festival, held for the first time in 13 years, the band Cadenza won the grand prize. This achievement stemmed from the public’s strong resonance with their song “Hunger,” which captures the emptiness and longing felt by youth in everyday life. Cadenza’s musical journey seems to deserve high expectations.

Cadenza’s symbolic icon
Photo: Cadenza’s Instagram (instagram.com)