



TRADITIONAL FLAVORS OF KOREAN SUMMER DAYS

EXPLORING TRADITIONAL FOODS THAT BRING ENERGY DURING HOT SUMMER DAYS

What does summer mean to you? Some people may think of “surfing under the sun” or “eating hot food like samgyetang to regain energy.” In addition to these activities, many people plan to spend the summer meaningfully in various ways. Among them, having summer dishes is one of the best choices to fully enjoy the season. Have you ever thought about the fact that many common summer foods in Korea, such as samgyetang and kongguksu, are traditional foods? This article explores traditional Korean summer dishes and the cultural meanings behind them.

As the summer heat sets in, Koreans often turn to samgyetang (삼계탕) to boost their energy. This practice reflects a unique Korean culinary tradition of combating the heat with hot dishes. Eating hot dishes in a heatwave reflects the traditional wisdom of “fighting heat with heat,” which helps balance the body and release internal heat through sweating. Also, samgyetang is known for its nutritional benefits. It is made by stuffing a young chicken with ginseng, jujubes, garlic, and glutinous rice. The chicken is rich in protein and easy to digest, while ginseng and garlic boost immunity and fight fatigue. Thanks to these benefits, samgyetang has long been South Korea’s iconic summer health food.

Hwachae (화채) is a traditional Korean summer dessert with fresh seasonal fruits, like watermelon, served in a chilled liquid with ice. While the past liquid base included schisandra berry infusion or honey water, today’s versions often use carbonated drinks or milk. Before modern cooling systems, this refreshing dessert helped ancestors cope with the sweltering heat by rapidly relieving thirst and cooling the body. The charm of hwachae lies not only in its taste, but also in the fun of making it. In particular, people often scoop out a watermelon and fill the empty rind with fruits and drinks, adding a unique twist to the dessert-making process. Thus, Hwachae remains a beloved part of Korean summer culture to beat the heat. How about try making hwachae with various ingredients?

Sikhye (식혜) is a traditional Korean beverage. It is made by soaking cooked rice in barley malt extract water at a warm temperature overnight to bring out its natural sweetness, and the mixture is then boiled and cooled down before serving. This traditional drink offers a unique texture with rice grains floating throughout the chilled beverage, combining delicate sweetness with a refreshing and distinctive flavor. Traditionally enjoyed during the winter months, sikhye has become a popular summer beverage due to the advancement of refrigeration technology. Additionally, the digestive enzymes in barley malt break down carbohydrates, helping restore digestive function weakened by summer heat. Combining both health and good taste, sikhye has been passed down through generations and remains one of the most beloved traditional Korean beverages today.

Kongguksu (콩국수) is a cold noodle dish made with finely ground soybeans that have been soaked and boiled, typically served with fresh toppings such as cucumber, egg, and tomato on top. White soybeans and black beans are commonly used for their rich, nutty flavor, and the soup is often customized with sugar or salt. During the Joseon Dynasty, pine nut noodle soup was a dish enjoyed by the nobility because pine nuts were expensive at the time. In contrast, commoners created their own food culture using more affordable and accessible soybeans. Over time, kongguksu transcended social boundaries and became a beloved dish enjoyed by all. The cold, nutty broth helps stimulate the appetite, and the protein and abundant nutrients in soybeans help restore strength and aid digestion.



Busan

Busan's Ocean Identity

World Ocean Day highlights the environmental responsibilities of Busan

Every year on June 8, people around the world celebrate "World Ocean Day" to raise awareness about protecting marine environments and the importance of a healthy ocean. This special day was first proposed by Canada at the 1992 Earth Summit in Rio de Janeiro, Brazil, and was officially recognized by the United Nations (UN) in 2008. Since then, it has encouraged communities worldwide to pay greater attention to marine conservation and environmental protection. Each year, World Ocean Day is celebrated with a different theme that highlights major issues affecting the ocean. The 2026 theme, "Strong Marine Protected Areas for Our Blue Planet," emphasizes the importance of protecting marine ecosystems and expanding protected ocean areas to ensure a healthy and sustainable future. Around the world, the day is marked by educational programs, environmental campaigns, beach cleanups, and public events that encourage people to take action in preserving the ocean and its resources. As June marks the beginning of beach season, World Ocean Day arrives just as residents and students begin visiting the coast again.

This day is especially meaningful to Busan, South Korea's most representative maritime city, where the ocean shapes the local culture and daily life of people. Busan's close relationship with the sea is visible throughout the city. Famous beaches such as Haeundae and Gwangalli attract millions of visitors every summer, while the city's seafood markets, such as Jagalchi Market, and port industry remain central to Busan's identity. Pukyong National University also reflects this deep connection with the ocean through its marine-related academic fields.

As environmental pollution continues to worsen, a healthy ocean is essential not only for the marine ecosystem but also for human communities. Oceans produce 50% to 80% of the world's oxygen, help regulate the climate by absorbing over a quarter of human-caused carbon dioxide, and provide food and resources for billions of people. For coastal cities such as Busan, a clean and sustainable marine environment supports tourism, fisheries, and the local economy.

However, the summer surge in



▲Haeundae Beach during peak season

tourism and beach activities also brings environmental concerns. Large amounts of plastic waste and litter are often left behind on the shore, damaging marine ecosystems. Plastic cups, food containers, and other disposable products continue to be major causes of ocean pollution.

In recent years, environmental campaigns and beach cleanups have become more common in Busan. These efforts highlight that protecting the coast is vital not only for tourism but

also for preserving marine life and the city's natural surroundings.

World Ocean Day serves as an important reminder that the ocean is not just a part of Busan's identity but an environment that requires protection. As Korea's major maritime city enters another busy summer season, protecting the ocean remains a shared responsibility for everyone who enjoys it.

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The 2026 FIFA World Cup: Korea's Memories

From the heat of 2002 to the excitement of 2026

As North America prepares to host the 2026 FIFA World Cup, football fans around the world are looking forward to what could become one of the most memorable tournaments in history. For many South Koreans, the excitement of 2026 also brings back memories of the 2002 FIFA World Cup Korea/Japan, when the national team achieved a historic run to the semifinals.

Under the slogan "We Are 26," the event will take place from June 11 to July 19 across Canada, Mexico, and the United States. As the first jointly hosted World Cup in 24 years since 2002, the event carries special significance. While hoping for another successful campaign in 2026, many Koreans continue to remember the unforgettable moments of the summer of 2002.

Korea's 2002 campaign began on June 4 with a strong 2-0 victory over Poland in Busan. The victory united people across the country through massive street celebrations. The national team followed with a draw against the United States before advancing to the Round of 16 after Park Ji-sung's decisive goal against Portugal. Against Italy, Ahn Jung-

hwan scored a dramatic golden goal that sent Korea to its first-ever World Cup quarterfinal. The team later dramatically defeated Spain in a penalty shootout and advanced to the semifinals for the first time in history. Former head coach Guus Hiddink described this milestone as one of Korean football's greatest achievements.

Yet, what drew even more attention than Korea's historic run was the massive cheering culture. The passion, which turned the entire country red, remains one of the most iconic images of the 2002 World Cup. The "Red Devils" street cheering culture became internationally famous during the tournament, as millions of people gathered in public spaces to support the national team together. Streets, city squares, and subway stations were filled with citizens wearing red T-shirts and singing "Oh! Pilseung Korea" throughout the night.

At the time, the impact of the World Cup on Korean society was greater than ever before. Apartment parking lots became fan zones, and even wedding halls installed giant screens to broadcast the matches. Online, Hiddink was affectionately



▲Red Devils cheering for Korea (Photo : e-History Archive)

given the Korean nickname, "Hee Dong-gu," and parody Korean ID cards were even made for him. The national team players received endless praise and were granted exemptions from mandatory military service.

The World Cup was more than just a sporting event; it became a festival that united Korean society. The experience of the entire nation laughing and cheering together remains a powerful memory for many Koreans today. The Korean national team inspired hope and courage with the message "Dreams Come True," leaving a deep emotional

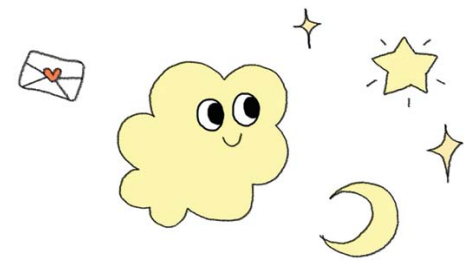
impact on the public.

That legacy remains as Korea looks toward the 2026 tournament. Hwang Hee-chan, who is expected to play a key role for Korea in the 2026 World Cup, has said that the 2002 World Cup inspired his football dream. Players born in 2002, often referred to as the "2002 World Cup Kids," are also drawing attention ahead of the tournament. Football fans now hope the 2026 World Cup will create new memories for Korea.

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Behind Setlog's Popularity

How perfect content pushed us back to reality



In an era dominated by carefully edited posts and AI-generated perfection, "Setlog" is attracting younger users by doing the opposite. Rapidly gaining popularity among Korea's younger generation, Setlog is a platform for sharing the present moment. The name is a combination of "set," the Korean word for "three," which implies "together," and "log," meaning to record. The app works like this: users create private rooms with friends, and when the app buzzes every hour, they upload two-second clips of their daily moments. Launched by the startup NewChat, the platform has quickly become one of Korea's hottest social media apps. Just three months after its release, it surpassed 500,000 cumulative downloads and climbed to the top of the free social networking category on Apple's App Store.

What made users so enthusiastic

about Setlog? One major factor is that many people are simply tired of social media. For years, users have lived in an online environment where appearances mattered most. Constant pressure to look perfect and the feeling of being judged by others have pushed many toward smaller, more private spaces. Setlog offers a different experience. No like counts. No fancy filters. Instead, users share their daily lives only with close friends in private rooms. By cutting out the stress of social media while keeping connections alive, Setlog offers the kind of experience that attracts many users to the platform.

Another reason for Setlog's popularity is spontaneity. Young people can easily tell when content is forced or staged. In contrast, short and instant posts leave little room to fake things, making the content feel more authentic. This does not mean the

content is lower in quality; rather, it feels effortless and sincere. Setlog reflects this trend effectively. Because users only record for two seconds, there is little time to make everything look perfect, allowing the content to feel more honest, relatable, and spontaneous.

For years, social media encouraged users to present idealized versions of themselves. As editing tools became more accessible, many people focused on creating content to impress others. The rise of AI has accelerated this shift toward authenticity. Today, anyone can generate perfect-looking photos, videos, and posts with only a few prompts. Because high-quality content is now so easy to make, it no longer feels special. Instead, people are becoming more interested in things that AI cannot easily copy: natural reactions and imperfect videos from everyday life.

However, authenticity-driven platforms are not without their own limitations. Users may still feel pressure to post regularly or worry about privacy. BeReal, another app focused on authenticity, became very popular for a while, but its growth later slowed down. This shows that even "being real" can eventually become a social expectation that people feel pressured to follow.

Still, the growing desire for authentic and unfiltered experiences tells us something important. In a world where AI can effortlessly produce polished content, perfect photos and videos are no longer rare. Instead, simple and ordinary moments feel all the more valuable. As AI becomes better at creating highly edited content, people are paying greater attention to things that feel genuinely human.

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Opinion

The Role of College in the AI Era

"Why attend college when AI can answer almost every question in seconds?" This is a question many students are increasingly asking. With the rapid development of artificial intelligence, online courses, and educational videos, access to information has become faster and easier than ever before. Students can now learn coding through AI, watch lectures from world-class universities online, and receive answers to their questions within seconds. As technology continues to transform education, the necessity of traditional college education is being questioned. However, college is about much more than simply gaining knowledge from textbooks or searching for information online.

Even in the AI era, college still teaches important human skills, experiences, and ways of thinking that technology cannot fully replace. Students no longer depend only on textbooks or professors because information is available everywhere. Rather, college is not only about memorizing facts; it is also about helping students think critically, ana-

lyze ideas, and solve problems independently. Beyond analytical skills, college also develops communication and collaboration. While AI can provide information, it cannot completely replace the value of human interaction and teamwork. College also encourages independence and responsibility. Students understand how to manage their time, complete assignments, and make important decisions about their future. These challenges help students grow personally as well as academically. In addition, real-world experiences such as presentations, group projects, and campus activities involve hands-on learning. This allows students to apply their knowledge in practical settings and develop skills needed for future careers.

AI has undoubtedly changed the way students learn, but it has not removed the importance of college. The future of higher education may continue to change, but its role remains meaningful because it offers things that technology still struggles to replicate.

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Science

Can Clothes Really Beat the Heat?

Summers in Korea have become increasingly hotter in recent years. However, thin clothing alone is not always enough to stay cool. Let's look at how clothing colors and materials interact with heat, and find out ways to avoid the summer heat wisely.

In 2023, researchers at Sultan Agung Islamic University conducted an experiment comparing ultraviolet (UV) transmission rates across ten different colors of T-shirts with the same fabric and thickness. The experiment showed that black clothing absorbed more heat but blocked UV rays most effectively. White, on the other hand, reflected both sunlight and heat, helping people stay cool in hot weather. Purple absorbed a large amount of heat while also having a high UV transmission rate, making it one of the least suitable colors for summer wear.

A study conducted by a national research institute in Japan produced similar results. Researchers placed shirts made of the same material but different colors under sunlight and measured their surface temperatures. White shirts stayed around 30°C, while

black and purple reached above 45°C. These results suggest that on sunny days, bright-colored clothing is more effective at staying cool. However, when UV rays are strong, darker clothing can provide better UV protection for the skin.

When deciding on summer clothing, remember that wearing less is not always the best answer; selecting the right material can be even more important. Clothing that traps sweat may make people feel even hotter and more unpleasant. Because of this, lightweight and airy fabrics such as cotton and linen are better choices for summer. These fabrics allow air to pass through and help sweat evaporate more easily, naturally cooling the skin.

Ultimately, surviving the summer heat is not simply about wearing thinner clothes. More important factors include the color, fabric, and structure of the clothing. Whether your goal is to stay cool or protect the skin from UV rays, making the right choice depending on the weather makes a big difference.

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News

The History of English-Language Newspapers

Exploring the history and interesting facts of English-language newspapers

Newspapers cover a wide range of topics, informing readers of issues around the world. While reading a newspaper, have you ever wondered about the “English-language newspaper” itself, when it was first published, or what interesting stories are hidden behind its history? The Pukyong Herald, as an English-language newspaper, will explore the history of English-language newspapers and the fascinating stories behind them.

When you take a close look, you might notice that many English newspapers around the world have the name “Herald,” such as the “Boston Herald,” the “Herald Sun,” or “The Korea Herald.” The word “herald” means “to proclaim,” or “to announce, as at hand or drawing nigh.” In the Middle Ages, a herald was someone who delivered messages to people. This meaning of “herald” continues in the names of many English-language newspapers today.

Then, when was the first English-language newspaper published? This dates back to the 17th century. On September 24, 1621, London printer Nathaniel Butter published the first

British newspaper titled “Corante, or, newes from Italy, Germany, Hungarie, Spaine and France.” Although the paper was not the first English-language newspaper, as the first newspaper in English was published in Amsterdam in 1620, it laid the foundation for public news in Britain. Later, in 1690, Britain’s oldest surviving newspaper, “Berrow’s Worcester Journal,” was launched and began regular publication in 1709. Also, “The Times,” one of Britain’s most influential and the world’s most well-known newspapers, was founded in London by John Walter as “The Daily Universal Register.”

In the United States, the “Boston News-Letter,” established on April 24, 1704, was the first regularly published newspaper. Early newspapers in America were published weekly or twice a week. Daily newspapers started to appear after the American Revolutionary War. After the war, the “New York Herald” was founded in 1835 by James Gordon Bennett and was the first American newspaper to proclaim and maintain complete political independence. The newspaper soon gained popularity with its inform-

ative news, opinions, and commentary articles, and more than 30,000 copies were printed. After the founding of the New York Herald, other newspapers, such as the “New York Times” or the “Chicago Times,” appeared, adding diversity to America’s newspaper environment.

English-language newspapers in Korea also have an interesting history. “The Korea Times” is Korea’s first English-language daily newspaper after liberation. It was first published on November 1, 1950, during the Korean War. The newspaper was established to quickly report the news both inside and outside the country to foreign soldiers participating in the UN forces and to inform the world about the situation in Korea. Three years later, in 1953, “The Korea Herald” was founded as the “Korean Republic” to introduce Korea to the world and strengthen international cooperation. These newspapers are among the most influential daily English-language newspapers in South Korea today.

We have explored the interesting meaning behind the name “herald” and the history of English-language newspapers, including those in Korea.



▲A 1986 English-language newspaper

While reading the Pukyong Herald’s articles, how about taking a moment to think about the fascinating stories behind English-language newspapers? These stories might spark your interest in journalism. Perhaps your curiosity about newspapers begins here.

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How Vibe Coding Is Reshaping the App Industry

Lowering the barrier to app creation

As AI technology rapidly advances, the prospect of software development and the IT industry as a whole is changing at an unprecedented pace. In the past, mastering complex programming languages was seen as the exclusive domain of professional software engineers, and app development also had a high barrier for non-developers to enter. However, with the emergence of a completely new development method called “vibe coding,” in which AI writes code on behalf of humans, these barriers began to break down. In this rapidly changing environment of app development, the article examines how vibe coding has lowered entry barriers and explores in detail the ways it is reshaping the future of the application ecosystem.

Vibe coding refers to a development approach in which, instead of writing code line by line in the traditional way, users simply describe the general feature of the app and interface they want, while AI generates the code and helps shape the overall direction and “vibe” of the project. In this approach, users describe the desired outcome, while AI handles the technical implementation.

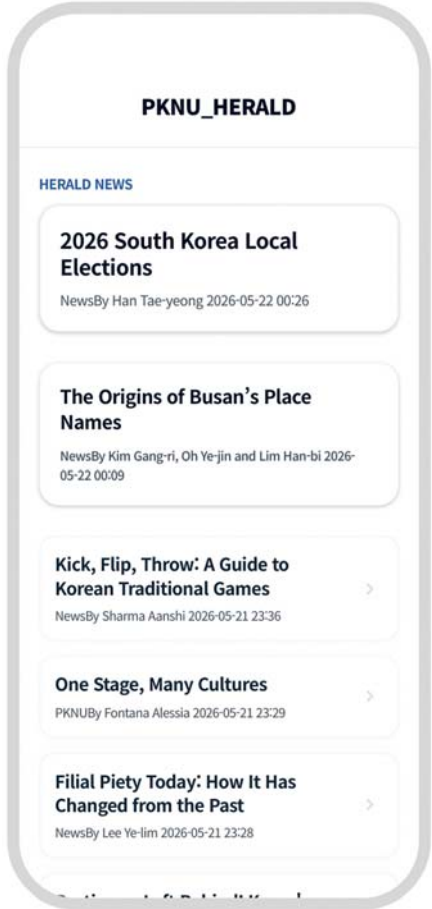
Thanks to this innovative approach,

non-developers, designers, and solo creators without coding or computer science backgrounds can now develop apps more easily. As the cost and time required for development decrease significantly, many small-scale services are entering the market, including ideas that traditional development methods or large IT companies may have overlooked because of low profitability or small customer bases. As a result, the application ecosystem itself is becoming more diverse. Examples include personalized study assistants, local community apps, event management tools, and small business support services. These applications expand the range of digital services available to users by addressing their specific needs.

However, vibe coding is not a perfect tool for solving every problem. Although it offers clear advantages by rapidly visualizing ideas and significantly shortening the early stages of development, it also comes with limitations. One major concern is how to identify and manage security vulnerabilities in AI-generated code, especially since AI often does not reveal its internal processes. Most importantly, AI hallucinations – situa-

tions in which AI generates convincing but incorrect information – pose a serious challenge. When unexpected errors occur because of these hallucinations, users without coding knowledge may struggle to identify the cause and have a hard time fixing the problem themselves. This is a challenge that vibe coding users will inevitably need to overcome.

Ultimately, vibe coding is more than a temporary trend; it is a major turning point that is rapidly and fundamentally transforming not only how apps are developed, but also the structure of application marketplaces and the broader digital service industry. The era in which technical limitations or a lack of coding ability restricted human imagination and creativity is gradually coming to an end. In the future, the most powerful competitive advantage in the software industry will no longer be “how well one can write programming languages,” but rather “how creative and practical one’s ideas are in improving people’s lives.” The future software development ecosystem is expected to increasingly evolve toward an environment where collaboration between humans and AI systems becomes the standard.



▲An app created through vibe coding

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