

9. Abstract of the Scholarly Publications

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for participation in a competition for the academic position of Associate Professor
in Higher Education Area 2. Humanities, Professional Field 2.1. Philology
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Kang, Hwan Joung James. *Monograph: “The Korean Spirit of Resistance during the Japanese Occupation (1910-1945) and the People of the Pen”*. Sofia, 2025. ISBN 978-619-91739-3-0.

The monograph examines how the Japanese colonial regime transformed Korean society and how intellectuals turned literature into a field of national mobilization and historical memory. The book combines a retrospective historiographical overview, comparative political and content analysis, literary criticism, and the author’s own translations of poetic texts.

The first chapter reconstructs the preconditions for colonization and includes a content analysis of the “Annexation Treaty” (1910), published in parallel in Korean and Bulgarian with the author’s translation, as well as comparative tables on Japan’s colonial policies in relation to European empires and across different regions (Korea/Southeast Asia). The second chapter situates the anti-colonial struggle in an international context (the Paris Peace Conference, the March First Movement, the Provisional Government in Shanghai) and employs verifiable indicators of the scale of repression and exploitation, including the land reform (1910-1918) and Japan’s appropriation during the 1930s of 90% of the extracted gold (along with 75% of silver and 95% of iron ore).

The most substantial focus is the third chapter, devoted to the “Great Five” of resistance literature: Yun Dong-ju (1917-1945), Yi Yuk-sa (1904-1944), Kim So-wol (1902-1934), Han Yong-un (1879-1944), and Yi Sang-hwa (1901-1943). The monograph goes beyond biographical narrative by analyzing their poetics as distinct models of dissent (introspective lyricism, direct political intensity, philosophical symbolism) and emphasizes that the author translates key works into Bulgarian, treating translation as a critical-literary task.

The fourth chapter traces how the “spirit of resistance” is carried into literary processes in South Korea after Liberation (1945), interpreting it as a form of spiritual heritage activated by colonial trauma, national division, war, and the subsequent dictatorships. It argues for the role of resistance writers as bearers of a democratic impulse and social critique, who continue to articulate the struggle against political oppression and the pursuit of historical justice within the postwar literary tradition.

Kang, Hwan Joung James. *Monograph (Book): Korea and Bulgaria - From Recognition to Prospective Cooperation (1990-2014)*. Sofia, 2020. ISBN 978-619-91739-2-3.

This monograph examines Bulgarian-Korean relations as a process of gradual “recalibration” - from formal diplomatic recognition to a multi-layered partnership marked by expanding economic incentives and cultural contacts. The analytical focus is on how political decisions are transformed into sustainable mechanisms: the initial diplomatic act is interpreted as the outcome of managed balancing among competing foreign-policy dependencies rather than as an isolated event.

In the economic section, early forms of interaction are interpreted as tests of administrative capacity and strategic coherence. The examination of financial instruments, investment plans, and concrete projects supports the argument that economic rapprochement is not an automatic consequence of political normalization but requires project readiness, institutional coordination, and clearly defined priorities. Economic episodes thus function as indicators of the maturity of the bilateral framework.

Cultural, educational, and social exchange is interpreted as the “soft infrastructure” of relations, stabilizing dialogue beyond state cycles and creating social continuity. The author demonstrates how the public visibility of Korean culture, academic and youth initiatives, and civic intermediaries shape an environment of trust and long-term presence, even when institutional activity temporarily weakens.

The study proposes an integrated model of bilateral relations in which the legal-institutional framework provides the “skeleton,” economic cooperation measures functionality, and cultural exchange ensures sustainability. Through this triangular perspective, the monograph explains not only what occurred between 1990 and 2014, but why relations developed in this particular way.

Kang, James. “AI and Challenges of Education in Korean Universities.” *14th International Conference on Application of Information and Communication Technology and Statistics in Economy and Education (ICAICTSEE)*, 2025. ISSN 2367-7635.

The article examines artificial intelligence not merely as a technological tool but as a key factor transforming academic discourse, teaching practices, and cultural notions of knowledge, authority, and the human role within the university environment. The analysis is situated within national strategic documents - *National Strategy for Artificial Intelligence* (2019) and *Framework Act on the Development of Artificial Intelligence and Establishment of Trust Foundation* (2024) - which articulate Korea’s ambition to establish itself as a global AI hub by 2030.

The text presents major AI applications in Korean universities: adaptive learning platforms, intelligent assessment systems, virtual assistants, automated administrative services, AI-based textbooks, “smart” campuses, and tools for research and career guidance. Drawing on examples from Seoul National University, KAIST, POSTECH, and Yonsei University, the article demonstrates how these technologies reshape actual linguistic and communicative practices in classrooms, modes of academic text consumption, and the

formation of new models of academic and cultural competence. It also emphasizes the importance of the Korean digital university environment as a “window” into contemporary Korean culture for students of Korean language and culture abroad.

The article identifies key challenges: faculty resistance to change, insufficient AI competence, risks to personal data, digital divides between elite and regional universities, and the danger of weakening critical thinking and the instructor’s role through excessive automation. It argues that sustainable AI implementation requires hybrid learning models, systematic faculty training, transparent ethical standards, and the targeted development of AI and media literacy among students, including those studying contemporary Korean language and culture in foreign universities. Consequently, the article offers a conceptual framework through which the Korean university experience can serve as a comparative resource for Korean studies education in Bulgaria.

Kang, James. “Impact of AI on the Korean Media.” *13th International Conference on Application of Information and Communication Technology and Statistics in Economy and Education (ICAICTSEE)*, 2024. ISSN 2367-7635.

This article analyzes transformations in the Korean media sector under the influence of artificial intelligence from the perspective of contemporary Korean language and cultural studies. Media are presented as a key space for constructing discourses of modernity, democracy, and identity, with a historical overview - from the emergence of the modern press to the protests against Park Geun-hye - providing the context for AI’s entry into the Korean public sphere.

Against this backdrop, the article traces the development of AI from early expert systems and NLP experiments in the 1980s to the “AlphaGo moment” (2016) and Korea’s subsequent consolidation as a global AI hub. It analyzes specific media applications such as automated news generation (Yonhap’s Newsbot), personalized recommendations (Naver AiRS), and data journalism, which reshape linguistic models, genre structures, and the rhythm of news communication, with particular relevance for teaching contemporary Korean media discourse.

The study also outlines major risks - algorithmic bias, misinformation, and erosion of human editorial judgment - and examines Korean ethical and regulatory frameworks for AI. It concludes by arguing for a balanced model in which AI complements rather than replaces journalism, emphasizing transparency, critical thinking, and public trust - a framework directly applicable to teaching contemporary Korean language and culture in Bulgarian universities.

Kang, James. “The 4th Industrial Revolution and Education in the Republic of Korea.” *9th International Conference on Application of Information and Communication Technology and Statistics in Economy and Education (ICAICTSEE)*, 2020. ISSN 2367-7643.

This article analyzes transformations in the Korean education system under the impact of the Fourth Industrial Revolution and their relation to educational philosophy, structure, and policy. Education is examined as a key cultural field where discourses of modernity, technological progress, and social justice intersect. The strategic framework *I-Korea 4.0* and its six pillars (AI, 5G, IoT, smart factories, fintech, digital governance) are analyzed as the foundation of Korea's vision for an "intelligent society."

The article traces the evolution of Korean education through the models of Education 1.0, 2.0, and 3.0, highlighting the transition from nationally oriented, standardized instruction to an environment based on innovation, creativity, and digital integration. Emphasis is placed on STEAM disciplines, digital textbooks, "smart" classrooms, and mandatory programming, which shape a new type of learner - technologically literate and oriented toward solving real-world problems. The analysis of the "Innovation Future School" presents the school as a laboratory for change, where flexible curriculum design, student participation, and community collaboration foster "future civic competencies."

The article concludes that Korea combines high-tech infrastructure with value-oriented educational policies, transforming education into a mechanism for national competitiveness and cultural identity in the global digital economy. This perspective is particularly relevant for teaching contemporary Korean language and culture in Bulgarian universities.

Kang, James. "The 4th Industrial Revolution and Education in North Korea." *9th International Conference on Application of Information and Communication Technology and Statistics in Economy and Education (ICAICTSEE)*, 2020. ISSN 2367-7643.

This article examines the reception and development of the Fourth Industrial Revolution in North Korea and its impact on education, research, and inter-Korean interaction. The North Korean experience is situated within the broader context of Korean modernity, highlighting both points of contact and contrasts with South Korea's digital and educational dynamics.

The study traces historical foundations of AI in North Korea - from developments in fuzzy logic, image recognition, and language processing in the 1980s to more recent applications of machine learning and neural networks. Key AI systems and products such as Eunbyul, Seunbyeol, Ryongnamsan, and Intelligence House are analyzed, along with the role of institutions such as Kim Il Sung University and the Choson Computer Center. This demonstrates the country's ambition to build a domestic technological ecosystem despite sanctions and isolation.

From an educational perspective, the article examines the shift beyond traditional memorization-based pedagogy toward STEM-oriented, technology-intensive learning with digital textbooks, "intelligent" classrooms, and AI-based tools. The conclusion discusses the geopolitical and social frameworks of this modernization and possible scenarios for

gradual inter-Korean technological and educational cooperation, directly applicable in Bulgarian university courses.

Kang, Hwan Joung James. "An Analysis and Evaluation of the History of Protestantism in Bulgaria." *Cultures and Religions in the Balkans, the Mediterranean and the East*, 2025.

This study offers a cultural-historical and sociological reading of Protestantism in Bulgaria, treating it not merely as a religious movement but as a discourse of modernity, identity, and social change. Protestant communities are interpreted as carriers of alternative cultural narratives in transitions from the Ottoman Empire to the nation-state and from state socialism to post-communist society.

Historically, the article traces the role of American and British missionaries in introducing new educational and communicative practices, translating the Bible into modern Bulgarian, and shaping new models of reading and publicity. It also analyzes discourses of resistance and resilience during the communist period, when Protestant communities operated between official repression and informal religious networks. The post-socialist period is presented as a phase of accelerated transformation, in which Protestantism gained particular visibility among Roma communities and became a resource for local social mobility and identity rearticulation.

Special emphasis is placed on the social functions of Protestant churches - education, humanitarian aid, care for marginalized groups - and on challenges related to denominational fragmentation and insufficient theological and leadership training. The study concludes by proposing a comparative dialogue between Bulgarian and Korean Protestant experiences, opening productive avenues for intercultural research and teaching contemporary Korean culture through the prism of religious and social change.

Kang, Hwan Joung James. "The New Normal in Korean Media in the Era of AI." *21st Century Media and Communication*, 2025.

This study analyzes the impact of artificial intelligence on the Korean media environment as a key context for understanding contemporary Korean culture and linguistic practices. It traces changes in the production, distribution, and consumption of news content, focusing on automated text generation, algorithmic curation, and personalized recommendation systems that shape everyday media experience.

The study examines the expanding application of AI in editorial practice - from machine learning for content and advertising optimization to the integration of automated tools in major media corporations. Particular attention is paid to filter bubbles, algorithmic bias, and limited technological transparency, which directly affect how contemporary Korean language functions in the public sphere and influence media and cultural discourse.

The growing role of deepfake technologies and the increasingly blurred distinction between authentic and manipulated information are also analyzed, along with their consequences for public trust, fact-checking mechanisms, and Korean cultural identity in the digital age. Legal and ethical frameworks in the Republic of Korea - debates on AI regulation, data protection, and algorithmic accountability - are discussed, as is the need for AI literacy and media-cultural criticality among journalists, students, and the general public. The study concludes by conceptualizing the “new normal” in Korean media as an intersection of technology, language, and culture, offering analytical tools applicable to teaching contemporary Korean language and culture in Bulgarian academia.

Kang, James. “Changes in Education in the Republic of Korea after COVID-19.” In *Oriental Studies: Traditions and Modernity, Proceedings of the International Scientific Conference in Memory of Prof. Aleksandar Fedotov, 2023*. ISBN 978-954-07-5827-5.

This article analyzes changes in the Korean education system after COVID-19 within the context of contemporary Korean culture and social transformation. Education is examined as a key field where notions of development, solidarity, and social responsibility are reformulated, with the pandemic described as an accelerator of ongoing processes such as digitalization, distance learning, and “untact” communication.

The first part outlines major challenges of the sudden transition to online education: low interactivity, limited individual support, unequal access to technology, and deepening socio-educational inequality, particularly among primary and secondary school students. Based on national surveys, low satisfaction with online learning is demonstrated, highlighting the need to improve digital pedagogical practices and infrastructure. The article then presents strategic directions in the post-pandemic era: education oriented toward solving real problems, developing critical thinking, creativity, and social engagement, and preparing for global challenges such as climate crisis, inequality, and demographic change.

The article also examines the regional dimension of reforms, emphasizing cooperation between metropolitan and regional universities as key to reducing disparities and strengthening local communities. Particular emphasis is placed on personality education and values such as wisdom, responsibility, respect, and justice as foundations of social cohesion in times of crisis. The conclusion stresses that technological modernization of education is meaningful only when combined with humanistic pedagogical principles - a perspective especially relevant for teaching contemporary Korean language and culture in Bulgarian universities.

Kang, James. “The Korean Protestant Church and Its Ethnic Church in Bulgaria.” In *On Religious and Cultural Contents in Korea and Bulgaria, 2017*. ISBN 978-619-7084-41-2.

This article presents a comprehensive study of the historical evolution, social role, and transnational presence of the Korean Protestant Church, with particular focus on its institutional emergence and activity in Bulgaria. Korean Protestantism is examined not only as a religious phenomenon but as an important cultural and social factor linked to modernization, civil society formation, and South Korea's global missionary activity.

The historical section traces Christianity's path in Korea - from early encounters with biblical texts and their independent reception by Korean intellectuals, through institutionalization by American missionaries and persecution during the colonial period, to the role of Protestant churches in postwar reconstruction and Korea's emergence as a leading sender of missionaries.

The second part focuses on the emergence and development of the Korean ethnic church in Bulgaria, linked to the opening of the Republic of Korea's embassy in Sofia after 1990. It traces the founding and consolidation of the Korean Presbyterian Church in Sofia, its organizational structure, and its function as a spiritual and cultural center for the Korean community, where language, religious affiliation, and cultural identity intersect. Significant emphasis is placed on the social and humanitarian activities of Korean missionaries - charitable initiatives, care for the poor and elderly, support for Roma communities - as well as private theological schools and educational programs that strengthen local churches and foster intercultural dialogue.

The article also examines other Korean religious groups and movements in Bulgaria and their place in religious pluralism and cultural transfer. It concludes that the Korean Protestant Church in Bulgaria functions simultaneously as a religious institution, cultural mediator, and carrier of Korean Christian values and social engagement, strengthening Bulgarian-Korean ties and providing valuable empirical material for teaching contemporary Korean language and culture.

Kang, Hwan Joung. "Mutual Relationship between the Republic of Korea and the Republic of Bulgaria in the Field of Tourism and in the Social and Humanitarian Field." In *Outlining the Korean Society*, 2015. ISBN 978-619-7084-15-3.

This article examines the development of bilateral relations between the Republic of Korea and the Republic of Bulgaria after 1990, with particular focus on tourism, social-humanitarian activity, and cultural-public contacts. These relations are interpreted not merely as outcomes of interstate agreements but as networks of real human interactions shaping mutual perceptions and enduring forms of intercultural communication.

Analysis of tourism exchange - including the role of the visa-free regime (1994) and the Memorandum of Understanding on Tourism (2009) - demonstrates how tourism becomes an important channel for cultural exchange and direct contact with Korean and Bulgarian cultural environments. The article also examines friendship societies, the twinning of Plovdiv and Daegu, and the role of the Korean diaspora and organizations in Bulgaria in strengthening intercultural ties.

Special attention is given to the Korean Protestant Church and its social-humanitarian activities among poor and vulnerable groups, including Roma communities. The article concludes that the most sustainable dimensions of Bulgarian-Korean relations emerge where culture, religion, tourism, and social engagement intersect, offering valuable empirical material for Bulgarian Korean studies.

Kang, Hwan Joung James. "The Beginning of Political Contacts and the Establishment of Diplomatic Relations between the Republic of Korea and the Republic of Bulgaria." In *Countries of East, South and Southeast Asia and the World - Relations and Interactions, Proceedings of a National Scientific Conference with International Participation*, 2015. ISBN 978-954-07-3932-8.

This article analyzes the process of establishing diplomatic relations between the Republic of Korea and the Republic of Bulgaria (1988-1990) in the context of the end of the Cold War and the reorientation of Eastern European socialist states. Particular emphasis is placed on how Bulgarian foreign policy balanced traditionally good relations with North Korea while gradually opening to South Korea, thereby shaping South Korea's first sustained presence in Bulgarian public space.

Based on archival documents and diplomatic correspondence, the article traces the gradual and cautious nature of rapprochement: economic and trade cooperation through KOTRA and the Bulgarian Chamber of Commerce and Industry, the entry of companies such as Samsung, the Korean Air-Balkan interline agreement, and tourism arrangements that built trust and institutional links. Parallel analysis addresses compensatory gestures toward North Korea, including declarative support for peaceful reunification and temporary positive framing in media discourse.

From South Korea's perspective, the process is presented as part of a broader strategy to expand contacts with Eastern Europe through sharing experiences of democratization and economic liberalization, activating the private sector, and offering investment opportunities without directly tying credit to diplomatic recognition. The article concludes that the establishment of diplomatic relations on 23 March 1990 resulted from accumulated economic, transport, tourism, and cultural interactions rather than a single political act, providing valuable empirical material for teaching contemporary Korean history and international relations.

Kang, Hwan Joung. "The Korean Community in Bulgaria." Chapter in *100 Years of the Korean Diaspora in Europe*, Vol. 3, 2020. The Association of Korean Residents in Europe / Korean Overseas Agency under the Ministry of Foreign Affairs of the Republic of Korea.

This chapter presents the century-long development of the Korean diaspora in Europe, placing the Korean community in Bulgaria at the center of analysis. Within the broader

European context, it traces the specific conditions under which Korean presence in Bulgaria formed, including the establishment of diplomatic relations, initial settlement patterns, and the institutionalization of community life after the Cold War.

The chapter examines in detail the organizational structure of the Korean community in Bulgaria, analyzing the activities of associations, religious organizations, and NGOs. Concrete examples of cultural events, educational programs, and social activities are presented, highlighting their role as mediators between state institutions, Korean citizens, and the local environment. Particular attention is paid to the role of these structures in teaching Korean language and developing Korean studies in Bulgaria.

With its rich factual content and clear Bulgarian focus, the chapter provides a reliable academic foundation for teaching, reference use, and future research on the Korean diaspora and Korean studies in Europe.

Kang, Hwan Joung James. *Concise Dictionary of the Korean Language - 1,000 Words (1, Nouns)*, 2021. ISBN 978-619-91739-0-9.

The dictionary is organized according to the Korean alphabet and presents a selection of 1,000 high-frequency nouns covering core communicative domains of everyday life and the learning environment. Lexical entries include Korean headwords followed by Bulgarian equivalents, often with multiple semantic realizations, making the dictionary a functional tool for rapid recognition and production of basic vocabulary.

Kang, Hwan Joung James. *Concise Dictionary of the Korean Language: 500 Verbs*, 2025. ISBN 978-619-91739-4-7.

This dictionary is a targeted Korean-Bulgarian pedagogical lexicographic tool designed to build productive vocabulary among Bulgarian learners of Korean. The selection and presentation of verbs reflect the needs of learners studying Korean as a foreign language in a Bulgarian academic context.

The edition includes 500 verbs organized alphabetically by initial consonants. Each entry follows a consistent model: Korean headword, Bulgarian equivalent(s), and a brief contextual example with translation. Polysemy is systematically marked through numbered meanings and separate examples, reducing mechanical translation and usage errors. Methodologically, the dictionary functions as an “action tool” rather than an encyclopedic reference, supporting classroom exercises and self-study, particularly in courses aimed at transitioning from passive comprehension to active use.