

# Arts Faculty Research Seminar Series

5 Apr 2024 (Fri)  
3:00pm - 4:30pm



**Professor GU Yixin**  
Assistant Professor  
Department of Chinese

## Imagery as Method: The Rhetoric of Intellectual Practice as Embodied Labor in Early China

*This study invites critical attention onto an understudied topic in classical Chinese thought and literature—namely, “labor” as a specific source of imageries and figurative language. Within this frame, the study focuses on the figuration and interpretation of intellectual practice as a form of embodied labor, a phenomenon that emerged in pre-imperial China and gained prominence during early imperial times (ca. 221 BCE-220 CE). Central to my investigation is a rhetorical body of four tropes of physical labor—plowing, weaving, fishing, and hunting—that, through rhetorical figures such as metaphor, metonymy, synecdoche, and analogy, came to embody a constellation of values and methods toward the arts of governance, cultivation, learning, and writing, all of which constituted an empirical area of working with intellectuality.*



**Professor PARK Jinhee**  
Assistant Professor  
Department of Digital Arts and  
Creative Industries

## The Evolution of Virtual Reality in K-pop AI Idols

*This research examines the Artificial Intelligence (AI) generated idols and metaverse idols in K-pop. The virtual realm of K-pop has rapidly evolved using AI and information and communication technologies. By introducing the AI idols in four K-pop groups, this presentation will explore the evolution of the virtual reality spectrum in K-pop, from augmented reality, mixed reality, to virtual reality. By using AI technology, K-pop World View bridges the real and the virtual. In the interaction between the real, and the virtual, the AI generated K-pop idols themselves appear on K-pop genre conventions such as practice videos, YouTube shorts, Tick Tok dance challenges, TV live show, and behind scenes documentaries. By exploring the permeation of virtual technology in K-pop, this presentation discovers the new topology of Hallyu from transnational approach to transhumanist approach.*



### Moderator

Professor Andrew John SEWELL  
Associate Professor of Department of English

The seminar will be conducted via Zoom.  
No registration is required.  
1.5 ILP units (Aesthetic Development)

Zoom link: <https://shorturl.at/ikrA3>