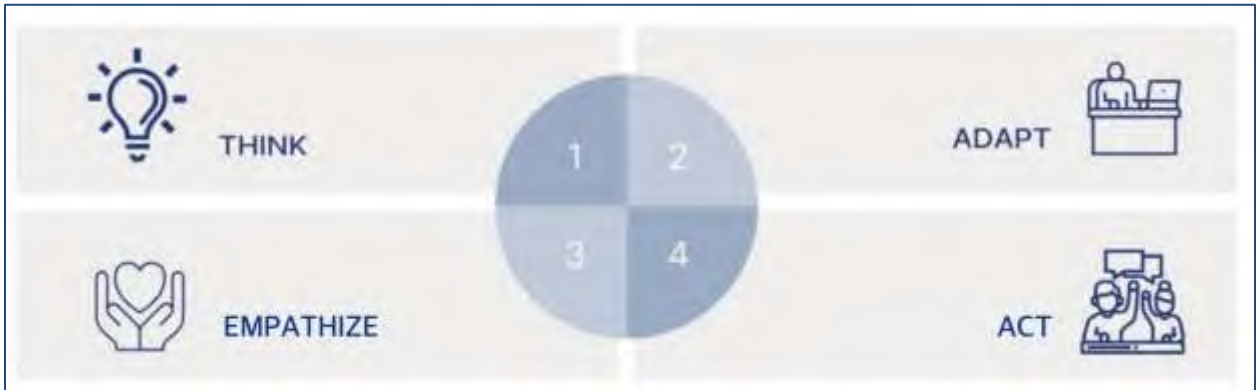


HJ PMC's Media Mission and Four Spiritual Muscles for the Age of AI

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The Dawn of the AI Era: From Answering Questions to Acting Autonomously

In the recently aired KBS documentary Insight: War for Talent 2, the chairman of a major corporation observed that artificial intelligence is transforming the very paradigm of human civilization. He described the present as the era of "reasoning AI," in which humans pose questions and AI provides answers, and predicted that we will soon enter the age of "agentic AI," in which AI systems make judgments and act proactively on their own. Humanity now stands at the threshold of a transformation so profound that knowledge alone and technical expertise may no longer be enough.

This transformation is not simply one person's forecast. The world is rapidly shifting from an era in which AI serves as a tool to one in which AI operates autonomously.

Market research firms project that the use of agentic AI in corporate operations will multiply severalfold within a single year, while global technology companies are racing to lead this new frontier. As physical AI - the integration of robotics and artificial intelligence - also moves from concept to reality, humanity looks toward unprecedented new horizons of productivity and convenience.

Yet this same technology casts a long shadow. Deepfakes that are virtually indistinguishable from reality are being weaponized for fraud and violations of personal dignity. False information can spread worldwide in an instant, while concerns grow that entire sectors of employment may be transformed. The international community has already recognized AI as a double-edged sword - both an opportunity and a threat. Global forums such as the World Economic Forum in Davos have begun serious discussions on cross-border AI governance, and South Korea has taken a pioneering step by enacting the world's first Basic AI Act, establishing a framework for AI regulation. Expectations and anxieties are rising together.

We stand, unmistakably, at a turning point in the history of civilization.

At this pivotal moment, however, before asking how quickly technology is advancing, we must first ask where it is leading us.

Our Path Forward: A Faith That Develops Four Spiritual Muscles

The rapid advancement of science and technology also presents a profound challenge to the faith of Family Federation members. We now live in an age when AI can draft sophisticated lectures, quickly organize vast collections of True Parents' words, and even generate compelling video content. Watching advanced AI systems perform - more quickly and seamlessly - tasks that once required significant human effort, devotion and time can leave us feeling unsettled or even displaced.

Yet one truth remains clear. While AI may replicate the forms and outputs through which True Parents' words are conveyed, it can never replace the experiential understanding, heartfelt connection, and lived practice that come from embodying True Parents' teachings in one's own life. This raises one of the essential questions of our time: What is the role that AI can never replace? That question is the fundamental challenge our era places before us.

In the KBS lecture, the chairman underscored a striking paradox: the more society enters an age in which AI replaces human labor, the more vital it becomes to develop four uniquely human "muscles" - thinking, adaptability, empathy, and physical action. These four muscles also provide a meaningful framework for the life of faith within our Family Federation community.

The thinking (heart) muscle: Moving beyond simply retaining Divine Principle knowledge intellectually, we are called to meditate deeply on True Parents' words with sincere devotion and heart.

The adaptability muscle: Boldly employing the advanced technologies of this new age in service of the providence and the substantial realization of Cheon Il Guk.

The empathy muscle: Embracing humanity's suffering with true love and perceiving the pain and longing hidden behind people's lives.

The physical action muscle: Putting faith into practice by embodying, in everyday life, the ideal of one human family under Heavenly Parent.

Cultivating these four spiritual muscles - qualities that no artificial intelligence can ever truly replicate - is the direction we must pursue in this age.

HJ PMC: A New Media Platform Delivering Messages of the Heart

For more than two decades, Hyojeong Peace Media Center (HJ PMC) has grown under the love of the True Parents, standing at the forefront of the providence by broadcasting HJ Global News in eight languages and producing more than 600 video programs.

HJ PMC is now seeking to broaden the channels of media so that Family Federation members can strengthen these four spiritual muscles. To that end, the company has actively embraced AI technologies throughout its production process, transforming the creative environment. From routine production tasks to complex video editing that once required significant time and expense, AI is now being used to enhance both efficiency and production quality.

At the same time, HJ PMC is preparing to reach younger generations through innovative formats such as AI-powered animation, docudramas, video webtoons, VR content featuring holy sites, and 24-hour live channels.

Building on this foundation, HJ PMC is dedicating its full creative capacity to producing True Love content that inspires empathy.

Looking ahead, HJ PMC will continue strengthening its role as a "Cheon Il Guk Media Bridge," vividly conveying the living realities of the providence to members throughout the world.

The Posture of Blessed Families in the Age of AI

The lecturer emphasized that the ideal person for the future is not a specialist confined to a single field, but rather a "convergent generalist" who can connect diverse fields of knowledge. In an age when even secular experts warn against remaining within a single discipline, our members must likewise become convergent people of faith - harnessing advanced technology as a tool for witnessing while steadfastly preserving the essence of faith and the original culture of shimjeong (heart).

How, then, should we use this tremendous technological power?

On October 8, 2023, at Hanhwa Gung in Las Vegas, True Mother declared:

"I pray that you will become central figures who utilize all the conveniences of civilization to quickly establish an environment in which at least one-third of humanity can attend Heavenly Parent in this present age of the 'one-second sphere'."

Just as the printing press once accelerated the spread of God's Word, AI now stands as a new civilizational asset that can hasten the realization of the kingdom of heaven on earth, where humanity lives in attendance to Heavenly Parent.

It is our hope that, on the path pioneered by HJ PMC, all members will continue moving forward together by faithfully developing these four spiritual muscles.