When You Don’t Want to Do Anything

Cramming for exams, waiting until the eleventh hour to finish reports, and scrambling to do homework just before class starts are almost rites of passage for students. Frantically typing as fast as we can, we promise ourselves that this will be the last time we put ourselves in this stressful situation. Even as we make the claim, we know that it’s a lie. It is beyond foolish to hope making the mistake over and over, yet almost everyone is guilty of procrastinating. The reason this behavior is so hard to change is rather interesting. No one is eager to write a term paper, do homework, or study for an exam. No student wishes to get poor grades or fail the test. Last minute efforts merely raise your high grade. A “bad” job is plagued by exhaustion and errors. We all want to do well in these endeavors, and it is this want to succeed that causes us to be lazy.

According to neuro-psychiatry professor Yoon Dae-hyon of Seoul National University, our penchant for last minute work can stem from our desire to do an overly good job. Our wish to do well turns into a pressure, a stressor that lowers our ability to process the work. Our brains are focused on handling the pressure rather than the task at hand. The anxiety we feel is detrimental to performing well. Sweaty palms, rapid breathing, and shaking hands are physical responses to stress that make the unavoidable, constantly interrupting our concentration.

Anxiety is not solely bad. A small amount of anxiety keeps one focused. The problem lies in the amount of anxiety that we experience on a constant basis. Experts state that we live in the age of excessive anxiety. It is not an exaggeration to say that we are under pressure and experience anxiety 24/7. The benefit of anxiety works when our levels are low, and we have one specific task that needs doing. We have lost control of this pressure system. Our high levels of stress even keep us up at night, causing insomnia.

To handle anxiety properly, we must regain control of the pressure system. It is easy to say, but hard to accomplish. It is important to focus on other things and not only the task at hand. This activity is called “task-negative.” The main objective of this is to recollect ourselves and regain our focus. Most people can only focus on one thing properly and this leads to a tunnel vision that hinders us. When one exposes oneself to a focus-in need situation, basically responding to external forces, it resets our minds. Exercise is a great example of a task-negative action. Quick body actions take our full concentration. While our bodies are working, our minds are at rest. We can switch off our brains not worrying about failure or past events, what is or isn’t happening, and focus solely on the now. Meditation is another way to concentrate on your thoughts, but any activity that helps you manage your anxiety is a blessing.

“Dream Big,” “Have Big Ambitions,” and other dogmas we are surrounded by add to our levels of stress and increase our anxiety. We feel pressure to have bigger, and bigger goals believing that we must achieve them. It is essential to have goals, but if the pressure of these aspirations is too great, we fizzle. Every time we fail to reach our target, short-term gains seem bigger, and the weight gets heavier. Small manageable goals are a better path to success.

The idea that we need to be totally prepared is also a pressure that can be done away with. We do not need to do everything all at once. It is perfectly acceptable to work when inspiration strikes. By carrying a digital device, or simply a piece of paper, we can record our insights when they occur. How many times have you had an idea for a pressing task, when you were doing something completely different? Don’t be overly hard on yourself. If the pressure gets to be too much, take a step back and a step away. Refocus and refresh your mind; good things will happen. Take your time, and if you can... Don’t delay!
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2019 International Service Innovation Design Conference Held

The 2019 International Service Innovation Design Conference (ISIDC) was held at the Design Research & Convergence Center in Yangsan City from July 24 to 26. The conference was run by the (DSU) IDDC to encourage design trends and the Asia Future Design Laboratory. In order to represent the direction of the fourth industrial revolution in the aspect of service design, 36 students from major Asian service design research universities such as DSU, Chonbuk National University, and Chosun University (Korea); Chiba University (Japan); National Cheng Kung University (Taiwan); Guangdong University of Technology (China); and University of Technology Malaysia, Sarawak University of Kuala Lumpur, University of Malaya, and Universiti Teknologi MARA (Malaysia), as well as more than 100 people from the local design community, attended a one-day workshop titled “Wayfinding Service Design in Busan.” The theme of the event was “The Direction of Education in the Future of Service Design.” During the event, 35 papers and 10 poster papers on product-service design systems and service design for regional innovation were published.

Lee Kim-kyu, Dean of the Hong Kong Polytechnic University School of Design, and Park Ki-sik, President of the Busan Economic Promotion Agency, gave keynote lectures on respectively. “Design Education in the Artificial Intelligence Field” and “The Paradigm of the Fourth Industrial Revolution and the Importance of the Manufacturing and Service Industry.” The speakers emphasized the importance of future service design in preparation for the fourth industrial revolution and indicated potential directions the field could take.

“As the Design Research & Convergence Center contributes to regional revitalization by applying service design, it is meaningful that a local hub is utilized rather than locations in Seoul,” said Yoon Ju Hyun, Director of the Koreana Institute of Design Promotion. “The theme of the ISIDC will play a pivotal role in deepening service design. I will do my best to help develop the community by making the conference a key service design event in Asia.”

Anhui University of Technology Exchange Students Participate in Orientation Camp to Prepare for Life in Korea

From July 17 to 24, 20 exchange students from the School of Material Science and Engineering of Anhui University of Technology (AHTU), located in Maanshan, Anhui, China, were given the opportunity to participate in a summer camp to help prepare them for and assist them in adjusting well to studying at DSU.

For three weeks, the AHTU students attended Korean language classes, learned about the DSU teaching methodology and style in the Division of Mechatronics Engineering, toured major industrial sites in Busan, and experienced Korean cultural activities. The arrival of the AHTU exchange students follows the 2016 signing of an agreement between AHTU and DSU to operate the 3+1 Program in the field of Mechatronics. Under the program, participating students study for the first two years of their degrees in China at AHTU, then one year in the Division of Mechatronics Engineering at DSU, before returning to AHTU to complete the fourth and final year of their degrees.

Students Realize Their Dreams Through the Dongseo Asia Initiatives Program

Every summer, DSU students have the opportunity to visit various Asian countries through the Dongseo Asia Initiatives Program (DAIP), an overseas exchange program aimed at deepening students’ knowledge and understanding of the societies and cultures of the Asian region. It is taught and conducted by professors who are prominent in their respective fields, and provides participating students with opportunities to apply the knowledge they have learned in their majors at DSU and to gain practical experience.

Here are some highlights of two students’ accounts of their DAIP experiences this summer:

Lee Soo-yoon, International Commerce, Senior.
I applied for the 2nd DAIP Cambodian Team this year. Due to the large number of applicants, the competition ratio was 4 to 1. After being selected, participating students studied the work of team leader Professor Jeong Soo-yon, famous for his Cambodia studies. Under his guidance, we selected general merchandise (cosmetics, Korean traditional wallacks, etc.) to learn about Cambodia’s politics, economy, society, and culture, and to experience local marketing in the classroom at Cambodia University for Specialities. Through our activities here, I realized that a thorough investigation of what products the people of the country prefer and buy is important for international marketing. I was able to directly appreciate DSU for running an internationalization program to broaden our students’ perspectives.

When I saw the area around the University of Malaysia (UM), I realized that my stereotypes about the backwardness of Southeast Asia were completely mistaken. The pace of development visible around me was so rapid, and the society was full of
Declaration on the 2nd Stage of Design Internationalization at 2019 Dongseo International Design Week

The Design College of Dongseo University issued a declaration on September 4 regarding its vision for the 2nd Stage of Design Internationalization. According to the official declaration, Dongseo University’s Design College will become not only a top design school in Korea but will grow to stand shoulder-to-shoulder with the most prestigious design colleges around the world. The vision declaration ceremony was held at the DSU Cultural Center on the second day of the 2019 Dongseo International Design Week. President of Dongseo University, Yoon-Beom Lee, Dean of the Design College, Jin-Sun Park, Dean, and Professor of Graphic Design, Min-Hee Lee, attended the ceremony.


Participants in an Overseas University Exchange Program

Jean Yoo-jung, a junior majoring in International Logistics, gives his impression of his trip under an Overseas University Exchange Program on July 9. He visited Japan for two nights and three days to give a presentation in a seminar that was part of the Overseas University Exchange Program involving DSU, the Kyoto Institute of Technology (KIT), and Doshisha University (Japan). The purpose of the seminar was to give Korean and Japanese students opportunities to meet and present and discuss the materials they have been working on.

Following our arrival at Osaka’s Kansai airport, we travelled by train to Kyoto. My first impression of the Japanese universities was that their campuses were large and well-organized. When students were not attending classes, I could see them actively engaging in a wide variety of sports and club activities.

In the seminar, our group presented material that we had spent over a month preparing. The theme of our presentation was "The Low Sulphur Oil of IMO 2020." The term "IMO 2020" refers to the sulphur oxide content regulation to be implemented by the International Maritime Organization on January 1, 2020. I was surprised and nervous before the presentation, but in the end it went smoothly. I was proud that we could present the materials we had prepared, and that our all our hard work ensured that we made no mistakes in front of our interested and attentive Japanese hosts.

Other topics covered by Korean students included the Asian shipping market and shipping companies’ management strategies, employment policies for the elderly in Korea, factors behind the success of the Korean Wave, and economic development plans.

The participating Japanese students presented on the history of Korean dramas, beauty-products, and music coming to Japan, as well as traditional Japanese culture such as the kimono and sake. Moreover, all the Japanese students took a very active interest in the seminars, asking many questions.

It wasn’t all work, however. At KIT, we met all in an okazaka downtown, which is like an informal Japanese pub, while at Doshisha we had meetings in front of the cafeteria. There were also Chinese students studying at KIT and Doshisha who participated, and, even though we had some communication difficulties, we all made sure to exchange contact information to pursue our shared interests together in the future.

The exchange program I participated in was especially meaningful to me. I am very grateful to DSU and my professors, and will work even harder to gain a second chance to participate in the program.

National Economics University Students Experience Korean Culture Discovery Program at DSU

Students from National Economics University (NEU), located in Hanoi, Vietnam, undertook a short training and Korean cultural discovery program at DSU. The participating group included 21 students, led by two professors. The group arrived on July 7, underwent the program from July 8 to 12, and returned to Vietnam on July 13.

In the mornings, the 21 students attended special lectures on Korean language, culture, management, IT, economics, and digital contents, taught by DSU professors Jo Young-ju, Lee Eun-mi, Lee Yeong-shik, and Yoon Jang-Oh. In the afternoons, students experienced the DSU campuses and student life, and visited various cultural, historical, and tourist attractions in Busan, including Busan Museum, UN Memorial Cemetery, the International Market, Yongdusan Park and Busan Tower, and Haeundae Yonggung Temple.

The Korean Culture Discovery Program was prepared in response to the rapidly growing passion for and interest in Korea by Vietnamese university students, many of whom wish to experience Korean education and culture in person even if only short visits are possible.

Dongseo University and NEU signed an academic exchange agreement in June 2015, followed by a joint education curriculum agreement in June 2018.
10th Hot Summer at the DMZ’s Haemaru Village

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This summer, students from the DSU Division of Design visited the village of Haemaru in Jindong-myön, Paju City, Gyeonggi Province, which is in the civilian-controlled area of the DMZ, to conduct the “DMZ Haemaru Village Design Art Village Project.” The project, conducted this year from July 22 to 30, is part of an annual volunteer effort that has been carried out for the last 10 years by the DSU Design and Lighting Associates Institute, which is headed by Division of Design Professor An Byung-jin. This year, as the DMZ is now becoming officially recognized as an ecological protection area, the emphasis of the village design work undertaken by the students was on environmental protection, under the theme of “Ecological Forest Museum.” The theme was incorporated into signs, symbols, and sculptures scattered throughout Haemaru’s various restaurants, cafes, and galleries, with the intention that the whole village could experience it.

In addition, 21 works from last year’s theme of a “Place of Art” were incorporated into this year’s 2010 DMZ Eco Poster Exhibition Zone, held in the same warehouse specially converted last year for the purpose of hosting exhibitions. Preparations for this year’s exhibition also included the completion of the installation of special green floor printing for the convenience of visitors to the gallery. In 2010, when the project first began, a village warehouse was converted into an area with art walls, on which various forms of sculptures were installed in subsequent years; the revitalization of local parks has also been promoted. Before the creation of last year’s exhibition hall from a disused warehouse, in 2016 an unused space was used to create the “Sitting and Going Café” as a resting place for residents and soldiers, who comprise the bulk of the village’s visitors, and in 2017 a further empty lot was converted into a public resting spot. Professor An Byung-jin said, “We are very proud of the small contributions this project has made to promoting both places between North and South Korea and the value of our shared humanity. Over the past ten years, the project has become an important element of positive change in the village and has played a great role in opening and furthering communication between residents, visitors, and volunteers.”

Advertising & Public Relations Students Win for 5th Consecutive Year at Cheil Idea Festival

The Advertising & Public Relations Department of DSU has proved itself once again by producing winners in the Cheil Idea Festival for the fifth year in a row. This year, the 40th year of the festival, DSU’s winning team consisted of Jeong Ji-won, Geng Ji-yeong, Pyo Eun-ryi, and Lee Seung-eun, who took the Gold Award in the innovation category. The awards ceremony was held on July 11 in the Mary Hall Auditorium of Stony University, Mipo-gu, Seoul. Previous winning teams from DSU’s Advertising & Public Relations Department have won the Gold and Bronze Awards in the outdoor advertising category and the Bronze Award in the E-mark corporate social responsibility category in 2018, and the Bronze Awards in the outdoor advertising category in 2017, 2018, and 2015. In addition, the Advertising & Public Relations Department itself received the highest ranking in the 2018 National Industrial Evaluation Survey of Territory Institutions. Cheil Worldwide is a festival, which marks its 40th anniversary this year, has become the nation’s most prestigious university student idea contest, and has produced 2,300 winners over the four decades it has been held.

In this year’s contest, more than 3,400 ideas were presented in six categories, including video production, print advertising, outdoor advertising, online advertising, advertising planning, and innovation. From these numerous entries, only 53 works were selected to receive awards, including one Grand Award and five Gold Awards. The winning DSU team’s idea, entitled “A New Word for a New Pair of Shoe! I’ll Clean Them!” involved a collaboration between shoe-store chain ABC Mart and cleaning company Csontopia, by which shoes could be cleaned after purchase. The students formulated their idea as part of the Advertising & Public Relations Department’s New Media Theory classes, taught by Professor Yang Won-gi. Winning student Geng Ji-yeong said, “Preparing for the competition through school classes was very helpful. Through the professor’s feedback and the exchange of opinions with classmates, the work was completed successfully.”

In addition to their awards, all Grand Prize and Gold Award winners will receive preferential treatment should they apply for jobs with Cheil Worldwide in the future, and two people from among the winners will be invited to the Spikes Asia Advertising Festival in Singapore in September.
DSU Enhances Its Educational System with Cloud Infrastructure to Prepare for the 4th Industrial Revolution

On July 25, a signing ceremony was held in DSU’s Global Hall to celebrate a business agreement with Magazine Cloud, the largest partner of Amazon Web Services (AWS) in Korea. Magazine Cloud began operating AWS in Korea in 2012, and currently provides cloud services to approximately 1,200 domestic and overseas customers. According to the agreement, DSU and Magazine Cloud will build AWS cloud infrastructure on campus to support the education and research activities of DSU students and faculty. In addition, the two organizations will use the cloud infrastructure to conduct joint research and projects, as well as to foster talent in the cloud computing field.

Cloud technology is quickly becoming important for universities and other information and communications technology-related companies and institutions. The technology makes it possible to access various IT resources, including software programs, applications, infrastructure, etc., through a network connection by accessing data centers using wide area networking internet connectivity. DSU is following in the footsteps of prestigious schools such as Howard University and Carnegie Mellon University, which have already established cloud services to support their education and research activities.

The July 25 signing ceremony was attended by DSU’s President Chang Jekuk, the Dean of Industrial-Academic Cooperation, and the Dean of Software Convergence, Magazine Cloud CEO, Lee Joo-wan, Magazine Cloud Head of Cloud Business Development, Kim Soong-jae, and AWS Country Manager for Korea, Yoon Jong-won, also took part in the ceremony.

DSU President Chang, Jekuk said, “At DSU we have invested heavily in building an IT infrastructure. Because technology in the IT sector is evolving so rapidly, we are paying close attention and making preparations. We are well aware of the importance of the cloud system and we are determined to be a leading university in this field.”

Business Startup Project for 2019 Launched

On July 5, an orientation meeting was held for assisting students in establishing their own startups through the 2019 Business Startup Project Support program.

Led by DSU and co-organized by the Startup Support Group and the UNC Project Group, this project is DSU’s flagship, full-scale student entrepreneurship support project. It was established in 2014.

This year, it is expected to further expand the university’s entrepreneurship boom by adding detailed programs for practical startup experiences such as prototype development, expert mentoring, market verification, IR pitching, and mock crowdfunding. Through the program, more than 300 promising student startup teams selected through a 6-month project phase will receive personalized support for real startups through the organic cooperation frameworks established between the Startup Support Group and the UNC Project Group.

To this end, DSU will pay a total of 100 million won towards scholarships, and will calculate students’ startup milestones earned in the program step by step, with the most successful student teams being awarded first. In addition, these teams will benefit from follow-up support, such as by gaining additional points for the commercialization of entrepreneur items and special programs.

Jeong De-woon, Director of the Business Startup Project, said, “We will successfully carry out real-world entrepreneurship experience projects that enable students to learn from their mistakes and gain confidence in promoting their creative ideas. The project has been shown to be highly motivating for students, serving as a bridge for linking the results of hands-on experience and hands-on creative education.”

Department of Tourism Students Voted Best Wine Sommeliers

At the 8th Korea Wine Education Association (KWEA) Wine Sommelier Competition, Department of Tourism students Lee Ji-yoon and Lee Seung-yeon, both seniors majoring in Hotel Management, received the Grand Prize and Gold Prize, respectively.

The event, held on June 22, in BEXCO, was organized by the KWEA to discover the best sommeliers, and was sponsored by the Busan Tourism Organization. The competition was open to any student or member of the general public with sommelier qualifications, and consisted of three parts: a written test (70 points), a blind-tasting test (30 points), and a wine-decanting test (50 points). Only the top 30 contestants from the written and blind-tasting tests were eligible to advance to the final wine-decanting round, from among whom the two DSU students were selected as the best sommeliers of the day based on judges’ evaluations. Adding extra pressure, their decanting test was conducted in front of a public audience.

The KWEA wine sommelier competition, which celebrated its eighth year in 2019, is an official sommelier evaluation event that students from many colleges and universities participate in, receiving evaluations of their professional skills. In particular, the winning Grand Prize and Gold Prize DSU students have completed both the R&B Masters program and have received sommelier level 2 qualifications through the Corona Industrial Complex Campus project started in January this year. The students also took advantage of the additional job training available through the program, gaining level 2 sommelier qualifications.

Dean of the DSU Department of Tourism, Hong Jeong-hwa, said, “In their four years here, DSU students are educated in the best environment for combining both theoretical knowledge and practical skills to assist their future careers.”

Dongseo University Regional Cooperation Center Selected for 2019 Community Win-Win Cooperation Support Project

Dongseo University has recently been selected for the “2019 Community Win-Win Cooperation Support Project” to promote various barrier-free zone programs. The Community Win-Win Cooperation Support Project is a pilot project by the city of Busan with the aim of utilizing the human and physical resources Busan universities have to offer in order to encourage and advance cooperation and innovation in the local community.

Upon being selected for the project, DSU shared Busan City funding of 70 million won with the Busan Community Media Center, the Busan Differently Abled Federation, and Access ICT from June to December, which will be purposed towards producing a barrier-free musical production and performance, as well as the production of content for barrier-free radio broadcasting and music introduction.

As a result of these efforts and developments, the Differently Abled Media Festival is set to be held from 10 to 12 October, in a specially-designed barrier-free zone of Centum City.

Lim Hyoek, Director of the DSU Regional Cooperation Center, as well as head of the Community Win-Win Cooperation Support Project, said, “We have prepared various educational programs and events in the barrier-free sector, which is very much the blue ocean of the film and video cultural contents industry. We will make every effort to further develop it.”

Dongseo University was one of nine Busan universities selected for Community Win-Win Cooperation Support Project. The selection was announced at a conference at Busan City Hall on July 11.
Searching through the bookshelves surely calms you down, and it sometimes provides you interesting information. On account of these, I’ve been wandering around bookstores recently, and I found out a common point of new books. About five to ten years ago, when I was a middle and then high school student, self-improvement books such as ‘Plum is a Blessing for the Youth or Poverty Can’t be the Excuse’ of Your Poor Dream composed the mainstream of self-improvement books. Back then, we were eager to step up from our pain and improve ourselves, and the books would willingly whip us to live a better life. However, these days, with my university graduation not far ahead, I can see that the mainstream has changed. You can notice the difference from the titles, ‘Let Me Bust For Today and Living Hard to Live Normal’. Nowadays, many of us want to be comforted by empathetic words. Many are exhausted in their work, relationships, and even life. As books are a great reflection of people’s needs, certain generations are also a perfect reflection of certain era. That is, if you take a human out of a certain period, it will be part of that generation. And if you do so with those who were born in the 1990s in Korea, “9th grade civil servant” could be their title.

Before the Asian Financial Crisis, Korea was on an express train named economic growth. Back then, there were no worries about getting a job, and even simple service employees like elevator operators get paid enough to afford their own apartments. However, the crisis declared the end to such a golden age. As it broke out in 1997, the first generation to face the new harsh society included people born in the 1980s. Getting a job was no longer a natural result of graduation from university, let alone from high school. You had to be competitive to survive. That’s how “five qualifications” at first and nowadays “eight qualifications” have emerged as slang terms. Now you can see why bookstores have been filled with self-improvement books.

However, in a competitive world, there can’t be a happy ending for everyone, and even those who were surviving started facing unjustifiable and tiresome situations. Those born in the 1990s grew up watching the older generations fail. When we grow up, we commonly promise ourselves, we won’t make the mistakes that our older generation made, yet ultimately there were fewer and fewer paths left for our generation to choose to avoid those mistakes. Eventually, four out of ten of us ended up choosing to take out a safety insurance called being a “9th grade civil servant.”

However, it’s hard to define today’s era as only that, as times are more complicated in reality. So, to borrow the point of view of the author of Those Born in the 1990s are Coming, we can determine three main features of the generation. Simplicity is their first characteristic. It didn’t come out of nowhere. This generation is the first to encounter electronic devices starting from their childhood. They have experienced technological development from floppy disks to cyberspace, and have grown up continually adjusting. The fourth industrial revolution progressed during their growth, and they’ve evolved with it. For instance, they easily use and hear abbreviations, but minimal! The word for “abbreviation” in Korean itself, is not registered in the dictionary. It’s not a simple matter of saving the time for fast messages. That is, words are not the only thing they are abbreviating but also the long stories uploaded on SNS. Stories of the books they want to read, or even the fun dramas they want to enjoy. These might seem like an impotent behavior but if you think of the world we’re living in, there’s a historical information. The simplicity they require and have is essential.

Their second feature is a desire for entertainment. They do not delay today’s enjoyment for tomorrow. They no longer endure one day after another for an uncertain future. Life without fun is death to them. The term “YOLO” exemplifies people who have a passion for entertainment. How to judge this? Well, you would have heard of Maslow’s hierarchy of needs theory hypothesizing that humans’ needs are historically organized and the satisfaction of the lower need is the precondition for the higher one’s. He placed physiological needs in the first step and self-actualization in at the last, the highest need. However, he changed his theory in his later years saying that self-actualization is in fact the first step of human needs. This self-actualization means more than just entertainment, but it can be a part of it. In other ways, it means the characteristic 1990s’ generation’s desire to pursue entertainment is completely understandable and reasonable. Even though physiological needs helps you survive, self-actualization needs keep you alive and help differentiate humans from brutes.

The third and last feature is that they are honest. They have felt the irrationality and injustice of Korea’s recent history. Day after day, the news shows us how regularly we are cheated by the establishment. We are disgusted with their numbers game and are now demanding transparency and judgment. If we don’t, we would at least rather find a transparent path for ourselves, and being a “9th grade civil servant” is one of the ways.

Interestingly, these 1990s’ features create friction when they meet society and older generations. Because self-actualization is important for them, obviously they are not one hundred percent loyal to their company as their older generations were. To them, they themselves are their future, which comes before their company. Even if they sacrifice themselves for the corporation, they may still be left out. They’ve seen it with their parents, and now they know it. They focus on the 1990s generation!
and are interested in self-development rather than company’s profit, for they need to increase their own value to survive. This relates to their requirement: a balance between work and life. Work is nothing more than a method that provides their salary. The funny thing is, their requirement is an obvious thing. We are not robots, but working overtime until late into the night is a common thing in Korea. Even though the 52 working hours per week law has taken effect, unpaid work time still very much exists. In addition, it has been argued the rise in the minimum wage has decreased the number of jobs available. It’s a cosmetic change only, to a system that squeezes the weak.

As severe as the problems between the 1990s generation and their employers are, those between that generation and their elders is even greater. This matter is related with their honesty. The word ‘Aksieder’ is a slang term used to point out people who have outwardly authoritative and coercive minds and behaviors. It derives from the French combi which means “Court,” as in the title for nobility. During the Japanese colonial era, pro-Japanese people would receive a title of nobility, and Koreans used their title to refer to them. It had connotations as a negative word even after the Japanese colonial era, and is used again nowadays. It is used to mean only elder persons, but recently it is applied to some relatively young people too. Those recipients also have a few common features: first, they think their experience is the only thing they should care about. Sarcastic slang terms centered on sentence beginnings like “When I was young…” or “What I used to do…” have been made from their way of speaking. Second, they point out what they perceive to be others’ bad manners, behaviors, or even their appearances. Ironically, this type appears more in relatively younger ones. There’s also a type that boasts about their social status. Show off about their educational backgrounds, personal connections, and/or the property they own. Also, despite only having professional relationship, some ask, advise, and point out personal, private things related to topics such as dating, marriage, and family history. Finally, there is a type that forces you to obey. For while there is a hierarchical system in work life, and it is logical to move according to the instructions of superiors, a few overstep and insist on their opinion always being followed. The most serious problem is that they don’t think of themselves as misbehaving. How the 1990s generation will react might be different from person to person, but what’s for sure is that they don’t like it.

The 1980s generation show honesty in their personal relationships too. People used to hide their feelings, or be mad under their masks, especially in business relationships. However, nowadays they want to be truthful. They want to express their feelings without cloaking them in with cute wrapping paper or with pretentious ribbons. Young people are like this partly because there were ample precedents to show how deadly a relationship created through hypocrisy can be. But more than that, it is because they want healthy relationships. Their goal is to have mature relationships that can preserve their self-esteem and respect to each other. It would seem to be the exact opposite of what they can get from a konnada. As I have mentioned in the beginning, a generation is a reflection of a certain age, and its characteristics are not limited to just that one generation alone. Yet a new wind is blowing just as the seasons change. However, sometimes older generations say, “These days, people are…” they take disagreement as if it were a rebellion of an immature child. In response, the new generation maintains a tougher stance. The government sets up a system to mediate between the two, but sadly, it can’t avoid criticisms from other side, or from both sides, even if it is properly implemented, while at times it becomes a name-only system. That is because it is an arbitration made without the parties‘ agreement. It’s like a person trying to reconcile two friends who have argued and are unwilling to say a word to each other. No matter how many times you try to deliver their words like an owl, it’s in vain, because they have no intention of making up—ultimately, the mediator is the only one who gets tired. That’s why perceptions should change before changing the system. The new generation feels constructed. Clearly there is a better way than having the older generations keep on ignoring them, like aging is something to be proud of. They demand loyalty to the company that doesn’t let you leave the office at the right time, let alone retire. However, fewer and fewer people are respecting their demands.

For older generations, the new generation is an uncontrollable time bomb. They shake up the system that has barely stabilized, and they demand something that is neither heard, seen nor imagined by them. It would be good if they’d just step up the stairs already made, but they keep on blabbering while they know nothing about the work. So, perhaps they are not the best-placed to take care of them.

However, different generations turning their backs against each other only aggravate the friction. We can only see the serial, fragmentary images of other generations. That’s why we need to broaden our respective views. But also, even if members of older generations were right about what they’ve thought, many have forgotten one true fact: that the older generation was once the new generation, and the new generation will one day become the older one. I think it’s a complicated problem to tell which of these people is right or wrong on issues that they’re colliding over. It is because systems itself and when they’re applied to reality have different aspects. But what’s for sure is that the world is changing. We are used to change, but we are afraid of it. New ideals sometimes seem radical, reckless, and ide-alistic. Therefore, maybe it is more appropriate to define this era simply as something that did not exist before, rather than as right or wrong. And the job of all of us is to try to understand it to achieve harmony for ourselves and each other.
Since ancient times, women have shown off with ornaments and cosmetics, and men have shown off with ostentatious decoration. Especially in the case of women, for a long time cosmetic-molding techniques had not developed enough, so they became sick using cosmetics that had bad ingredients for the skin. And yet, they continued to use cosmetics and took care of themselves when they became sick.

What about now, after a long time? Korea is famous for being a plastic surgery powerhouse for neighboring countries such as Japan and China, so many other countries’ people come to Korea for a plastic surgery expedition. In addition, men have started to wear make-up, not just expensive luxury goods, to cover external defects and lift their overall appearance. Why do people take care of themselves like this? There are many different reasons for each person, but I have looked into this from a self-esteem perspective. Self-esteem is the individual’s consciousness that dignity of self is attained through mature thinking and values within oneself, not through external recognition or praise by others. In short, it refers to believing in your mind that you are a valuable being, worthy of love and capable of accomplishing certain things.

In the development of self-esteem, the infant environment plays an important role. You learn about yourself as you gradually build up information about yourself, mainly through association with peers and comparisons with them. Based on the information about yourself, you judge and evaluate it, saying “my point of view is positive” or “my point of view is negative.” This is more subjective than objective or neutral.

Self-esteem consists of three dimensions: value, ability, and control. Among them, the dimension of values is a measure of how you positively think about yourself, or how you value yourself or how much others value you and like you. Those who judge themselves positively on the three dimensions are said to have high self-esteem, and those who judge themselves negatively have low self-esteem. The self-esteem that we formed in childhood affects us and our areas of our lives. For example, it affects learning, social relationships, self-determination and control, and happiness. Low self-esteem makes us sensitive to stress or devalued in our eyes compared to the world, endlessly making comparisons with people around us, and creating a sense of crisis that we are lame or lagging behind others.

So, what are the ways to improve your self-esteem? The first thing to do is to think about the cause of low self-esteem, turning your viewpoint back to the past and asking yourself how and when you thought you were less worthy and lacking. It’s a good way to monitor yourself, to look back on the life you’ve been living, and objectively identifying things about yourself: adjust your overall self-esteem. Secondly, you need to evaluate your current thoughts about yourself, perhaps by looking at the things you have written in a diary. Usually, people with low self-esteem often ignore their own strengths and pay attention only to their shortcomings. On the other hand, a person with high self-esteem pays attention to his or her strengths. Therefore, instead of just thinking about your strengths in your head, writing down a positive list every week for a more objective perspective will change the way you look at other people and the world. Finally, if an objective assessment of you has been made, you should take positive action. For example, create new routines and habits to increase your self-esteem and at the same time increase your productivity. Self-esteem, in the end, comes from the experience of being loved and of having successes, so if you practice small things every day at least, you will be able to feel that something is changing in yourself. What is important at this point is that the goals should be specific and realistic and that even small achievements should be treated positively.

Of course, taking care of oneself, with cosmetics, may not only be because of only self-esteem. Some people may just enjoy decorating and feeling self-satisfaction through doing their makeup. But if you use cosmetics because you are afraid the eyes and words of others will look at you when you have not adorned your self, why don’t you get away from the negative thoughts that are eating you and try the self-esteem improvements that we have talked about, to become a little bit more comfortable? Why don’t you establish your identity as yourself and become the main agent of your life? It’s not that outward appearance doesn’t matter, but when you know someone who has inner beauty, they seem to shine more, the more you get to know them, regardless of their makeup and outer appearance.

STUDENT COLUMN

IMPROVE YOUR SELF-ESTEEM

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REPORTER COLUMN

THE INTERACTION OF HEALTH AND NUTRITION

Our food and drinks contain nutrients and other beneficial ingredients, but they also contain harmful substances. Nutrition refers to how the substances we consume, such as food and drinks, work and how they affect our bodies. We need to eat as little harmful substances as possible while eating enough of the ingredients we need to live healthy. When there was a shortage of food in Korea, many people did not receive enough nutrients. However, as the country has grown in prosperity, there has been an increase in chronic diseases caused by the excessive consumption of energy and fat as the food supply has improved. Also, certain micronutrients, such as calcium and iron are often consumed in insufficient quantities. We should eat properly in a balanced way because a lack of nutrients, excess eating, and unhealthy diets are all harmful to our health.

If nutrient intake is insufficient for a prolonged period of time, the body’s storage volume will continue to decrease and eventually it will no longer be able to make up for the shortfall, resulting in abnormalities in the body’s functions. Deficiency varies with nutrients, but if it’s severe, it can harm, or even kill you. Eating fewer nutrients is bad for your health, but it is also important not to overeat. The over consumption of nutrients over a long period can lead to toxicity. Therefore, the first principle of healthy eating is balance. Only when the body provides a balanced and timely supply of all the nutrients it needs to move and think will it be possible for metabolic activity and energy production to provide the driving force of life.

The best way to achieve a balanced diet is to eat grains and starch, vegetables, fruits, meat, fish, eggs, beans, and milk and dairy products every day, for example, eating a tuna sandwich with tomatoes, a glass of milk, and an apple together makes for a balanced diet that can include all the essential nutrients. Another way is eating a proper meal. Eating moderately means rethinking from the over-consumption in your daily diet, while making sure that your body is provided with enough essential nutrients. For example, if you eat fast food for lunch and a lot of fat, sugar, and calories, you should choose fruits and solids for dinner. Finally, it is important to eat a variety of meals. Diversity in a meal refers to choosing a diet from several foods, and not eating the same food every day. In order to get nutrients from various foods, you need to diversify your diet. With just a few simple principles, it is not difficult to plan a healthy meal. It is not desirable in the long run to completely avoid eating your favorite foods while attempting to lose weight. Therefore, it is the basic principle of a healthy diet to choose and eat food from a variety of sources. We will eat a nutritious and healthy diet if we practice the following three principles. Then our bodies will not only become healthy, but it will also enhance both our feeling of happiness and vitality of life.

Still, most people say there is no direct link between mental health and nutrition. But as the research progresses, the relationship becomes clearer. Evidence from a research paper highlighting the effects of vitamins and minerals on attention deficit and hyperactivity disorder was published in the "The British Journal of Psychiatry." The findings indicate that micronutrients given to adults with attention deficit hyperactivity disorder improve emotional stability and mental health. In the future, when people want to maintain and recover their mental health, they should not rely on prescription drugs with severe side effects, but should instead start with the supply of safe and effective micronutrients. Thus, various social and physical environmental factors can affect mental health, physical health, and personal lifestyle.

During our childhood, our diet is determined not only by ourselves, our parents and our families, but also by society. Since a family’s diet is dominated by its eating culture, eventually an individual grows up practicing the eating culture of the society where he or she has been raised. As knowledge of the impact on dietary health increases, information about it also affects people’s diets. Given the growing influence of individual choices on dietary life, it is essential to provide public health evidence to provide people with the right information on diet and health. We must be part of a society that can maintain a healthy mind and body for ourselves. Then we can certainly contribute to the well-being of humanity by understanding a more inclusive mental and physical health.
There has always been a vast array of jobs available globally. While some jobs are highly coveted, others have been rendered obsolete with the rise of technology. The proliferation of technology has also led to the creation of a new employment sector: specifically, that of the creator. The job of creator might not be as stable as a doctor, a lawyer, or a company worker, and it is far less financially certain, but it is a job that is increasing in popularity.

In spite of the challenges that this non-traditional job holds, we need to recognize the allure that it has. People everywhere are starting to broadcast, and YouTube has exploded in terms of acceptance and status. Age, gender, and even location are not a concern when becoming a YouTube creator. The lack of limitations gives people hope that they can become the host of a popular channel and gain both fame and fortune.

As with any type of employment, one of the primary concerns is profit. How can this job be the bill? The most important financial aspect of being a creator is profit generation. Profits made from advertising can be sufficiently large enough to allow the YouTube to focus on creating context and to support themselves solely from this revenue stream. Recently a well-known YouTube creator in Korea released a video detailing how he makes his living off content creation. In the video he states that he is sponsored by advertisements that play before and after his videos, and that personal ads can generate even more income than ads posted by YouTube managers.

YouTube CEO Susan Wojcicki has made the bold claim that the development of YouTube has led to a revival in creators. The old mediums of television, radio, and movies had become stagnant with the same people pushing the same product. This desire for ad revenue has driven YouTube to create YouTube Premium. YouTube Premium is a service that generates more revenue for the creators as viewers have to pay for a membership. The lure of easy money is a powerful one, yet it has negative effects that are often overlooked. It has become somewhat of a hot topic in Korea as several young children have become exceptionally wealthy. Under the guidance of their parents, these kids post videos of themselves in various situations: eating spicy dumplings, playing with slime, or getting dressed up to kindergarten. The videos are enormously popular as the kids are cute and naive. People have expressed their enthusiasm with likes and subscriptions to these channels. These subscriptions carry economic ramifications. It has been estimated that the most popular of the tiny YouTube creators have annual sales of 4 billion won. The parents of these children have used this income to buy buildings in Korea.

The fact that the parents are using their children to generate income has other calling for an end to this practice. They argue that they don’t know if the kids want to be a part of the videos, or if the kids mind the intrusions they are subjected to. We cannot know the truth behind the videos.

These conflicting reactions to the popularity of children creators have started a conversation about whether it is ethical for children to be commercialized on YouTube.

Ethical opponents to these videos have used several instances to strengthen their argument. In 2014, parents of a young creator uploaded a video of a child riding in a toy car in the middle of an actual road, and another of the child stealing money from his father. The parents were accused of child abuse by Save the Children, and the Seoul Family Court agreed, ruling that the parents had to undergo counseling at the child protection agency.

Supporters of this view also argue that this practice infringes on the right of the child’s dignity, that it prevents them from growing up freely. They often look to the German Children’s Law which includes within it the right to simply be a child from the moment one is born. If one can feel disgusted or put off by a video, they argue that it is a violation of the child’s personality rights.

Those that take the alternate viewpoint stress that the videos uploaded to YouTube are like the memories of the children and of the parents. These videos resonate with a large audience because of the purity of the content. People like the cute kids and sharing moments with others. The accumulation of wealth is simply an added bonus. There is no cause for concern if the child and the parents approve.

As the debate rages over whether these channels are exploitative or merely entertaining, YouTube managers have taken proactive measures in restricting the appearance of children in stimulating videos and deleting videos that directly affect children. Creators need to be cognizant of the effects these videos have both on the viewer and the participants regardless of the producers involved.

The enthusiasm people have for YouTube is not limited to financial gains for creators. This platform allows for the exchange of various viewpoints and cultures from around the world. The world is changing. It is no exaggeration to say that the world we live in is truly a global village. People’s ideas are expanding far beyond the old mediums allowed. The static paintings and written books of the past have been replaced with videos and websites. We are a generation that is accustomed to communicating with multimedia experiences.

Humans have forever been drawn to convenience. We are always looking for the easier, more effective method. From first walking on foot to progressed to horse-drawn carriages, moved on to cars, and now are testing self-driving automobiles. YouTube has provided a platform that is simple to use and reaches masses of people instantly.

The development and proliferation of the internet and people’s access to the internet has also aided this new form of communication. The internet is the largest computer communication network. It began with the creation of ARPANet by the US Department of Defense’s Advanced Research Projects Agency in 1969. While the internet’s humble beginnings first were an interconnection of small networks, it has become a massive network that reaches every corner of the world. The depth and breadth of the internet is profound. It is a sea of information at one’s fingertips. The amount of content on the internet is staggering, and is rich with data and swimming with media. We need to understand exactly what we are referring to when we talk mention media here. In the literal sense, “media” refers to a means designed for the presentation of one’s own opinions, feelings, and objective information to society at large. Interpretation of media means that it can be a huge amount of information. Interpretation includes the exchange of thoughts and feelings, and the sharing of those thoughts and feeling with 7.7 billion people. Creators have put their feelings and thoughts into videos and uploaded them to YouTube. The imagination of the creators appears to be limitless.

An example of this sharing of feelings and experiences can be seen in the popularity of the V-Log. A V-Log is akin to an old-fashioned diary and contains the thoughts and emotions that you have felt throughout the day. This is one way that creators share their stories with the masses of internet users. One other aspect of interpretation is the focus of exchanging objective information. We can learn the facts, the opinions of experts, differing viewpoints and draw our own conclusions. In this sense, YouTube serves as a snapshot of time, an encyclopedia uploaded in real time.

The third compelling reason why people are turning to the internet as a career is that the world is changing. We are living in an era where the traditional meaning of a job is undergoing a change. It is becoming increasingly ambiguous. In the past, a job was predictable and safe. This security made people comfortable. Those days are well and truly gone. There are just not enough traditional jobs to go around anymore. So why not try being a creator?
Did you know that August 13 is International Youth Day? It is said that this day is designated to improve the lives of people from all over the world. Discrimination is a reality faced by many individuals, and it is important to understand and address it.

There are many forms of discrimination that affect us in our daily lives. For example, race, gender, sexual orientation, and religion are some examples of discrimination. Discrimination can be direct or indirect, and it can occur in many different forms, such as harassment, bullying, and exclusion.

One of the most important things we can do to combat discrimination is to educate ourselves and others about it. It is important to understand that discrimination is not just a problem for certain groups of people, but it affects all of us. Everyone can be a victim of discrimination, and everyone can be a part of the solution.

We should always strive to treat others with respect and kindness, regardless of their background or identity. We should be open-minded and willing to learn from others, and we should stand up against discrimination when we see it happening.

In conclusion, discrimination is a serious issue that affects many people in our society. By working together, we can create a more inclusive and just world for everyone.
**Interview with Professor Song Seung-Keun**

**Eznine Reporter** What similarities and differences do you see between the tech industries of the United States and Korea?

**Professor Song** In the U.S., Google, Amazon, Facebook, Apple, Uber, and Airbnb operate mainly in business to consumer (B2C) areas. However, in Korea, companies like Samsung Electronics, Hyundai Motor, Naver, Kakao, and other major game companies do operate in B2C areas in Korea. They focus on short-term net profits. In particular, game companies focus on a small number of users and make profits from partial fee-based charging policies. This is a big difference between Korean and American companies. However, it will be difficult for domestic companies to continue to do business in this way. We're going to have to shift to a business strategy that increases market dominance, but that's going to require a huge amount of funding and investment, which won't be easy. It's only possible if the innovation of global technology is secured.

**Eznine Reporter** Can you give us examples of existing or newly developing technologies for which proper regulations have not yet been devised?

**Professor Song** No matter how good products and services are developed, existing legal regulations are a drag on them. This is especially true for VR and AI-related services. Also, Uber is illegal in Korea right now. Kakao has KakaoTaxi but this threatens the economic survival of existing taxi drivers. The Government is aware of this, but there is no solution as of yet. Also, with strong privacy laws in place, it's not easy to use big data. Of course, the National Assembly has revised the laws to improve it, but for various reasons the law is still sitting in the National Assembly. The revision of laws for new industries is not easy in reality either. Especially, when the fourth level autonomous car comes to market soon, we're going to have a platform like Uber that's going to have to be introduced in a few years. At this time, the key issue will be how the new platform operator will compensate existing taxi drivers for their rights, whatever the party the incumbent government is from.

**Eznine Reporter** What are the main tensions between digital content developers and government officials tasked with regulation?

**Professor Song** We don't go to jail for making wrong publications or moves in Korea. But if you make a wrong game, you can go to jail. This is because the Game Industry Act forces the classification of game items distributed in Korea. This law is powerful. The degree of oppression or violation is set by Korean law, so it is necessary for developers to understand it in advance. It is important to note that there are many expressions that are not possible in the United States or Japan. Although not necessarily a developer, the management or management team that operates the contents filters to a certain extent, but if the developer understands these limitations of expression in the domestic law, he or she will suffer several trials and errors.

**Eznine Reporter** What digital contents related regulatory principles do you consider as being most important?

**Professor Song** The most important thing for game is gambling, sensationalism and violence, and determining whether PC online, console, mobile, except for arcade platform, games are for general use, restricted to over-12s, or restricted to over-15s, depending on the degree of expression. Juvenile use and refusal are classified into five levels. The selectivity and violence are classified into four classes according to the degree of expression, except for expressions that are too cruel and have too much social impact. However, if there are concerns of currency exchange or modification, the gambling will be banned and the products will be subject to criminal punishment if they are distributed. In addition, they are subject to various regulations covering areas such as drugs, language, and so on. Violation mainly consists of sensationalism and violence, and it works on a similar basis to games. There is no pre-censorship, but there is some government-led control.

**Eznine Reporter** What are the main tensions mainly in business to consumer (B2C) areas? But they mostly reinvest their profits for consumers. Even though their sales are high, their net profit is not that high. The reason is that they focus on increasing market dominance. This is mainly influenced by the fourth level autonomous car coming to market soon, we're going to have a platform like Uber that's going to have to be introduced in a few years. At this time, the key issue will be how the new platform operator will compensate existing taxi drivers for their rights, whatever the party the incumbent government is from.

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**Eznine Reporter** What are the main tensions...
Youth unemployment in Korea is at all-time high level, especially unemployment among people with university degrees. With that in mind, how can recent graduates impress when trying to find a job?

It has become a common understanding that the working environment in Korea is changing and is doing so fast. These days, interviewers are looking for more than just high scores from top universities. Interviewers know that out of class experiences promote personal growth, increase life skills, and broaden international knowledge. Showing that one has these extended skills is critical in setting oneself apart from other interviewees.

University graduates who have had life experience will have little resilience when entering the workforce. In South Korea, job tenure (the time an employee holds their job) is one of the shortest in the OECD. This fact suggests that there is a mismatch between expectations of the workforce, and the reality of day-to-day work. With this in mind, graduates who have these aforementioned skills are better prepared to face the struggles of work life, but will also be courageous enough to sever ties and find a new job when the time is right.

How can graduates show that they have the courage?

Duncan Harrison, country head of London-based recruitment agency Robert Walters PLC., says that “the mindset of people entering the workforce is very different from past generations.” As a recent graduate, one must be able to prove that he or she has the required mindset, and support it with evidence. In an interview when asked about your English abilities, simply quoting a TOEIC is no longer enough. Other interviewees will be able to support their score by discussing their working holiday experience in Australia, or their summer internship spent in the UK. When asked about your experience with technology, students cannot simply say that they studied technology. Some graduates will have examples of the Youtube channel they have been running, or the smart phone app that they helped to develop.

To compete in the competitive employment market graduates must proudly exhibit their experiences and skills.

As a student, it is important to document your experiences now. Take note of the things that you do and the new skills that you learn. But above all, you must take the opportunity that exist. Simply doing something that is out of the ordinary will set you apart from many applicants; merely having a real life experience to talk about when answering a question will set you apart from other applicants. On the other hand, a lack of discussion points during an interview will lead you to quickly fade from the interviewer’s thoughts.

From July 2019, South Korean companies with more than 30 workers are no longer allowed to ask job applicants about their family members, place of origin, marital status, height or weight, as these are not relevant to the work that will be required. Therefore, pertinent questions about what applicants have done, and can do, will be required. Duncan Harrison also states a requirement to simply be involved in the interview process. Knowing what the company does and knowing about its history is the minimum; being able to talk about current events in partner countries that the company deals with will highlight the applicant’s international knowledge and initiative.

Applicants must not think that their small experiences are irrelevant. An applicant’s part-time work shows that they are punctual and willing to learn. Did you work in a restaurant and also in a call center? Then highlight the differences between the two and tell the interviewer that you can learn new skills. Have you made coffee and also sold clothing? Then you must highlight your skills working with people and also learning to use machinery. Vivek Patham, director, East Asia & the Pacific, International Finance Corporation, asked the most important question, “Do you have the skills for the jobs of tomorrow?”

As a recent graduate, the only way to answer this question is to be able to highlight the ways that you have learned new things in the past. The only way to show that you are ready for tomorrow is to be confident in your experiences and confident that they have shaped you well.
The word "art" is derived from the Greek word technē, which means "skilled capacity that can solve certain tasks or skills as a means of an act." Aristotle divided it into two in efficient aspects: one as "skill in need" and the other as "skill for entertainment." The former one means practical skills, and the other one points to art. So, today's "art" is a concept that includes handicrafts and effective skills. If you distinguish between the art genres, there are mainly the art of art, the art of landscape, literary, sculpture, and monumental art. Architecture, craftsmanship, and graphic arts are recognized as art in modern times and are useful in advertising and movies. In addition to the arts we commonly call music, there is the art of opera, objects, vocal music, ballet, and dance. This kind of art is so extensive that we feel unfamiliar with it, and despite its individual diversity, it is distinguished by several kinds from various perspectives according to the objective structure of the work. This classification of art is also referred to as "Zweite Kunst" or "Gesamtkunstwerk" when it is described uniformly in any systematic connection and is treated as an area of aesthetic problems. However, according to the fundamental difference between the viewpoints and the fundamental viewpoints of the theory, the attitude of appreciating art is also divided into several branches, and so far, a wide variety of explanations have been made. This trend is largely divided into the philosophical and metaphysical, and the scientific and experienced. Philosophical and metaphysical trends refer to cases in which the imagination acts intuitively with the basis of classification of art in the action of imagination. For example, when looking at Picasso's paintings, emotions add to his view of a particular painting as "objective" art, which we commonly call "imagination." Imagination often works in philosophical and metaphysical trends, and not only vision but also hearing as an "objective" art of hearing, but also a sense of appreciation and perspective as an art based on the combined imagination of both.

On the other hand, scientific and empirical trends are supported by the tendency to consider the artistic origins and archetypes of primitive peoples according to the acrual methodology of natural sciences, and to recognize one or several primitive arts herein and consider the different artistic phenomena of differentiation empirical and systematic classification. An example of a scientific and empirical perspective is "Guernica," one of Picasso's paintings, which contains historical meaning. The background of the painting's birth was the town's being brutally crushed by the German Nazis on April 26, 1937. It was not a military base, nor a major city, but a condor squad of the German Nazis in Guernica, a small town in the northern Spanish province of Basque, carried out indiscriminate bombings there. The bombings destroyed 80 percent of the village's homes and killed about 1,500 civilians. Picasso created "Guernica" by expressing passionately the fear of war, the anger and sorrow of the people amid the complex composition of tragedy and symbolism. The scientific and experienced view is that of the historical and social background of Guernica and the impact of the painting to this day. The difference between the two views is that philosophical and metaphysical trends are the attitude of appreciating art with imagination through the medium of five senses, and that scientific and empirical trends are the view that the value of art is in the appreciation or judgment of art and is oriented toward the aesthetic effects and the practical effects on society.

So, from these two points of view, which one can you say is wrong? As an answer to this, I recommend that we see art with a view of philosophy and metaphysical trends as well as scientific and empirical trends. To look at the excerpt, "The interpretation is not just about analyzing and understanding art, but about getting a new perspective on this world through the subject of interpretation." In this vein, first of all, if we obtain the knowledge of the subject of interpretation, it forms a constant relationship with the subject of interpretation, and such relationships are returned to the language of life and art, thereby encompassing social and aesthetic values. In other words, interpretation does not function as life, but acts of life can contribute to works of art that make new changes possible. Artwork is interpretable means that it is possible to settle in the cultural context of the period in which the work was produced, and also to think about its influence and social foundation in modern times. As mentioned above, art becomes a life view of an object created with the utmost care of human beings and a work expressed in protest of a sick society. I encourage many people to approach art in greater depth, looking at the background and reasons behind the creation of the work.
How did the world become interested in K-pop? BTS, currently the most popular, is part of the third generation of idol groups. What difference did BTS make from the first generation to define them as the third generation of idol groups? Singers have enjoyed a lot of popularity in the past, such as Lole and Noa, but the criteria for defining first-generation idols are not defined solely by popularity. So, what are the criteria for defining first-generation idols? That is related to the age of the idol members. First-generation idol groups were enjoyed by the Millennials generation, born after the 1980s. It would have been easier for them to relate to first-generation idols than the Generation X before them, because they had different values and attitudes to their activity. As such, fans developed into a larger and more significant component of the entertainment experience and fandom appeared. Fans began to feel a sense of homogeneity and emotional harmony with the entertainers as they were part of the same generation of Millennials, and regarded them as spokespeople of the same generation. The criteria for idol groups to be part of the first, second and third-generations is divided according to the initial year of their activity. The first-generation activity period was between the 1990s and early-2000s and was mainly active on TV and radio media. The groups that started their careers from 2004 were part of the second-generation idol groups. Most of the second-generation idols made their debut through trainee courses under the management of big entertainment companies such as SM Entertainment, JYP, and YG. It was also a time when K-pop began to actively enter the market due to its huge popularity, not only at home but also abroad. Also, unlike first-generation idols, it saw groups members expanding into acting and other entertainment roles. The third-generation idol groups have diverse, fragmented concepts, with many groups being planned from the start to match their overseas activities, and a multinational group of members appearing. Also, two-way communication has expanded through SNS rather than one-way communication, and many idol groups debuted through survival music programs. So, among many third-generation idols, what makes BTS so popular, not only in Korea but also abroad? While there are many reasons, let’s focus on a few that I think are most significant. First, the lyrics are positive and sincere, and seem to have moved fans and differently fostered the group from other singers. An example below is taken from the lyrics to 소울(A Mikrokosmos) by BTS, translated into English:

People’s lights
All are precious
This dark night (Don’t be lonely)
Like stars (We shine)
Don’t disappear
’Cause you’re a big existence
Let us shine

Perhaps the reason this night looks so beautiful
Is not because of these stars or lights, but us

You got me
I dream while looking at you
I get you
Inside those pitch black nights

A second reason why BTS is so popular is because their product is executed perfectly. Many people have even uploaded videos to analyze whether they are lip-syncing, because their dances, rap parts, and songs are done so well. Also, they started with a small company, not a large Korean company, and went to the top of the Billboard charts with endless praise and revenue. A video was posted on YouTube which shows their growth process, and that has touched fans both in Korea and abroad that didn’t know their process to become superstars. Also, according to fans, they are always generous, thanking them and often mentioning that the Army’s riffle effect and attitude have a positive effect on them. They always try to sustain fans as fans and never them as their idols? They also go to fans through Twitter and SNS. I think it is their effort that makes them extremely popular.

Many foreign singers are impressed by K-pop culture when they visit Korea. It is because Korean fandom is so great! The existence of Korean fandom was evident with the characteristics of participatory and community culture in the 20th century, even before the digital age came about, as fans created and distributed fan fiction. Over time, the rapid development of technology has transformed fandom into a prosumer, that enhances accessibility and interplay, transforms the behavior, size and character of media consumers and produces unlicensed information and content. They are no longer just consumers. Idol fandom in the past had a negative image due to the “stalking fan” problem that followed stars. These days, however, idol fandom is showing a range of interests, expanding the image and influence of stars. It has developed into a good influence, with fans and stars working together to contribute to society. For example, Kang Danielle fans from Wanna One started a donation parade in April to help people recover from issues associated with the forest fires in Gangwon Province. A different form is the "iba" fandom, derived from season 2 of Mnet’s survival program "Produce 101." A new K-pop group was a project created by fans, planning and advertising a combination of trainees who had failed to make their debut as Wanna One. Fans that were supporting them sent album proposals themselves, similar to a agency, or set up subway billboards to promote them to the public. Shin Yoon-hee, the author of the book, Fandom 3.0, said that “Third-generation fandom is exerting a lot of planning power. Now the act of an agency getting the help of a fandom, or the culture of participation in fandom, has become an essential requirement for the process of an idol debut. The agency goes beyond simply recruiting fans club to create fandom with the birth of idol groups”. He added that "fandom is the epitome of active consumers" which has "the greatest love for their products and creates an activist culture" where “we can first road changes in consumer perception.” In a global era, many idols are making profits not only from Korea but also overseas. According to experts, Southeast Asia is where K-pop’s response is best as part of overseas markets. It also remains popular in Japan and China, where the trend is also said to be a real strategic market considering the proximity. At present, K-pop is often categorized as dance music, but it is also hard to overlook the possibility that rock music, ballads, and gungjak, traditional Korean music, will be popular abroad in the future as the genre has emerged from a mix of various music genres. Experts also believe that for overseas expansion, alternatives are needed in marketing and public relations strategies other than simply using YouTube, Facebook, and social media, such as ways to use local professional distribution publishers, multilingual offerings, and Korean music information sites. Also, to make inroads into overseas markets, social media platform operators, including YouTube, need to map out strategies for marketing and promotion through advanced statistical data for business operators.

However, many countries still do not know much about Korea, even though we are in the global era. Although Korea is a small land, many talented people have been able to develop this era and no doubt further in the future. I think K-pop is the most attractive and easy way to get foreigners interested in Korea. When life is hard or alternatively when it is happy, people will always sing together. Therefore, K-pop is a good way to easily spread Korean culture to foreigners. So I think we should combine thoughts and values that match with the popularity of K-pop.
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