

E DONGSEO UNIVERSITY ZINE

COVER STORY
Renewable Energy





Being a Creative Adult

The fourth industrial revolution, led by the fusion of artificial intelligence, robots, life sciences and information and communication, has arrived. As a result, creativity is becoming an essential skill of future talent. Indeed, while alternative jobs are being eliminated due to advances in technology, creative professions are regarded to have positive prospects. Moreover, creativity is not just necessary for professional fields, but it is also an important factor that distinguishes people from all other animals. Without creativity, our daily lives would be mechanical and monotonous too. It is not only what determines our success, but is also what brings happiness to our lives. So how can we learn to be creative?

Creativity is the power to come up with new ideas. As most people know, creativity is greatly influenced by the learning methods during a young age. In particular, since most brain development happens during childhood, among parents there is an educational fever surrounding the subject of increasing children's creativity specifically. But does this emphasis on children imply that it is too late for us to become creative adults?

Physical growth stops at adulthood. Fortunately however, if you're dealing with mental growth, then changes are indeed possible. That's because the most important requirement in being creative is to break from your old, familiar mindsets and to take different paths. However, creative ideas don't flash into your head just because of your bracing yourself, sitting in front of the desk, and telling yourself that you will think differently from now on. That's why, from now on, we're going to talk about how we can be creative. Let's find out how to increase creativity, through an article in the British science magazine *New Scientist*.

The first step is to complain. People tend to think that creativity is to come up with something that they have never seen or heard of before. But creativity is a reinterpretation to what already exists. The context here is not just complaining to no purpose, but rather with the goal of solving any discomfort that we're experiencing. In that case, there will be the creativity of subtraction to effectively remove obstacles, creativity of addition to fill in the needs, and the creativity of the transition to try new ways. That's why people who feel uncomfortable can be so much more likely to be creative than others. Those who find inconvenience already have a lot of back-

ground issues that they could improve. So, instead of trying to make something out of nothing, looking around us for what needs fixing can help improve our creativity.

The next way is to use both hands. Most of us use only the dominant one that we are used to. But as you already know, if we use only one hand, our brains too will also be partly used. It is uncomfortable to use the hand that we don't use often. To get used to it, I would like to recommend playing the piano as the easiest way, rather than making delicate movements, such as writing, which take a lot of time and effort to do properly and are easy to get fed up with. On the contrary, even though playing the piano is a simple act of pressing the keys, but it is effective for training. Rather than trying complex movements from the beginning, start with the simple movements instead.

The third method is to use the color blue. Colors not only entertain our eyes but also have psychological effects. Blue is a color reminiscent of nature, such as the sky and the sea. It increases the alpha waves associated with meditation and inner tranquility in our brains. Therefore, setting the wall in your office to blue will be a great help, and if it is difficult to do so, at least try to change your computer desktop to a blue image.

The last way is to go on a trip. You don't have to travel far—it is sufficient simply that the new environment is completely different from your normal surroundings. Mirroring problems in our minds that may have no easy exits or ways to begin dealing with, this change in physical environment can aid in freeing our brains from their locked-up mindsets and stereotypes and show us new ways to approach and work around problems that previously seemed insurmountable.

These are just a handful of simple, easy methods of becoming more creative—there are many more out there. So please don't feel limited to them, and, instead, unleash your creativity by determining what works best for you!



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K-Move School Opens Doors for Overseas Employment

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The K-Move School, an employment program which offers overseas internships and working opportunities to DSU students, was selected to teach three courses in the first half of 2019 and two courses in the second half. As a result, DSU now operates the largest K-Move School among four-year universities nationwide, offering yet further opportunities for overseas employment and work experience.

Operated by the Ministry of Employment and Labor and the Human Resources Development Service of Korea, the K-Move School stresses finding employment opportunities for students in the most promising, growing sectors in advanced economies. Consequently, in the first half of the year the K-Move School offered courses in U.S. Industrial Graphic Design, U.S. IT Engineering, and Japanese IT Engineering, with places for 20, 20, and 15 students respectively. In the second half of the year, courses in U.S. Fashion Specialist Training and U.S. Trade Frontier Logistics have been offered, with places for 20 students each.

Through the K-Move School, DSU has trained a total of 439 students between 2011 and 2018 with the practical skills they require to succeed on the global stage. In recognition of such outstanding achievements in providing overseas internship and employment opportunities, the DSU K-Move School won the Minister of



Education’s Award in 2013, the Minister of Labor’s Award in 2015, and the Prime Minister’s Award in 2016.

Kwak Joon-shik, Director of the DSU Student Employment Support Center, said, “Our university provides students with motivation and personalized professional education in connection with the Student Employment Support Center, which runs career education, domestic and international employment and entrepreneurship education, and youth employment policy promotion programs.” He added, “In light of its successes, we anticipate sending even more students to even more countries in the future to help them gain overseas experience.”

DSU President Visits Vilnius at Invitation of Ministry of Foreign Affairs of Lithuania

At the invitation of the Ministry of Foreign Affairs of Lithuania and Mykolas Romeris University (MRU), a sister university of DSU, DSU President Jekuk Chang and DSU Dean for International Affairs Kenneth Han visited Vilnius, Lithuania, from October 24 to 25 to discuss international cooperation and to participate in the Pivot to Asia: Challenges and Opportunities international conference.

Hosted by the Ministry of Foreign Affairs of Lithuania, and opened by both the President of Lithuania and the Foreign Minister, DSU President Chang gave a presentation entitled “The World in Transition: Moving toward New Normal” at the conference. Many experts gathered at the conference to examine various ways of cooperation between Europe and Asia. President Chang also met with A. Monkevičius, the Lithuanian Minister of Education and Science, to discuss the possibilities for further exchange and cooperation between Lithuanian and Korean higher education institutions.

Next, President Chang visited MRU, to discuss further cooperation

areas with MRU Rector Inga Žalėnienė and other faculty. In addition, President Chang visited the King Sejong Institute of Vilnius, which is jointly run by both universities, and gave words of support to Lithuanian students who are learning Korean culture and the Korean language there.



President Chang remarked of his visit, “As we realize the increasing importance of Asia in the world economy and political stage, DSU occupies an invaluable position as a leader in actively pursuing higher education and cultural exchanges between Korea and Lithuania. We have made great strides since our first steps into the Baltic region in 2014, when our sister relationship with the prestigious MRU was established.”

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Tourism Students Receive Top Awards at the 2019 International Organization-MICE Career Fair

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Students from the DSU Department of Tourism received both the Grand Prize and Excellence Award at the 2019 International Organization-MICE Career Fair.

Held at the Songdo ConvensiA Building in Incheon on September 27, the fair was co-hosted by Incheon Metropolitan City, the Incheon Tourism Organization, and the Ministry of Foreign Affairs.

The winning Grand Prize team was comprised of junior students Kim Jin-il (the

team leader), Kwon Ha-jeong, Jeon Seul-gi, and Jo Eun-ji. Their winning entry was a proposal for ending various “dark tourism” problems that afflict the industry, such as the recent decrease in travellers between Korea and Japan triggered by Korea and Japan’s economic disputes. The winning DSU students’ solution, involving organizing trips centred around correcting travellers’ misconceptions and prejudices, was well received by judges.

In addition, junior student Jang Seo-yeon received the Excellence Prize for organizing a Busan trekking course that would appeal to European tourists’ tastes. Inspired by the growth of Busan’s MICE industry, as well as the high number of visits to Busan by tourists from European countries, Jang Seo-yeon’s winning proposal was a new course centred on Geumjeong Mountain, which is not a well-known area but has great potential as a

tourist destination in Busan. In particular, the proposed tour showcases the hidden beauty of Busan’s nature.

These winning entries at the 2019 International Organization-MICE Career Fair are the result of the “Travel Agency Management” Capstone Design class, which was opened in the first semester by Professor Lim Kyeong-hwan.

Hong Jeong-hwa, Dean of the DSU Department of Tourism, said “These excellent results are the fruits of the hard work of the Capstone Design class of the DSU Centum Industrial Complex Campus Project. Moreover, participating students will not simply finish their learning upon the completion of all class assignments, but will further participate in additional fairs and competitions to continue to enhance our university’s status and to continue to develop their personal design capabilities.”

Chengdu Chinese Cultural Experience Held

On September 25, the “PANDA City Chengdu, Going to the World” Chinese Cultural Experience, organized by the DSU Confucius Institute, was held in the U-IT Hall of DSU.

The city government of Chengdu, which is the capital of the southwestern province of Sichuan in China, is home to 14 million people, and is famous for its panda bears, established this event with the aim of promoting Chinese traditional culture and Sichuan regional culture to the world.

For the event, participants were divided into cultural experience activity groups consisting of three elementary schools, one middle school, and one hospital. The Chengdu International Intangible Cultural Heritage Park Tourist Center and the Chengdu City Performing Arts Center were involved in the event.

This year, non-material cultural heritages of

China and Chengdu were highlighted, including Chinese traditional martial arts, paintings, calligraphy, handicrafts, medicine, food and travel.

Kim Yeong-gi, Director of the DSU Confucius Institute, said, “This significant event was held at DSU both because a Confucius Institute was established at our university, and because of the many very close cooperative relationships established between DSU and higher education institutions in China. This event may be of enormous benefit in helping participants better understand and appreciate Chinese culture.”

The Chengdu city government and its citizens have been enthusiastic and active promoters of local culture through these “PANDA City Chengdu, Going to the World” cultural exchange events, which have now been held in museums, art galleries, and

Confucius Institutes in twenty countries worldwide, including Italy, Hungary, Germany, Greece, and Mexico.

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Digital Contents Students Receive Special Prize Awards at the International Integrated Conference & Concert on Convergence

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Three students from the Department of Digital Contents at DSU were selected for Special Prize Awards at the “2019 Invitational Exhibition Icon art & digital” exhibition for their entries of design posters.

The exhibition, held July 23 to 28 at Lotte Hotel in Vladivostok, Russia, was part of the wider 2019 International Integrated Conference & Concert on Convergence (IICCC) international conference. Co-hosted by the International Promotion Agency of Culture Technology; the Institute of Internet, Broadcasting and Communication; the Society of Convergence Knowledge; and the Korean Society of Safety, the IICCC, which marks its fifth anniversary this year, is becoming firmly established as a leading international conference for promoting the study of convergence and communication among the fields of humanities, society, nature, science, engineering, and medicine.

For this year’s conference, the DSU students, organized into the “Oscar Team,” produced their winning works under the guidance of Department of Digital Contents Professor Choi Dong-hyeok, and under the auspices of the DSU Regional-Women Empowerment in SET (R-WeSET) project.

Upon the receipt of the Special Prize Awards, presented in a ceremony held at the Lotte Hotel in Vladivostok during the IICCCC conference, Professor Choi Dong-hyeok noted, “The students’ winning of awards for their design poster entries is a reflection of the vigorous research on which they were based and the participating students’ creativeness. We have further plans to integrate the entries into animations so that they can be recognized for their technical excellence and artistic value at a coming international animation film festival.”

Special Prize Award: *Adventure and hope* by Gang Yeong-seo

“My entry, *Adventure and hope*, is a work that contains the characters of the short film *Fair Line*, which I am producing with my Oscar animation team. I felt it was a very valuable and rare experience to exhibit and win



at the exhibition, and I was also glad to learn more about the possibilities for overseas participation. I thought it would be difficult to submit an entry to and participate in the IICCC conference, so I am very grateful for the assistance of the DSU R-WeSET project. I believe that the experiences I have gained will give me great confidence in the further pursuit of my major, and will be a great help in my future career too.

Special Prize Award: *The Light In The Shadow* by Kim Woo-jin

“I am honored to receive the Special Prize Award at the IICCCC conference, which was a real reflection of everything I have learned through the classes of enthusiastic professors and many various opportunities to participate in research at DSU, and of my desire to express my consequent great interest and sense of accomplishment in my major. We all put a great deal of time and effort into our posters from their beginnings to their ends too, incorporating continuity, 3D program character and background modeling, rigging and acting, and character design in Photoshop. Yet despite all that hard work, I look forward to working on even bigger design challenges in the future.”

Special Prize Award: *Breaking the egg* by Jeong Hee-jin

“A big thank you to DSU for having such a good program through the DSU R-WeSET project, and I was very fortunate to win an award at the IICCCC conference. I major in creating animations and games, and really enjoy create such works. I will further endeavour in the future to gain a chance to be on such a winning design team again.



Sixth Asia University Film Festival Successfully Completed



The 6th Asia University Film Festival ended on October 4. This year’s festival, co-hosted by DSU and the Busan International Film Festival, featured 43 outstanding works from 23 universities in seven Asian countries, including Korea, China, Japan, Vietnam, Thailand, Indonesia, and Kazakhstan.

The Asia University Film Festival was created by film-specializing universities to discover and nurture Asian film talents through cultural exchanges. An additional distinguishing feature of this festival is that it is operated by many universities in Korea, China, and Japan. Moreover, the DSU LINC+ project group organized the 2019 Asia University Film Festival in order to play a part in the further development of the “UNESCO

2019 Barrier-Free Media Festival “Bap in BIFF” Held

The Centum City Barrier-Free Zone Steering Committee, comprised of DSU and the Busan Center for Media, held the 2019 Barrier-Free Media Festival “Bap in BIFF” in the Centum City area of Busan from October 3 to 12.

The name “Bap” derives from a combination of “barrier-free” and “best friend,” and is a deliberately inclusive word formulated with the aim of promoting a festival that can be enjoyed by everyone.

The event was part of Busan’s local community win-win cooperation project, and was also an official event of the 2019 Busan International Film Festival. In addition to movies, musicals, band performances, and independent film showcases, many barrier-free events and programs were held, including lectures on related fields, new technology exhibitions for the disabled, the establishment of specially-darkened movie theatres, and radio broadcasting for the deaf.

Dongseo University was selected as a community win-win and cooperation support type I (consortium type) project in 2019, and operates the Centum City Barrier-Free Zone and various other barrier-free related programs in order to spearhead cultural and arts programs and access for the disabled.

Also, Media Bus & Radio BIFF FM, held at BIFF Square in Nampo-dong for three days from October 4 to 6, provided listeners with differentiated

Creative City Busan” local theme as a cultural contents project.

In the undergraduate student section, the work *Shiwo!*, directed by Maria Haburi, and in the graduate student section, the work *Death of the Thief*, directed by Cheon Ming-wang, won the Gold Awards, the highest awards in each category.

Seong Ji-hye, Jury Chairperson, said of this year’s festival, “The standards of students’ works were exceptionally high, to the extent that I forgot that I was actually judging a student festival. I look forward to seeing students’ entries at the Busan International Film Festival sometime in the future.”

Winning entries in the undergraduate section also included, *Driver to the End of the World* by Jo Hyeon-min and *Brothers* by Allerman Syavanova, which took the two Silver Awards; as well as *Megumi* by Madoka Michioka, *When the Rain Stops* by Yui Yamaguchi, and *Someone with Potential* by Kim Seon-gyeong, which took the three Bronze Awards.

Meanwhile, in the graduate student category, the single Silver Award was awarded for *The Meaning of Life* by Ji Seu-wen, Jeong Jue-wen, Jang Shao-toong, and Cheong Ji-ya, and the single Bronze Award was given to *Memories of Gweehwa Street* by Dwan Jeu-lee.

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contents such as musicals produced by DSU, with Professor Oh Sae-joon and students introducing original film musicals. Sometimes involving acting on the spot, a very new and remarkable experience

was provided for listeners and all involved. Next, on October 9, a barrier-free independent film was screened at the Busan Audience Media Centre, and on October 11 a barrier-free version of the musical *Hair Spray* was performed at the Sohyang Art Hall. Finally, barrier-free products produced by DSU professors and students in IT and design majors through the “Idatio” class were exhibited at BIFF Village during the festival.

The DSU LINC+ project team has continuously striven to plan and operate barrier-free related programs that allow both disabled and non-disabled people to enjoy cultural contents, and will continue to operate the Disabled Media Festival at the Centum City Barrier-Free Zone to ensure that everyone can enjoy cultural events together without discrimination.



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2019 International Youth Leader Exchange Support Project Completed

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Dongseo University was selected for the 2019 International Youth Leader Exchange Support Project. The program is sponsored by the Ministry of Gender Equality and Family and the Korea Youth Work Agency; it is designed to enhance global competence by supporting exchanges between international university students, as well as to improve understanding of Korean culture, history, and industry among foreign students. Fifteen universities, including Dongseo University, Konkuk University Glocal Campus, Chungnam National University, and Hangeul University of Foreign Studies were selected for this year's program.

Dongseo University ran its 2019 International Youth Leader Exchange Support Project from September 19 to October 10 under the theme of "Asian Hub Busan, Dreams of Global Youth." A total of 102 DSU students took part in the program, of whom 42 were Korean students and 60 were international students. They created projects such as "Experiencing the Ecosystem of the High-Tech Industrial Complex and Busan Smart Technology Start-Up in the Era of the 4th Industrial Revolution", "Design and Creative Thinking Learning", "Win-win and Development Through Community Linkage", and "Talking about Busan Movie".

Project presentations were given on October 10, and "Sasang Restoration" was awarded the Grand Prize of one million won, while "Trident, Tradition & Identity" and "Urban Renaissance – World Around the Corner" were each awarded Excellence Awards of 500,000 won. The presentations were judged by Dean for International Affairs Kenneth Hahn; Vice Dean for International Affairs Kim Jung-sun; and Design Professor Kim Dong-hyeon. Dean Hahn said, "In the era of the fourth industrial revolution, people with collaboration and communication skills are greatly needed. I am very proud of the students who have participated in various programs and field trips over the past three weeks, engaging in such assessment activities as team-by-team project performances, accommodation history, and cultural experiences. They obtained good project results through collaboration and communication."



Song of Gaya Musical to be Performed at the Cultural Foundation of the National Museum of Korea



On October 29, DSU and the Cultural Foundation of the National Museum of Korea signed an agreement to promote the arts and expand cultural enjoyment.

Through this agreement, a new version of the creative musical "The Song of Gaya," originally composed by Oh Sae-joon, will be performed for two days from December 7 to 8 at the the Cultural Foundation of the National the Museum of Korea in Seoul. Based on Gaya culture, "The Song of Gaya" explores and celebrates the harmony and symbolism of that historical period.

The musical was prepared through DSU's large-scale, customized industry-university cooperation LINC+ project. Each year, this project identifies about ten projects that contribute to the local community and culture, and provides budget support. In this case, "The Song of Gaya" was created by faculty and students in the DSU Musical Department through the Capstone Design support program. In particular, this December performance will be a new version prepared by faculty and students from various departments at DSU, including from the Departments of Digital Contents and Fashion Design. In this vein, the whole performance will be a modern fusion work that combines arts and technologies. Of special note are the newly reinterpreted costumes by Professor Yang Seong-won of the Fashion Design Department, the active role of Professor Cha Soon-ryae of the Musical Department, and the realization of a "smart performance" on stage made possible by VR/AR technology integrated into the performance through the help of Department of Digital Contents Professor Park Yeong-joon.

Dongseo University President Jekuk Chang said, "'The Song of Gaya' is very meaningful because it will restore forgotten history, introduce creative musicals to Seoul and contribute to the local culture of Busan." He added, "We will also use this great opportunity to establish a company supporting cultural contents in Korea and abroad."

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Dongseo University Selected as Software-Centred University

On September 27, DSU was selected as a software-centred university by the Ministry of Science and ICT. The software-centred university project behind the selection is aimed at establishing a software core talent training system by strengthening professional education with field-centred problem-solving ability. To this end, DSU is scheduled to receive 10.3 billion won in government funding over the next six years for the development of a project entitled "Cultural Contents AI-Software Convergence Talent Development for Society and Industry."

Dongseo University is innovating its educational system to lead in the fields of AI and software by establishing its College of Software Convergence (integrating the Divisions of Computer Engineering and Digital Contents); establishing an AI Deep Track (AI Engineering and Big Data); expanding the entrance quota of the software-centred division by 16 percent (from 225 students to 260 students); and establishing software special admissions (24 students). The university aims to graduate more than 123 AI experts annually through the AI 123+ Course (one AI company on the job training, two AI projects, and the AI 3+ core subjects). Starting next year, DSU freshmen will also be able to register in AI double majors

in six specialized software-related majors, such as AI contents, AI design engineering, and AI health care.

Software Convergence College Professor Moon Mi-Kyeong said, "With this project, DSU will become a leading university in cutting-edge technology by fostering cultural contents AI and software convergence talents to reflect the characteristics of the cultural contents industry in Busan in the fourth industrial era."

The government funding for this project will be used to cover the costs of building an AI and software education infrastructure, adding convergence student scholarships, software special admission scholarships, overseas education and internship activities, education for local residents (including elementary and junior high school students), and joint software industry-university research and development projects with promising local companies.

DSU President Jekuk Chang said, "Our university was selected for all of the core projects sponsored by the government, including the software-centered university project, the ACE project, and LINC+ projects. We will become a university that stands at the forefront of cultivating talented people who will lead the fourth industrial era."



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Dongseo Students Shine at Busan and Ulsan Outdoor Advertising Competitions

Recently, students from the Department of Design at DSU have swept the awards at outdoor advertising contests held in Busan and Ulsan, including receiving Grand Prizes and Gold Prizes. All the award-winning works were completed through the Conceptual Planning class taught by Professor Lee Jin-ho, part of a graphic design study track supported by the DSU LINC+ Project.

Both competitions were the fruits of various efforts to raise the exposure of outdoor advertising culture through the development of creative and beautiful signboard designs.

The 2019 Busan Sign Expo

The 2019 Busan Sign Expo received a total of 4125 entries in the three categories of creative model advertisements, creative design advertisements, and "pretty neighbourhood signs." Students from the DSU Department swept the Grand Prize, Silver, Bronze, Encouragement, and Special Prizes. The winning students were Lee Hae-won (Grand Prize); Choi Soo-in, (Silver Prize); Jo Yae-eun (Bronze Prize); Choi Yeon-woo, Park Seo-ah, and Lee Eun-bi (Encouragement Prize); and Kim Jin-ha and Song Ah-hyeon

(Special Prize). The awards ceremony was held on September 24 at Busan City Hall, and award-winning works were exhibited in the Busan City Hall Display Lobby until September 27.

Lee Hae-won's winning work, which received the grand prize in the creative design advertisement category, was entitled "Yolo Studio." Meanwhile, Choi Soo-in's winning work, "Rice Nice," was inspired by the fact that rice consumption is gradually decreasing with the change in the consumption of meals. Finally, Jo Yae-eun won the Bronze Award for her "A Natural Meal" salad store concept.

The 2019 Ulsan Metropolitan Outdoor Advertising Contest

At the 2019 Ulsan Metropolitan Outdoor Advertising Contest, the winners from DSU included: Kim Chae-won, (Gold Prize); Lee Seung-hee, Song A-hyeon, Han Ju-yeon, and Choi Yeon-woo (Bronze Prize); Woo Ji-hee, Kim Yae-jin, Choi Hae-ree, Jeon Ha-gyeong, Park Seo-ah, and Lee Eun-bi (Encouragement Prize); and An Hyeon-jin and Park Seong-won (Entry Prize). The awards ceremony was held on September 24 at Ulsan City Hall, with

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winning works displayed in the lobby of the Ulsan City Hall Main Building from September 24 to 26. They will again be exhibited at the 2019 Korea Outdoor Advertising Awards held in November.

The competition, open to the general public as well as students, was divided into three categories: creative advertising (model), pre-installed advertising, and creative advertising (design). Kim Chae-won's Grand Prize work entitled "'Communication between Joseon and Modernity, Joseon Makgeolli", for which he also received a cash prize of two million won from the Ulsan City Metropolitan Government, was in the field of creative advertisements (design).



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Agreement to Help Establish a Multicultural Society



In order to provide various cultural contents for the betterment of multicultural society in DSU's local Sasang area and to promote multicultural acceptance and mutual respect, on September 30 the DSU LINC+ project group signed a Living Lab Agreement for Multi-Valued Idea Zones.

Other participating organizations working with the DSU LINC+ project group towards these goals include: the Sasang District Office, the Sasang District Multicultural Family Support Center, the Busan Migrant Cultural Center, the Busan Support Center for Foreign Workers, IvyWorld, and the Sorem Cooperative.

The first pilot work of the agreement is to select a target site for mural design in the Sasang area on October 12 and to carry out the Uri Duri (Us Two) project. This initiative, involving the painting of murals related to the local neighbourhoods by DSU faculty and students, promotes the notion of the

harmony of Korean and multicultural families to reduce prejudice and enhance communication. Later, an interactive mural opening event will be held in mid-October.

Following these steps, the DSU LINC+ project group plans to carry out civic participation projects in the area, determining their aims and scope through regular public meetings focused on identifying and resolving citizens' concerns about their neighborhoods. Through and the implementation of projects such as these, the DSU LINC+ project group aims to actualize DSU's core educational philosophy of "university serving the community."

Student Integration Support Service Solution Desk Opened



On October 16, the DSU Student Life Consultation Center held the opening ceremony of the Student Integration Support Service Solution Desk in room 6101 of the Center.

The Solution Desk has been established to provide solutions to students' problems, especially those they find difficult to solve by themselves. These can include: learning and study problems that make it difficult for students to continue their education; problems in making career decisions; problems with school and social life; problems caused by financial hardship, and so on.

When students face such problems, they are encouraged to visit the Student Integration Support Service Solution Desk for a consultation with trained professionals and for the opportunity to receive customized solutions for their individual difficulties. The process is achieved within 48 hours of a student's visit, and, if necessary, may also involve the collaboration and assistance of relevant departments and divisions, as well as that of related DSU student support organizations such as the Student Counseling Center, the Student Employment Support Center, and the Teaching and Learning Development Center. Moreover, rather than aiming for quick resolutions to students' problems, the Student Integration Support Service Solution Desk aims to provide follow-ups and additional mentoring.

In the opening ceremony, DSU President Jekuk Chang said, "With the establishment of this Student Integration Support Service Solution Desk, DSU is continuing to make great efforts in ensuring we are a student-centred university."



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Dongseo Group Recognized for Excellence in Busan Brain 21+ Business Project

The "Busan Brain 21+ Business Project" performance sharing meeting was held at The Party, Busan City Hall, on September 27. Showcasing the achievements of all of the university groups participating in the project, the meeting was followed by an awards ceremony.

On that day, the DSU "Advanced Health Adaptation Program for Advanced Health Care" project group was selected to receive the Excellence Award for its work in the 2018 to 2019 period. Radiology Professor Cheong Yeong-jin, Head of the DSU project group, said, "Having received this recognition of its excellence, we will be even more effective in the 2019 to 2020 period as we will have our project costs covered and receive additional incentives."

Established in 2002, the Busan Brain 21+ Business Project is run by the Busan Institute for Talent and Lifelong Education with the aim of fostering local talent. Selected projects receive six stages of support worth approximately 300 million won; in particular, more than seventy percent of a project's costs can be directed towards student scholarships, which greatly benefits and motivates participating students.

In this latest phase of the Busan Brain 21+ Business Project, which will be conducted from 2018 to 2023, a total of 21 tasks will be pursued. For the DSU Advanced Health Adaptation Program for Advanced Health Care project specifically, its tasks will involve the Department of Radiology and the Department of Occupational Therapy jointly researching technologies and devices for diagnosing and evaluating brain functions in the elderly population; the utilization of this research for the development of rehabilitation services; and finally for promotion of public awareness about these services.



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RENEWABLE ENERGY

There are energy resources around us that we sometimes overlook: for example, wind, sun, water and heat. Nevertheless, we tend to use mostly coal and oil from the ground instead. Many inventors first used coal to power machines, and later oil became a main source of mechanical energy. These power sources also experienced a revolution when they became convertible into electricity. In an age when oil was used to light up the world, Edison patented a system for electricity distribution that would eventually lead to a brighter world. That revolution, however, also partly led to our current dependence on fossil fuels. As these pollute our environment, we need to focus attention on alternatives.

Renewable Energy
Renewable energy, commonly called “clean” energy, comes from a continuously replenished natural resource. For example, sunlight or wind shine and blow despite interruptions based on time and weather. Renewable energy is often thought of as a new technology, but natural power and has long been used for heating, transportation, and lighting. The wind has historically been used to move ships that sailed the seas and for grinding grain. The sun provided warmth during the day and helped postpone building a fire until evening. Over the past 500 years, however, humans have increasingly turned to cheaper, dirtier sources of energy. With prices dropping, wind power and solar energy are increasingly being used by the present generation. The expansion of renewable energy is occurring on both large and small scales, from the rooftop solar panels of homes to huge offshore wind farms. One of the key goals today is to modernize electrical grids to make them smarter, safer and better integrated across regions.

Solar Energy
Humans have been using solar energy for thousands of years to grow crops and dry foods. According to the U.S. National Institute of Renewable Energy, “the energy coming from the sun that falls to the Earth within an hour is more than everyone in the world uses in a year.” Today, we use the sun’s rays in many ways in homes and businesses, such as for warming water and powering small devices. Photovoltaic cells are made of silicon or other substances and convert sunlight directly into electricity. Solar farms can generate electricity for thousands of homes, yet solar power supplies just over one percent of U.S. electricity. Nonetheless, nearly a third of all new power generation capacity in the U.S. came from solar power in 2017, second after natural gas. Solar energy systems emit no air pollutants or greenhouse gases and have little environmental impact. On a smaller scale, a passive solar



house design can power an entire house. Passive solar houses are designed to welcome solar energy through windows facing south in the sun and kept warm through concrete, bricks, tiles and other materials that store heat. Some solar homes produce surplus electricity, so homeowners can sell excess power back to the grid. Batteries are also an economically attractive way to store excessive solar energy and make it available at night.

Wind Energy
We have come a long way from the old windmill. Today, wind turbines that are almost as high as skyscrapers and nearly the same diameter can be found all over the world. Wind energy rotates the turbine’s wings to generate electricity. It is the cheapest energy source. Locations they can be found in abundance in the U.S. include California, Texas, Oklahoma, and Kansas, but turbines can be installed in any places with high wind speeds (e.g., hilltops and plains), or even on the high seas.

Hydroelectric Power
Hydroelectric power is the largest renewable energy source in the U.S., but wind energy is expected to take the lead soon. Hydroelectric

generators rely mainly on water, such as fast-moving water from large rivers or fast-falling water from high points, which turns turbine blades to generate electricity. However, large hydropower plants or mega dams can cause environmental harm because they bypass and reduce natural flows, limiting access to river-dependent animals and humans. Small, carefully managed hydroelectric power plants (installation capacity less than 40 megawatts) bypass only a portion of the flow, so environmental damage is not as serious.

Biomass Energy
Biomass is organic material from plants and animals that includes crops, waste wood, and trees. When biomass is burned, chemical energy converted into heat can generate electricity through steam turbines. Biomass is often wrongly described as a clean and renewable fuel, and is described as an eco-friendlier alternative to coal and other fossil fuels. However, recent research shows that many forms of biomass (especially in forests) produce higher carbon emissions than fossil fuels. There are also negative consequences for biodiversity. Nevertheless, some forms of biomass can act as a low-carbon option under appropriate circumstances. For example, sawdust, which otherwise can break down and release carbon quickly, can be a low-carbon energy source.

Geothermal Energy
If you have ever relaxed in a hot spring, you have used geothermal energy. The earth’s core is as hot as the sun’s surface because the radioactive particles in the rock at the center of the earth slowly decompose. Excavating a deep well can release a hydrothermal resource that brings very hot groundwater to the surface, which is pumped through turbines to generate electricity. Geothermal power plants generally have low emissions when the steam and water they use is pumped back into the reservoir. There are ways to build geothermal plants where there are no underground reservoirs, but there are also concerns that seismic risks could rise in areas already considered geologically hot, such as Iceland.

Sea Energy
The energy of algae and waves is still in the developmental stage, but the sea will always be dominated by the gravity of the moon and taking advantage of its power is an attractive choice. Some auxiliary energy



approaches work a lot with dams and can harm wildlife located in the ocean bay or lagoon. Like tidal forces, the force of waves will be able to generate energy by relying on structures such as dams or subsea devices just below the surface.

Our Mission

We need to bond the abovementioned renewables closer to life in various ways. For example, wind energy can be adapted to exercise equipment with small propellers to protect health and create energy. Home appliances are also a consideration: refrigerators use electricity to cool food, but the energy that they release could in turn be used to heat food. More renewable energy will be used more economically if we find things that utilize renewable energy in a variety of ways.

In fact, the reason why renewable energy is now getting more attention is because fossil fuels are limited resources. Oil and coal may be depleted in future, and it will take millions of years for them to regenerate, so the development of new energy to make sustainable progress has begun. In addition, the increase in carbon dioxide emissions from the use of coal and oil has resulted in the greenhouse effect and is cited as the main cause of global warming. This causes a vicious cycle: climate changes cause more energy to be needed for heating and cooling resulting in the increased use of fossil fuels.

The Climate Regime

The first formal discussion regarding Earth's climate was held in Rio

De Janeiro, Brazil, in 1992. It resulted in the United Nations Convention on Climate Change, an agreement under which countries of the world declared their efforts to reduce greenhouse gas emissions, carbon dioxide, and to curb the use of fossil fuels to prepare for the accelerating global warming. The convention encouraged countries around the world to voluntarily try to curb their carbon dioxide emissions. However, voluntary efforts did not have much effect due to other environmental factors in each country. This limitation led to an agreement in Kyoto in 1997 to forcibly limit carbon dioxide emissions. By setting mandatory greenhouse gas emission limits for each country, it was intended that the Kyoto mechanism would take into consideration the relative cost effects for the countries that were obliged to do so. After that, a new climate initiative at the Conference of the Parties in Paris was declared in December 2015, and it was agreed to reduce carbon dioxide emissions by 30 percent from the 2015 level by 2020.

Global Energy Production

So, what is the status of renewable energy generation facilities and power generation in major countries around the world? As of the end of 2017, the world's renewable energy generation facilities increased 8.4 percent annually to 2,179 GW, showing the importance of hydropower (52.9 percent), wind (23.6 percent), solar energy (17.9 percent), and bio (5.0 percent). Water power reached 81.7 percent of the total in 2008, but was reduced by rapid growth of other renewable energy support facilities. For solar energy, the size of the power plant increased at an annual average rate of 43.5 percent from 2008 to 2017, the fastest growth rate among renewable energy support facilities in the same period.

As of 2017, six major countries including China and the United States accounted for 56.8 percent of the world's total renewable energy power generation facilities, with 78 percent of solar power facilities in particular. China's total power generation facilities were

618.8 GW, 28.4 percent of the world's renewable energy facilities. The second largest was the United States, which accounted for 10.6 percent of the market share at 229.9 GW. The world's major economies have been on a steady rise every year, with low France up 5.9 percent and the highest UK up 21.5 percent every year.

The world's renewable energy power generation was 5,886 TW in 2016, an annual average increase of 5.9 percent over 3,725TWh in 2008, followed by hydro (68.8 percent), wind (16.3 percent), bio (7.9 percent) and solar (5.6 percent). Surprisingly, the proportion of water power is still the highest renewable energy, but in the past, it accounted for 85.3 percent of the total energy generation in 2008. The biggest increase was solar energy, which is now 328.7 TW, an annual average increase of 50.0 percent. The second fastest growing source of energy is wind energy, which currently has a generating capacity of 957.9TW and averages 36.9 percent a year. China, the world's largest producer of renewable energy, produced 1,523 TW, or 25.9 percent of the world's renewable energy generation. Most of the total power generation is hydropower, followed by wind energy and solar energy. Renewable energy generation in the world's major economies has increased to 3.5 percent in France to 18.2 percent in the UK since 2008, but it has increased at a lower level than the average annual increase in renewable energy generation facilities over the same period.

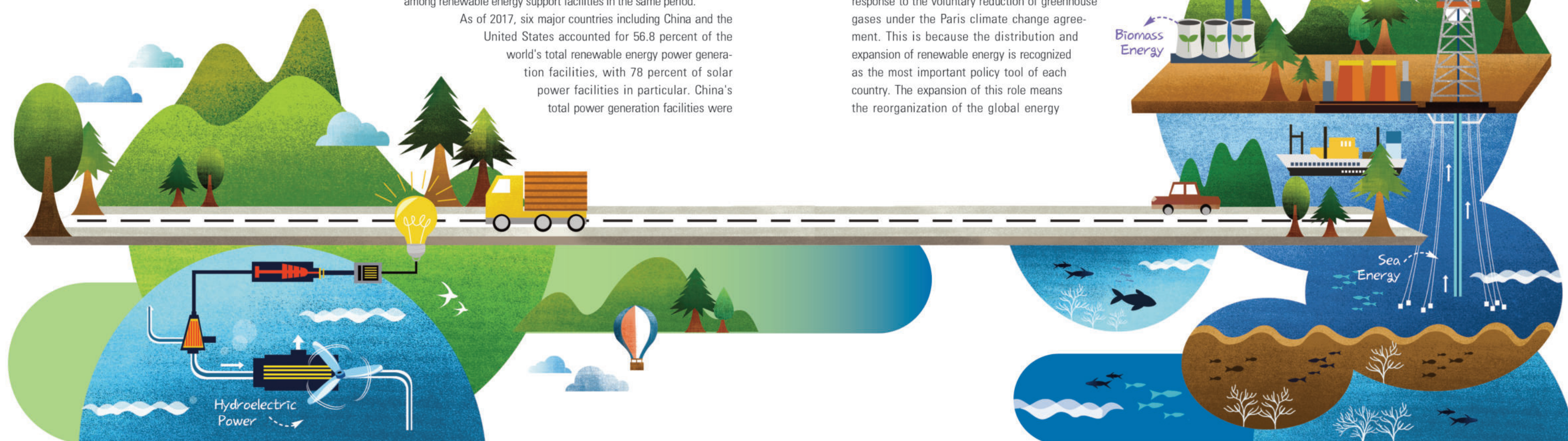
The scale of the renewable energy supply is due to the various initiatives undertaken by the world's major economies. Typically, countries like Germany, France, the United Kingdom, China, and India are pursuing this, a state-level response to the voluntary reduction of greenhouse gases under the Paris climate change agreement. This is because the distribution and expansion of renewable energy is recognized as the most important policy tool of each country. The expansion of this role means the reorganization of the global energy

supply structure into a clean energy center. It is the most efficient way to increase energy efficiency, and also to induce economic growth while decreasing the demand for fossil fuel energy.

Looking to the Future

The current global temperature increase of two degrees is the last Maginot line to avoid global disaster due to global warming. Overall, it is estimated that the average temperature has increased by one degree since before industrialization. The rate of temperature increase is accelerating as time goes by, and the number of regions that have risen by two degrees has increased by about 40 percent in the past five years.

Consequently, we can no longer ignore global warming. Human beings have made remarkable progress through the indiscriminate use of fossil fuels, but fossil fuels have become a double-edged sword that has contributed to the greatest damage to our planet. We need to be more interested in developing renewable energy to solve this problem, and we need to gradually increase the share of renewable energy use around the world and move toward protecting the environment.



REFLECTING ON MY STUDY PROGRAM IN INDONESIA



I never imagined that I'd have an opportunity to go to Indonesia to study, because I always thought if I were to travel or study abroad I would go to America or Europe. I also have always felt fear about trying something new, yet this year I decided I would go to Surabaya, Indonesia with 16 other students from DSU. I think that through this experience I discovered some hidden confidence that not even I knew about.

Before I entered university, I decided to accept challenges, gain experience and find truth. Most people said to me that I have to experience lots of things so that I could realize that where I live is just a small part of the world. I always kept those words in my mind, so I decided to go abroad at least once during summer and winter vacations ever since I was a freshman. This was the reason I participated the Asia Summer Program. After I got in, I heard there were only two students who were freshmen and the others were all seniors. At that time I felt apprehensive, but I decided to stick with it.

When I arrived at the airport to leave, it didn't feel real because I hadn't had many experiences abroad. But I realized I was a person who adjusted better than I thought. It took almost half a day to get to Indonesia since I had to transfer at Changi Airport in Singapore. After arriving, I studied for three weeks at Petra Christian University in Indonesia. The accommodation, named Square Hotel, was located right in front of the university and the university facilities were better than I had expected. On the first day, we did some



events like wearing traditional clothes, making introductions, and learning about the schedule. On the second day, I had to attend classes. My two classes were Listening and Reading for beginners and Gender and Communication. The best thing was that all of the classes were taught in English. One of the reasons that I wanted to participate was to enhance my English skills, so it was a very exciting experience for me.

I didn't really have any prior interest in reading, but in my three-week class we read almost thirty books. Also, I wasn't sure if I would be able to study in English, but I could understand and even use writing skills much better than before, so my professors felt so proud of me and so did I. When the second class started, the professor addressed the topic of gender equality. In this class we had to debate, present and express our thoughts. It was a little bit hard for me, because this was not the style of class that I was used to in Korea, but after the three weeks I finally thought that it wasn't such a hard thing.

Most of the students who participated in this program were from Malaysia, Japan, Philippines, Indonesia, Thailand, and Taiwan, but they were truly good at speaking English. Even though their countries were not English-speaking countries, they used English like their own language. I looked at them admiringly when they expressed their opinions confidently. It was also interesting to learn that my Indonesian friends knew K-Pop, some of which I didn't even know.

As I adapted to my life in Indonesia, I

became really close to some Indonesian friends, and after class I always met them in the city or in the hotel pool where we were staying. One day my friends invited me to their house and made Korean *budaejjigae*. At that time, Indonesian food didn't suit me well, so it was an unforgettable memory. My friends also took me on a two-hour trip to Batu Automobile Museum in Malang, Indonesia. When I went out in the city, there were a lot of shopping plazas. I thought that they were really well made, as good as department stores in our country. One day, a friend from Indonesia asked me how I felt about Indonesia. I told her I thought it was a nice place, and I inquired about why she had asked. She explained that many people didn't live well in her country, and at that moment I began to understand that as in Korea, some outlying areas may be much less developed than the city centers.

Of course, I encountered some inconveniences due to unfamiliarity with a new place, but in my memories, there were only good feelings: I was comfortable and happy and learned a lot. Also, after it was over, I realized it had not been an overwhelming challenge but rather one that had made me more curious than ever about where to go next. I am so glad that I found a program at DSU that helped me achieve many goals and set new ones. I am happy to have made friends from other countries and to have become a more open-minded person, too.



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WHY PEOPLE MAKE [MALICIOUS COMMENTS]

We are living in an age where technology reigns supreme. We can find information in a flash. We can travel around the globe without ever leaving the comfort of our home. We can talk and even see people on the other side of the planet. In the past one would have had to find a phone for such an undertaking, and most villages had only one or two of them. The process of interacting with people was usually done in person. Technology has removed the requirements of face to face interaction. Technology has also permitted us to not only contact people we know, but also people we have never, or will ever meet. It has broadened our scope of contacts. We can easily reach anyone, and everyone. All of these things sound wonderful, but technology has come with a heavy price tag. It has given us the shield of anonymity.

While many people use the internet in positive ways, expressing thoughts and emotions on a dizzying array of topics in countless forums and chatrooms, there are those that are far less than kind. The anonymity of the internet also brings out the worst in some people. Hidden behind screens they abuse technology and express hurtful sentiments. They say things that they would never say in a face to face interaction. They do not consider the effects that a few keystrokes might have, they are irresponsible and cruel. They feel no guilt or remorse, and they give little thought to the people they are affecting. It has become a big problem in society.

Malicious comments appear on most posts that allow comments. Whether intended or not, these comments can be viewed as a type of cybercrime. They are often in the guise of blame or criticism and they are directed specif-

ically at one person's character or appearance. The malicious comments are insulting and aimed at humiliating the person.

In Korea, celebrities are especially vulnerable to such attacks as they are often the topic of news articles and fan pages. These anonymous comments have been proven to cause mental problems such as depression and panic attacks. The pressure celebrities face is enormous, and a careless comment can be enough to push them over the edge. Several high-profile celebrities have committed suicide over comments they received online. It has happened so often in Korea that since July 16, 2019 the media has been banned from reporting all the suicide details to prevent others from taking the same drastic measures. A few thoughtless words, and a life is lost.

An analysis of the mental state of those that post malicious comments shows that they are impulsive and aggressive. They have no regard for other people's feelings. They are often biased in intractable in their viewpoints. Moreover, it is usually the same group of people that lash out repeatedly, as any interaction is a positive interaction to them, and this is habit forming. It is a way to vent their pent-up and repressed emotions. In person, these same people usually don't interact well with others and have difficulties in expressing themselves. The anonymity of the internet acts as both their shield and their sword. Behind the screen they are untouchable, and they have power that they lack in life. Their sense of inferiority is palpable. People who post such malicious comments are often unaware that their actions are wrong. They don't think beyond their own keyboard and think that they won't be punished for their hard words.

Currently, Korean society does not impose punishments for malicious comments, but it is time to consider a change. While these people think that they are anonymous and that they are shielded by that anonymity, in reality they are not as protected. Blog operators and site managers can find their IP addresses with just a few keystrokes of their own. They should be aware that if the victim decides to report them to the cyber police, they will be easily exposed. They should know that they could face defamation and contempt charges. They should be informed that in cases of contempt, people can be looking at one year in prison and fines up to 2 million won. Defamation cases carry heavier penalties, including prison sentences and/or larger fines.

Given the prevalence of malicious comments, and the fact that these types of comments can have serious consequences, should Korea consider implementing a real-name system? A recent online survey polled that seven out of ten South Koreans favor the implementation of such a system. It might stop people from posting malicious comments and make them feel more responsible for things that they post. It would also lead to a reduction in cyber fraud and the illegal distribution of copyrighted materials. However, the removal of anonymity would also lead to a loss of free speech. Whistleblowers might be intimidated and not step forward, leading to the persistence of undesirable situations.

In my opinion, it seems that the people that usually post malicious comments are small in number, but wide in targets. If they were to realize the harm that they were causing, they might cease lashing out. If we all reflect on our own actions, the situations around us will improve.

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THE AVERAGE PERSON

In a famous line, the Red Queen explains to Alice that in her world “It takes all the running you can do, to stay in the same place.”

This is in a scene from *Through the Looking-Glass*, the sequel to the famous *Alice’s Adventures in Wonderland* written by Louis Carroll. The Red Queen’s answer expresses the age of infinite competition, and it is gaining the sympathy of many people even today. However, isn’t it contradictory that you have to run as hard as you can to stay in place? Nevertheless, it seems we indeed do this, through comparing ourselves to the circumstances of who we consider to be an “average (Korean) person.” Then may I ask, who is this stranger?

They are born after 36 to 40 weeks of pregnancy. After 100 days they start to walk, and at the age of 2 they begin properly talking. After receiving compulsory education, they go to a university at 20. They are employed at 28 and receive 33 million won for an annual salary, and their assets ultimately come to be 200 million won. They get married at 32, have a child in two years, and die at 82.

Many find themselves inadvertently comparing their lives to this, which is no more than a mere list of averages. Are our lives really just a series of these average numbers?

May I introduce an interesting example related to averages? In 1945, a unique contest was held in the United States. Its purpose was to find the living version of “Norma”, which was a statue made with the average body dimensions of 15,000 young women. It had all kinds of descriptive names such as “The Perfect Model of the Body” and “The Eminence of Outstanding Balance,” and people expected the winner of the competition to be decided by a very small margin. However, none of the 3,826 women who participated in the competition fitted all nine body dimensions. Even the women who took the first place matched only five items. Many people pointed to the statistical “error of means,” but disgruntled organizers instead called out the women for not fitting the impossible standards.

Does this mean that average is not a reliable figure? Before we decide, I would like to tell you about “Pen’s Parade,” also known as the “Income Parade.” It is an income distribution describing concept described in a 1971 book, *Income Distribution* written by the Dutch economist Jan Pen.

During the imaginary one hour parade every person in the economy marches at a height proportional to their income, ordered from lowest to highest. So, the first person to appear is upside down with their head buried in the ground, as the debtor’s struggling income is negative. After that, there comes the people tiny as ants who are standing up but stuck to the ground. Those housekeepers and newspaper delivery boys are only a few centimeters tall. And you can also notice women are ahead of men, which shows wage differences between men and women. After 10 minutes, the “dwarfs” over a meter or so appear. Their march, made up of low-wage workers, lasts for about 30 minutes. By 48 minutes, the average heights appear. Six minutes before the march ends, a two-meter-tall college graduate appears. Then suddenly the height exponentially grows with a military colonel and lawyer who are over five meters, and in the last few seconds, the “giant” entrepreneurs at tens of meters of height appear. Only right before the march ends, those who appear are so tall that their heads are over the clouds.

Pen’s Parade is telling us that 80 out of 100 is the average. It’s clearly ridiculous. However, through this thought experiment, we should admit our misunderstanding about the concept of average. Commonly, it is considered as a proxy value that summarizes the information of a particular group. But there is a clear difference between the averages and the values.

The average is the sum of all data divided by the number of data points. Therefore, it is true that the 80th person is the average. We can also look through the 20-to-80 law, which states that 20 percent of the total population accounts for 80 percent of the total wealth.

The median is a concept we often mistake as an average. This refers to the number that is centered when the data is listed in order of size. The median is not affected by extreme values as opposed to the mean. Of course, there is a downside that only one or two data points which center in the middle are calculated. During Pen’s Parade, the medians were the meter-long dwarfs whose march lasted for 30 minutes.

The lowest value is the most frequent number in the data. In Pen’s Parade, it’s equivalent to people who are less than a meter, who appear after 25 minutes from the start.

Only the results that properly consider the average, median, and lowest values can be substituted as true values. However, we’ve been ignoring this fact and consistently trusting a standard called average as if it’s a genuine normal.

And this digitized yardstick squeezes us from all parts of our lives. Sadly, this is evident in Koreans’ concept of the middle class too.

A survey was conducted on Korea’s office workers, in which the middle-class was defined by the following conditions. First, your apartment should be at least 42 feet wide and debt-free.

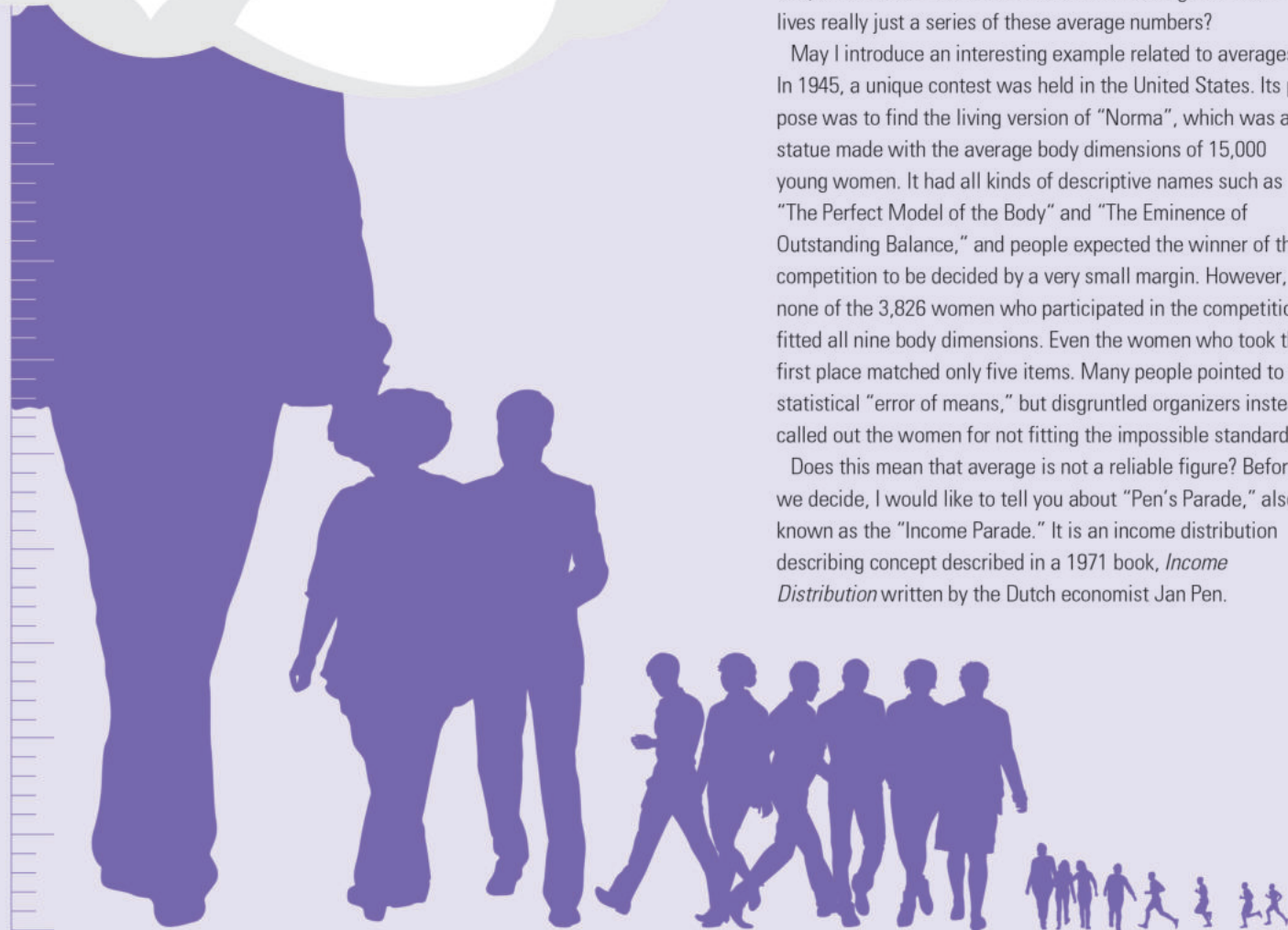
Second, your income should be 2.5 million won or more per month. Third, you should own a medium-sized two-thousand cubic centimeter displacement car. Fourth, your bank savings should be at least 1 billion won. And finally, you should go on an overseas trip more than once a year!

Our materialism originates from being in a modern, consuming society. We are living in a society where we accumulate wealth in return of labor and exertion. But accumulating is not enough. The ideal of a modern consuming society is to be recognized by others by consuming wealth, and to flaunt oneself by buying something expensive. Accordingly, the standards of the middle-class of Koreans have been thoroughly defined based on stuff.

Then, what is a healthy standard? This will vary from person to person. But if you are asked what your value is, only a few people will be able to answer. Therefore, I would like to introduce a method that could help find one’s value. It’s called the Value Matrix. First, you should choose 10 or 15 value keywords that you consider as important. Next, draw a step-table that has the same number of cells as the keywords you have chosen. After that, write the values in the same order on the horizontal and vertical sections outside the table. Then, write the more important one where two values meet. Finally, order them according to how many are written in the table, and that order is the list of values you consider.

Also, there are six steps to take after the Value Matrix. Defining the values should be the first step. For example, some people might be satisfied with a monthly salary of 1 million won, while others may be aiming for 100 million won a year. The next step is to ask yourself why you have listed your values in such orders. Our values are formed through small or large experiences that we have gone through. Taking external or internal factors that are affecting your values into account will help you defeat past traumas or to form a healthier value. The third step is to make sure that the value ranking is truly yours. Sometimes we lie to ourselves and write a false Value Matrix. So, it is necessary to go over it and check if the decision was a spur of the moment thing or not. The fourth step is to question yourself about how your values affects your life. For instance, if you’re obsessed with on money and put your family and health aside, it’s certainly a problem that you need to fix! The fifth step is the process of modifying and reviewing the ranking and definition of values. When you are finished, your sixth and final step is to put it into action and constantly give feedback to your Value Matrix.

There is no such thing as a fixed position. The place where you should be is ultimately up to you. So even if the Red Queen considers you strange, you don’t need worry, for the average is just an imaginary number.



A couple are talking to each other on their way home from the family holiday. The wife is suffering from holiday stress and/or overwork, and says with a sigh, "My arms hurt so much every holiday from all the food preparation." Her husband replies with, "Why is it so hard for you, when all Korean women are doing this?"

What's the result? The wife was offended by her husband's inability to understand her mind or feelings. When you're upset, you feel your situa-

tion is more difficult than the other person's.

Communication is not inherently one-sided, but is a two-way street or tool. So, in human relationships, each person expresses his or her intention through a series of processes that translate his or her meaning and thoughts into verbal and non-verbal communication. The way people communicate is bound to differ, depending on the family, region, society, culture, ethnic characteristics, and personal differences to which an individual belongs.

Thus, the content or interpretation of the interaction may result in the transfer of different meanings. Therefore, we can't live without communicating. Many people think that communication is only through words, but non verbal communication also exists. In some situations, people are sending a message even if they are not speaking. Then what is communication? Communication requires me, you and us. One commentator says the purpose of communication is to compromise. Communication

Think about how people affect their own communication. In communication with others, one person exposes one's self by making messages of transmission reception that includes thoughts and feelings. This will be an intrapersonal communication and the direction of dialogue will be different, depending on the type of self-exposure.

Johari's Window

According to Johari's window, an open self

can be easily recognized by people without exposing it, a hidden self is reluctant to disclose itself, and a blind self is a part that the other party knows but is unknown to oneself. Finally, an unknown self is a part that is unknown to others as well as to oneself. We can easily access the four different egos around us. The most obvious example of them is possibly part of the self that can harm other people. A typical example is abusive commenters who write harmful comments. A few

days ago, a South Korean celebrity, suffering due to internet bullying, chose to commit suicide. In an age of infinite competition, many people struggle to make a living every day, but the entertainers on TV seem to make money easily and are well loved. Some jealous and mean people commented abusively online. Internet bullying is a serious problem and can kill people. Just as author Paulo Coelho said in his book, "Words can destroy life without leaving a trace of blood, and the wounds it

How Can We Communicate

More Effectively?



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is intended to influence the other person's thoughts, actions, or attitudes, and to make a difference in behavior for the sake of my own relationship with others in the community. In addition to this, to understand myself, to get what I want, to hear what I want.

How do people communicate and deliver messages? Looking back on the conversation we have, we can divide them into beginning, continuation, and ending. If we start and continue the conversation, we must first allow

the other party to prepare themselves for the conversation. We use expressions like, "Do you have some time?" or "Do you know that...?" in conversation, as expressions that connect words with words other than those that convey them. Starting a conversation smoothly is important, but speaking naturally and the ending of a conversation are also important factors in communication. In communicating, we often feel unable to convey meaning even though we are speaking. We

use expressions such as, "Is this right?", "I see", "I'm afraid that I have to go", and "Have a good day."

A person uses symbols and/or words to exchange ideas with others, and an ego forms among them and identifies their social role. Also, we adjust and maintain relationships with others according to ourselves and the roles formed in this way. That is why communication is strongly related to self. Often the self we speak of is only a piece of myself.

has produced have never healed." People's abusive words deeply hurt Sulli, and eventually destroyed her life. Abusive commenters wrote harmful comments and were the reason many people think she committed suicide. People should express their opinions with courtesy, not in an abusive manner meant to inflict personal injury. There is data that shows the behaviour of people commenting on the internet is different from their behavior in real life. Bullying and especially

Cyberbullying are huge social problems these days. Some people used slang to write comments on the internet, but when talking face-to-face, they made their case without swearing, even if they were angry. Bullying hurts people deeply and can even destroy lives. I don't think celebrities like Sulli should have to suffer from bad feelings and face such unfortunate deaths.

We need to empathize with each other every minute of the conversation. That is why we

need to communicate properly and effectively with others. A word that doesn't bother me can hurt someone else and may always be on their minds. Therefore, I believe that emotional intelligence, which is the ability to control one's emotions and to empathize with others, needs to be respected by others, not only in everyday life situations, but also in the media and on the internet.

Ezine INTERVIEW WITH PROFESSOR GO JEONG-WOOK

Ezine Reporter Design is such a large field, which impacts so many aspects of our life. Can you tell us about some of the main focuses of the Design College at DSU?

Prof. Go Design is an area that contributes very closely to lifestyle based on creative thinking. Dongseo University's College of Design has a vision of a global university dedicated to the world through creative design. The goal is not just to educate, but to nurture people who learn design with their heads, feel their hearts, and work with their hands.

Ezine Reporter Design requires both technical skill and creative ability. What are some of the things the Design College does to simultaneously foster these seemingly distinct capacities?

Prof. Go In fact, it's hard to distinguish between technology and creativity in design. Even a sketch textbook says that painting is a process of thinking by hand. The Design College teaches students how to use intuitive and analytical thinking skills for creative design thinking. And through the execution of various projects, we are providing students with a curriculum to discover their own ingenuity. In addition to this, we also provide the technical methods required by each area of expertise. The free use of this curriculum will contribute to better creativity for students.

Ezine Reporter The Design College has a long history at DSU. What are some of its milestones?

Prof. Go Two years ago, in 2017, the Design College launched its 25th anniversary celebration. It was founded in 1992 starting with the Department of Industrial Design and has since been promoted through continuous efforts by its members to expand and innovate to



become what it is today. Through this process, we performed well in NURI Business and CK-1 Business also; in particular, it was selected as an outstanding department every year in the CK-1 Business. It is recognized as an innovative design education model that has achieved good results by integrating the route system curriculum in 2014.

Ezine Reporter We've heard the Design College now mostly follows a "route" system rather than having traditional academic units like divisions and departments. What does this system involve and what benefits does it provide?

Prof. Go The Design College consists of the Department of Design and the Department of Fashion Design. Among them, the Department of Design runs the design route system curriculum. These areas of design share such importance as creative thinking, building principles, and visual thinking and communication. Students who have learned based on this will form a diverse career path based on the professional capabilities required by society. Therefore, during the college entrance exam collection process, we recruit students based on their design abilities. Then, during the first year of college, we provide students with a basic design education by exploring the area of design expertise and providing them with opportunities. The Design College has six routes, from Product Design, Environmental Design, Digital Media Design, Advertising Design, Graphic Design, and Art & Design. After the freshman courses, students can choose the route they want and learn that choice in detail.

Ezine Reporter We often see news stories about students from DSU's Design College winning prestigious awards. What do think

accounts for their success both within Korea and abroad?

Prof. Go The most prestigious international competitions for design are considered to be the IF contest in Germany, the IDEA contest in the U.S., and the RedDot contest in Germany. These design contests are international in scale and the results are also presented to large companies to promote their achievements. Of course, corporate and student contests are separate, but DSU students consistently win prizes in product design, public design, and concept design at them every year. I think this is the result of the students' passion, their sense of challenge, and the guidance and encouragement of their professors.

Ezine Reporter How does Korea compare with other leading countries in its promotion of and support for innovation in design-related fields?

Prof. Go Personally, I think there are some areas where Korean design is advanced and some areas that need further improvement in the future. Korea's fast economic growth process has also made many advances in economic activity-oriented design. In fact, the designs of consumer electronics and IT devices of Korean conglomerates are no better than those of well-known foreign companies. Moreover, Europe is still ahead in terms of luxury goods, household items, and furniture in cultural design. Most of the famous luxury brands we know are concentrated in European design. Consequently, in order for our country to become a design leader in the cultural sector, our culture of entertainment and living must be first further developed. I think that in order to develop all of this, it depends primarily on the growth of the people's advanced consciousness.

Ezine Reporter At the 2019 Dongseo International Design Week in September, a vision for the "Second Stage of Design Internationalization" was declared. Can you tell us what this involves?

Prof. Go As I mentioned earlier, our vision of the Design College is being a global university dedicated to the world with creative design. This includes the level of internationalization of our students' design capabilities, as well as



their willingness to actively promote international activities. That's why 2019 the Dongseo International Design Week officially declared its drive for internationalization. To that end, we have registered five professors with master's degrees abroad as chair professors and visiting professors. In the future, we will work with five professors from overseas to further strengthen our students' internationalization.

Ezine Reporter Apart from internationalization, what further developments might we expect at the Design College in coming years?

Prof. Go It is the goal of the Design College

and that students from DSU enter society and achieve results in each field. Therefore, rather than simply increasing the satisfaction level of the class, we are working hard to improve the students' skills. One can say that one's brand of college will have a lot of influence on employment at first, but in reality, employees' individual skills become much more important to employers. I think the most important thing is that every student is recognized and achieved in society as a talented person.

Ezine Reporter At the International Design Week, many world-renowned authorities in design fields were also appointed as DSU chair professors or DSU visiting professors. What sorts of opportunities will these appointments create for DSU students?

Prof. Go First of all, we regularly promote international exchange activities in the form of classes and work in Italy, China, the U.S., and Taiwan, which are the main activities of the five professors in Busan and overseas cities. In particular, students at the Design College will have an experience to go abroad and learn about the culture and design methods there. Furthermore, students will be given the opportunity to make inroads internationally with the K-move project of the Design College.

Ezine Reporter What advice would you offer to young people who are interested in design but have not yet pursued it academically?

Prof. Go Top executives of world-famous companies are well aware of and emphasizing the importance of design by taking advantage of the value it has. It's been shown through their lectures and their books. The difference in the level of thought, such as what the basis of design is and how it should be done, makes a huge difference in performance and achievement. Clearly, design is a very powerful and attractive field. I think that's because it's so close to the unmade nature of human beings. If you just think of design as light, you'll stay there. I think design can help us discover our values.



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MEDITATION

The Human Mind

The human mind has something practitioners call “the monkey mind.” It is when you are constantly thinking about something--what you’re going to eat for dinner, what you’re going to do Friday night, what a tigon is (a cross between a tiger and a lion). Emotions do the same thing, floating up like balloons. Most of this inner chatter is meaningless, and it makes you lose focus. *The mind does not know which thoughts, tasks, or emotions are important.* In the morning, write down three things you actually have to do, then rank them in order of importance. That should get rid of most of the “I have to...” chatter in your head.

The One Minute Meditation

You do not have to meditate for a long time. You can meditate for one minute. Just sit or lay still, close your eyes, and watch your thoughts and emotions swim by. You can name the “fish” swimming through your brain thinking or emotion. Just let them swim by. Breathe in, out, in, out. When you want to come out of it, just open your eyes. Meditate in the morning, after lunch, in the evening, before bed, whenever you want.

The Thinking/Emotion Spiral

The trick is not to bring thinking and emotions together, or you will cause a thinking/emotion spiral. Let’s say my refrigerator is broken. I have called a repair person; I can’t do anything else. My monkey mind says, “The refrigerator is broken.” I can let that thought swim away. Then, I feel annoyed about the refrigerator being broken, and that I had to throw away some food. I let the annoyed feeling swim away. If I hold onto either the thinking or the emotion, then I might get very angry about the fact my refrigerator is broken, and by the time the poor refrigerator repair person shows up, I may have terrible behavior, like yelling. Meditation separates the thinking and emotion so I stay at mild annoyance, and I am polite to the repair person who is trying to help me.

The Up To Ten Minutes Meditation

The first thing to do is to relax in your chair or lay down comfortably in your bed. Close your eyes, or leave them open but relax your focus. Breathe in for four seconds, hold it for four seconds, release for four. Breathe in-two-three-four, hold-two-three-four, out-two-three-four. Do this four times. Breathe out

Meditation sounds like it is sitting around and saying “Om.”
People think it is used to have no thoughts, a blank mind.
But, meditation is actually a series of techniques that can be used to help a person focus and stay out of heavy thinking and emotions to have a happier life.
You do not have to sit on a mountaintop to learn these techniques.
You can even meditate while walking or washing the dishes!
Meditation calms the mind and body, allowing you to focus on what’s important.
There are also health benefits like decreased blood pressure, stress, and even less physical pain.
This article will help you get started.

all your tension and worry. Breathe in relaxation and lightness. Think about your body, starting at the feet. Let your feet relax. Think about your legs, let each one relax. Relax your stomach, relax your chest. Relax your throat, your neck, your face. Let your thoughts and emotions swim by. Name them if you want, like “thinking” or “emotion,” or “test next week” or “anxiety” or “lunch today.” Let them swim away. Set a timer from one to ten minutes, or don’t set one if you are trying to fall asleep.

Walking Meditation

Start walking slowly, just a relaxed stroll. Think about your feet hitting the ground lightly, heel-toe, heel-toe. Feel the air on your face. Listen to the birds and/or traffic. Keep your eyes open so you don’t fall over or step on someone, but have a loose focus. Let your thoughts and emotions swim away, like fish. Name them if you want. The idea is not to clear your mind, but to distance yourself from your thoughts and feelings so you don’t get caught up in them. Do this for however long you need to, usually about ten minutes.

Longer Meditation

Whenever your mind spins, stop and do a short meditation. You can keep going if you want to go past ten minutes--twenty minutes, an hour, or more. You can meditate while washing the dishes or doing the laundry. If you have a lot of time, you can even go to a Buddhist temple and do a retreat, and meditate for a day, a week, even three weeks. Some

people do this once or twice a year to clean out their minds.

Apps and More Information

There are many types and kinds of meditation. The above meditations concentrate on using the body as a focal point to relax the mind. There are apps like Headspace, Calm, and 10% Happier. Some are free; some charge about \$10 a month if you want access to a huge meditation library or a daily meditation. There are free websites, podcasts, and videos as well. **Meditation for Fidgety Skeptics** by Dan Harris is an amazing book and will show you how to get started. Dan Kornfield wrote **Meditation for Beginners**. These and many more books are also available as audiobooks, and many have been translated into languages other than English.

Keeping Up the Practice

This is a practice. There is no “right” or “wrong.” Do not yell at yourself if you keep having thoughts or feelings. The goal is not to stop thinking or feeling, but to be able to see them passing. No thought or feeling stays permanently. The mind is always changing. Do not get upset if you can only meditate for a minute. Try again the next day. Let go of all thoughts of “right” and “wrong” and just be yourself. Meditation is a tool. Use it to help yourself focus, and to have a better life.





A deputy director who was working for a large company quit his job this spring. People around him who had left the same company had done it because of salary or employee welfare, but these were not his reasons. He left to become his daughter's manager. Can you guess what his daughter's job was? She was a YouTuber with 500,000 subscribers, who reviewed cosmetics and gave makeup tips.

Back in 2005, Chad Hurley, Steve Chen, and Jod Karim, who were employees of PayPal, wanted to make a site that made it easy for everyone to share their own videos. This was the humble beginning of YouTube, which is now the most popular video sharing site available.

In the 21st century, the fourth industrial revolution has taken place, and now everyone

carries smartphones, everywhere. People use them to run applications and get information anytime, anywhere. As YouTube has grown, the YouTuber has emerged as a lucrative job prospect. In the old days, doctors and judges used to be dream jobs for children, but these days, many children want to be YouTubers in the future. So, what is a YouTuber specifically?

People are often confused with the terms YouTuber and YouTube creator. There are YouTubers who upload videos and YouTube creators who create independent content. There are countless initiators to upload content. Creators upload content connected with their interests or expertise, in fields such as games, experiments, reviews, pranks, getting reactions, v-logs, providing information, mysteries, music, cooking, eating, and ASMR's for relaxation.

You can recognize the identity of the YouTuber through their subscribers. On YouTube, creators are valued by the number of subscribers, and the higher the level, the more benefits they have. Starting with the Opal level for more than 1,000 subscribers, there are a number of opportunities to grow into a better creator. Depending on the level, creators are eligible to participate in the FanFest Camp, access YouTube's production resources, qualify for the Next Up Contest, or even become a dedicated YouTube administrator. From the Bronze level, having more than 10,000 subscribers, and for each level above it, they award a trophy called "Playbutton." There are a variety of trophies such as the Silver Button, Gold Button, Diamond Button, and Ruby Button, with the latter being a great honor given the 50 million subscribers you need to receive it.

In addition to the benefits offered on YouTube, creators can also make money by placing ads in the middle of their content, while some earn celebrity-like popularity and can earn additional revenue through sponsorships or appearances.

As the demand for YouTube continues to soar, celebrities such as actors and singers are also increasingly uploading content and sharing daily v-logs on YouTube. Not only is it a way for celebrities to communicate with their fans, but the content they upload also makes it easier to gain greater exposure. But there are also some negatives concerning celebrities' entry onto YouTube. This is because most public creators start from zero, while celebrities start with a certain level of awareness. For this reason, the term "big business has entered the small business market" becomes apparent. However, most people regard celebrities in the traditional sense, as a separate entity.

Becoming a YouTube creator is possible for anybody that is looking for a challenge, if they have their own content and a camera. It is so popular that it ranks among the top five desired jobs for the future. Some people may just want to gain fame and fortune, but now that the fourth industrial revolution has taken place, the YouTube creator is one of the clearest indicators of social change. While many traditional jobs are predicted to disappear due

to technological advances, the YouTube Creator is a career that is able to address the creativity that the world demands.

So, how can you become a successful creator instead of simply dreaming of becoming one? The answer is a difficult one, as the YouTube creator is still a job in which success is based on effort. But as a creator, it's only natural that we can succeed if we meet the basic requirements. You first need to create content that works within, and maximizes the characteristics of YouTube. Successful YouTube content typically has a duration of 10 to 20 minutes. This short duration has become an integral part of the always-busy modern person. In this short time, we can get useful information or access interesting content. Feedback on YouTube is also a major feature. Unlike any other entertainment that only reports information, subscriptions on YouTube confirm that content suits the viewers' tastes. Via comments connected to the videos, creators can also send and receive feedback. Also, content that has been uploaded can be watched anytime, even if it was uploaded years ago, without viewers being interrupted by schedules.

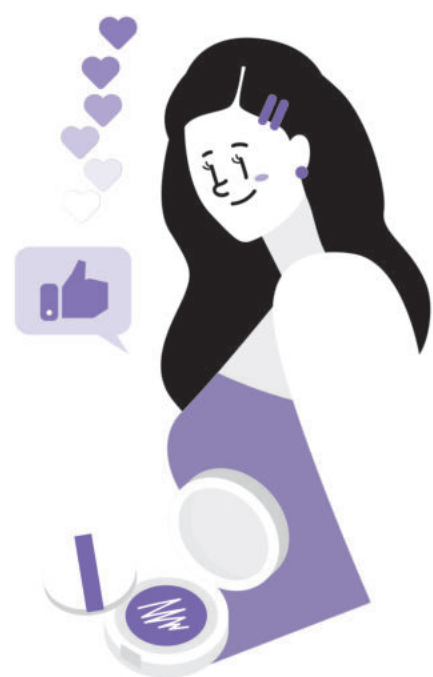
Therefore, if YouTube's characteristics such as short running times, communication with creators, and feedback that allows you to get your subscribers' opinions right away are not appropriate for you or your content however, then of course, it's a negative factor.

Next, creative content is a prerequisite for being a creator. Rather than just running content in creative fields, how you organize and edit your videos is also very important. In order to do this, you need to have expertise in the field of your content, as well as learn about your role as a creator. Some people have a natural gift for this, but it still requires a lot of effort. If that's something that is hard for you to do, it may help to find a partner who can help you create content together. If the message you're trying to convey is clear, it won't be shaken by the opinions of people around you. Therefore, you will have to go through the process to find your own successful approach for your content.

The creator's personality is another key factor to finding success. While it also depends on the content, most channels are directly rep-

resented by the creator. Even if they don't appear directly, their personalities are revealed through in some manner, such as through subtitles, narratives or messages within their productions. Creators are more than just content providers to subscribers. We have already praised the ability of the most successful creators to become as influential as celebrities. Depending on the number of subscribers that creators have, their content and the message it contains will have a tremendous ripple effect. If you think about the impact of what you say and do on society, your basic character and prudence should be the virtue of them.

With YouTube fever, we can observe the trends in society. As more and more people are willing to accept the challenge, there are a greater variety of ways to reach the creator dream. But with more people wanting to become successful YouTubers, it's likely to result in a high consequence of failure due to poor quality material and excessive competition. The biggest challenge is having enough courage. By exploring new ways, you will have a wider view of the world. But I don't recommend starting with the mindset of "let's have a go." If you're dreaming of becoming a YouTube creator, I would say it is best to think about it before you jump.



THE POWER OF READING

Do you know which genre of books you like or which styles of writing you don't like? If you can't answer, please read carefully from now on!

If you visit a bookstore close to your home, you will find that books that are light and stylish in design are the best sellers. The reason is to make people buy and read a lot of books, as publishers have written so-called "strategies" that release many books with cute and pretty designs that are light and easy to carry. Publishers have been constantly thinking about how to better familiarize books to their customers and have come up with a number of strategies to do so, one of which is the strategy of seeking convenience. The convenience includes using easy-to-carry materials and choosing a light weight that make them easier to carry around in a bag, and at the same time selecting cute and pretty designs. So why have publishers been strategically concerned with design and weight rather than the content of books? It is because of the hidden reading habits of modern people.

According to a recent nationwide survey of 2,000 men and women aged 18 or older by the Korean Ministry of Culture, Sports and Tourism,

the average adult reads less than ten books per year. When asked why they read so few, 39.5 percent of the respondents said they don't have time because of work and/or study, while 17.1 percent said they simply didn't want to read books. The third reason given was that it was too much to read long sentences, and the fourth was that using smartphones were much more fun than reading.

The sad reality is that modern people have come to read only short stories without being close to books. Unlike this reality, however, successful people argue that reading is the biggest reason for their success. Bill Gates, who's one of the most famous great men we all know, said, "It's the small library in the neighborhood that made me what I am today. Reading is more important than a Harvard diploma." Oprah Winfrey stressed the importance of reading too, saying, "If you want to wake up tomorrow morning as a better person than today, read at least three books before you go to bed." Steve Jobs, the creator of Apple, also noted that he often reads books, saying, "My favorite things are sushi and reading." What they have in common is that they love books and know about their effects. Why

do great people emphasize reading so much?

To scientifically find out why, Dr. David Lewis, a cognitive psychology major at Sussex University in the U.K., studied the effectiveness of six minutes of reading on people, discovering that stress was reduced by 68 percent, the heart rate was lowered, and muscle tension was relieved. As listening to music, drinking coffee, and walking help reduce these last two, but not as effective for reducing stress, this study revealed that reading could be more beneficial than people expect.

In fact, reading is already often used to treat children's psychological problems, as it has long been recognized as having a powerful therapeutic influence. Because children tend to have strong resistance to conventional treatment and find it difficult to express their problems verbally compared to adults, child psychotherapy uses various techniques such as play and reading to make it easier for children to express themselves and to improve the effectiveness of treatment, as therapists have many difficulties identifying their inner private world.

The second is that it stimulates the human brain. The reader learns to interact at an

increasingly rapid pace with the parts that govern human higher behavior, such as the bilateral occipital lobe that processes visual information coming into the eye, and the memory and thought skills essential to language comprehension. The white matter activated by reading connects different parts of the brain that are designed to do different things, interacting to enable stereoscopic thinking.

In the end, people who read during the period of brain development and growth are much more imaginative than those who do not. That's why professors in education recommend that children in their growing up develop the habit of reading books through their parents, arguing that children who like books and those who don't have habits are significantly different.

As our society becomes a future society, people are more likely to prefer to have their own time as smart phones or internet usage increases. This has left me feeling a lot of emotion in my friend's tears and in the emotional scenes of movies and dramas, which are causing communication problems and leading to extreme individualism and intense isolation.

However, according to scientists' research, the last advantage of reading is that it improves empathy. Although the human brain was not technically designed for reading, it has been easy to feel different emotions while watching and listening to other people's experiences and thoughts. This means that reading improves empathy, especially for those who read a lot of literary works. In a modern society that does not read, people are leaving behind human higher functions such as cognition and imagination as time goes by and showing a so-called "lack of empathy" that cannot easily sympathize with another people's situation. In addition, the stress index of modern people is also rising, showing a tendency to rise 1.2 times each year.

As a solution, many scholars recommend the humanities as a way to improve their empathy, because they say that interchanging emotions with the characters in books of various personalities through humanities is also applied in everyday life. This applies in a good way not only in empathy, but also in conflict situations in human relations, with the positive effect that the characters in the book learn naturally not to feel uncomfortable

about disagreements between themselves and others in the process of reading books despite the disagreement between them and the main characters. Two books especially famous for their representation of the human condition are *Demian* and *Under the Wheel*.

To achieve some stress relief then, it is highly recommended to develop a habit of getting close to books. Ironically, that in itself can be stressful to those who are unfamiliar with books, so it is crucial to first read from one's own interests, to read at an easy level, and to simply enjoy the fun and feel of the book.

Now you know how much influence reading can have on you, your daily reading stimulation and comfort is simply a matter of practice.

If you go to a bookstore, it can be difficult to choose a book. However, once you have chosen one that feels right for you, even if it is onerous to read at first, just try ten minutes a day if you like, and this year, ultimately a lot will have changed for you in a week, a month, and a year. Maybe you can get on the same lines as Oprah Winfrey, Steve Jobs, and Bill Gates, just through discovering the simple joy of reading.

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At Dongseo University, I dream of my future self.

DSU declares to become a Future University
Actualizes future-oriented curriculums and teaching methods,
Implements innovative fusion and convergence education,
and prepares for a new future based on each student's potential.

"T.H.E. Only O.N.E. Education" fostering individual development

DSU helps students develop their own self-brand through support and customized education based on individual competencies and provides diverse educational experiences through field study and convergence education.

T	H	E	Only	O	N	E
Talent	Hybrid	Experiential	Only	Open	Nurture	Evaluation