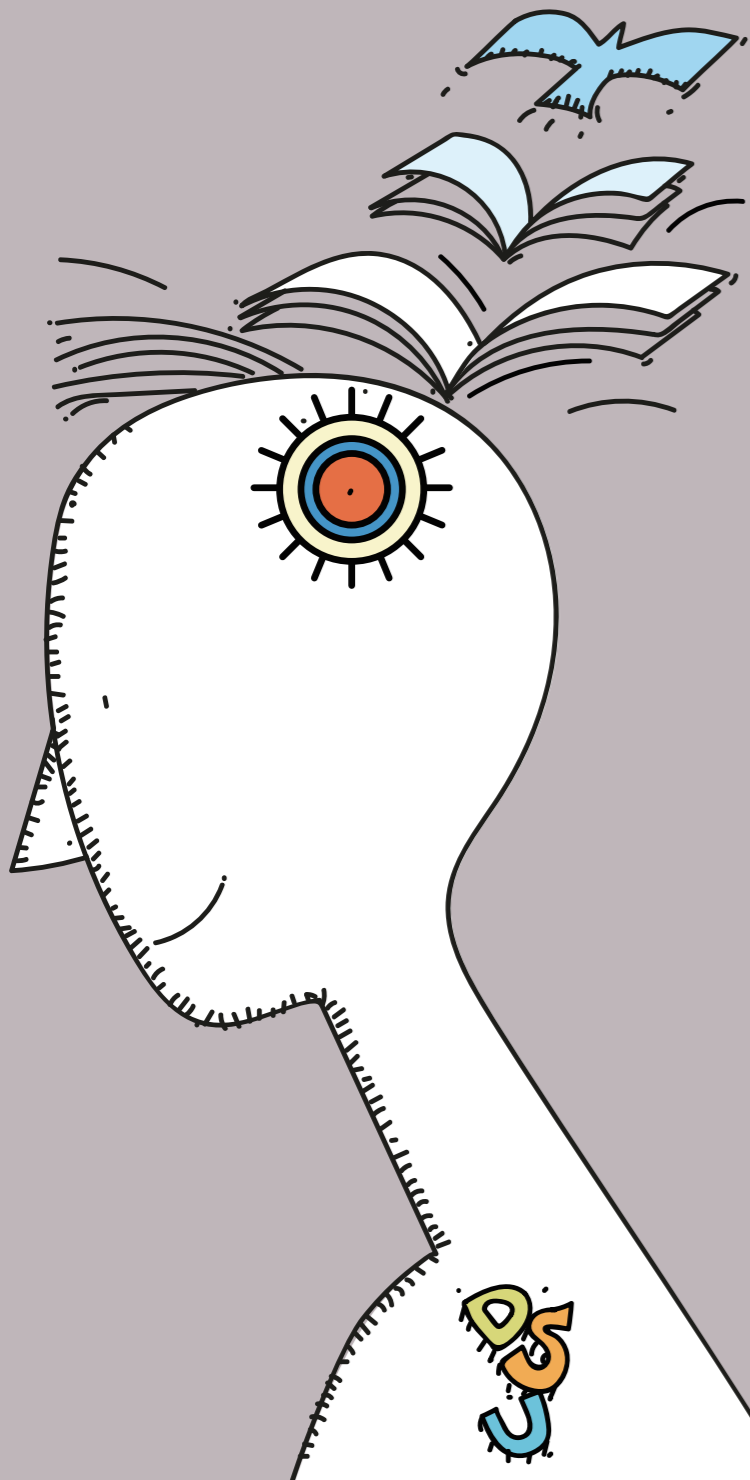Declaration of
New Education Targets

# Innovations
in Systems,
Contents, and
Global Links

## Systems Innovation
1. Blended learning combining online and offline instruction
2. Laboratory spaces available 24-hours a day
3. Use of AR and VR for enhanced learning experiences
4. Adaptive AI system for customized student feedback
5. "Untact" infrastructure supporting contactless connections
6. Collaborations from campus with world-class scholars

## Contents Innovation
7. Incorporation of education contents from top-ranked universities
8. Creative convergence education fostering cooperation across majors
9. Prep for the 4th IR era based on AI, learn-by-doing, and design education

## Global Links Innovation
10. Experiential programs in 10 dynamic world cities
11. In-depth local research opportunities abroad
12. Export of education modules to foreign universities

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# Autumn Greetings from *Ezine*

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It's been a long time since the last *Ezine* issue. The COVID-19 pandemic had a bad influence on publishing last summer's issue, and eventually led to its cancellation. We've put twice as much effort into the Autumn issue for that reason, so we all appreciate you enjoying reading it.

The summer, through which we suffered strong typhoons, long monsoon rains, and hot weather, is finally coming to an end. Now, it's not so hot that you feel the need to turn on the air conditioner in the middle of the day, and, when the sun goes down, you can feel a cool breeze. It means Autumn will come soon. Did you all spend your 2020 summer vacation well? In the current situation, I think it's most important to find what you want to do and what you need to develop yourself on your own. I regretted just hanging out and doing nothing constructive during the last spring and summer. Reflecting on my past, I applied for online software and coding classes at the end of July, with the idea of learning something useful. It wasn't an area I was interested in, but I took the class with the idea that learning something—anything—would be useful, even if it was just for a month. Indeed, it ultimately did feel much more interesting and valuable than just playing around and doing nothing. Also, I realized after comparing my present life with my past that I had gotten a little lost in the freedom I'd enjoyed after I was discharged from the military, and that too much freedom can actually be as a curse as much as a blessing for people. Sometimes, freedom needs restraints to be enjoyed healthily. Of course, everyone may have different ideas, but I think now is a great opportunity to learn something voluntarily, rather than something simply recommended by someone else or forced upon us.

With autumn being just around the corner in Korea, I am sure the gap between people's expectations for 2020 and reality is huge. I still vividly remember when I was having a hard time in the military, and I gained strength by imagining what I what do once I was discharged. Yet all my plans, including traveling abroad, were thwarted by the COVID-19 pandemic, and I had to face many difficulties in that my reality was very different from what I had expected. On top of that, just by looking around and listening, the bad news seems to keep coming and coming. The owners of PC rooms, coin-karaoke parlors, and restaurants in particular have been very anxious and at a loss what to do because customers have not been visiting due to social distance policies, and in fact many owners have had to close their shops for the same reason. And even students preparing for to enter university next year are unable to concentrate fully on their studies due to the unprecedented situations of schools and institutes temporarily closing, and of the schedule for the National University Entrance Test changing.

I think that although this is a time when everyone is suffering through a period of upheaval, we can overcome the current difficulties together by considering others before ourselves. Socrates said. "Remember that there is nothing stable in human affairs; therefore avoid undue elation in prosperity, or undue depression in adversity." As we are going through a difficult time now, we will be rewarded with a hopeful future ahead of us. Let's cooperate to overcome it.

# E·ZINE

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## Design and Software Students Achieve International Success at Red Dot Design Award

Edited by
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Dongseo University's Leaders in Industry-University Cooperation (LINC+) project development team is achieving remarkable success, with its Convergence Capstone Design students winning international design competition awards and having their works chosen for technology transfer and product commercialization.

Dongseo University received international attention when the 'Idea Practice' of the Convergence Capstone Design course taught by professors Ryu Do-sang and Moon Mi-kyung resulted in Department of Software students and Design College students having six works selected as winners in the 2020 Red Dot Award. Over the past 5 years, DSU students have had 13 projects selected as winners at Germany's Red Dot Award, a total that is unmatched not only among Korean universities but also among universities around the world.

The Red Dot Award was first held in Berlin, Germany in 1955, and is now the longest-running large-scale design competition in the world. It is one of the world's three most prestigious design competitions, along with the iF Design Award, also in Germany, and the International Design Excellence Awards in the United States. For students majoring in design, a win at the Red Dot Award is a highly coveted achievement. In 2020, 6,992 works from 45 countries around the world were exhibited, and 24 of the world's best creators and design experts were selected as judges. Dongseo University students' remarkable tally of 13 winning works in the past 5 years is impressive indeed.

The 2020 Red Dot Award-winning works

will be introduced to the world in the upcoming Red Dot Brand & Communications Design Yearbook. Each winner is registered as a Red Dot International Member and enjoys exclusive benefits, including exchanges with other Red Dot Award winners around the world. This year's Red Dot Design Award gala show and award-winning work exhibitions are to be held in Berlin; however, due to the COVID-19 pandemic, the dates have not yet been announced.

Below are comments and impressions from some of the student designers of the award-winning works.

### Design College Senior
Lee Chan-yang
Theme: Summer Hero Clip for Prevention of Heatstroke

First, I would like to honor God for this win at the Red Dot Design Award. I was saddened that I could not win last year, but I am delighted and grateful to have been selected as a winner this year. As I took on this year's challenge, I felt that the idea was important, but of even greater importance was how to show the idea. I sincerely thank my team members and Professors Ryu Do-sang and Moon Mi-kyung for their hard work.

### Design College Senior
Noh Ha-rin
Theme: Safe Space for Street Cleaner

The entry into the Red Dot Award, one the world's top three design competitions, really challenged us to face our limitations. As many works from around the world are evaluated before the competition, we worked hard on making more visually effective panels and video that could set the theme clearly and attract attention in a short time. I would like to express my gratitude to my team members, who never gave up in spite of our difficulties, and to our professors, who provided guidance and encouragement.

### Design College Junior
Kim Hyun-ji
Theme: Voice Sticker for the Blind

Planning and producing our entry was a great opportunity to think deeply about which designs make a better environment for people. I am glad that the production was made by collecting opinions from team members Kim Ryong-kyung, Lee Soo-yeon, and Ha Su-jeong. Together we were able to create a work that fuses and develops technology beyond simple design.

### Department of Software Senior
Ryu Hyun-tae
Theme: Frequency-Shield Trekking Pole

As a habit I made notes immediately whenever I felt uncomfortable or had a problem in my daily life. The notes were useful for developing the ideas that I needed as they helped me empathize with many people. This led to a good result with this product.

### Department of Software Junior
Song Seong-heon
Theme: Press Recording & Tap Speaking

I had feelings of inadequacy in my Ideation Convergence Practice course, but I made a great effort in discussions and in our respective parts with my team members. As a result, we were able to become a winner in the Red Dot Design Award. I still feel I do not have enough capabilities and I have too many deficiencies, but I think this experience has become a steppingstone for me to develop further.

### Department of Software Junior
Kim Hyun-tae
Theme: Safety Tail

I thought it would be difficult to have a successful project with other students, but it seems we achieved a good result. For a long time, we worked well together to overcome each other's shortcomings without losing our passion.

## Design Students Honored at the 2020 New York Festivals Advertising Awards

Edited by
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Four DSU Design College students were selected as winners at the prestigious New York Festivals Advertising Awards, one of the world's three major advertising festivals. The event, which began in 1957, is one of the world's three major advertising festivals, along with the Cannes Lions International Festival of Creativity and the Clio Awards. It showcases advertisements, contents, and promotional products from more than 50 countries around the world.

The four winning students, Lee Chi-soo, Kang Kyung-ok, Kim Tae-hyun and Kim Myung-joo, were honored for their work aimed at environmentally conscious travelers. The winning project was the result of Professor Ryu Do-sang's conceptual planning class, a Capstone Design course from DSU's LINC+ Enterprise Organization.

Winner Lee Chi-soo said, "At first, I could not believe that we received the award. I felt humbled after being honored on a stage like that of New York Festivals Advertising. Then, thinking about the process of arriving at this result, I felt enlightened as to the meaning and importance of learning through collaboration with my team members. I am grateful that the experiences we have had in many attempts and failures have finally led to this result for my teammates and me."

In the course of the past five years, seven DSU teams have won awards at the German Red Dot Award. Dongseo Unviersity design students have also won awards from the Korean Ministry of Trade, Industry and Energy for four consecutive years at the Korea Design Exhibition.

Winning project description: Travelers sometimes throw away clothes because their bags are full. Travelers' clothing waste has reached 17 million tons, or 30 percent of the world's total. We want to solve this problem through Airbnb. When Airbnb users take pictures of clothes they would like to throw away, the host of the property checks the condition and quality of the clothes according to Airbnb guidelines, and waits for approval. If approval is granted, the clothes are hung in the accommodation closet and registered in dressbnb, so that other guests can look at them, and later borrow or buy their favorite items. Guests who lend or sell clothes get credit and the host receives a small fee. The use of dressbnb can help minimize luggage through the sharing of clothes and can have a positive impact on the environment.

## College of Design Students Win Gold, Silver, and Bronze Awards in International Character Contents Contest

Edited by
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Dongseo University College of Design advertising-track students swept the '2020 International Character Contents Competition,' with Seo Jeong-min taking the Gold Prize, Jo Ho-jeong the Silver, and Kim Bo-kyeong the Bronze. The International Character Contents Contest, hosted by the Council of Korean Character Designers and sponsored by the Ministry of Culture, Sports, and Tourism and the Korea Creative Content Agency, is a prestigious international character content design contest with a 21-year history.

For this year's contest, DSU students submitted works produced in the advertising-track Basic Capstone Design class, and were sponsored by the DSU LINC+ project group. Kim Jeong-suk, director of the LINC+ University-Industry Education Center, said, "The award-winning character design results will be commercialized in the future and will lead to actual product sales through the online and offline *Sangsangmacha* (imagination wagon) service operated on campus by DSU."

Gold Prize winner Seo Jeong-min said, "It has been an honor to win the gold prize in this international character contest. This year, due to the special situation caused by the COVID pandemic, it transpired that I had a great deal of time to pause and reflect on my work. In particular, I realized I wanted to take the opportunity presented to organize ideas that other adolescents and college students could feel and empathize with, such as fears about the world and anxiety about oneself, and make those the subject of my entry in the contest." He added. "I would also like to express my gratitude once again for my incredible luck at receiving the award, and I would like to thank Division of Design Professor Ryu Do-sang as well."

# Milan Design Workshop

The DSU College of Design recently held the '2020 College of Design GDS Program-Milan International Design Workshop,' lasting over 8 days. As part of the Global Design Society program, this workshop was conducted under the guidance of Ico Migliore, a world-renowned architect from Italy who is also a professor in the Division of Design at our university.

One master's student attending graduate school and 13 undergraduate students from the College of Design participated. The participating students had previously been selected through an examination of their design portfolios and self-presentations and introductions.

The workshop, which was held remotely via Zoom due to the COVID-19 outbreak, proceeded smoothly through faculty and admin staff's prior experiences of teleconferences and continued active communication with the Milan side. Based on the theme of "Cultural Outdoor Extensions," student teams were each assigned detailed topics for their roles in the workshop. Students were able to derive various results by applying empirical designs to the environment, and, through expert feedback on their work supplied by Ico Migliore, were provided with an excellent foundation for their future development into global talents.

Here is some feedback from students participating in the workshop:

### Kim Ye-eun, Junior

Contrary to my early worries about the awkwardness of workshop not being conducted non-face-to-face, it was a very pleasant experience learning from Professor Migliore. Also, there were no problems with the video links and so no delays to the classes, so I was able to relax and focus on the workshop without worrying about distractions due to technical issues. Indeed, the workshop proved to be very constructive, giving me a great opportunity to learn a variety of expression methods as I made progressed on new types of projects that I had never worked on before. If I have the chance to attend the workshop again, my goal would be to work harder to ensure I again have a meaningful time with my classmates and professors based on what I learned through my projects.

### Lee Ji-su, Junior

Through this DSU program and design workshop, I seem to have had a special learning experience in space design. By forming a team of seniors and juniors together, we were able to get closer, and, as people with similar goals, we were able to broaden our thoughts by exchanging views on each other's designs. In addition, through seeing Professor Migliore's process of continually eliciting ever more imaginative design ideas from each team, I was able to further embrace the study of design, and to practice thinking about concepts through to the end. In addition, as there are not many opportunities to communicate and speak in English in Korea, it was particularly useful and nice to be able to study English though preparing our presentations in English from start to finish. I feel that through these new experiences I gained at the workshop, I can now more easily think of various creative ideas and come up with good designs.

### Kim Da-hee, Senior

"Cultural," "outdoor," and "extensions": with definitions and features derived from these three abstract words, the design process was not easy. However, through meetings with the other members of my group, various ideas and opinions were exchanged, and researched materials were shared and combined to ultimately create a good team design work. I hadn't tried designing for a short period of time prior to the workshop, so I was a little worried about my capabilities during it, but in the end I was easily able to overcome my self-doubts and concerns with the help and expertise of my professors. While we all in fact still had many shortcomings and a lot of inadequacies of course, our team members helped each other to fill in the gaps, so together we were able to complete our work without too much difficulty. Due to the COVID-19 outbreak, there were time constraints however, and I was disappointed that I could not meet my famous Italian professor in person. But I still gained a great deal through participating, and I am grateful for having had the opportunity to learn so much through this online workshop.



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# 2020 International Student Completion and Closing Ceremonies

Edited by Lee Yunji
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Dongseo University currently has about 1,000 international students studying at its various campuses. They come from all over the world.

To congratulate international students who completed their courses during the first semester despite the extreme difficulties caused by the outbreak of the COVID-19 pandemic, on July 6 the '2020-1 International College International College International Student Completion Ceremony and Closing Ceremony' were held in the Sohyang Art Hall.

The event was attended by 40 people, including prospective foreign students and major professors (both affiliated professors and professors in charge of English-only courses), and the event was broadcast in real time through Zoom in order to allow non-attending students, family members, and friends to congratulate the graduating international students online.

This semester, the graduating international students included 2 students from the Department of International Studies, 21 students from the Division of Global Business Administration, 6 students from the Division of Computer Engineering, 18 students from the Division of Digital Contents, and 3 students from the Department of Film & Video. Of the total, 37 students completed their courses residing in Korea, while 11 did so from their home countries.

The event began with an online congratulation stage by international students, followed by a congratulatory speech by Kim He-kyung, the Dean of the International College, then the face-to-face and online conferment of certificates of completion, and the presentation of awards for excellent graduates. Finally, Dean Kim closed with some comments about the many difficulties that students overcame in completing their degrees online.

The International College Completion and Closing Ceremonies are held every semester to congratulate international students completing their studies, as well as to showcase the attractiveness and many benefits of studying at DSU.



# Second Tourism and MICE Professional Practitioner Course Completed

Edited by
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On August 5, the DSU Division of Tourism held its Second Tourism and MICE Professional Practitioner Course. In total, 18 DSU students and 90 industry leaders and experts from 38 companies and public institutions participated in a variety of ways in the course.

This course consisted of a wide range of customized lectures tailored to the needs of professionals in the tourism and MICE fields in the era of the COVID-19 pandemic. The lectures included: The 4th Industrial Revolution and Tourism Innovation, taught by Professor Kang Hae-sang of DSU; Travel Vlog Trends from the Perspective of Travelholics, taught by Travelholic CEO Jo Joon-gi; Human Movement from the Viewpoint of a Physicist (Point, Line, and Time), taught by Professor Kim Sang-wook of Kyung Hee University; and Self Expressionism— My Lifestyle, My Leisure, taught by Daumsoft (now VAIV) Vice President Song Gil-yeong.

The overall emphasis of the course was on overcoming the new, changed environment in 2020 and finding directions to move forward by strengthening the capabilities of practitioners amid the COVID-19 pandemic crisis in the tourism and MICE industries in Busan. Attendees found this focus useful and informative, later leaving review comments such as: "I have been having a difficult time, unable to see the future clearly. But the education I received today helped me a great deal in planning tourism products that utilize the culture of 'untact'"; "I am so grateful that the experienced managers and practitioners shared their knowledge on topics that those in the field are greatly in need of information about"; and "Believe in and make sure to take advantage of the opportunities DSU offers! Everyone has eagerly attended since the first session today. I am deeply moved, and thankful I made time in my schedule to participate." Indeed, despite the dark days the tourism and MICE industry are currently experiencing, in light of these comments it was clear that participants were able to see a glimpse of their industries' bright futures and their own passionate, academic enthusiasm for the first time in a long time. This was reflected in the marks they gave to their overall satisfaction of the course, which scored a very high 4.91 out of 5 points.

Hong Jung-hwa, Dean of the DSU Division of Tourism and head of the MICE Centum Industrial Complex Campus, said, "The Second Tourism and MICE Professional Practitioner Course is happening while we're all having a difficult time with the COVID-19 pandemic. But if industry, academia, and governments can cooperate and help each other through difficult times in the tourism and MICE industries, the so too can we all overcome these difficult times together."

# Minseok College of Liberal Education Holds Workshop to Strengthen Creative Education Teaching Competency

Edited by Kim Yeonghun
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On August 27, the Minseok College of Liberal Arts held the 2020 Creative Education Teaching Competency Reinforcement Workshop with a lecture by Professor Park Jeong-cheol, a professor at Dankook University's School of Dentistry and the first 'How to Use' in Korea.

Reflecting the current situation in which the number of online classes is rapidly increasing due to the COVID-19 pandemic, this workshop was organized with the theme of 'How to Use Google Tools for Online Classes,' providing practical tools and knowledge that university instructors could directly use in online classes

Professor Park Jeong-cheol said of the workshop, "Since most professors throughout the world have had little experience with online classes, they have been experiencing a lot of difficulties." To help workshop attendees overcome these, he shared a number of successful examples of online lectures, saying, "If we bring together all of our knowhow of offline classes online, and further develop and build upon it by bringing the advantages of online classes offline, a better overall educational experience for all can be achieved."

In total, 43 professors and faculty members of DSU attended the workshop, which aimed to

enhance the competencies of teachers in charge of liberal arts education for the enrichment and development of innovative future class models.

## Dongseo Online AI Hackathon

On August 24, the 2020 Dongseo Online AI Hackathon was held over the course of three days. Organized and hosted by the DSU Software Center, a total of 48 people split into 3 teams participated in the competition.

The event began with a special lecture by Senior Researcher Kim Min-sik of Nara Space Technology, who instructed students on work process management using Github. Through the special lecture students were able to share and experience the work processes of professionals in the field. After, each team leader gave a presentation about the previous online work their team had developed. The wide variety of topics presented in this session and subsequent discussions demonstrated participating students' great enthusiasm for AI development.

The next day, Researcher Jeong Sang-hyeon of the Institute of Blockchain Technology shared industry knowledge of practical development and corporate startups with the students, and Researcher Lee Hyeon-hee of Total Soft Bank and Representative Ahn Byeong-gu of Red Levit conducted mentoring on work being developed by the students.

On the final day, a final examination was held. After the judging, the awards ceremony was

held in training room 248 of the SW Center University Project Group at New Millennium Hall, and it was broadcast in real time for online viewing.

The MAZE RUNNER team, composed of Division of Computer Engineering students Joo Chang-yeong, Jeong Jae-heon, and Jo Dong-ha, won the Grand Prize for their outstanding work. Their winning work was entitled "A Labyrinth-Finding Game Based on Mutual Cooperation Using EEG for Patients with Paralysis." Their idea was to collect EEG signals from patients with general paralysis so that the game could be played without the help of others, and

consequently the patient could gain a greater quality of life through being able to interact with others.

Through this contest, students could improve their AI and SW development skills, can gain motivation for personal development, and receive an opportunity to take their skills to the next level. The SW Center University Project will continue research and development of AI and SW technologies.

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# 2020 Summer Faculty and Staff Training Seminar

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At the 2020 Summer Faculty and Staff Training Seminar held on August 19, DSU President Jekuk Chang said that he would go ahead with 12 specific plans for implementing DSU's innovations into reality, transforming the university to the extent that, ultimately, "there would no university quite like it in Korea." President Chang further emphasized, "In the post COVID-19 era, DSU will spearhead this drive through the innovation of our education system, our educational contents, and of our globalized education."

Held online through Zoom to prevent the spread of the COVID-19 virus, the first implementation plan to be mentioned at the training seminar was the introduction of 'Blending Learning' starting from the second semester. This concept, which combines online and offline learning, is based on the realization that innovative learning transcends time and space. In addition, President Chang said that DSU would: build an online and offline learning space where classes, experiments, and practice would be possible at any time and place; develop tangible online lecture contents using AR/VR technology; implement virtual reality classes; and provide AI, maker, and design education for all students.

Suggestions for ways to dramatically increase students' global competencies were also given, such as the provision of an intact experience education that connects to overseas sites, and inviting prestigious world-class scholars to utilize their renowned skills, knowledge, and lecture contents. In particular, a global field experience project will be implemented through the Capstone Design program in 10 overseas cities, including Los Angeles and San Antonio in the US, Shanghai and Wuhan in China, Tokyo and Fukuoka in Japan, Oulu in Finland, Vilnius in Lithuania, Hanoi in Vietnam, and Surabaya in Indonesia.

Next, President Chang outlined some of the many achievements made during the last semester by those attending the training seminar, and mentioned that the amount of government support received for the various projects exceeded 20 billion won. These achievements included: being selected as an accredited university for internationalization of education; the establishment of six K-Move overseas employment training programs; receiving an 'A' ranking for two consecutive years in performance evaluation of the IPP-type work-learning joint training center; the launch of the 2020 start-up package support project; the establishment and operation of the 2020 Make Space Business Admin and Support Organization; the establishment and operation of a laboratory-targeting startup leading university business support organization; the receiving of an excellent evaluation in the third year of operation the LINC+ program; the Broadcasting and Media Studies Department receiving the '2019 Industry Perspective University Highest Evaluation in Media Field'; the production of winning entries in the world's top-three advertising festivals, including the New York Festivals Advertising Awards; the production of six winning entries at Red Dot Design Award; and the College of Design being selected for the fourth stage of BK21 'Service Design-Based Social Innovation Education Research Team' project.

Following that, President Chang said "I will lead the innovation of DSU,

and encourage all members of our university to join forces to make another leap forward during this pandemic to continue to provide the best education to students." He then presented awards for outstanding online lectures in the first semester of 2020 to Professors Jae Jeom-suk, Jeong Ji-wook, Jo Sang-hyeon, Kim She-hyeon, Im Hyo-taek, Jo Eun-jeong, Gang Sae-won, and Lee Hyo-gyeong.

Finally, a retirement ceremony was held for Professor Shin Cheol of the Department of Tourism, Professor Lee Won-beom of the Department of Japanese Language, Professor Kim Won-gi of the Division of Leisure and Sports Science, Professor Park Hae-ran of the Division of Business Administration, and Professor Lee Yong-gwan of the Im Kwon Taek College of Film & Performing Arts.

### Opening Remarks by Park Dong-soon, Dongseo Educational Foundation Chancellor

Hello, and let me extend my warm greetings to everybody.

I believe this time is a meaningful and unique beginning that will be our first step to face a new, changing world.

We call difficulties a crisis. But a crisis can be both a challenge and an opportunity. As you struggle to get out of your difficulties and survive, miracles can also happen in crisis. It is my belief that the crisis we are facing right now is, in a way, a gift from God to us. I believe that God has given us a rare time and opportunity to contemplate what our lives were like previously and to start something new.

In this era of constant technological innovation, more and more effort is required from us all. We must put away familiar, old thoughts and habits and instill new dreams and hopes in our students. I think this is our mission, to be calm in these difficult times.

Like the forsythia flower with strong vitality that blooms first in bad conditions before the ice melts, we hope that DSU will be a university alive with spirit and vitality.

We have always energized and encouraged each other in the midst of the conflicts and crises of the outside world. It is the tradition and strength of our university to not forget the hard work of the Dongseo families who sacrifice and serve, and to strive to unite even more when times are difficult. We must value this tradition and use it as a guide to face a changing world.

I am sure that your hard work will open a brighter tomorrow for DSU.

# Dongseo University Partners with Coursera to Provide High-quality Courses to Its Students

Edited by
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The importance of high-quality online education has become increasingly evident in the new educational environment necessitated by the COVID-19 pandemic. Dongseo University recently partnered with Coursera, the world's leading online education platform, to add to its rapid technology infrastructure development, making world-class content by top institutions available to its students.

Dongseo University is the first from Korea to sign up for Coursera for Campus platform post the free access period under "Coursera Coronavirus Response Initiative" ended on September 30, 2020. The partnership will provide DSU students unlimited access to the Coursera for Campus catalog of over 4,200 courses from more than 200 world's leading universities and industry partners, making students eligible for course completion certificates too.

The university will integrate Coursera content into its several existing courses and provide its students with additional content recommendations mapped to specific learning goals. All students registering for Coursera for Campus will have the flexibility to enroll in preferred courses, building in-demand knowledge and skills.

With this partnership, Dongseo students will have free access to Coursera platform and certificates. The university also plans to operate various support systems, encouraging active participation and successful completion, including programs to improve English language proficiency.

Regarding the partnership, Dongseo University President Dr. Jekuk Chang said, "In the post-corona era, the content and quality of a university's educational offerings will be more important than its physical infrastructure. We are cooperating with Coursera, the world's largest MOOC platform, to build a new education system that is entirely different from those of the past and to provide our students with the best educational content available worldwide."

### About Coursera

Coursera was founded by Daphne Koller and Andrew Ng to provide universal access to world-class learning. It is now a leading online learning platform for higher education, where 72 million learners worldwide come to learn skills of the future. More than 200 of the world's top universities and industry educators partner with Coursera to offer projects, courses, Specializations, certificates, and degree programs. 2,400 companies trust the company's enterprise platform Coursera for Business to transform their talent. Coursera for Government equips government employees and citizens with in-demand skills to build a competitive workforce. Coursera for Campus empowers any university to offer high-quality, job-relevant online education to students, alumni, faculty, and staff. Coursera is backed by leading investors, including Kleiner Perkins, New Enterprise Associates, Learn Capital, and SEEK Group.

# Division of Tourism-Techtree Company Industry-Academic Joint Research Outcomes Released

Edited by
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Dongseo University Division of Tourism MICE Centum Industrial Campus Development Project Team (Director Hong Jung-hwa) and Techtree Company (Representative Kim Seong-min) have installed an automated facial recognition device at the Hwangnyeongsan Observation Point, which is drawing attention from the tourism industry. The result of joint industry-academic research for the past three years, the device was installed at the popular tourism spot in May.

For the development and installation of this automated facial recognition device, both organizations signed an agreement on technology utilization with the Busan Tourism Organization and the Busan-Ulsan branch of the Korea Tourism Organization. This culmination of the venture marks the beginning of the installation of a number of similar devices at other popular tourist locations, in order to collect statistical information and share tourist information and promote cooperation for additional tourism marketing.

The existing automatic devices installed in tourist destinations did not solve the problem of overlapping counting when measuring the number of tourists. In contrast, this new device utilizes a system developed to link head counting with additional facial recognition technology to avoid that issue. In addition, the system recognizes the sex or age group of visitors, from which the accumulated big data provided will be invaluable for establishing future marketing and tourism strategies.

Currently, Hwangnyeongsan Observation Point is operated by the Busan Tourism Organization, and the historical Hwangnyeongsan Fire Beacons site there has been selected as one of the top 100 nightly tourist attractions in Korea by of the Korea Tourism Organization, and is an important tourist resource that will be intensively promoted in the future. With the installation of this automatic facial recognition device there, it is now possible to accurately ascertain the number of tourists visiting there in realtime, as well as their sexes and ages.

Project Director and DSU Division of Tourism Dean Hong Jung-hwa said of the occasion, "It is very encouraging to install this automated facial recognition device at the Hwangnyeongsan Observation Point, a popular tourist spot which is very symbolic and representative of Busan, as the Ulsan Bridge Observatory is of Ulsan." He emphasized. "I very much expect it to contribute greatly to the local and national tourism industries in that it provides important big data for public relations marketing of tourist attractions in the Busan and Ulsan regions."

# Graduate College of Design Selected for Fourth Stage Brain Korea 21 Project

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Graduate College of Design Selected for Fourth Stage Brain Korea 21 Project Dongseo University was selected for the Fourth Stage Brain Korea 21 (BK21) project organized by the Ministry of Education and the National Research Foundation of Korea. It is to receive a total of 2.1 billion won in funding over the next 7 years.

Dongseo University's Fourth Stage BK21 project team from the College of Design includes Professors Lee Seong-pil Lee (team leader), Jang Ju-yeong, Seo Han-seok, Yoon Ji-yeong, Hong Gwan-seon, and Lee Dong-hoon.

In relation to the Fourth Stage BK21 project, the Ministry of Education announced that its selection of universities was based on their capability to practically perform research results in the future through qualitative evaluation, selection, and concentration. For this round of applications, DSU's Graduate College of Design's successful approach was on the subject of "Service Design-Based Social Innovation Education Research," and, as detailed research content, the project will be conducted focusing on regional community service design and product-service system design. In particular, DSU is in fact the only tertiary institution in the country that has been selected in the field of service design, and it was noted that its application was evaluated on the excellence of the systematic educational and research achievements built over the past 12 years by the Service Design Department of the DSU Graduate College of Design.

The ten universities selected for the Fourth Stage BK21 project were DSU, Pusan National University, Seoul National University, Chung-Ang University, KAIST, Ewha Womans University, Hanyang University, Yeungnam University, Inje University, and Chungnam National University.

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# Making the World a Better Place through the Sharing Economy

It's been eight years since Seoul announced the slogan 'Sharing City Seoul.' At about the same time, form of economic structure based on sharing instead of owning has emerged, referred to as the 'sharing economy.' The wave began in San Francisco where IT infrastructure is well developed, and later spread throughout the world. Now, in 2020, smart phones have revolutionized our lives, and it seems that the Seoul initiative has come to spearhead a corresponding movement throughout Korea.

Historically, the sharing economy emerged through a need to cooperate. Lacking the physical attributes of wild animals, like sharp claws or thick skin, humans survived by working together. As humankind entered an agrarian society, the form of the sharing economy within the community evolved. Developments were based on the divisions of labor among farming, hunting, gathering, cooking, child rearing, et cetera.

As industry developed, different types of occupations came about, and different prices were assigned to each product and service. Crude bartering was no longer possible, so currency took the center stage. Money worked as the absolute standard, and people began to work for wages. The desire for personal wealth caused people to avoid sharing when there was no monetary advantage involved in doing so. This circumstance was exacerbated by the first three Industrial Revolutions.

The sharing economy is the fruit of the Fourth Industrial Revolution, which combines IT and industry. As we became experienced with social network culture, we had the conditions in which the sharing economy could activate. Digital cash was another catalyst of the sharing economy. We are now in a seemingly perfect era for sharing.

In 2008, Lawrence Lessig coined the term 'sharing economy', defining it as an economic method based on cooperative consumption that enables the sharing of products. The main concept that differentiates traditional and sharing economies is ownership. In the sharing economy, it becomes possible to "share ownership" for a specific period. Lack of ability to own goods, on one side, and possession of unused goods, on the other, led people create conditions for sharing.

An advantage of the sharing economy is its environmental impact. It is clear that the resources on Earth are limited. For a sustainable future, sharing is essential. Another advantage is that the sharing economy opened the possibility for every individual to become an entrepreneur. As we share resources such as vehicles, clothes, and furniture, saved capital can be used for other purposes.

Based on sharing economies, our values regarding consumption mature. Instead of striving to have a lot, we will have the opportunity to consider the why, how, and what of our needs. As a result, consumption patterns will improve. For example, people will spend more on making memories, such as on cultural activities and custom or handmade products.

The sharing economy is gathering a lot of attention from start-ups. In fact, during the last ten years, there has been a noticeable change in the Korean market. The sharing economy is spreading under government initiatives. Each local government is doing their best for the sake of the local residents. Platforms arranging to lend a suit for a job interview to lessen the burdens of job seekers are a typical example. Toy libraries and tool libraries are other typical examples.

We can see kickboard and bicycle enterprises also emerging in the sharing market. They began as solutions to problems like accessibility to alleyways where public transportation can't reach, the usefulness when the destination is betwixt and between, and the convenience of parking. However, China appears to have failed its shared bicycle project and made an enormous amount of bicycle graves from it, and we should take it as a warning.

There are polarized opinions towards the sharing economy. Some praise it a concierge economy that will make all go well or on-demand economy which provides any form of goods that consumer wants through mobile. Others satirize it as share-the-scraps economy and worry about the exhaustion of resources owing to the tragedy of commons.

There are obvious limits to sharing. People who think sharing is better than owning choose the sharing market. Likewise, in areas where owning is considered better than sharing it will be hard for the sharing market to enter. For example, things like brand-name products and party dresses which aren't used often can be shared. However, sharing daily wears, necessities, and consumable products would be unpractical and unhygienic. Even if you leave out the inefficiency, psychological factors will disturb the sharing market's growth. Most people feel more or less unpleasant when strangers use their possessions.

Finally, you can't ignore your desire to possess. The fundamental reason we use the sharing economy is to save from buying certain things we don't need and spend the money saved on what is more important or necessary. Sharing is the second-best plan instead of owning.

The sharing economy cannot outgrow the stock of unused items. Also, people are concerned about a "tragedy of the commons" result in the sharing economy. But the commons in this instance are actually private possessions, and borrowers tend to take care of those assets. Various factors help. Most platforms maintain their systems through interactions between sellers and buyers. Reputation matters. Strong platforms are filled with transactions and reviews. The sharing economy may not be the master key to all the problems, but there's nothing like it. Let the sharing economy do the work it can.

Keep in mind, however, that sharing economies have been causing problems. The low quality of goods provided is becoming a point of criticism. Also, you may meet crooks in the platforms, and after a transaction it might be hard to be recompensated. Even if you avoid outright fraud, there are other situations you might not. Travelers making excessive noise in shared apartments during their stay is an example. In addition, the sharing economy might in

fact help to reinvigorate materialism, and it might increase online fraud. Dozens of news articles about illegal lodgings are uploaded in web feeds each day.

Other concerns include tax evasion, lack of trust, and mistakes based on a lack of experience. To be clear, though, neither a taxi driver nor a carpool driver is one hundred percent safe. Experts say that this kind of danger can be defeated if review culture expends.

Gag Concert, once Korea's best comedy, had a feature called 'Man Who Defines Uncertain Things,' and it gained popularity by giving standards to lots of uncertain things in our daily lives such as the division of housework, and so on. We face so many uncertain situations in our daily lives, and people deal with them differently. The movement of traders and managers might be able to solve some problems, but government-dimensional intervention is necessary.

The ideas themselves are mostly ideal. But when it comes to reality, they collide with numerous variables. Human desire is the biggest of all. We should beware of monopolists and of those seeking to use class to divide society. Government's intervention in the market will differ depending on personal and party-based political tendencies. Governments should keep their balance between the obstinacy of existing structures and recklessness of the revolutionary, defend the society from division of two different groups, arbitrate by making the proper laws, protect the weak, and overcome the rapid tide.

Reasons we accept the changes even if there may be risks is because like most of the social flows, whether we take it or not, it is already out of our hands. Whether good or bad, it has already begun, so we should face it. Thus, we cannot ignore the effects by locking our doors.

Blames will pour toward such closed-door policy. We've been turned over once, and the result was terrible. If we had learned from history, mistakes would not have been made. Considering the features of the Korean society, a matching form of the sharing market is what we need.

Unlike the overseas market developed on the lead of enterprises, Korea's market is providing a welfare form of it. Accordingly, many people are taking advantage of it. But still, we need to widen the sharing market's scale from P2P to B2P and should thoroughly distinguish between the sharing economy and the market economy and more specific division in the sharing market.

To the weak businesses within the market economy, new waves might threaten your survival. However, it's impossible for you to stop the wave, though it's the government's duty to protect industries falling behind as a result of new legislation. To the generations who aren't used to IT infrastructure, we should provide education to make the sharing economy convenient.

Though it might take a while, I personally hope for a proper solution. There's nothing better than a swift adoption of a suitable alternative, but also, there's nothing worse than a banned right that was once allowed. The sharing economy market is an ongoing market, so it's still hard to define its prospects. We may only guess. Its size will have clear limitations and it will have to rely on the market economy. Experts already say that every sharable good has emerged in the sharing economy.

Here is a scenario to consider. First, consumption decreases, and companies fire employees or cut wages to manage the damages and declined income. Here we repeat the nightmare that struck America 80 years ago while California's unsold oranges were rotting and children of New York had to starve, but this time it happens on a worldwide scale.

Until now, crises were avoided by growth and pioneering in markets. Even now, we are waiting for the new savior market to emerge. That's why some people aren't satisfied with the sharing economy. However, ironically, the solution that we used to think was ideal didn't actually solve the essential problem. If we don't face the problem, the depression will be repeated when the next bubble pops. Before we find new income sources, we should repair the damage.
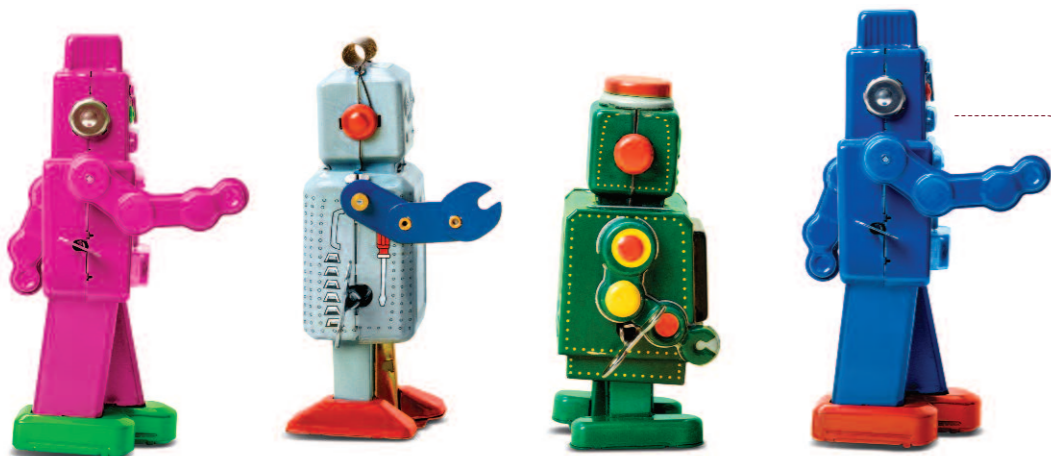
The sharing market will work as another economic structure that sustains society. If the economy recovers in general, both the market and sharing economies will benefit. The fierce COVID-19 pandemic shook the entire world. It's high infectiousness, fatality rate, plus it requirement for social distancing between people has made life challenging. Lots of enterprises based on the sharing economy are currently reeling. Critical opinions are arising, but the defenders of the sharing economy claim that this critical situation was meant to be for the growth of the sharing market and COVID-19 is nothing more than an unfortunate event.

What's certain is that even though the growth of the sharing market might be delayed, as long as the community exists, our nature to share will grow under the regulations. Sharing was forgotten and owning was the only solution we chased.

If we didn't remind ourselves the way to share through public libraries and parks, until the era of sharing came with the development of IT infrastructure, we would have had gone a roundabout way to realize our instinct.

Now seems like a crisis of the sharing economy, but it might just be that the fortunes of the sharing market haven't yet settled. Instead of arguing with prejudiced perspectives, we should prepare together to sail through the big wave we are approaching.

# A Special Chapter in My Life
## SAP in America

Have you ever dreamed of leaving Korea and living abroad? I have been interested in foreign cultures and languages since my childhood. It was this lifelong interest that lead me to try and participate in the various overseas programs offered here at DSU. Dongseo University has many foreign exchange programs that students are encouraged to apply for if they have the desire to experience life abroad. I was given the opportunity to realize my dream when I applied for and was accepted in the Study Abroad Program (SAP).

My name was on the list, and I was thrilled. However, my excitement turned to worry when I realized that while I had been accepted into the program, I had only completed the first stage of the process. The interview loomed large and I trembled at the thought of it. I needed to prepare for and pass the interview stage. I based my preparation on the application documents and reached out to an acquaintance that had passed through the program and was already living in the United States for guidance and advice.

The day of the interview came quickly. I had butterflies the size of pterodactyls in my stomach as I waited to be called. I tried to remember the answers I had prepared and the countless practice interviews I had done. I was fortunate that I was seated in the middle and that the interviewer asked each interviewee similar questions. My location allowed me time to listen and compose both myself and my answers. During the interview I felt confident, but it was a short-lived confidence. I was filled with doubt and regrets mere moments after I finished. Did I give the best answers, or just ordinary, unremarkable ones? Did other applicants answer better than I did? Could I have done better with a little more preparation? My grades were not the highest and surely others had performed better in the interview. I began to think that my dream of living abroad had reached an end.

The day arrived when the final list of successful applicants was to be posted. I had fully convinced myself that my name would not appear on it. Despite my resignation to that possibility, I was still nervous and still excited. In fact, I was so nervous that I contacted another friend from the program, and we opened the list simultaneously. We had both been accepted into the program! After sharing a moment of excitement with my friend, I called my parents to tell them the good news. They congratulated me but expressed concern about the considerable expense and the potential dangers I might face living in a country so far from home. It started to sink in that I was going to America.

My friend and I finished our semester happily with thoughts of our adventure making the last few months fly by. During the summer vacation we met and made plans, growing more and more excited. We still had to take an American culture course before we could go, but we were getting closer. The course was enjoyable, and I found myself learning things that I had never considered. We were taught by both a Korean professor and a foreign professor in the evenings after our regular classes had finished for the day. Unlike my regular classes, the foreign professor gave us group projects throughout the course. Even our midterm and final exams were replaced with group projects and we learned to work together.

It took nearly a year, but it was time to go abroad. I prepared all the things that I thought I would need, packed my suitcase, and headed to the airport. The day had arrived! It was my first time experiencing such a long flight.

Upon arrival, we were taken to Hope International University. The campus is located about an hour from the airport. Thankfully, the shared dorm rooms were large and clean. Despite being initially surprised by the small size of the campus, it turned out that this was actually a hidden advantage. It was easy to get to all of the classrooms. Even if you happened to oversleep, you were only a three-minute run away from the farthest class on campus.

Before starting classes in earnest, the professors divided students into groups based on the test we took in Korea. The format of the class was far more active than ones in Korea. I was initially a little embarrassed to play "games" with people I had just met, and it was my first instance of culture shock. America is a country where small talk is quite common. People greet each other on the street and exchange pleasantries. It took some time to get used to the level of familiarity. I did feel that it was hard to interact with my foreign friends outside of the classroom.

My trip to America was cut short by the Corona virus. I was forced to come home much earlier than I had anticipated, and I was not able to do all that I wanted to do. I still have not visited New York or watched an MLB game. My biggest regret was that I failed to see Antelope Canyon.

Although my trip to America was shortened by two months, I consider myself lucky. I was able to achieve my goal of living abroad and had numerous valuable experiences that I will carry with me moving forward. My journey has been paused for now, but it is far from over. One day I will fly back to America and see Antelope Canyon.

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# The Post COVID-19 Era

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The two biggest trends in the post-corona era will be the job future of digitalization, and the decline of globalization. First, to prevent the coronavirus many office workers now work from home, but this is impossible to do for many jobs, such as in the airline industry. As a result, the anticipated dominant form of jobs of the fourth industrial revolution are no longer the future, but in fact have already become today's work. Therefore, future changes will result in jobs using artificial intelligence and digital technology. For example, AI testing, advancements, and management services will be increased to address the shortage of medical personnel. The outbreak of the virus around the world has necessitated the need to place medical professionals to the most needed areas. So there have been cases in which doctors, nurses, as well as antivirus researchers and test machine developers have been asked to be dispatched from abroad, in order to alleviate the suffering from overall personnel shortages related to medical care. To reduce this burden, various companies have said that they will introduce systems to help boost testing and diagnostic services that are to be managed by AI.

What has been the impact on education? The sudden outbreak of the virus has forced the world to shut down schools, compromising students' ability to study. Until now, the main target audience for online education has often been used by people who have difficulty studying, such as those who find commuting inconvenient or difficult, or those who are working full-time. Examples of online schools are Korea Communications University, Lifelong Education Center, and Busan Digital University. However, the virus has led to the rapid rise of online education, which allows students to learn freely even if they are unable to go outside. Schools are rushing to share necessary learning materials with students through the online opening. However, most educational systems lack preparation for sudden online education, as well as familiarity within school education, increasing the number of cases in which external instructors and professional lecture videos are partnered and utilized. For this reason, online education system developers and editors and online education instructors will become more popular and the demand for them will increase.

Finally, entertainment and online commerce related jobs have been significantly impacted in countries that have banned or severely restricted people from going out. For that reason, many people spend time playing games or watching movies at home. Therefore, the demand for server managers, drama film production, and distribution-related personnel are expected to increase as entertainment providers such as Netflix provide services globally in nonface to face contact and manage online services through remote control or telecommuting. In addition, noncontact shopping has become a pattern of consumption in terms of satisfaction and convenience through fast delivery services such as 'rocket delivery' and 'dawn delivery.' Therefore, the increased use of online ordering apps will also increase demand for online commerce-related jobs.

Disruption of supply chains has meant that closures of parts factory in China and in Europe have caused companies in Korea to shut down. Through this experience, companies have chosen to strengthen the 'Domestic Value Chain' so that core components can be safely procured in Korea. This and similar developments may affect investment and transfer of technology from developed countries to developing countries. Companies in developed countries will likely exit developing countries through reshoring. Countries with smaller domestic markets and greater dependence on foreign countries due to globalization will may see their overall economic growth compromised, while unemployment increases.

The coronavirus pandemic will end one day, but a new order will be formed in the places swept away by it. In some areas, finances should be effectively injected to prevent the collapse of the production base and actively protect vulnerable groups whose livelihoods are threatened. In my opinion, the policy prescription to overcome the economic panic caused by the pandemic should be different because the phenomenon is different from that of the economic Great Depression.

# Will the Development of Artificial Intelligence Improve

## Our Quality of Life?

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What is artificial intelligence (AI)? It is a field of computer science and information technology that studies how computers can think, learn, and self-develop humanlike intelligence. It is said that AI is what makes computers imitate human intelligence. First, looking at the type and history of AI, the potential of artificial brains was first discussed by scientists from various fields such as mathematics, philosophy, engineering, and economy in the late-1940s and early-1950s. In 1950, Alan Turing published a paper that revolutionized the history of AI, with an analysis of the feasibility of thinking machines.

He devised the famous Turing test, noting the difficulty of defining what it meant to "think." He determined that if you send something via a teleprinter, a telegraph machine that automatically translates and prints it as a text signal when the telegraph signal is transmitted, then if a machine conducted the conversation well enough to disguise to a human whether the machine was a person or a machine, this was enough to say that the machine was "thinking." The Turing test is the first in-depth philosophical proposal for AI.

Soon after this test was developed, the term "Artificial Intelligence," or "AI" was invented. Then in 1951, using the University of Manchester's Ferranti Mark 1 machine, Christopher Strachey wrote the first checker(draughts) program and Dietrich Prinz wrote the first chess program. Later, a checker program developed by Arthur Samuel in the mid-1950s and early-1960s would finally make sufficient technological advances to reach the levels of amateur human players. The demonstrated the development of symbolic reasoning and logic theory. By this stage, some scientists intuitively thought that machines could handle symbols as if they were numbers, and that they could handle the essential parts of thinking like people. This was a new approach to making so-called thinking machines. Much later in 1995, Allen Newell and Herbert A. Simon took this approach to the level of developing a program that eventually proved 32 of the 52 theorems in Russell and Whitehead's Principia Mathematica, and which found some new and more elegant evidence for them too.

But it was at conference in Dartmouth in 1956 that heralded the real birth of AI. The conference participants raised many proposals, including the claim that "every aspect of learning, or any other characteristic of intelligence, can accurately describe and simulate a machine."

This was a pivotal moment that included the name AI, the goal, the first successes, and the people who achieved them, and gave birth to AI in a broad sense. As such, all the types of AI have a diverse history. In the field of natural language processing, AI has already put systems such as automatic translation into practice. As further research is conducted in this field in particular, eventually a person will be able to communicate with a computer and exchange information just like talking with a real person, and thus innovative changes in computer use will come. In the field of expert systems, computers can be used to replace many of the professional tasks currently being performed by humans, such as doctors' diagnosis, mineral reserve assessment, compound structure estimation, and compensation for damages. Among all the various AI sectors, this one developed the earliest. The third area that AI affects is an analysis function. Analyzing images captured by a computer through a TV or camera, finding out what it is, or listening to a human voice and converting it into sentences is very complex, and impossible for computers without the introduction of AI theory.

Such image and voice recognition are key technologies alongside character recognition and robotics. In addition to those, AI is reaching extending into many fields, and recently it was announced at the University of California at San Francisco Campus that a brain implant AI technology is being developed that converts speaking into text by simply recollecting the sentences. To do so, four women suffering from epilepsy were asked by the researchers to read sentences aloud so that they could measure their brain activity. Even for the same sentence, brain activity was not always constant, so every sentence was read more than once. At this time, AI was trained to find patterns that could be linked to real words. The technology requires attaching electrodes to the brain, collecting signals from the brain, and matching them with words to "translate" them so to speak. If you connect with speech technology, you can implement it as if you were speaking, but in the experiment, they tried to translate it only with text. The researchers said they were inspired by a surprisingly improved translation technique. This AI translates sentences with 97 percent accuracy. By analyzing the activity, it translated up to 250 words in real time, spoke 30 to 50 sentences, and the researchers mentioned that the AI developed this time seems to be a great help for people with speech difficulties.

In a similar context, there are autonomous vehicles in AI that help humans. It is expected that when the self-driving car comes out, with by definition better driving ability than people themselves, people would both be unwilling to own such a car and to live near their places of work. It is also predicted that in addition to self-driving cars, autonomous vehicles in general, unmanned air delivery, and so on, will change the way of commuting, working, and shopping to create new urban lifestyles and leisure methods. Also, in the home service field, AI will bring a lot of conveniences. Simple robot cleaners are already used in many homes, but, in the future, better chips, cheaper sensors, cloud-based remote control, and better voice recognition technologies are expected to increase such robots' service levels and communication skills. There are also professional robots that deliver luggage, clean the office, and take care of security. In just the past three years, cheap and safe robots have been developed one after another. By 2025, you will probably see them in your own home.

There is also the health sector. This is an area where people have long been waiting for the emergence of AI. In the meantime, there has been a remarkable advance in collecting useful health-related data through personal health check devices, mobile apps, and hospital electronic medical records), and there are now surgical robots and service robots to assist hospital operations. Artificial intelligence-based products and services can improve the quality of life of tens of millions of people with therapeutic outcomes within a few years.

Finally, there is the educational field. High-quality education will always require active intervention by human teachers, but AI will improve the quality of education at all stages because it can be personalized. The interactive AI tutor will be paired with the student on a one-to-one basis, so further development of an interactive tutoring system to help learn languages and mathematics will result in online education being incorporated as part of all curricula from elementary school to college. The key is to eliminate the discrimination between those who have and those who do not, and to avoid the side effects of reduced face-to-face contact. Through these developments, many scientists look at the positive impact AI has on society to lead society in a better direction. However, as there are two sides to all technologies, there are those who argue that the development of AI will be negative.

The leading antagonist was the late British space physicist Dr. Stephen Hawking. He warned that "the development of a complete AI can lead to the end of humanity." Tesla's CEO, Elon Musk, who is said to be the world's best innovator, is also on Dr. Hawking's side. "Artificial intelligence can be a greater threat to humans than nuclear weapons," he once said, comparing the development of AI to "acting to summon demons." The claim of those concerned deals with the collapse of the existing economic system. If robots take the place of humans, it can be a big advantage for producers. Conversely, the problem arises that most jobs would be lost. Indeed, will the resulting social structure, like a welfare society, allow everyone to enjoy the capital gained by AI, so that humans can enjoy a life of welfare benefits without work? Or, will we see the development of a giant, jobless underclass? It is a concern as to whether an economy with robots will be realistic.

The second opposing position is based on the self-generation of AI. This is what most people are concerned today. AlphaGo learned not only the existing big data, but also through countless simulations to derive the best results. In the process of doing so, Google analyzes and simulates a lot of data that cannot be accumulated so far, and the prediction is whether or not the self can form a second AlphaGo. If an AI learns and analyzes on its own, to the extent that self-awareness occurs even for a moment, major social and economic problems may arise.

Finally, it is expected that AI may mean humans will not have human relationships. In fact, after the development of the smartphone, the majority of the students answered that there were many conflicts with people around them by focusing on the smartphone rather than spending time with family and friends. Adults, as well as teenagers, answered that they would not feel the need to make friends in the workplace because of the more stimulating and interesting social media networks and the information available via the smartphone. This is a phenomenon where AI can be developed, and the concern is about what will happen if AI exists as a housekeeper, a teacher, and a friend at home. As mentioned earlier, any leap or change has its pros and cons, and it cannot be ruled out. The same goes for AI. AI has made our lives more convenient, but it is also true that it has negative effects. However, if we pursue the proper coexistence of humans and robots rather than skewing too far to either side, we think that synergies can be made to further develop the country.

What are the characteristics of Korea that are different to other countries? A delivery system with items that arrive the next day, 24-hour *jimjilbangs* (saunas) and wifi available anytime, anywhere, right? But while those are indeed interesting features of Korea, the biggest thing is that almost all Korean men have served in the military. This is because of Korea's conscription system.

Why is it that South Korea has universal male conscription? It's because South Korea faces a unique situation. After the Second World War ended in 1945 and the Korean Peninsula was liberated from Japanese occupation, two separate countries were formed—South Korea and North Korea— with support from the United States and Soviet Union, respectively. Then in 1949, North Korea signed an 'Agreement on Economic and Cultural Cooperation' with the Soviet Union that secretly contained military support, and waited for the withdrawal of U.S. troops from South Korea. On June 25, 1950, the Korean War started, with North Korea invading the South. The fierce war, which involved U.N. and Chinese troops in the narrow land of the Korean Peninsula, ended 25 months later on July 27, 1953, after a cease-fire agreement was signed between the commander of the U.N. forces and the commander of the communist forces at the truce village of Panmunjom.

Although the war was over, conflict continued from the North. In the 1960s, armed espionage was conducted against South Korea. In the 1970s, North Korea threatened South Korea by creating underground tunnels across the border while pretending to seek peaceful dialogue. South Korea therefore deemed it essential to establish a constant military readiness so that it would be able to fight back at any time against North Korea's armed provocations— which later continued with missile launches and nuclear weapon development. This is why from the end of the Korean War until today, South Korea has maintained its military power by spending about two percent of its GDP on the military per year. All men, from the ages of 18 to 35 years old with South Korean nationality, are therefore required to serve in the military.

Let's find out what type of armed forces the man who is about to serve in the Korean military can choose. First of all, there is the Republic of Korea Army (ROKA), which is responsible for ground-based warfare. The number of ROKA soldiers, including conscripts, was 464,000 as of 2019. It is easily the largest of the Korean military branches. Unlike the Navy and Air Force, which require voluntary applications, the Army accepts all active-duty personnel without any other requirements.

Due to the geographical characteristics of the border, most conscripts are located along the DMZ fence, which separates North and South Korea. As a result, most of the ROKA conscripts serve in the northernmost part of South Korea, such as in Gyeonggi Province and Gangwon Province. It is a difficult stationing, being extremely hot in summer and cold in winter, and this is a major reason why the ROKA has the shortest service period of all of the military branches, being roughly one and a half years

Not all those serving in the Navy do so on ships. There are various cases, such as spending one's whole service period on ships, serving on land without going on ships, going on ships only every six months, and so on. Living conditions of the Navy are generally better than those in the ROKA, but the service period is two months longer. In addition, there is a relatively freer atmosphere (which can also be found in the Air Force), including longer vacations than in the ROKA and guaranteed off-base breaks. Due to the characteristics of the Navy, most of the conscripts are located in coastal cities, so they aren't as removed from society as ROKA conscripts tend to be.



# Time in the Korean Military

## A Sacrifice to Protect Our Nation

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The Air Force requires less physical training and lower work intensity. It also has the best facilities and offers longer off-base breaks than the Navy and ROKA, making it very suitable for building job specs and preparing to earn certificates. Put these together, and it is easy to see why the entry competition rate is highest among Korea's armed forces. This is why the service period is one year and nine months, which is three months longer than the ROKA.

Finally, the Marine Corps is technically part of the Navy but can be enlisted in separately. It has the same short service period as the ROKA. Despite harsh conditions for recruits, volunteer enlistment is high given the Marine Corps' popularity. Compared to those in the other branches, its members can be said to have elite fighting power and superiority, and Marine Corps veterans tend to be very proud of their service.

But whatever choice young Korean men make, ultimately, they have to spend more than a year and a half of their youth in being isolated from society and deprived of freedom. If they refuse to serve in the military, they are legally punished and jailed for a period equivalent to their military service. The only guaranteed way to avoid serving is to give up your Korean nationality and go live in another country, without returning until you are too old to serve.

Recently, there have been movements to improve conditions, such as by allowing mobile phone use and raising conscripts' salaries. There is also a plan to provide soldiers with self-improvement items up to a value of 100,000 won, and there will be soon be a soldier's loss insurance that can be tied to the private medical sector. In addition, there are now programs underway to benefit conscripts after discharged from the military.

Against these steps however, many say that military discipline has been undermined due to the increasingly excessive benefits of mandatory military service, which has caused tension among soldiers, and there have been security incidents related to increased cell phone usage. Some even say that the current benefits should be recalled, and that things should return to like in the old days. However, I think the government should strictly punish those who cause accidents and security breaches, but I think conscripts should be guaranteed as much freedom as possible with certain restrictions to prevent a recurrence. Compared to their grandfather's and father's generation, and even compared to just ten years ago, conditions in the military are getting better and better. In terms of salary and welfare, it's much better than before. Some jokingly even say it is now worth it to go to the ROKA.

But further improvements can still be made, and I think the treatment of conscripts, including senior officers, should continue to be better developed in future. After more than a year and a spent serving their country, conscripts should not feel regretful or miserable. In an organization where belonging and unity is so important, it is important to create an environment in which conscripts respect the organization, so they are willing to step up when they need their help in case of an emergency? Patriotism is not created by coercive treatment or squeezing a person like a teabag. Rather, soak it in warm water (i.e., creating a warm environment) and calm it down before it comes out. I hope that the Ministry of National Defense and the government will lead the way to create military that will further form welfare policies and systems for conscripts so that they can take pride in their military lives.

I hope this article will help you respect those conscripts who at this very moment stand up early in the morning and work hard to protect their country at the expense of their youth, while enduring extremes of temperature and conditioning. Thank you for reading.

*Ezine* Hello Professor. Thank you for meeting with us today. Naturally, our readers are very interested in the impacts the COVID-19 pandemic will have on education in Korea and on DSU in particular. As the Chair of the "After Coronavirus" taskforce at DSU, can you please enlighten us, and tell us about the taskforce's main goals?

**Oh Jong-seo** Our university set up the Task Force Team (TFT) early into the COVID-19 pandemic, and we started coping with the situation very early compared to most other universities. The purpose of the TFT is to predict the changing university educational environment and to ensure DSU remains a strong university in the post-COVID-19 era by being one of the first to implement the necessary measures. Or, to put it a different way, our university has decided to turn this crisis into an opportunity. So, we decided to create a virus-free zone, a virus-free campus, and introduce a new way of teaching for the new era. Indeed, we have already implemented many measures which other universities haven't even considered yet.

*Ezine* What steps have already been taken toward achieving those goals?

**Oh Jong-seo** To achieve our goals, we first gathered 10 professors from various departments and divisions to form the TFT. From May, we held meetings continuously for three months and took three major steps. The first step was investigating domestic and overseas cases of COVID-19 to enhance our understanding of the current situation. If we only looked at Korean cases, potentially the problem would not have appeared as serious as it was. So, we expanded the scope of the investigation, gathering data intensively from Europe, Australia, and the United States where there have been far more cases. Based on what we learned from our previous research, we then formed a large keyword cloud. The next step was to select relevant keywords and select ideas or actionable solutions that could be applied to our university. A keyword mapping table was created using a

# EZINE INTERVIEW WITH PROFESSOR OH JONG-SEO

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relay keyword method; that is, to collect, sort, organize, match related words, and create a keyword mapping table based on them. For the last step, we examined the results of various measures drawn up around the world and formulated 12 promotion plans for our university, education, globalization, and services.

*Ezine* What do you believe are some of the biggest drawbacks universities have faced as a result of COVID-19?

**Oh Jong-seo** I think the content of online lectures needs improving. In particular, video lectures that are simply recordings of traditional classes are not really suitable. Therefore, there should be appropriate teaching and learning

methods for online classes. This may include "blended" and hybrid learning methods. Blended learning is a combination of online and offline classes, not simply dividing syllabi into half online classes and half offline classes. It is a method of pre-study online for offline classes and participating in classes with prior knowledge. In other words, it is an online class for offline classes. Already, our school has designed and started blended learning. This is a way to maximize the advantages of and link online and offline classes. Hybrid learning, meanwhile, has been demonstrated at one American university to accommodate 4,500 people at once. Through it, after creating a small virtual classroom, the instructor gave lectures in one space and the rest of the virtual neighborhood accessed the speaker's voice and video. As part of that, we've created a system that allows the instructor to answer right away when someone asks a question. Our university has already started such classes.

*Ezine* We expect COVID-19 might also catalyze innovation. Can you foresee any positive changes that are likely to emerge within higher education as a result of the pandemic?

**Oh Jong-seo** The education style of universities and high schools is changing a lot due to the coronavirus. Although I am waiting for the old style of classes to come back, I think they're really gone now and that times can't be reversed. Therefore, we need to embrace this change fully and think about how to adapt. Indeed, some professors at U.S. universities have argued strongly that this is the best opportunity ever to develop education; if we miss this opportunity, we will be left behind forever, so now is not the time to let it pass by. Accordingly, I am pleased that the DSU faculty are already accepting the change and executing the TFT's new ideas step by step. We recognize all the changes can be a frustrating for many people of course, but in the end the results will be positive.

*Ezine* Dongseo University is well known for its international programs. How have these been affected by the pandemic?

**Oh Jong-seo** One strength of our university is its internationalization. Before the pandemic, we were running numerous overseas programs such as the SAP and Tech. Corps, not to mention all our exchange students. However, in the post-COVID-19 era, it is very difficult to move between countries, so we are looking for ways that students can experience various cultures from within our country. For example, I would like to open booths for in each country in the school and run a program where both Korean and foreign students can experience each other's cultures on campus. In addition, I want to support students in taking the courses they want and obtaining higher education through a worldwide platform called Coursera. Finally, we are planning to enable students to go to 10 countries around the world in a similar form to a Minerva School and to be able to do a Capstone Project while staying in their dormitories.

*Ezine* How does DSU's COVID-19 response compare with that of other universities, either within Korea or abroad?

**Oh Jong-seo** As mentioned earlier, DSU had a very fast response. The TFT was formed early. Also, the TFT is not afraid of change, and we have focused on how to proceed with the classes in the future and to keep suggesting solutions. This quick adaptation and response of DSU is a noteworthy achievement not only compared to other Korean universities but also to most other universities around the world.

*Ezine* The New York Times recently called university towns "a new front in America's pandemic" as COVID-19 cases were spiking on campuses. How likely do you think it is that this problem will affect university areas and towns in Korea?

**Oh Jong-seo** In the case of the United States, between urban areas there are many vast open spaces with small populations, so many towns and cities have formed around universities and have a high dependency on them. In Korea, however, which is much more densely-populated, universities do not drive the economic activities of their regions to quite the same degree. Nevertheless, I think universities

should play a leading role in the development of local values and regional development. So, I think we should think not only about learning through education, but also how we can contribute to the community.

*Ezine* There has been a lot of talk lately about a "new normal." What do you think a new normal might look like in the case of higher education?

**Oh Jong-seo** The term "new normal" is often used these days, and I would say that a good example of it is online learning. Many students hope that the COVID-19 pandemic will end quickly and turn to face-to-face lectures. But we have already discovered the advantages of online classes and believe that students have fully adapted to the system. It may not be as easy as it sounds, but, in the future, students and faculty should be able to make good use of the advantages of online learning and benefit from each other as part of this new normal. Also, I think it is necessary to attempt to ensure that grades are objective and unbiased through the participation of more evaluators in joint evaluations, rather than only by the professor in charge alone.

Also, in the case of the United States, attempts are being made to better utilize the space and assets that universities now have. For example, by using the empty classrooms created by online classes to benefit students in clubs or for other activities. The movement like that to return school assets to their students is a good example of the new normal.

*Ezine* What are the next steps for the TFT and for DSU?

**Oh Jong-seo** The TFT's role is to propose new ideas and assist in their implementation and operation as well as being a think tank for DSU. When we think of solutions for students, we present ideas with low cost and high efficiency as the main focus. It is also the role of the TFT to find practical ways to implement the various ideas.

*Ezine* Based on the TFT's findings, what recommendations would you give to universities and/or students as they adapt to a potentially long-running global pandemic?

**Oh Jong-seo** Among the newly emerging words in the post-COVID-19 era is the word

"un-learning." The means that we should abandon the old concepts that we have learned so far and start anew. They say that traditional systems such as classes and students who just took notes from the whiteboard should be abandoned and changed from passive learning to active learning. The Ministry of Education has researched online classes ever since the COVID-19 pandemic first began and demonstrated there was no loss of class quality. Interestingly, they could see that the learners are dividing into two groups. And the criteria for separating the two groups were grades. In the future, the ability to find and acquire learning opportunities online will play an important role.

The coronavirus presents a challenge, and a new world will come that has never been experienced before. Students should be prepared to accept this situation. This makes us feel scared and anxious, but it is the reality. The future will be a place no one knows. All attempts at new things in such a future bear a risk. Those who try new things will often be criticized rather than applauded or encouraged because, but if their attempts are successful, everyone will follow the trends they create. Like with Steve Jobs, who was confident with his visions even after seeing the Palm Top's failure, we should push forward as he did in releasing the iPhone to the world.

If DSU wants to be a future university, it must take risks. In fact, in that respect, our university is in a better position than other universities. The reason is that our university is determined to seek change for a better future rather than settle for the present. Also, even if we run into several setbacks based on trial and error, we will learn from experience and produce better results. Therefore, I am sure that DSU will be very much a leader of future university education.

# Battling                    Anxiety

You are not alone.

**Laura Stephenson**
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Anxiety is the feeling that something is wrong or will go wrong. People feel a sinking in the stomach. They may start to sweat or carry tension in their shoulders, possibly giving them aches in the shoulders, neck, or head. Some people feel churning in the gut. Some people clench their jaws or grind their teeth, causing headaches and even cracked teeth. Some people isolate themselves, cutting themselves off from family and friends.

This feeling may come when there is something going on that will pass, like having to take a test or give a speech in a few days. Or, it may be an all-over low-level fear such as a lack of money or time, or problems with a relationship.

Because it is so low level and may be constant, most people ignore anxiety and don't recognize that they are feeling it. They often push it down. Many people hide their anxiety from others, thinking it makes them look "weak" to feel it.

You can battle anxiety and win! First, relax your body, starting with your feet. Tense each muscle, then let it go. If you find yourself clenching your jaw or fists or tightening your neck or shoulder muscles, relax. Visualize sunlight pouring down on your head and soaking into your body, filling you up from your toes, to your feet and legs, to your middle, to your shoulders, to your head. Breathe in for four, hold for four, breathe out for six seconds, three times all the way through. Do this several times a day.

Meditation is a great way to relieve anxiety. There are many free meditations on YouTube and meditation apps like Headspace. There are also many books on the subject. Find a person whose voice is soothing to you.

Mindful movement is an excellent way to reduce anxiety and get healthy at the same time. Mindful movement is having your head and your body in the same place. It is easy to have a "monkey mind" that jumps all around. Anxiety is a low-level fear, mostly of things that haven't happened and may never happen. Try to be in the present moment. What are you doing right now? Are you sitting, standing, or lying down? Think about what you are doing right now, and let the rest go. Try stretching, yoga, or tai chi.

Do a brain dump. When your mind starts racing, write down what you are thinking, no matter how crazy, for three minutes in a cheap notebook. Then, write down three things that would make this day better, three things that you are grateful for, and three things you will do. Some people do this every morning and some do it only when their brains go crazy. When you feel anxious or overwhelmed, do a brain dump first. Then, you can think of what to do next.

Next. look at your thinking. If you are nervous about something you have control over, like a test or speech, do something! Study for the test. Practice the speech. If you are worried about your health, wash your hands often, use hand sanitizer, exercise, and eat healthy food. I look at websites for fifteen minutes to find out what is going on in the world, then stop. Don't look at the news over and over. That makes everyone anxious! Decide if there is something you can do. Maybe you can give blood or plasma for people who need it. Do what you can where you are, and leave the rest alone. You are not in charge of the entire world!

Anxiety makes people feel paralyzed, unable to think or move. First, do the brain dump to sort out your thoughts. Next, write your list of things to do. What must be done first? Then, pick ONE to do. Figure out how to do it. If you don't know, ask a friend or watch a video on YouTube on how to do it. Break it down into small parts. I suggest starting with something you can do quickly, like make a phone call or answer a text. Then, do the next thing. Take breaks every 25 minutes, then go back to work. Get the things done. Then, congratulate yourself! Do not do a huge list. Most people can do three to five major things a day. Doing too much can be just as bad as doing too little.

Feeling anxiety is not "weak." Talking about it with a close friend can be like a brain dump, sorting out what you can change from what you can't. Your friend may be able to suggest things that you can do or a new way of looking at a problem you haven't thought about. Talking to a friend often gets rid of anxiety entirely.  Then, do something nice for yourself. You are getting help, and that's fantastic!

If doing all these things does not help, you may have a deeper problem. There are two major chemicals in the brain. Dopamine is for focus and serotonin for happiness or pleasure, the "rush" you get when you solve a problem or learn a new skill. Try reading or playing a video game for ONLY fifteen minutes before doing a difficult task for five minutes. If you can keep going, then finish the hard task. If you can't keep going, do the gaming/reading for fifteen minutes and the difficult task for five minutes until the hard task is done. If even this trick doesn't work, you may need to see a doctor to find out if there is some underlying issue or if you need more help with your brain chemicals.

You can battle anxiety and win! Breathe, exercise, do a brain dump, turn off the news, talk about it, and learn to meditate and move. Make a list, break it down into small parts, and do what you need to do. You are not alone! Everyone feels anxiety. Now you have the tools to live more comfortably.

# Emotional Leadership

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Nowadays, our society is noisy with diverse needs from various groups. Various demands and overflowing complaints are creating social conflict. The cause of this conflict is clear, but most of the time, there are no ideas as to the solution. A solution which provides coordination is needed to understand each other well and to draw conclusions. However, it is very difficult to smoothly persuade and adjust people's interests. A new leadership is needed to suture and integrate emotions intertwined with individual misunderstandings or differences in values. The rapidly changing information society of the late 20th century accelerated the demand for new leadership. Along with the changing times, people's consciousness and values have also changed. That is why traditional leadership, like in the past, is not enough to lead current organizational members.

In the past, people were recognized as great leaders when they set organizational goals and achieved their desired results by moving the organization in perfect order toward those goals. But now it is different. Times have changed a lot, people's needs have diversified, and consciousness has changed. This is because it is difficult to understand or persuade people these days with one-sided power or power centered on the leader. A warm leadership is required to serve members of the organization as well as the owners. This new leadership is human-centered, emotional leadership. Unlike in the past, when rationality was considered a great value for a leader, emotional management is now a more important element, to revive creativity and identify the individuality of the members of the organization. Emotional leadership therefore refers to leadership that creates a work environment that cares for members so that they can perform their work in a pleasant state of being.

To be an outstanding leader, you must have a warm heart, or sensitivity, as well as a cold intellect. One of Siemens' experiments has proved this to us. This experiment was aimed at star-level leaders and also managers with average performance, whose sales returns fell within the top 10 to 15 percent. It was concluded that the key difference between the two groups was found in their emotional capacity, including their ability to cooperate with others and foster teamwork. Under the emotional leadership program created on this basis, managers not only improved in their abilities but also generated higher performance in sales revenue than before. Research has shown that leaders who produce outstanding results have high emotional capacity, unlike ordinary leaders.

Emotional leadership is therefore the value or consciousness of the members and depends on their characteristics, place, time, and age within the organization. Therefore, leaders should be aware of these organizational changes. Only when they show leadership that meets the needs of their organization can members achieve high results.

The core of emotional leadership is emotional intelligence. This can be defined as a type of social intelligence that examines one's feelings and those of others and uses this information to guide their thoughts and actions. This emotional intelligence is an essential component for a leader because it acts as an important factor in determining the quality of the relationship between the leader and the members of the organization. Emotional intelligence can be divided into social skills, with the ability to govern relationships and also personal abilities, with the ability to govern oneself. A leader with high emotional intelligence pursues tasks by sharing the values and goals of the organization based on understanding, consideration and empathy for its members. This creates a sense of ownership, passion and commitment to the organization and to its members, which has a positive impact on the organization's performance.

So what should we do to increase our emotional intelligence? The way to become an emotional leader is to adopt Boyatizis' voluntary learning theory. The development of emotional intelligence begins with the search for an ideal self, answering the question, "how do I want to be regarded in the future?". In other words, it is to derive an ideal that will be changed or oriented based on the value of emphasis, the work that one wants to do and an overall check of one's dream.

The next step is to identify your strengths and weaknesses through observation and analysis of your current appearance to discover your real self. It goes through the process of identifying the point of change to reach the ideal self. Also, it is more effective to focus on strengths rather than weaknesses to identify who you are now. At this stage, a comprehensive assessment of one's capabilities is possible. In the next step, you should set concrete learning plans and put them into action. It is important to focus on strengths, to make sure to build on them, and to be careful to plan them out so that they can be implemented. Finally, emotional intelligence is successfully achieved only when it is expressed naturally in everyday life. Therefore, continuous implementation is necessary. In order to acquire emotional intelligence, it is necessary to continuously practice desirable behaviors while curbing unwanted habits. In order for this voluntary learning process to perform well, it is necessary to build trust with designated helpers, to you to provided strength and help at each stage. A helper can be a mentor or a colleague. They will provide psychological stability and give objective assessments of the degrees of change.

Emotional intelligence should be developed not only by oneself but also by all team members in order to produce emotionally intelligent organizations, which will surely produce high results through strong community teamwork between its members. Also, we, who will become emotional leaders, will achieve high results by creating synergy within the organization by forming a sense of cooperation and community among the members through efforts to enhance the emotional intelligence of the organization. Emotional intelligence cannot be easily acquired, but it is possible to learn sufficiently through the changes described earlier. In the future, we need to think about how to lead, organize, order, motivate and guide people based on emotional leadership.

# THE MUSIC OF BEETHOVEN AND MOZART

How many genres of music can you think of? How many of them do you actually listen to? We rarely venture out of our preferred genre when we listen to music. We stick with what we know and like. Our generation often prefers K-pop, hip-hop, and pop songs. Classical music is not saved on our phones or blasting through our headphones. Why is that the case? The reason is quite simple: classical music is too famous. While we do not listen to it, everyone knows the names of the composers and the pieces that they created. Beethoven and Mozart are not tearing up the charts, but you would have great difficulty finding even a baby that has not heard their music.

While there are many other classical composers of great importance and fame—Handel, Bach, Chopin, Tchaikovsky to name but a few—I want to delve into the lives of two of the most famous, Ludwig van Beethoven and Wolfgang Amadeus Mozart. How were they able to compose such brilliant pieces? What set them apart from others?

Most of Mozart's music is composed in major. The major key feels positive and bright. You could be forgiven for thinking that he possessed a bright and positive personality. He uses the major key in ways that seem counterintuitive. Even sadness and anger are expressed in bright tones which makes the listener feel them even more strongly. Perhaps the best example of this is *The Magic Flute*. This composition is incredibly famous, so if you hear it you will certainly know it instantly. Mozart included a bright, high-pitched segment in the piece to show the anger of the protagonist's mother. The fact that he uses this bright musical orientation to express a variety of emotions is more interesting than simply changing keys. It was as though he was testing the listener. Bright and positive songs have been shown to increase feelings of empathy. When I listen to Mozart, I feel like I am healing. His music is refreshing, perhaps due to his perfected method of applying bright tones. One of the main reasons why he is regarded as a musical genius is the naturalness of his pieces. His music is natural in its development. His music rides into our ears much like waves gently reaching the shore.

I believe that Mozart was able to become a timeless composer due not only to his innate skill, but also in large part because of the environment he was raised in. Mozart's father was a violinist and a music teacher that worked in the musical establishment of the archbishop of Salzburg. Surrounded by music from his birth, it would have been odd if Mozart had taken a different career path. At the tender age of three, young Mozart climbed up to the piano and played his first chord. His father recognized his son's talent immediately and nurtured it. Mozart was taught to play the piano, at age four played minuets perfectly, and by age five was already composing. Mozart's father Leopold nurtured his talented son, teaching him and his siblings languages and music. Leopold was caring, kind, but strict, often declaring "He loves his father after God." With skill and the support and dedication of his father, Mozart was destined to become a musical genius.
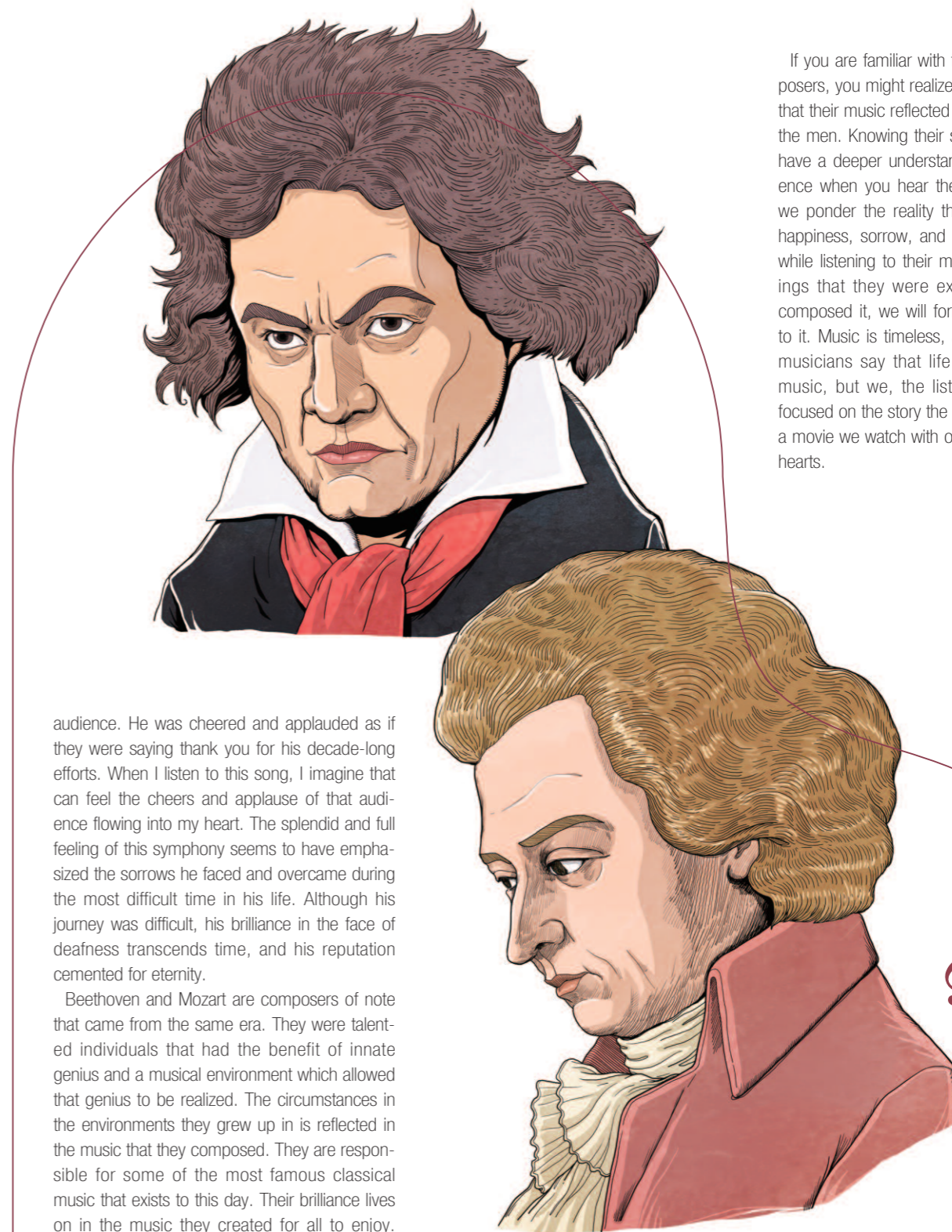
By the age of six, Mozart was travelling and performing as a child prodigy. Moving from city to city, he composed and practiced using a mobile harpsichord. His rich experiences gained though traveling strengthened his musical inclinations. Young Mozart, who stayed in many large European cities for months at a time, was quickly becoming famous with royalty and aristocrats. People were enthusiastic about his improvisation, compositions, and bright personality. Although performing did not pay well, it gave him the opportunity to experience French and Italian culture and helped him broaden his musical horizons by meeting the best musicians of the era and attending concerts. The cheerfulness, humor, wit, and elegant character in his work can be said to have been derived from his childhood experiences.

Mozart, now young man, met composer Weber's niece, Aloysia, in Mannheim and fell in love, but failed in his quest to win her heart due to his father's opposition. It was during this time that was difficult both economical and mentally that Mozart composed his representative masterpieces. They are *Opera Magic Flute, Symphony 39, 40, 41* and the *Clarinet Quartet.* Mozart died early, only 35 years old, but his compositions remain alive and well.

The other composer we shall look at is Ludwig van Beethoven. The works of Beethoven span the transition from the classical era to the romantic period in traditional classical music. He came from a musical family. His grandfather was a professional singer and music director, his father was also a singer that was also able to play several instruments. Born into such a musically inclined family was both a blessing and a curse. He was taught music intensely, but he was also abused by his alcoholic dad. While Beethoven was a talented musician, his early compositions were not well received. He was regarded as a piano virtuoso and nothing more. Eventually Beethoven started to gain recognition and respect for his compositions, but he was also starting to lose his hearing. The realization was addressed in a letter now called the *Heiligenstadt* Testament. The letter was never mailed, and many believe it to be a suicide note. Beethoven did not reveal why he never went through with the suicide, but he decided to meet his fate bravely, he focused on his art, and composed some of his finest works. The situation was ultimately an opportunity for Beethoven to take control of his mental and personal development. Rather than being frustrated and passively accept his harsh fate, he actively coped with it. This heroic attitude is well reflected in his later works. Works of his composed at this time included *Song No. 2, Oratorio, Christ on the Mount of Olives, Violin Sonata No. 9, Piano Sonata No. 21, and Song No. 3.*

Beethoven's *Symphony No. 9*, widely regarded as one of the finest musical compositions of any era, was written after he became deaf. Despite his hearing loss, Beethoven conducted the symphony when it debuted alongside another conductor in front of an audience. He was not actually conducting; he could no longer hear the music he had written. When the symphony finished, Beethoven was turned to face the



audience. He was cheered and applauded as if they were saying thank you for his decade-long efforts. When I listen to this song, I imagine that can feel the cheers and applause of that audience flowing into my heart. The splendid and full feeling of this symphony seems to have emphasized the sorrows he faced and overcame during the most difficult time in his life. Although his journey was difficult, his brilliance in the face of deafness transcends time, and his reputation cemented for eternity.

Beethoven and Mozart are composers of note that came from the same era. They were talented individuals that had the benefit of innate genius and a musical environment which allowed that genius to be realized. The circumstances in the environments they grew up in is reflected in the music that they composed. They are responsible for some of the most famous classical music that exists to this day. Their brilliance lives on in the music they created for all to enjoy. Composing is also called the melody of creation. This melody is the product of thoughts and backgrounds, of psychological and physical states, and the situations faced by the composer at the moment of creation. Through the music we can get a glimpse into the composer's life at a specific moment in time.

If you are familiar with the music of both composers, you might realize after reading this article that their music reflected the lived experiences of the men. Knowing their story might allow you to have a deeper understanding and richer experience when you hear their timeless creations. If we ponder the reality that the feelings of love, happiness, sorrow, and sadness we experience while listening to their music are the same feelings that they were experiencing when they composed it, we will form a deeper connection to it. Music is timeless, and music is life. Many musicians say that life is expressed through music, but we, the listeners, have not really focused on the story the music tells. Music is like a movie we watch with our ears but feel with our hearts.

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