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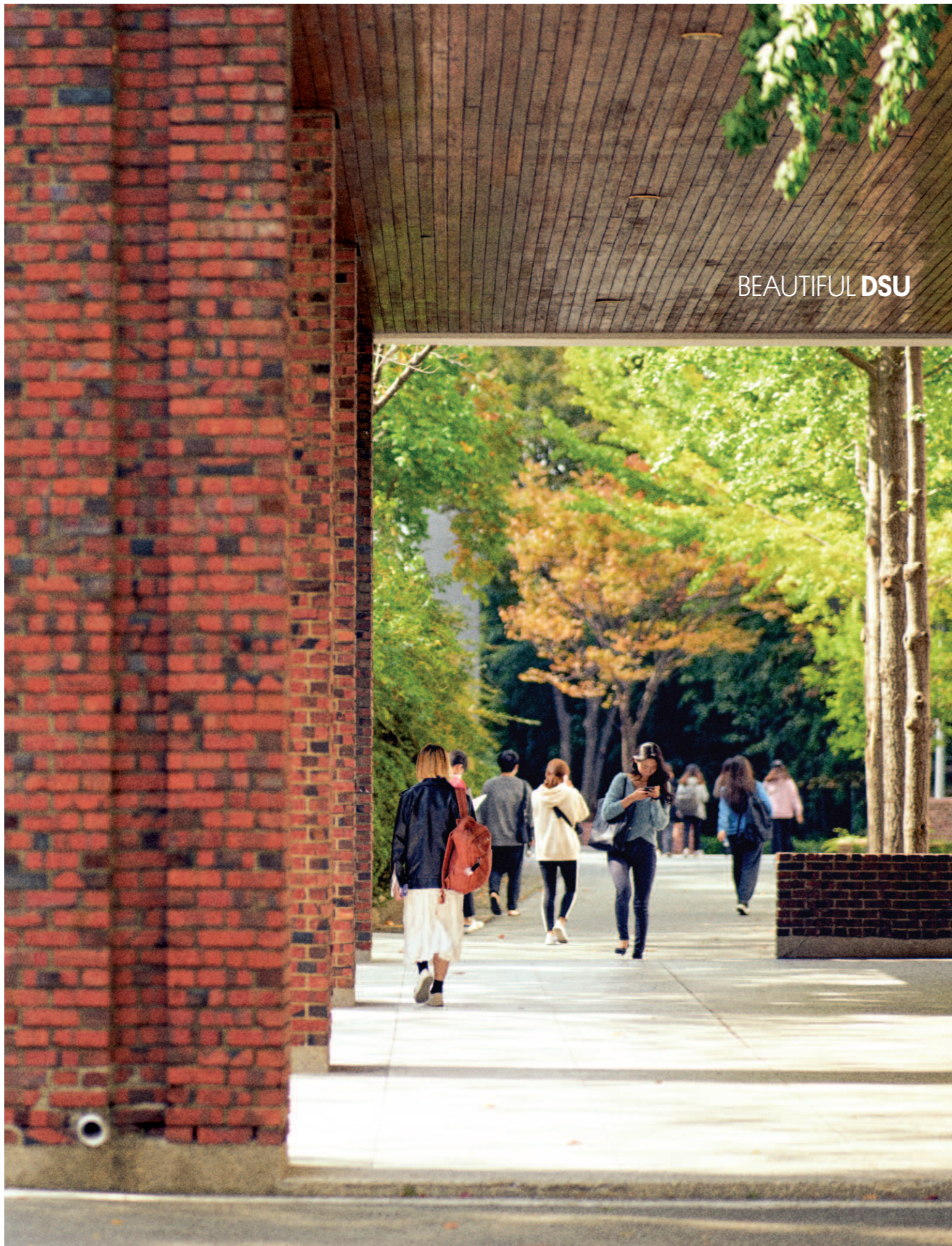
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A QUARTERLY MAGAZINE



BEAUTIFUL DSU

EDITORIAL



Kim Yeong-hun
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Autumn Greetings from *Ezine*

Hello! I want to thank you for picking this magazine and deciding to read it. We did our best to write articles that give you a fresh and neat feeling, like an autumn that comes up to us after the hot summer. Now it's time to start another semester. How was your summer vacation? Was it good or bad? Of course, the criteria of a good holiday can vary from person to person. For some, the holiday is a time to recharge for the next semester, a time to do an internship program, or a time to study and earn certificates. Whichever you did, I hope you had a joyful and satisfactory summer holiday.

Before you read the main articles, such as the cover story, I want to introduce something known as 'Cold Shower Therapy' to you as a warm-up. I'm sure most of you have never heard of it—I didn't know about it myself until I found a random video introducing it on YouTube. The video was about Wim Hof, a Dutch adventurer, who explained the advantages of cold showers and how vulnerable modern people are to the outside environment. For me, who almost always takes warm showers, I couldn't tear myself away from that content. After I searched for more of his videos, I learned that his main subject of interest is teaching people how to train themselves through experiencing voluntary stresses.

According to what he says, because we wear clothes and artificially control the temperatures at home and at work, we've greatly reduced the natural stimulation of our bodies, atrophying the age-old mechanisms related to our survival and basic function. Our bodies, which are free from all sorts of discomforts, are increasingly weakened and our cardiovascular functions are degraded. The best way to prevent this, Hof claims, is to take a cold shower. According to him, lots of medical doctors insist cold showers help your blood circulation. As cold water hits your body, he explains, it constricts circulation on the surface. This causes blood in your deeper tissues to circulate at faster rates to maintain ideal body temperature. As a result, you can easily prevent many cardiovascular problems by taking cold showers.

There are more benefits too. For people with depression, cold showers can work as a kind of gentle electroshock therapy. The cold water sends many electrical impulses to your brain. They jolt your system to increase alertness, clarity, energy levels, and endorphins (otherwise known as the 'happiness hormones').

After some internet research about Hof's methods, I decided to practice what he taught. First, I started by taking a usual warm shower. switching to cold water only for 10 seconds at the end. I increased the time by 10 seconds every day, and, after 5 days, I took a cold shower from the beginning. I was skeptical, but it actually worked. The change was noticeable, not from the external sensations per se, but from the inner mindset the experience created. While soaking in cold water and enduring the painful moments, I could feel distracting thoughts disappear. I used to waste my time watching YouTube or Instagram on my phone after waking up in the morning, but now the sense of accomplishment I gained from overcoming the stress of my voluntary cold showers was able to help me to grow above those bad habits. The idea that I should not repeat those bad routines let me do more productive things.

I hope you try a cold shower later and experience what I felt. I think the voluntary experience of a plunge into discomfort and overcoming the resulting stress will take you to the next level. Thank you for reading, and I hope you enjoy the following articles.



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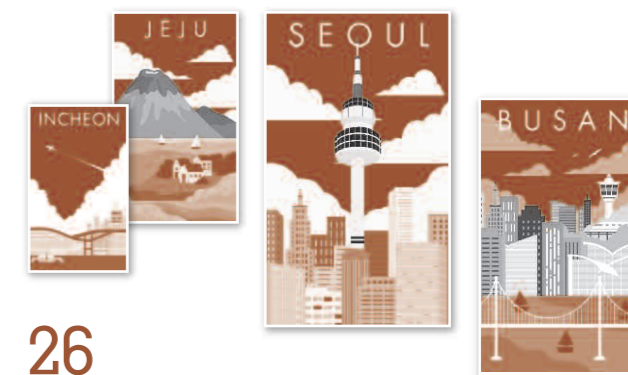
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2021 Workshop Held with Architect Ico Migliore

Edited by **Kim Yeong-hun**
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Students from the DSU College of Design, together with DSU Division of Design Professor Ico Migliore, conducted a workshop in the summer of 2021. Professor Migliore, a representative of Migliore & Servetto Architects located in Milan, Italy, is a world-renowned architect as well as being considered a Mecca in the design field. He has won many world-class design awards, including the Golden Compass and Red Dot.

For the workshop, which marks its third year of operation this year (2019-2021) despite the global pandemic, Professor Chang Juyoung and Park Boo-mi led the process in Milan and Busan simultaneously through real-time internet video. A total of 13 students participated, including: graduate students Yu Ji-na and Lee Jae-myeong; seniors Jeong Jae-hee, Jae Yun-ho, Kim Su-min, Baek Hee-kyung, Kim Ye-eun, Kim Tae-won, and Lee Ji-soo; and juniors Park Chang-jun, An Hong-beom, Gwon Kyung-min, and Kim Hu-jeong Kim.

The theme for the 2021 workshop was 'Readymade Cocoons,' a design concept process which recycled the folding chair (beachchair) concept familiar to the general

public, but with an added-on focus on creativity and flexibility of ideas, with the aim of creating a haven-like chair that enabled new uses and interactions based on user behavior.

Held for a period of 10 days during the summer vacation (July 12-22), among the highlights were the production and presentation of videos and PPTs by students, including the construction of 1/5 scale models, with the participants enjoying the ensuing combined experience that incorporated visual and tactile elements of architectural design. Also coming in for special mention and commendation were the personal reviews of projects offered by Professor Migliore, all participants grateful for the opportunity for exposure to his outstanding individuality and ideas, sophisticated expressiveness, and open creativity.



education program. Professor Cho Dae-soo, who heads DSU's LINC+ Business Project, has given the Ideation Practice course preferred status, vowing to provide continued support for it in the future.

Dongseo University students and their works honored on the world stage include:

NEW YORK FESTIVALS – Finalists

Son Young-min, Im Soo-bin, Park Ga-bin, and Kim Min-seok (Title: Animal Guardians)
Im Soo-bin, Kim Dae-yeop, Jang Ji-soo, Kang Dong-ho, Jung Ji-won (Title: Wego)

CANNES FUTURE LIONS – Finalist

Im Soo-bin, Kim Dae-yeop, Jang Ji-soo, Kang Dong-ho, Jung Ji-won (Title: Wego)

CLIO AWARD – Silver Award

Kwon Jung-ah, Kim Ro-ah, Park Jae-min, and Yoon Ji-hye (Title: Bruised Doll)

Advertising Students Win Awards at Home and Abroad

Edited by **Lee Yoon-ji**
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Dongseo University students have won numerous national and international awards in the field of advertising in recent years. On the national stage, DSU student teams have been awarded six ministerial prizes over a period of five consecutive years at the Korea Design Exhibition. On the world stage, DSU students have received awards at prestigious international competitions, including 13 prizes at Germany's Red Dot Awards, 2 Finalist distinctions at the New York Festivals, 1 Finalist distinction at the Cannes International Advertising and, most recently, the Silver Prize at the CLIO Awards.

Many of DSU's prizewinning works were developed through collaboration between design students and computer engineering students for a Capstone Design course called Ideation Practice. Professor Ryu Do-sang (College of Design) and Professor Moon Mi-kyeong (Computer Engineering) teamed up to develop the course as part of the LINC+ Convergence Edu-

Best of the Best at 2021 Red Dot Design Award

Dongseo University's Leaders in Industry-University Cooperation LINC+ Project continues to achieve remarkable success, with Convergence Capstone Design students picking up three new prizes at Berlin's prestigious Red Dot Design Award, including a Best of the Best Award given to only the top one percent of winners.

The Red Dot Design Award is recognized globally as a major annual event in the industry. First held in 1955, it is now the longest-running large-scale design competition in the world. In 2021, about 7,000 works from 50 countries were submitted for consideration by 24 judges selected among the world's best creators and design experts. For design students, a win at the Red Dot Award is a highly coveted prize.

Dongseo University's Best of the Best Red Dot Award-winning work, titled 'Smart Label Package,' was created for the Ideation Practice course developed by Professor Ryu Do-sang (College of Design) and Professor Moon Mi-kyung (Computer Science) as part of the LINC+ Convergence Education program. So far, DSU Ideation Practice students have won a total of 16 prizes at the Red Dot Awards over the past 7 years (2015-2021), an achievement that is unprecedented not only in domestic universities but also in universities around the world.

This year's award-winning works will be listed in the 2021/2022 Red Dot Brand & Communications Yearbook, and introduced to the world through regular online exhibitions. Each winner will enjoy exclusive benefits, including exchanges with other Red Dot Award winners around the world. Best of the Best works will have the additional honor of being displayed permanently at the Red Dot Exhibition Hall in Berlin, Germany. The 2021 Red Dot Design Award gala show and award-winning work exhibitions will be held in Berlin on November 2.

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

RED DOT AWARD: BEST OF THE BEST

Lee Young-joon, Lee Seo-young, Ha Eun-byul, Cho Dong-ha, Park Joon-hyuk (Title: Smart Label Package)

•Description: Children often drink milk without knowing that it may be spoiled because the expiration date is difficult for them to read or even to understand as a concept. A smart label package was proposed in which the word "milk" automatically changes to "ill" when the expiration date is reached by using temporary ink.

•Award Acceptance Speech: Lee Young-joon (AD Creation)

I want to say thank you to our team members and professors Ryu Do-sang and Moon Mi-kyung for guiding us in a harmonious atmosphere. Best of the Best is a great award that I never expected and I'm so happy. Taking this class will remain an unforgettable memory.

RED DOT AWARD: WINNER

Son Young-min, Im Soo-bin, Park Ga-bin, Kim Min-seok (Title: Animal Guardians)

•Description: We would like to use the power of wild animals for the early detection of forest fires. Animal rights associations worldwide rescue thousands of wild animals each year and release them back into their habitats after treatment. We want to attach carbon monoxide sensors to them, which can pinpoint fire locations and automatically notify fire services.

•Award Acceptance Speech: Kim Min-seok (Software Science) I gained a good opportunity at school and participated happily. Unfamiliar design was not easy, but we produced meaningful results by working hard together. Thank you to the departments and team members for this opportunity.

RED DOT AWARD: WINNER

Ahn Ji-hyun, Heo Sun-yoon, Jo Ho-jung, Lee Eun-cha (Title: Teddy Buddy)

•Description: The number of long-term hospitalized children is increasing. This is stressful, lonely, and alienating for them. These patients need friends with whom they can talk and play, not just guardians. We propose the idea of messaging between long-term care child patients in hospitals and friends outside hospitals through the medium of dolls (Teddy Buddies).

•Award Acceptance Speech: Ahn Ji-hyun (AD Creation)

I never imagined that I would win, especially in my first entry in a competition. I had a lot of difficulties registering my work, but I received a lot of help from the professor in this regard, and I am very grateful. Don't just think it's too difficult but always persevere with your classmates. Participate and savor the experience with a happy heart.



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Seven Teams Selected in 1st Youth Start-up Support Program

Edited by Park Ji-bin
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Dongseo University students have been sweeping selections for government start-up support projects in recent months,

with three teams in the field of preliminary start-ups and four teams in the field of early start-ups being selected for the First Youth Start-up Support Program in 2021.

The First Youth Start-up Support Program was prepared with the purpose of helping young entrepreneurs with potential to gain practical experience of the start-up process and to develop their capabilities. The program provides commercialization funding support up to a total of 20 million won, as well as giving young entrepreneurs networking opportunities and possibilities to be mentored by seniors as they overcome difficulties and hurdles. Also as a further motivation and reward, participants who stand out for their skills and entrepreneurship during the program will receive the benefit of being automatically allowed to participate in the program again in 2022.

In addition to and as a partial reflection of DSU's success in this program, the number of student entrepreneurs at DSU is steadily increasing. In 2020, 17 student entrepreneurs were produced, recording grades far exceeding the national average. Under the university's slogan of 'Easy

Start Up,' with the aim of continually revitalizing the region's start-up culture, DSU runs many various customized support start-up programs every year, including club activities, hackathon contests, and the hosting of laboratory startup festivals.

Jeong Deo-woon, Director of the DSU Business Start-up Project, said, "Through this selection of start-up teams, DSU has completed verification of a complete full-cycle start-up support platform that enables young entrepreneurs to nurture their initial ideas, receive their necessary education, and ultimately launch successful startups." They further added, "In order to further develop our support platform, we will continue to support promising young entrepreneurs so that they can develop into successful entrepreneurs, as well as striving for DSU to serve its ongoing role as a base for revitalizing local entrepreneurship and supporting growth."

In addition to these successes in the start-up field, DSU has been selected for the 2020-2022 period for the Initial Startup Package Support Project run by the Ministry of SMEs and Start-ups (MSS), the Maker Space Establishment and Operation Project also run by MSS, and the Laboratory Startup Leading University Project run jointly by the Ministry of Education and the Ministry of Science and ICT, and has completed a full-cycle start-up support platform that connects the results of start-up education to actual start-ups. Furthermore, in 2021 it has been selected for even more various start-up support projects still, the most notable of which is the BI Operation Support Project, a new start-up incubation-related project providing the best service for nurturing young entrepreneurs.

Below is a guide to the contest:

2021 KOSPO Second Web Service Information Security Contest

- Hosted by: KOSPO, KERIS
- Application period: 2021. 7. 5 ~ 2021. 8. 1
- Target audience: University students, high school students, and middle school students
- Total prize money: 14 million won
- Competition topics: Inspection of website vulnerabilities operated by actual institutions (mock hacking)
- Eligibility: All university-age students and under who are interested in information protection (individual and/or team entries possible)



Edited by Kim Ju-eun
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Information Security Student Wins Grand Prize at KOSPO Web Service Contest

Kang Dong-sok, a senior in the Department of Information Security, won the Grand Prize for his team in the Second Web Service Information Security Contest co-hosted by the Korea Southern Power Co., Ltd. (KOSPO) and the Ministry of Education's Yeongnam Regional Korea Education and Research Information Service Center (KERIS). Informally known as a "White Hacker" contest, the award ceremony was held as part of the online 2021 Cyber Security Conference which ran for two days from September 1 to 3, 2021. Kang also won a cash prize of four million won for his team.

Due to his participation in a security leader training program that he has participated in for the past year, and which includes a renowned white hacker training program, Kang was placed in the 'BoB,' or 'Best of the Best' team. The program also involves conducting various activities such as smart farm vulnerability checks, smart farm threat analysis using TRIDE threat modeling and security requirements research papers, and smart agricultural security guideline and checklist formulating.

Dongseo University President Jekuk Chang Participates in "Let's Do it Together Campaign"

Edited by Kim Yeong-hun
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On August 20, 2021, DSU President Jekuk Chang participated in the nationwide campaign for the World Expo 2030 Busan Korea, "Let's be Together in

Busan 2030 Campaign."

The World Expo is an event that presents scientific and cultural achievements of humankind and a new image of the future to the public. In order to draw national support from the public as well as international support for the Korean government's official bid for the World Expo to be held in Busan in 2030, the campaign has been joined by many various companies, institutions, and celebrities since Busan first announced its formal intention to bid in June.

President Chang, whose participation in the campaign was spearheaded under the nomination of Chairperson Kim Hyun-gyeom of the Panstar Cruise Group, said, "I hope that through this campaign, the aspiration of all Busan citi-

zens for a successful bid will come true."

To further contribute to the campaign, President Chang in turn recommended Jong-pil Jeong, Secretary-General of the Busan Foundation for International Cooperation, and Kim Young-hwan, Director of the Busan National Science Museum, as additional participants.



SW Centered University Project Group Co-hosts 2nd Artificial Intelligence Ethics Conference

Edited by An So-yeon
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From September 1 to 3, 2021, the AI KOREA 2021 event will be hosted by Busan Metropolitan City, the Busan IT Industry Promotion Agency, and BEXCO at the BEXCO venue in Busan. Also heavily involved will be the DSU SW Centered University Project Group, the Dongguk University Institute of East/West Thought, and the Chung-Ang University Humanities Research Institute, all co-hosting the parallel Second Artificial Intelligence Ethics Conference.

Organized by the Korea Artificial Intelligence Ethics Association, the latter conference is drawing particular attention for being held in the midst of the rise of public concern and debate regarding: self-driving vehicle accident judgment standards, the socioeconomic relationship between cyberspace and 'real' society, the merits and demerits of social media based on human-designed algorithms, and the socio-

ethical problems caused by AI biases. Indeed, the conference has been highlighted for its gathering of scholars from all over the world in one place to open the arena of academic discussion.

Consisting of four sessions on the themes of AI bias, deepfakes, self-driving cars, and the metaverse, the Ethics Conference will observe all pandemic quarantine and social-distancing rules and will provide ample time and opportunity for participation and communication with interested members of the public through online and offline channels. Three overseas scholars will give lectures: Dr. Toby Walsh of UNSW, Australia, who is an authority on AI ethics; Dr. Jonathan Schaefer, Professor at the University of Alberta, Canada, and an authority of AI gaming; and Dr. Thomas Gilbert, University of Berkeley, USA, who is an expert on global AI ethics policy. In addition, participants from Korea will include: Associate Professor Choi Dong-hyeok from the Department of AI Contents, DSU; Professor Byeon Soon-yong, Seoul National University of Education; Director Moon Jeong-wook, Korea Information Society Development Institute; Director Choi Jeong-hwee, Simmii Co. Ltd.; Son Jong-su, Director AI Core Research Center CJ OliveNetworks; Song Jin-han of SK Telecom; Shim Ji-won, Professor of Philosophy at Dongguk University; Moon Kyu-min Moon, Research Professor at Chung-Ang University; and Direc-

tor Han Jeong-taek and Vice-president Shin Han-su of the Korea Artificial Intelligence Ethics Association.

Dongseo University Associate Professor Choi Dong-hyeok said, "These parallel conferences aim to promote connections with more industries such as manufacturing, medical care, welfare, education, life, and culture by sharing the latest technologies and various visions for the age of artificial intelligence. They will be recognized as important conferences in the field."

Mun Mi-kyeong, head of DSU's SW-focused university project division, said, "I think that as artificial intelligence penetrates into our daily lives, these discussions about the occurrence of adverse functions that abuse AI technology are valuable, and must be undertaken sincerely in addition to considering the positive functions and convenience that AI brings. I hope this conference will be an opportunity for everyone to think deeply about the reliability of artificial intelligence."



Tourism Management Students Win Excellence Award

Edited by **Lee Yoon-ji**
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The 'all day bk' team, composed of students from DSU's Department of Tourism Management, were presented with the '55th Korean Tourism and Leisure Society Spring Regular Conference' Award for Excellence in a ceremony held at Hotel Nongshim in Busan on July 22, 2021.

Roughly 60 teams from universities across the country participated in this contest, with 8 teams passing the preliminary round to compete in the final round. The DSU team's winning entry was for a combined Busan International Film Festival (BIFF) and performance tourism product combined under the theme of 'BIFF-linked Mobile Performance Tourism: All That Film.' It involved tours of major tourist destinations in Busan, with the aim of enabling audiences participating in BIFF to enjoy movies in a variety of ways beyond mere screenings. The final concept, which included a seven-hour bus tour program consisting of movie-related performances and audience participation missions, re-

ceived excellent evaluations from judges.

The winning all day bk team, consisting of Class-19 students Lee Yujin, Lee Gun-ji, Yeo Ui-jeong, and Yang Tae-yeon, said, "As we put a lot of work and thought into our Capstone Design project for the competition, we are very happy and grateful to get good such good evaluations for it. Based on this result, we will continue to work hard to become tourism planners that develop and strive for Busan's continued development as a tourism city full of festivals."

In addition to the students, Professor Park Chang-hwan of the DSU Department of Tourism Management, who led the all day bk team, was awarded the Outstanding Advisory Professor Award for their guidance of the students. Upon receiving the award, Professor Park said, "I think that efforts to solve problems related to local tourism improve the level of completion of Busan, an international tourism city."



Broadcasting and Media Studies Students Build on Educational Strength by Sweeping Competitions

Edited by **Kim Ju-eun**
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Kim Song-eun, a freshman in the Department of Broadcasting and Media Studies, won the Grand Prize in the 2021 Gyeongsangbuk-do Disaster Prevention Video Contest.

Hosted by the *Maeil Ilbo* and Maeil TV, the contest is designed to prevent accidents and raise safety awareness. Kim's winning video entry, for which he also received a cash prize of 3 million one, was titled 'Goodbye to Electric Shock Accidents.'

In addition to Kim's success, Department of Broadcasting and Media Studies junior Lee Hye-yeong won the Excellence Award in the 100 Night Tour UCC Contest hosted by the Korea Tourism Organization; sophomore Seo Yeong-ju won the Grand Prize in the 2021 Reading Asian Classics Competition hosted by the DSU Minseok College of Liberal Education; and sophomore Jo Yu-na won the Excellence Prize in the DSU Global English Program English Presentation Contest.

As well as the students' talent and hard work, also playing a role in their success has been university's 'In-School Field System' based on 'Media Outlet' (Virtual Media Co., Ltd.), through which DSU provides students with practical training in all elements and roles of video production, such as PD, writer, filming, and editing. In particular, the Department of Broadcasting and Media Studies uses its own OTT service 'Moca TV,' through which 150 pieces of video content annually are produced under the guidance of field-trained faculty with extensive theoretical and practical skills, and then sent worldwide.

As a result of this innovative educational system, in two consecutive industry-wide university evaluations provided by the Korean Council for University Education under the Ministry of Education in 2015 and 2019, the department was selected as the best in the media field.



Contest and Entrance Ceremony Held in Metaverse

Edited by **An So-yeon**
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DSU's Q-College was recently established to foster creative convergence talents to lead the 4th Industrial Revolution. The "Q" in its name derives from "questioning," which in turn derives from "curiosity" and "creativity," the provision of a "quality" convergence education, and the achievement of "qualifications" for future careers.

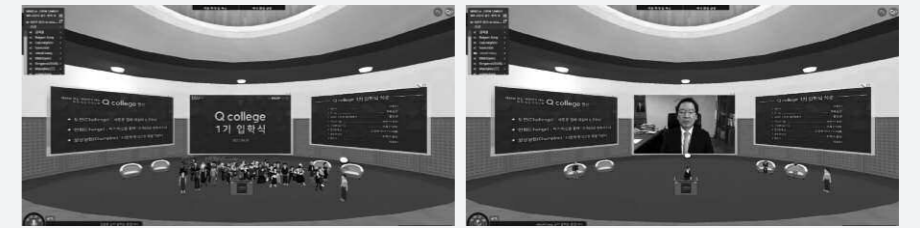
On August 31, Q-College hosted the 'Idea Contest to Change the World' at the Metaverse Conference Hall, where the 50 partic-

ipating students presented their ideas using avatars. The students were divided into 10 teams, among which the Oreo team won first prize for their idea of a 'Paper Soap Heat Bracelet' using the characteristics of paper soap and temperature-sensitive ink. This idea received good reviews for solving the environmental waste problem caused by paper wrist bracelets worn after a temperature check for corona-19 and for using temperature-sensitive ink to detect fever.

Earlier, on September 1, Q-College also hosted its first entrance ceremony at the Metaverse Campus, which was attended by

60 people, including President Jekuk Chang of Dongseo University, Dean Kwak Jun-sik, graduate representatives, and many others. The entrance ceremony showed the future of education in the new-normal era. Q-College plans to use the metaverse extensively for classes and extracurricular programs.

Dongseo University's Q-College selects students from various majors and supports them to freely take on challenges and receive credits through studies in Busan, Asia, and the United States. It also teaches students to solve entrepreneurial, creative, and social problems.



Awards Ceremony for Online Startup Camp

Edited by **Yim Han-bi**
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On August 11, 2021, the DSU LINC+ Business Team Startup Education Center held an awards ceremony to mark the conclusion of the '2021 Pivoting Online Startup Camp,' held from May to early August 2021 to foster the development of new ideas.

At the DSU Startup Education Center, a 'pivoting' business strategy was utilized for the camp. This refers to a series of educational processes in which various hypotheses are established and constantly tested to respond to the ever-changing market in the face of the post-pandemic era. Students received practical training to increase the success rate of startups, including learning how to seek and acquire startup tools, practicing presentations, and receiving training sessions on strategies for writing high-quality business plans.

After the education-focused portion of the camp, students submitted final business pro-

posals to participate in mock crowdfunding and strategically utilize the startup support system. The program was conducted in a real-time, non-face-to-face manner, enabling the increasing participation and fuller immersion of trainees.

A total of 93 students from the Pastel Start-up Club participated in the start-up camp, from which 9 teams were selected through an internal expert evaluation. The 'Style Match' team received the Grand Prize for its idea of an AI app using chatbot. Three teams the First Prize, and five teams the Excellence Prize.

Jo Dae-su, Head of the DSU LINC+ Project Team, said, "Watching the students participating in the Pivoting Start-up Camp, I was able to confirm the huge potential of online start-up education. Dongseo University will continue to support the activities of start-up initiatives and strengthen start-up competency."



Q-College and YouCanStar Sign Next-Generation Immersive Content Training Business Agreement

Edited by **Park Ji-bin**
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In a ceremony held on August 18, 2021, the DSU Q College signed an MOU for nurturing the next generation of VR game developers with gaming company YouCanStar.

Amongst those attending were Kwak Joon-shik, Dean of Q College, and Choi Dae-gil, CEO of YouCanStar. A variety of initiatives aimed at nurturing the next generation of VR game developers were discussed, as well as investigating ways of revitalizing the local game industry.

Through this MOU, each will cooperate to: nurture the skills, experience, creativity, and vision of developers; support small business and marketing; and seek to provide realistic content and gaming experiences using local materials.

YouCanStar is Busan's foremost VR company, and has been noted for its successful operation of a number of related games, projects, and

services for over two decades. Most recently, YouCanStar's 'The Door' received the Best Game of the Month award by the Korea Creative Content Agency in the fourth quarter of 2018, and remains currently displayed and operated in various VR experience halls. Moreover, YouCanStar is also recognized as a global VR game maker, with various YouCanStar VR game contents exported to the United States, Japan, and China.

The DSU Q College selects students from various majors and supports them in taking on domestic and global, through which they receive credits for entrepreneurship, creativity, and problem-solving. Through its continued engagement with cutting-edge technologies via agreements such as these, DSU strives to further cement its reputation as a future-oriented, innovative university.



LINC+ Project Group Co-hosts Fifth University Living Lab Network Forum

Edited by **Kim Yeong-hun**
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Between August 17-18, 2021, DSU's LINC+ Project Team co-hosted the Fifth University Living Lab Network Forum, held at EXCO, Daegu. Sponsored by the Ministry of Education and the National Research Foundation of Korea, the University Living Lab Network is a 'university-led innovation platform' in which 28 universities nationwide participated this year.

The first item on the agenda was the Global Living Lab, followed by the University Living Lab Policy session, a seminar and topic discussion session, and finally presentations

and an exhibition. In consideration of the pandemic, both on-site and online live broadcasts were conducted, with only a minimum number of people in attendance at the forum site itself. Also, the 'Main Performance of Barrier-Free Living Lab' was presented as an outstanding example of a university living lab, and outlined the innovative ways in which DSU has been cooperating with the Busan Community Media Foundation to produce barrier-free cultural content and media festivals for the disabled.

Professor Lee Hyeon-dong of the LINC+ Project Team said, "According to data from the Busan Social Welfare Development Institute, 97 percent of people with disabilities registered in Busan were unable to experience and participate in cultural and artistic activities. We are therefore currently operating and planning further programs to ensure the cultural and artistic interest and participation of all Busan citizens." Kim Hyeon-woo, Director of the LINC+ Project Team,

added, "This forum has become a place to explore the development of the 'University Living Lab,' a space within which the university and the region coexist. Through this forum, we will continue to take the lead in community contribution activities linking universities with their wider regions."

Through initiatives such as these, DSU demonstrates its ongoing commitment to the field of community contribution. Since January 2018, it has also served as the presiding institution of the Local Community Contribution Research Association, which is affiliated with 10 universities throughout the country.



Q-College Signs MOU With THE WELL Application Planning Developer

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In a ceremony held on September 2, 2021, Kwak Jun-shik, Dean of DSU Q College, and Kim Dong-jo, CEO of THE WELL, signed a mutual business agreement for nurturing human resources for application planning and developers.

After the ceremony, Dean Kwak and CEO Kim, as well as other officials in attendance, discussed ways to increase collaboration on commercialization to develop human resources for planning applications for start-ups and to create shared values. Towards those ends, through this MOU both parties plan to cooperate in education and employment/start-up fields to nurture application planning developers' human resources, to support small business and SME marketing through application production, and to lead various industry-university projects.

Founded in March 2013, THE WELL is a venture company with the

aspiration of 'Let's create a smart, cozy world.' It is a leading ICT company which believes in sharing, and which strives to achieve a merging, consensus-led business model. Meanwhile, reflecting its leading role as a future-oriented, innovative university, DSU Q College selects students from various majors with the goal of becoming a 'Cultivation Challenge School for Intellectuals,' and supports them in freely taking on challenges to solve entrepreneurial, creative, and social problems by offering the possibility to receive credits in various exchange programs and campuses across Busan, Asia, and the United States.



SW Centered University Business Group Signs Agreement With E-Tech System Co., Ltd. to Operate Amazon Web Service Specialist Course

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On 27 August, 2021, it was announced that the DSU SW Centered University Business Group had signed an agreement with E-Tech System Co., Ltd. for the purposes of providing Amazon Web Services (AWS) specialist course education and industry-academic cooperation in AWS cloud and AI fields.

In attendance at the signing ceremony, held in the AI+X Research Center in the DSU UIT Building, were DSU SW Centered University Business Group Director Moon Mi-kyeong, Senior Professor Park Seung-min of the Department of Software, E-Tech System Co., Ltd. Managing Director Kim Jun-seong, AWS Korea Partner Development Manager Lim Yeong-in, and related officials.

AWS has been recognized as the world's most comprehensive and widely adopted cloud service for over 15 years, with E-Tech System utilizing its technology to provide cloud service solutions and technical support

to numerous domestic public institutions and businesses. The AWS Specialist course, which is operated through this agreement, is an industry-specific customized program in which students participating in the SW Centered University Business Group, in turn centered on the DSU Department of Software, receive in-depth education in the cloud and AI fields at DSU, then perform long-term internships at E-Tech Systems and AWS partners. In addition, by acquiring AWS certification international certification, participants gain further benefits when working with e-Tech Systems and AWS partners.

"With this agreement, DSU students will be able to gain strengthened employment capabilities through learning of the best practical AWS-based cloud and AI-related knowledge," said Director Moon. "We expect great results from the training, and we will provide comprehensive educational cooperation and employment support."

Energy and Nuclear Power

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Have you ever looked up at the night sky in the countryside? Luckily, I have had a chance to see the starlight of the Milky Way recently. But usually, people living in the city can't see the beautiful night sky because of artificial lights. So, when I want to see the stars in the city, I go up to any high place to see the night view. While watching the beautiful night view of Busan, I became curious about where all these lights came from. That question led me to write this article about energy, and what we should do with it.

First, I would like to start the article by looking into the history of energy. Before the industrial revolution, our energy needs were modest. For heat, we relied on the sun or burned wood, straw, or dried dung when the sun disappeared. For transportation, the power of the horse took us to the end of the land. The power of the wind in our sails took us to every corner of the world. For work, we used domesticated animals to do jobs that we couldn't do with manual labor. Also, the power of water and wind was used to power the simple machines that ground our grain and pumped our water.

As the power of nature increasingly couldn't satisfy human needs, people began to use artificial energy such as steam engines and electricity. Simple machines based on the ability to harness the power of steam have been dated by some sources as far back as ancient Alexandria. The evolution of the steam engine continued over time and significantly ramped up in the 17th and 18th centuries. In 1698, Thomas Savery invented the first com-

mercial steam-powered device called the Savery Steam Pump. Then in the mid-1700s, Thomas Newcomen and James Watt created an improved steam engine. The newly designed steam engine was more practical than wind and water power and less expensive than animals doing the work. Steam engines would later power locomotives, factories, and farm equipment, opening a world of possibility. The increasing use of steam and water power, the development of machine tools, and the rise of the mechanized factory system opened the door for the industrial revolution.

Since then, mankind has longed for a more efficient source of energy. Petroleum soon gained attention. Whereas coal has powered steam trains, petroleum began to power automobiles with internal combustion engines. After Karl Benz introduced the world's first gasoline-powered car in 1885, Henry Ford introduced a mass-production assembly line involving a conveyor belt in 1913, and millions of cheap gasoline vehicles were built. Oil quickly became the leading source of energy. Energy companies stepped up efforts to expand exploration efforts to meet endless demands for gasoline, and new oil fields were developed every week. For over 200 years, humans have been developing sources of carbon-based power from fossil fuels. Increased globalization became possible as fossil fuels reduced challenges of time and distance, and living standards improved as energy consumption per capita increased dramatically.

However, there was a cost that we had to pay for our lives to become convenient. It was global

warming. From 10,000 years ago to the industrial age, the balance of greenhouse gases was relatively stable. However, the concentration of carbon dioxide in the atmosphere has increased by more than 30 percent since the age of fossil fuels began in 1750. In 1985, the World Meteorological Organization and the United Nations Environment Program declared that carbon dioxide was the main cause of global warming.

Carbon dioxide accounts for 88 percent of all greenhouse gases. Seventy-five percent of the carbon dioxide concentrations that have increased over the past two decades have come from fossil fuel use. In 1992, the Rio Convention on Climate Change expressed a need for humans to reduce carbon dioxide emissions. Later in 1997, the Kyoto Protocol imposed a greenhouse gas reduction obligation on some developed countries. Through the Paris Agreement in 2015, countries around the world voluntarily set goals for reducing greenhouse gas emissions.

As a consequence, people increasingly started to pay attention to the production of energy without carbon emissions. So then, the idea of nuclear power started to emerge. Let's take a look into the history of how nuclear power was found before turning to the topic of nuclear power generation.

In 1895 in Germany, a man named Roentgen was experimenting with cathode rays in a glass tube that he had sucked the air out of. At one point, he had the device covered, but noticed that the photographic plates off to the side were lighting up when the device was energized. He realized

that he was looking at a new kind of ray and called it what any reasonable physicist would call an unknown: the X-ray. He systematically studied these rays and took the first x-ray photo of his wife's hand two weeks later, thereby becoming the father of modern medical diagnostics.

Soon after in France, in 1896, Becquerel noticed that if he left uranium salts sitting on photographic plates, they would get exposed even though no cathode ray tube was energized. The energy must have been coming from inside of the salts themselves. Marie Curie and her husband Pierre studied the phenomenon and isolated two new elements that exhibited this spontaneous energy production: Polonium and Radium. They named the phenomenon radioactivity.

In England, Ernest Rutherford started studying radioactivity and discovered that two types of rays other than x-rays are emitted. He called them alpha- and beta- radiation. He later discovered the shocking fact that the vast majority of the mass of atoms is concentrated in their centers, and thus discovered the atomic nucleus. He is widely regarded today as the father of nuclear physics. Also, he later discovered gamma radiation, and in 1920, he theorized the existence of a neutral particle in the nucleus called a neutron.

In 1932, Chadwick read some results published by Irene Joliot-Curie, a child of Pierre and Marie Curie, which showed gamma radiation had been found to knock protons out of wax. He suspected they were seeing Rutherford's neutrons and did experiments to prove this. Finally, he discovered

the neutrons. Soon after, Hahn and Strassman stimulated the neutrons around uranium atoms, and they observed some strange phenomena: the splitting of the atom, releasing high energy. They named it fission, after binary fission in biology.

Szilard recognized fission as a potential way to form a chain reaction, which he had been considering for a long time. He and Fermi did some neutron multiplication studies and saw that it was indeed possible. They realized that the world was about to change forever. Szilard, Wigner, and Teller wrote a letter to U.S. President Roosevelt, warning of nuclear weapons, and had Einstein sign it and send it because he was more famous. Roosevelt authorized a small study into uranium. In 1942, Fermi successfully created the first man-made nuclear chain reaction in a squash court under the stadium at the University of Chicago. Once the U.S. engaged in World War II, concerted efforts were made to use nuclear power as a weapon. The Manhattan project kicked into full gear, and the path to developing a nuclear bomb proved successful. On July 16, 1945, the Trinity Test, the first ever nuclear explosion test, was carried out in New Mexico. After the experiment, two types of nuclear bombs were made: Little Boy was made with enriched uranium, and the Fat Man was made with plutonium. It was catastrophically decided that Little Boy and Fat Man should be dropped on Hiroshima and Nagasaki, Japan, on August 6th and 9th, 1945, respectively. The cities were devastated, with up to 250,000 casualties. Japan surrendered unconditionally six days later, on August 15th,

1945. This was the first time the world realized that the U.S. had been developing the next generation nuclear technology.

But how does a nuclear power plant generate electricity? It depends on the type of reactor, but almost every nuclear plant in the early days were light water reactors. It wasn't very innovative, and it wasn't too popular with scientists, but it had some decisive advantages: it was there, it worked, and it wasn't terribly expensive. So, what does a light water reactor do? The basic principle is shockingly simple. It heats up water using an artificial chain reaction. Nuclear fission releases several million times more energy than any chemical reaction could. Really heavy elements on the brink of stability, like uranium-235, get bombarded with neutrons. The neutrons are absorbed, but the result is unstable. Most of the time, they immediately split into fast-moving lighter elements, which makes additional free neutrons, and energy in the form of radiation. The radiation heats the surrounding water, while the neutrons repeat the process with other atoms, releasing more neutrons and radiation in a closely controlled chain reaction. This is very different from the fast, destructive runaway reaction in an atomic bomb. In our light water reactor, a moderator is needed to control the neutrons' energy. Simple, ordinary water does the job, which is very practical since water is used to drive the turbines. The light water reactor became prevalent because it's simple and cheap.

Finally, electricity was generated by a nuclear reactor for the first time on September 3, 1948, at

the X-10 Graphite Reactor in Oak Ridge, Tennessee, U.S., which was the first nuclear power station to power a light bulb. Since then, developed countries around the world built nuclear power plants one after the other. In 1956, the world's first commercial nuclear-power station was opened in Britain. By the end of the 1960s, 78 reactors had been built across 14 countries. Nuclear power's finest hour finally came in the early 1970s, when war in the Middle East caused oil prices to skyrocket worldwide. Then, commercial interest and investment picked up at a dazzling pace. More than half of all the nuclear reactors in the world were built between 1970 and 1985. But the renewed nuclear hype lasted barely a decade because of the following accidents. In 1979, the Three Mile Island nuclear plant in Pennsylvania barely escaped a catastrophe when its core melted. In 1986, the Chernobyl catastrophe impacted Central Europe with a radioactive cloud, and in 2011 the drawn-out Fukushima disaster sparked new discussions and concerns.

After the series of accidents, a voice of concern began to be heard from both media and the public. Nuclear power, which seemed to be the perfect energy to replace fossil fuels, had become increasingly criticized and called into doubt. Those in favor of nuclear power plants asserted that nuclear power is at least as safe as fossil fuels. In 2013, a study conducted by NASA found that nuclear energy has prevented around 1.8 million deaths. Even if you include the death tolls from Chernobyl and Fukushima, nuclear energy ranks last in death per energy unit produced. While nuclear waste is really toxic, it's usually stored somewhere, while the toxic byproducts of fossil fuels are pumped into the air we breathe every day. Even the World Health Organization explains that it's safer to work in a nuclear power plant than in a big city office, as the urban air pollution of ozone, sulfur dioxide, carbon monoxide, and nitrogen dioxide causes 7 million deaths annually. Compared to other forms of energy production the death rate from nuclear energy is very low. On average, it kills one person every 14 years. So, just by reducing the amount of fossil fuels burned, countless cases of cancer or lung disease and accidents in coal mines have been avoided. If we can choose between lots of dangerous stuff being put into a deep hole and lots and lots and

lots of dangerous stuff being pumped into the atmosphere, the former seems more logical. In short, proponents of nuclear energy argue that while a few catastrophic events have been burn into our memory, coal and oil have con-

tinued to kill silently. And as I said earlier, nuclear plants do not produce carbon emissions, so they are arguably way less harmful to the environment. Since 1976, about 64 gigatons of greenhouse gas emissions have not been

pumped out thanks to nuclear energy. And by the mid-21st century, that could amount to an additional 80–240 gigatons.

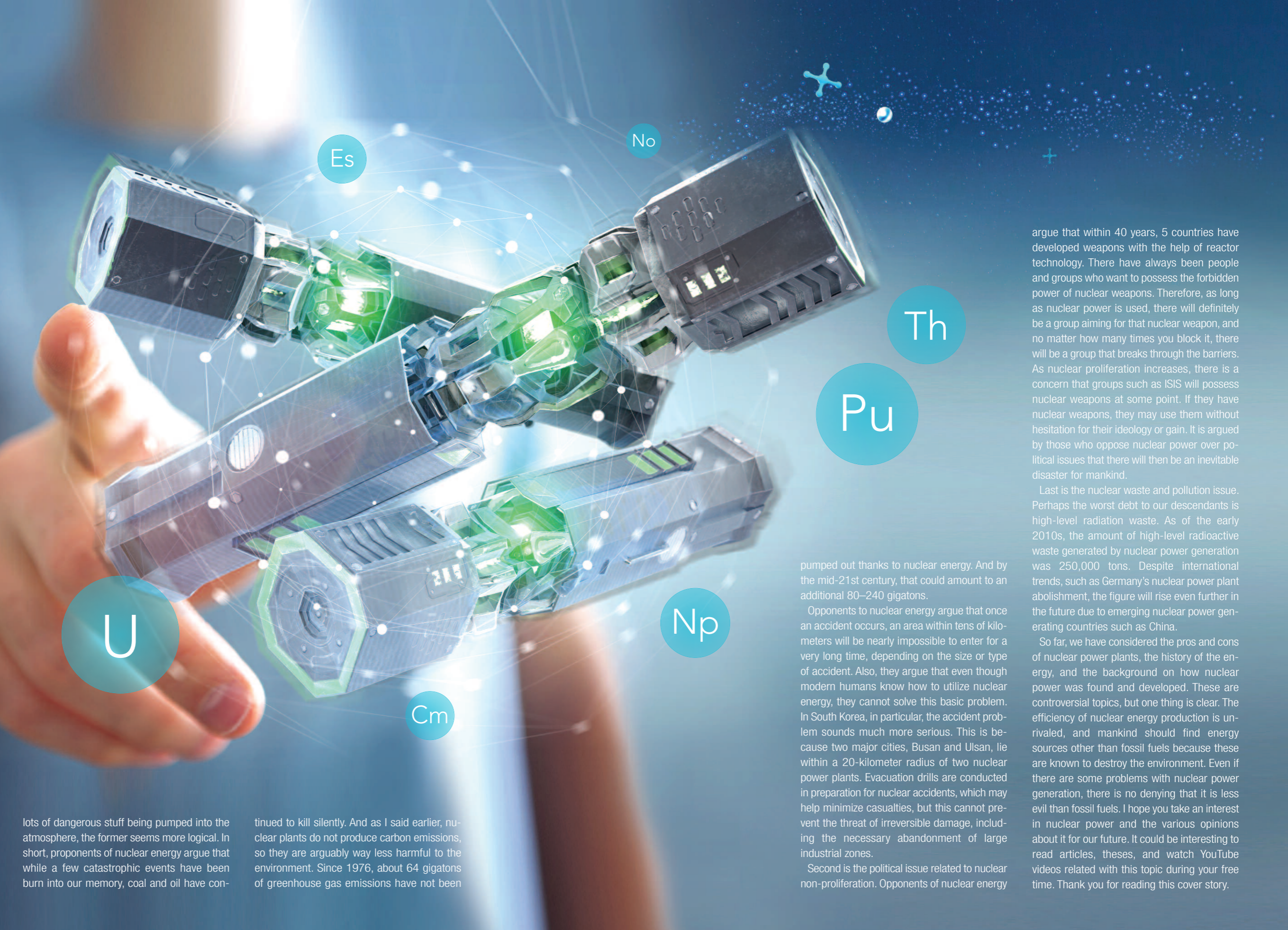
Opponents to nuclear energy argue that once an accident occurs, an area within tens of kilometers will be nearly impossible to enter for a very long time, depending on the size or type of accident. Also, they argue that even though modern humans know how to utilize nuclear energy, they cannot solve this basic problem. In South Korea, in particular, the accident problem sounds much more serious. This is because two major cities, Busan and Ulsan, lie within a 20-kilometer radius of two nuclear power plants. Evacuation drills are conducted in preparation for nuclear accidents, which may help minimize casualties, but this cannot prevent the threat of irreversible damage, including the necessary abandonment of large industrial zones.

Second is the political issue related to nuclear non-proliferation. Opponents of nuclear energy

argue that within 40 years, 5 countries have developed weapons with the help of reactor technology. There have always been people and groups who want to possess the forbidden power of nuclear weapons. Therefore, as long as nuclear power is used, there will definitely be a group aiming for that nuclear weapon, and no matter how many times you block it, there will be a group that breaks through the barriers. As nuclear proliferation increases, there is a concern that groups such as ISIS will possess nuclear weapons at some point. If they have nuclear weapons, they may use them without hesitation for their ideology or gain. It is argued by those who oppose nuclear power over political issues that there will then be an inevitable disaster for mankind.

Last is the nuclear waste and pollution issue. Perhaps the worst debt to our descendants is high-level radiation waste. As of the early 2010s, the amount of high-level radioactive waste generated by nuclear power generation was 250,000 tons. Despite international trends, such as Germany's nuclear power plant abolishment, the figure will rise even further in the future due to emerging nuclear power generating countries such as China.

So far, we have considered the pros and cons of nuclear power plants, the history of the energy, and the background on how nuclear power was found and developed. These are controversial topics, but one thing is clear. The efficiency of nuclear energy production is unrivaled, and mankind should find energy sources other than fossil fuels because these are known to destroy the environment. Even if there are some problems with nuclear power generation, there is no denying that it is less evil than fossil fuels. I hope you take an interest in nuclear power and the various opinions about it for our future. It could be interesting to read articles, theses, and watch YouTube videos related with this topic during your free time. Thank you for reading this cover story.



Busan's City Regeneration Program

Have you ever heard of the City Regeneration program before? I hope you take interest if you live in Busan or have a plan to visit sometime. I will tell you why, but before anything else, I will explain what the City Regeneration program is.

The City Regeneration program is an attempt to reverse decline by both improving the physical structure and economy of an area. It invigorates urban functions while preserving the original form of the city, without destroying the existing city's cultural, economic, and residential role. Why do we need this type of program?

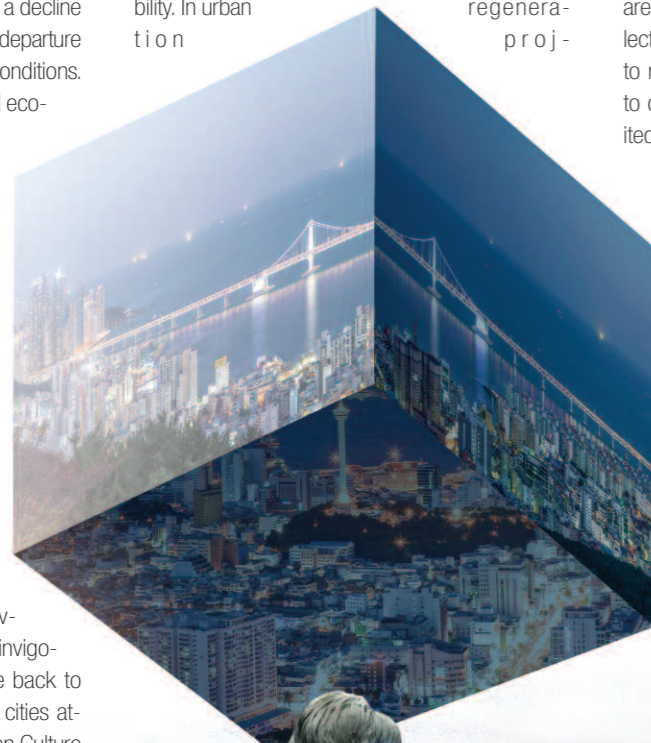
There are several reasons. First, many cities in Korea which have grown in the process of industrialization and urbanization, have entered a decline phase due to a decrease in population, a departure from traditional industries, or poor living conditions. Those side effects have come from rapid economic development since the 1960s.

As the economy grew, people's overall standard of living improved, but since almost all of the infrastructure was concentrated in Seoul, other areas experienced decline. As a consequence, the average age for people in villages located far from Seoul increased. It has become a vicious cycle, with the outflow of industry, a younger workforce, a shutting down of commercial vigor, increasing deserted areas, increased crime in those areas, and elderly impoverishment.

Busan has not remained free from such problems. Thus, the Busan local government has kept focused on how to reinvigorate areas in decline and attract people back to them. Those efforts have made the old cities attractive again. For example, the Gamcheon Culture Village, famous for its colorful houses and murals,

the Yeongdo White Yeoul Village, where unique cafes and beautiful walking paths exist, and the Choryang Sanbok Road Village, famous for its monorail and night view. Those three are the most famous places, and the Busan government is still trying to build other successfully regenerated villages comparable to them.

But the City Regeneration program does not only have a bright side. As we already know, no matter how many attractive cafes or trending photo spots the village has, those are useless unless the residents are happy. To date, numerous urban regeneration projects have been implemented nationally, yet various problems have remained. First, there is a risk of low business feasibility. In urban regeneration projects,



there may be practical limitations for the public sector to carry out related projects independently due to high land prices and project costs. Second, financial burdens can be a problem. The budget for urban regeneration projects should be mainly made up of state subsidies, and they should be reflected in the budget every year. But the distribution formula is not specified, which makes it difficult to secure the budget. Third, lack of consideration for the vulnerable can be a problem. Urban regeneration projects are expected to have side effects from rising real estate prices in the region, that is, the limitations due to increased housing costs may restrict the choice of residence and sometimes result in homelessness. Fourth, there are concerns about speculation. If the village is selected for regeneration, speculators may enter first to raise land prices. Even if the government tries to crack down on speculation, there may be limited means to stabilize the real estate market.

I hope you paid attention to issues concerning this program, because the government does not try to invest in areas where the public is indifferent. Even though Busan has some successfully regenerated villages, areas of decline still exist, and it is in these areas that there are people who need the government's help.

I hope you visit some of the regenerated cities, and also think about supporting villages in the countryside in South Korea, because those especially will continue to be areas of concern as time goes by with the depopulation of our country.

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Virtual Humans

These days, you can often see virtual humans whenever you use social media. Do you know about virtual humans? Created by adding artificial intelligence and graphic technology, they are fake peoples made to look like they are real. Previously, chat services using artificial intelligence technology, such as Luda Lee, or voice services, were the main focus. Now, technology is so advanced that it's hard to distinguish the graphics from the real person, visually. These days, some virtual humans advertise their products through their subsidiaries and even become an influencer. Are virtual humans, who have such a great publicity effect, used with good intentions? Will the increasingly used virtual humans only have good effects on us? Or will the use of virtual humans have adverse effects?

If you're on social media a lot, you must have seen virtual humans. Among them, influencer Rosie is already a star on Instagram. It, or she, already has 518,000 followers as of 24 August, 2021. She is actively continuing her social media activities by posting her daily photos or communicating with her followers as if she really exists. Her followers treat her like a real person, and they like and admire her. But there are also negative opinions. Every time she posts an advertisement, people react negatively to such open profit-seeking and wonder if she was created only for that reason?

At this time, there are also virtual YouTubers who are actively working on YouTube. Loui is a music creator for the 'Louicoverly' channel, which produces cover songs on YouTube as its main content. While Loui is a real person, he presents himself as a character that is composed of virtual faces. Loui revealed that the reason he decided to become a virtual YouTuber was that he wanted to be free. It can be seen that the satisfaction challenge of working as Loui is quite high, saying that he was able to accomplish something new that he couldn't have done without Loui. However, some argue that if you cover your face virtually like that, what will become of music creators who reveal their real faces and do activities?

Finally, there is a K-pop girl group that is releasing songs through virtual humans and gaining enthusiastic fans around the world. It's called 'K/DA.' K/DA is a virtual K-pop girl group created by collaborating with artists based on characters in the game League of Legends. The ripple effect of K/DA has been strong. Within one month of its debut, their first music video had 100 million views,

and it has gained a lot of fans around the world. However, side effects have also occurred. There was the problem of creating fake pornography using members of K/DA. Using 'deepfake' technology, there is a site that combines the faces of K/DA members with scenes from pornography and posts them on pornographic sites or sells them for money. As our society does not yet have a law to protect virtual humans, experts say that if virtual humans develop more, it will cause enormous social problems and the damage done will increase.

So, what are the net benefits of virtual humans? First, they are optimized for un-tact (contactless) marketing. All scenes can be produced with computer graphics, so marketing is possible without time and space constraints. Second, unlike real people, they never get sick or old, so they have a long period of activity, and there is a low risk of stopping advertising due to controversy over pri-

vacancy. Recently, as the controversy over school violence broke out, I saw a lot of celebrities whose image of the advertising brand they were in charge of take a big hit. However, virtual humans see it as a benefit because they can use it as a corporate advertising model for a long time without such worries. In this way, we could see the advantages and disadvantages of virtual humans. Virtual humans are optimized for brand marketing, so if they are used well, I think they will be able to melt into everyday life. However, we must think again about the pornographic and equity issues that have arisen and constantly come up with ways to solve them.



The minimum wage law, the purpose of which is to guarantee income and the human rights of low-wage workers, is part of the core policy of 'income-led growth' promoted by the current government. At first glance, it is a policy aimed at creating a better life by guaranteeing a minimum wage for low-income workers, but the reality may be different. Rather than helping low wage earners it has resulted in fewer low-wage jobs. The impact has been directed at workers in their 20s, the most vulnerable in the job market.

About 1 in 5 workers in their 20s works without receiving the minimum wage. This is the highest rate ever. The proportion of young workers in their 20s and 30s not receiving the minimum wage continued to rise in 2019 compared to 2018. However, it was recently decided that the minimum wage for next year will be raised to 9,160 won. As a result, the absolute amount of the current minimum wage will increase, and even a small increase can have a huge impact on the market. Small business groups argue that employment could be further reduced. Some small business owners claim that they have no choice but to reduce their employment.

In June, the number of self-employed people and small businesses stood at 5.58 million, up 29,000 from last year. However, between them the number of small businesses actually decreased by 83,000 to 1.28 million, and has been decreasing for 31 consecutive months since December 2018. On the other hand, the number of self-employed people without employees increased by 112,000 to 4.3 million, with 29 consecutive months of increase.

This economic trend has led to a new type of hybrid store, in which clerks work during the day, but the store operates without staff at night. Customers entering the store when there are no clerks must touch their credit card to the terminal next to the store entrance and directly scan the product barcode at the unmanned checkout counter to pay. Cash settlement is difficult due to this structure. Therefore, customers who are accustomed to paying in cash may decrease at night. Nevertheless, the reason for operating the unmanned systems is that it is more economical than hiring part-timers who have to be paid a night allowance even if the number of customers who pay with cash is reduced. An official at a fast-food restaurant said, "One part-timer costs 1.8 million won to 1.9 million won a month, but for an automatic kiosk system I only have to pay about 100,000 won a month in rental. Once installed in the store, we plan to eliminate the part-timers."

As the minimum wage has risen rapidly over the past few years, the number of hybrid stores in the convenience store industry, where owners work directly during the day and operate unmanned stores at night, is increasing rapidly. As the employment of part-timers at convenience stores is closely related to the minimum wage, the demands of business owners to reduce labor costs helped push the development of the hybrid system developed by convenience store headquarters who had automation in mind.

In the first half of 2021, there are about 994 convenience stores without staff operated by CU, GS25, 7-Eleven, Ministop and E-Mart 24. Starting with the first unmanned store, which opened in an E-Mart 24 in 2017, the number has risen particularly rapidly in 2019-2020. GS25 has increased them from 16 to 181 in 2019, and the number at CU has jumped to 200 in 2 years since CU first introduced its hybrid store called 'By Self-convenience Store' in April 2018. The number of 7-Elevens also increased from only 4 in 2018 to 130 by June this year. An official from the distribution industry said, "We had been conducting a pilot operation, but the verification of the staff-less model in 2019 has been completed. There were many

requests from shop owners to apply such a system to stores that were normally difficult to operate 24 hours a day." Industry officials believe that the burden of labor costs has accelerated the pace, although the trend towards automation has certainly existed before. Originally, they were introduced only at special locations such as in factories and dormitories, which are difficult to operate 24 hours a day. However, many store owners who gave up their late-night operations due to labor costs applied for them. An official at a large convenience store said, "Since the minimum wage has been sharply raised, and more business owners have given up late-night operations, it would have been particularly burdensome to pay 1.5 times the basic wage." In addition, the weekly holiday allowance came as a burden. Due to the burden of having to pay the weekly holiday allowance, the number of part-timers working shorter hours has increased.

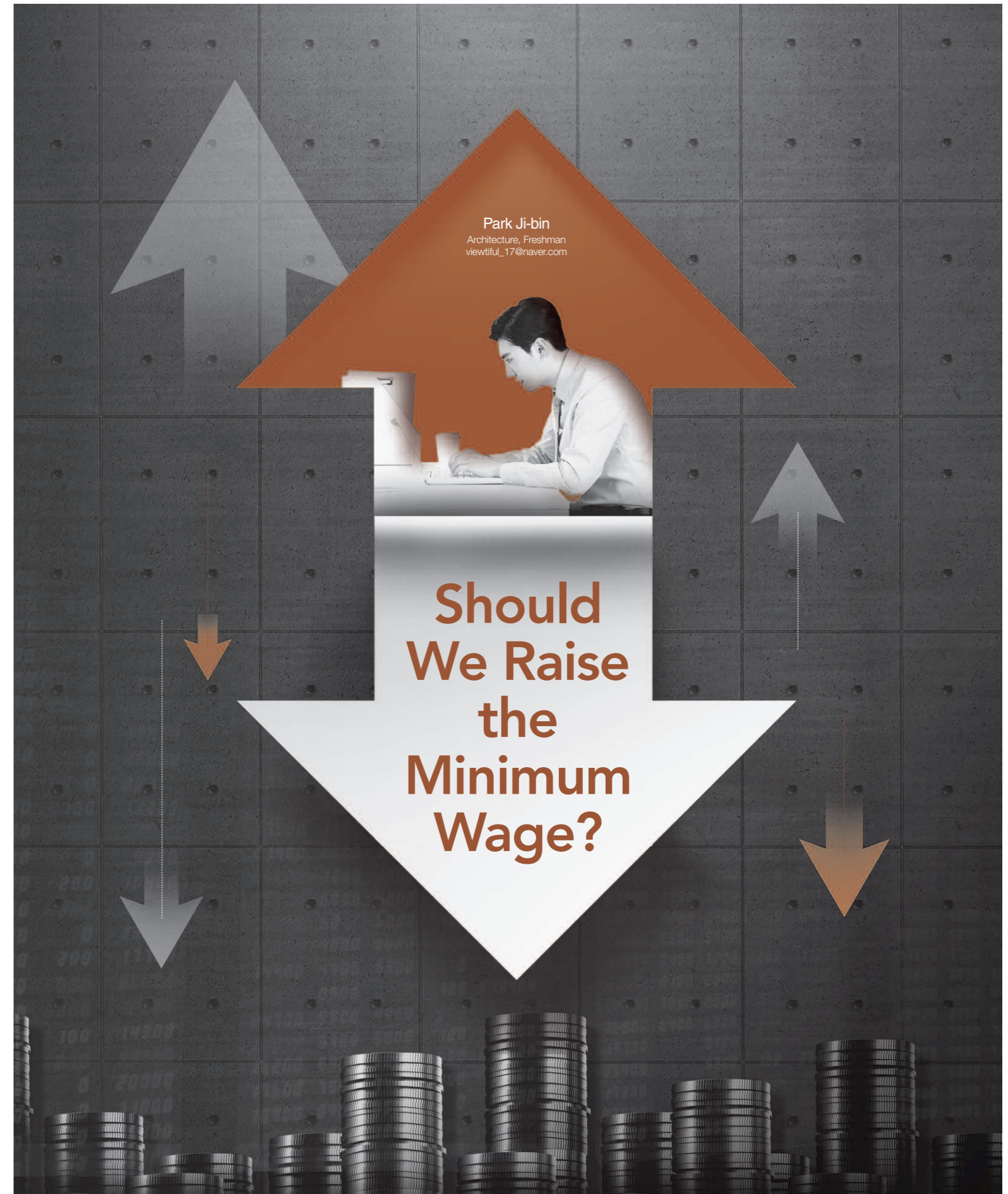
The minimum wage increase is not high compared to those made the previous government, but there have been 2 increases of 10 percent before, and many business owners say it is excessive considering the current Covid-19 situation. Even some part-timers are not happy with the news of the minimum wage increase. This is because job insecurity is affecting them more than the immediate wage increase after the Covid-19 outbreak. If the minimum wage rises, business owners will shorten the working hours of part-timers to further reduce labor costs. Small businesses are struggling because the economy is in trouble, and raising the minimum wage is impacting them. At this rate, the number of part-timers who wish to work, even if they do not receive the minimum wage, will inevitably increase. The rising minimum wage is burdening store owners, so they are choosing kiosks instead of looking for part-time workers. As a result, there have been fewer part-time jobs, and competition for part-time jobs has intensified as the number of young people who want to work still remains. This is why many will work for wages less than the minimum wage.

A public interest member of the Minimum Wage Commission, who helped decide the final amount by compromise between management and labor, said, "Small business owners and self-employed people were directly hit by the Covid-19 crisis, but it was difficult for low-wage workers," adding, "That is the reason why we decided on 9,160 won."

The problem is that employers are choosing to reduce labor costs as the minimum wage is raised without considering other factors such as the Covid-19 situation and the development of IT technology. Economists say they have virtually raised the minimum wage for next year, and now they need supplementary measures such as differential application of the minimum wage. The current structure of applying the minimum wage uniformly to both manufacturing and service industries is one in which both labor suppliers and consumers are unhappy.

Ryu Pil-sun, head of the Policy Promotion Office of the Federation of Small Businesses, said, "The minimum wage had to be frozen during the Covid-19 situation, and that freeze may end soon, but when it does small business owners may be devastated by the increase. The economic recession will continue as higher labor costs affect job losses." Indeed, the damage to small businesses caused by the fourth wave of the pandemic is further freezing the job market for part-timers. The part-time job market seems to be at its worst, with small businesses moving to preemptively reduce labor costs at the news of next year's minimum wage hike.

In this situation, will raising the minimum wage mechanically help? It may be difficult to say right now, but I think it would be best to understand the overall economic trends and present alternatives.



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Should Sporting Events be Held During the Pandemic?

COVID-19 has significantly affected everyone on the planet, and the sports industry is no exception. On March 30, 2020, the International Olympic Committee officially announced the postponement of the Tokyo 2020 Olympic Games. As a result of this announcement, the Tokyo 2020 Olympic Games were rescheduled to July 23 to August 8, 2021, and it was a first case in Olympic history. In addition, the UEFA European Football Championship and the CONMEBOL Copa America, the world's leading soccer leagues, have also postponed their 2020 matches to 2021. They may have thought that after a year, the spread of the virus would decrease so people could return to their normal lives. However, as of July 2021 as this article is being written, the spread of COVID-19 continues. As of July 18, more than half a million new COVID-19 cases are being confirmed every day worldwide, with approximately 8,000 deaths. Moreover, COVID-19 has seen numerous mutations. In particular, the Delta variant appear to be far more contagious than previous forms of the virus, as well as more lethal in people of all ages.

Despite the persistence of the virus, more than 60,000 spectators gathered to watch the Euro final on July 11, and athletes from all over the world are gathering in Tokyo to compete in the Olympics. Why are sporting events held despite the high risk of spreading the epidemic? Should sporting events be held during the COVID-19 pandemic? I would like to answer these questions using the Tokyo 2020 Olympics as an example. According to a poll conducted by Japan's Mainichi Shimbun of 1,087 voters nationwide on July 17, 6 days before the opening ceremony, 48 percent said they were not in the mood to enjoy it, and 40 percent had decided to postpone the Olympics altogether, or insisted that it be cancelled. In addition, the online petition website, Change.org, is still running a signature campaign titled 'Cancel the Tokyo Olympics to Protect our Lives,' and protests against the event were held in front of the IOC Chairman's welcome event on 18 August.

The biggest reason for opposing the Olympics is undoubtedly because of concerns about the spread of the epidemic. As of July 18, 2021, the number of daily confirmed cases of COVID-19 in Tokyo, the host city of the Olympic Games, recorded around 1,000 for the fifth day, and 3,000 across Japan. Also, in response to the spread of COVID-19, the Japanese government has issued a 'State of Emergency Declaration' in Tokyo from July 12. Under these circumstances, the IOC and the Japanese government eventually decided to ban the entry of both foreign and Japanese spectators and proceed with the match without spectators. However, concerns about the spread of the virus are growing as foreign officials and athletes staying at the Olympic Village tested positive for the coronavirus ahead of the opening ceremony.

The Olympics would not be possible without the help of health care workers, medical institutions and valuable medical resources. But as Japan is battling a fifth infection, the medical association warns that the Olympics could add even more pressure as the medical system has already overextended. IOC President Thomas Bach also announced that he believes that more than 80 percent of athletes will stay in the Olympic Village until the Olympics open. To do so, Japan's limited medical staff and vaccine supplies must be used for Olympic officials, which has resulted in delaying the vaccination date for the elderly.

Why is the Olympics being held despite such a significant risk? From the point of view of the Japanese government and the IOC, this would be to reduce economic damage and raise Japan's status in the international community. However, the Olympic Games are expensive because they have to build, maintain, and manage stadiums and accommodations. Katsuhiko Miyamoto, professor emeritus of economics at Osaka University, said the postponement of the Olympics caused about 640 billion yen (about U.S.\$5.83 billion) in damages, and



Takahide Kiuchi, an economist at the Nomura Institute, estimates that if the event were to be canceled entirely, the economic loss could be as high as U.S.\$16.5 billion. In addition, from a political point of view, through the Olympics, Japan wants to inform the world that it has recovered after overcoming the long economic downturn and COVID-19, and to increase domestic support. This intention was also reflected in Prime Minister Suga's speech at the UN General Assembly, where he previously stated that "the Tokyo Olympics will be held as a proof that humanity has overcome the plague."

Then, is the Olympics being held solely for the sake of the Japanese government and the IOC? Not like that. On an individual athlete's level, the Olympics are an important opportunity that can only happen once, or at most, two or three times in a lifetime. Many athletes prepare from childhood with a lifelong goal of competing in international competitions such as the Olympics and winning medals. However, if the event is suddenly postponed or canceled, who will be able to compensate for their efforts? Also, at the international level, the Olympics symbolize global solidarity and peace. Currently, the world is suffering from an unprecedented pandemic. The coronavirus has taken away the lives and homes of millions of people, and long-standing social distancing guidelines have plunged many into a depression called Corona Blue. In this difficult situation, the Olympics can give people hope that they can overcome any adversity and unite.

Many experts say it will be a very long time before we can fully return to our pre-COVID-19 life. Even after the game has been postponed for a year, or even after the game has been canceled completely and the next game, the Paris 2024 Olympics, has returned, we cannot say that the pandemic would have ended then. Finding modified operating practices that will allow you to play safely in the era of the coronavirus can be an opportunity to learn how to deal with the uncertain future ahead. In addition, many sports competitions have already been held in the past year and a half. If we refer to their success stories and the examples of turning a crisis into an opportunity, it will be possible to safely hold a bigger game.

The 2020 NBA playoffs, which took place from July 30 to October 11, 2020, are an example of a sporting event that was successfully quarantined during the pandemic. In order to resume the season, the NBA created a bubble in Orlando for about four months, including an isolation facility and stadium, and completely isolated about 1,500 people, including the team, staff, and referees, from the outside. They always had to wear a mask and undergo regular corona tests, and they always wore a smart ring that could measure body temperature and heart rate and a smart card with a location tracking function. In addition, each room is equipped with a thermometer and a heart rate monitor that can be linked with Bluetooth to measure daily readings and record them on a smartphone app. In addition to this, the NBA puts enthusiastic cheers from fans in large LEDs that are over 10-20cm wide and 5m tall to overcome the handicap of no spectators. Fans' cheers were played on the stadium speakers so that the players could play in an environment as if there were real spectators. The NBA's bubble court made it possible to enjoy a realistic game without being infected with the virus even in a situation where there is no vaccine or treatment. Based on these successful cases, the Tokyo 2020 Olympics also announced that it would implement bubble prevention.

In conclusion, besides economic and political issues, sports events mean too much for athletes and the international community. Also, we cannot predict the future, so it is undesirable to postpone the problems of the present into the future. For this reason, I believe that sporting events should be held even during a pandemic. However, given that the number of confirmed cases continues to increase worldwide, thorough quarantine guidelines will be needed to prevent further spread of the virus.



E-zine Interview with Professor Chang Juyoung Director of Asia Design Center for Future



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Ezine Can you please give our readers a brief introduction to the Asia Design Center for Future (ADCF)?

Chang Juyoung The ADCF, established in 2017, pursues the research, education, and implementation of design based on 'locality,' and explores the values of Busan, Korean, and Asian cultures within a universal human culture. Through these activities, we will play a role in the production, education, storage, and diffusion of research, and realize our vision of becoming a global hub for Korean and Asian design research. In addition, the ADCF seeks sustainable solutions to various local problems through a design approach, and intends to make an impact in both the region and the wider world.

Ezine We heard that the ADCF was recently accepted as an official member of the Sustainable Development Solutions Network (SDSN). What motivated the application?

Chang Juyoung Agreeing with the motto of "Think global, act local" of Agenda 21, which is similar to what the ADCF is aiming for, we decided to join the UN-led SDGs (Sustainable Development Goals) activities. To this end, we have become a member of the SDSN, a group of experts from the world's higher education institutions to promote practical solutions to SDGs. As a member and as a global citizen of the international community, I think it is meaningful to participate in UN activities. With this opportunity, I hope that all DSU members will take this opportunity to think about the 17 themes of SDGs to create a sustainable society and continue active activities.

Ezine How does design connect with sustainable development?

Chang Juyoung We live in a turbulent world of transition, characterized by such themes as global warming, low growth, aging populations, and the Fourth Industrial Revolution. I would like to suggest 'Design Thinking' as an excellent alternative way to deal with these issues. I believe that design can be a subject of change for a better world, and has infinite potential.

With this in mind, the ACDF opened the DSU-Design for Social Innovation and Sustainability (DESIS) Lab in 2019, part of a world-renowned network of design universities that conducts design activities for social innovation and sustainability, and is contributing to the local community through community-based design activities. At a recent conference exploring the theme of 'Sustainable Design for Social Innovation,' we had the opportunity to share examples of solving social problems in Busan together with residents. In addition, eight Asian DESIS Labs in six Asian countries, which are engaged in similar activities, have been thinking about sustainable social innovation design together and exploring the responsibilities and opportunities of designers.

Ezine Former Secretary-General of the United Nations, Ban Ki-moon, said that "Sustainable development is the central challenge of our times." What do you take away from his saying that? [Note: He further explained, "Our world is under strain. Poverty continues to plague communities and families. Climate change threatens livelihoods. Conflicts are raging. Inequalities are deepening. These crises will only worsen unless we change course."]

Chang Juyoung My reaction is to deeply consider what kind of education and effort is needed in the field of design for 'sustainable development.' Also, recognizing that humankind has environmental interdependence, we need to ask who has the right to destroy and pollute other people's current and future health and happiness? Those who educate sustainability are talking about the concept of "ecological literacy" as the basis for understanding environmental issues and developing new and critical capabilities to effectively respond to them. Ecological literacy is a philosophical and educational concept that re-examines educational, social, political, and economic priorities for the design of a sustainable lifestyle and newly recognizes the essential relationship humans have with Earth. However, we have never been educated about these things, so we are all ecologically close to "illiteracy." Therefore, education to eliminate ecological illiteracy is essential. In an era of crises related to environmental issues, ecological literacy is necessary in all fields, but especially important in design, because design is a practical field that creates new lifestyles. Ecological literacy education can be said to be the basis for responsible practice throughout the design field. It is no exaggeration to say that the future of humankind depends on the ability to realize ecological literacy and design ecologically sustainable lifestyles.

If these goals are not possible, there will be no

long-term future.

Ezine What are the biggest challenges to be overcome with regard to sustainability?

Chang Juyoung Let's start with the relationship of '3P,' meaning 'People, Planet, and Prosperity,' discussed in the past by the UN. In the past, the other two P's were somewhat sacrificed for economic prosperity. Later, as the importance of humans and the global environment emerged, the UN shifted to the view that 3P should maintain a balanced relationship. But now it has changed to the idea that the P of the global environment should be the top priority for a sustainable world. This trend can be confirmed by the fact that companies are also emphasizing ESG management with a long-term perspective. However, I think the biggest problem is that design education, design practice, and ecological aspects are still considered secondary in society as a whole. Unsustainable conditions in design framed as 'function', 'efficiency', and 'economic' are still prioritized. Efforts to equip students with ecological literacy in professional design practice are only just beginning at the university level. Educational institutions are responsible for making students graduate with the ability to understand and solve the consequences caused by unsustainable designs. The field of design has an important role to play for a sustainable future, and designers will now have to become the key experts responsible for the design of future sustainable lifestyles. This work will only be possible when ecological literacy is supported. This is because if we can properly understand the nature of environmental problems and respond effectively, designing a sustainable lifestyle becomes possible. The issue of sustainability right now seems very difficult but learning about ecological literacy is the foundation for sustainable design. This is because ecological literacy provides the potential to solve this problem by understanding knowledge of the ecosystem and responding to serious environmental problems. Therefore, the spread of awareness of its importance can be seen as the biggest task to precede. Responsible design must be 'ecological', and it is now essential for designers to be ecologically literate.

Ezine Do you think the current generation of students is more or less aware of sustainable development challenges than their parents' generation?

Chang Juyoung I can't say which generation in particular knows better. I believe that all generations need the same proper education. It is my belief that it is only possible to find a reasonable

solution when it becomes the basis for the perception of a sustainable world. As mentioned earlier, we all need to get out of ecological illiteracy.

Ezine What can individuals do to support sustainable development? Also, how important are individual contributions?

Chang Juyoung Today's crisis is not due to the development of science, technology, and knowledge per se, but to their abuse or misuse. These were caused by a lack of knowledge and proper awareness of the relationship between nature and humans, and it is thought that it is time to change our view of nature, values, attitudes, and thinking patterns based on the ecological cultural paradigm. Based on such awareness, we will be able to try small choices and changes that we can put into practice in our daily lives. These small actions will become habits, and these habits will bring together to social transformation.

Ezine In the DSU news article about the ADCF's acceptance as an SDSN member you said, "As a member organization, we will solve various social and environmental problems through design activities with our students, find practical ways to solve problems, and communicate with the region and the world." Can you give us some further details about your intentions?

Chang Juyoung Traditionally, awareness of design has been regarded as a social activity that functions as a visual form, supplying products and services to the market to meet the demands of consumers and users. However, the social role of designers today is gradually expanding. It means that designers are increasingly playing a role in dealing with not only images, objects, spaces, and services, but also various wicked problems of society with humanistic and sympathetic design methods. Social innovation is very difficult in reality because it not only has to deal with very complex problems due to interrelated difficulties, but also requires the involvement of various actors to solve them. Nevertheless, the potential of the design is also very large in fact. To this end, students will need to be more aware of social issues that require an ethical and empathetic perspective to produce socially responsible and sustainable performance. It is now playing a role in driving and facilitating changes in society and culture by showing the creativity of designers. To fulfill this role, the ADCF plans to continue its efforts for the sustainable development of the local community through education.

A Traveler's Snapshot

Jesse Nelson
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1995

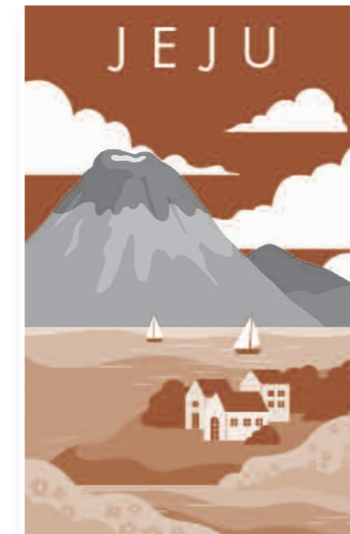
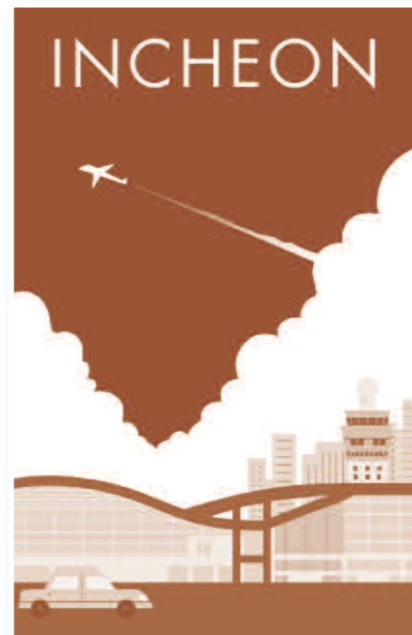
In the summer of 1995, I was a junior in college, majoring in English and History. My History classes led to my decision to go to Korea, instead of just back home during the summer vacation. Having taken courses such as Eastern Europe and Southeast Asia History, my curiosity was aflame about different countries. Seeing advertisements on teaching English in Korea, Japan, and Taiwan, I figured that while visiting somewhere on the other side of the world might be a strange experience, the desire of these countries to learn the English language would serve as a bridge for me.

I chose Korea over Japan and Taiwan because of a family connection. My grandfather served as an army cook in the Korean War. The thought of going to Korea for the summer unfortunately came a year after he died... not that his experience would bear any resemblance to mine. But I was never able to ask him of his life during those three years. From what I was told, it was a part of his life that he did not like to discuss, which is normal for those who lived through fighting in a war. Yet I am sorry that he was not alive to hear of my decision to go to Korea.

Having traveled to more than half the countries in the world at this point in my life, Korea still holds a special place in my heart. Besides being a place I now consider home, it was also the first overseas country that I ever visited. I went to Bermuda earlier, but it was in 1976, so I was only two years old. There was a road trip to Toronto in my freshman year with a friend. But just like how some of my students at Dongseo University tell me that they feel a sense of similarity when they visit Japan in comparison to Korea, the same applies for an American visiting Canada.

So my first experience of genuine travel was to Korea, and it was a great experience. Armed only with a travel guidebook, I flew fifteen hours from New York City to Seoul. I knew no one, traveling alone, leaving my return flight open-ended, because I had no idea of how long I would remain in Korea. It would be from the last week of May to the first week of August. To save money, I stayed at the cheapest *yogwan* in my travel book. For 10,000 won a night, I had a private room at Inn Daewon. A dorm bed cost 7,000 won. While not the cleanest of places, what it lacked in cleanliness, it made up for in character.

On any given night, in the open-air courtyard, one might encounter Brits, Germans, North Americans, South Africans, Peruvians, Scandinavians, or perhaps an Iranian. Some stayed for a night or a few days. Others remained for months. I was one such character in this rich global tapestry. From night to night, stories flowed. None could predict where they might go. Nowadays Inn



2021

Daewon exists only in the memories of those who stayed there. Being a few blocks from the Sejong Center, both the *yogwan* and narrow alleyway where it was have long since been erased. Giant buildings now occupy that land.

Being of Irish, Swedish, and Czech descent, the Irish part of me saw similarities between Ireland and Korea. Like Ireland, here was a divided country. Like religious Ireland, here was the most Christian country among Asian countries. And like Ireland, here was a country with many who liked to drink. More than once, while walking at night, I passed an outside drinking area, where Korean businessmen out late drinking spotted me and offered me a drink for the novelty of having a foreigner in their midst. In 1995, foreigners were a novelty, being far fewer in supply compared to later years.

I returned to Korea for a month in 1996, after graduation, considering working and living in the country. At that time, I saw three times the number of foreigners compared to the previous summer. Twelve years later, I returned again, to work and live in Korea. So much was similar and natural to me. I surprised Koreans who met me. Yes, I easily use chopsticks. I have no problem eating spicy food. I also quite like Mexican food, which is spicy in a different way. I like garlic, both in Korean and Italian dishes. Unique to Korea, I savor the side dish style, all recalled from 1995. I also knew about soju and *makkoli*.


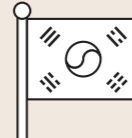



Elements remain and elements change. I recall relishing my visits to Seoul's three prestigious palaces, Gyeongbokgung, Deoksugung, and Changdeokgung. But in 1995, the intrusive Japanese-built administrative building was in front of Gyeongbokgung Palace. It has long since been demolished. Back in 1995, some of us at Inn Daewon would do a weekend outing to Itaewon. The only way there was by bus. Now it has a subway stop. It's amazing to see the spread of what was already a well maintained and easily accessible subway system, the seventh largest in the world even back in 1995.

Sellers of Korean music mix cassette tapes are no longer on street corners like back in 1995. But I found an mp3 copy of Roo'ra's (롤라) "Wingless Angel," which like a time machine instantly transports me to the summer of 1995, being quite popular then. I mostly only visited Seoul in 1995. During a trip as a tourist to Japan and Korea in 2003, I returned not only to Seoul, but also visited Gyeongju and Busan for the first time. Since relocating to Korea in 2008, I have been to and lived in many places. I am happy and at home here, as a part of yet also outside Korean society.

As traveling abroad is currently difficult, I look forward to exploring various corners and niches within Korea that I have not yet explored. But there is only one first... and for me, it was the summer of 1995 in Seoul.

National Holidays in Korea

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MON	TUE	WED	THU	FRI	SAT	SUN
<p>Time flies quickly. While it seems like 2021 only just started, as I sit and type this article the end of the year is only four months away. Today is a national holiday in Korea, and even though we haven't really had much to celebrate for quite some time, people are welcoming the day off. What are the public holidays in Korea?</p> <p>January 1 marks the beginning of the year and is a public holiday called <i>Sinjeong</i>. It is New Year's Day according to the solar, Gregorian calendar. Although Korea adopted the Gregorian calendar in 1896, Korea traditionally followed the lunar calendar, and many of its holidays still revolve around it even in the modern era.</p> <p>The next holiday is <i>Seolnal</i>, which is the custom of greeting and exchanging words of</p>	<p>commemorates March 1, 1919, the day when the people of Korea protested against Japanese colonial rule and declared Korea's independence to the world. Although the demonstrations were brutally crushed by the Japanese, the events of that day marked a turning point in Korean history.</p> <p>Children's Day is observed on May 5. Chil-</p>	<p>country had regained some stability, the government started discussing the establishment of Memorial Day.</p> <p>Liberation Day is a day to commemorate the liberation of Korea from Japan. On August 15, 1945, Korea finally achieved independence from Japan when Japan surrendered to Allied forces at the end of the second World War. The holiday also celebrates the establishment of the Korean government on August 15, 1948. To enhance the significance of this day, all families across the country are encouraged to celebrate with the Korean flag flying proudly from their apartments and houses. The government invites dignitaries and diplomats from all walks of life to a celebration banquet on the anniversary of these important historical dates. As one of the preferential measures for liberating members, both them and their accompanying family members are allowed free rides on national railroads, city buses, metropolitan trains, and free admission to palaces and national parks.</p> <p>Next is Chuseok, also known as <i>Hangawi</i>, is on August 15 of the lunar calendar. It is one of the most important holidays of the year in Korea. The Chuseok holiday period lasts for a total of three days, including the day before and after Chuseok. During this holiday period, Koreans return to their hometowns to spend the holiday with their families. Traditionally, people conduct <i>Charye</i>, an ancestral rite held on holidays, with new grains and fresh fruits in appreciation of the harvest of the year. After the Charye, they visit their ancestral graves and clean up the weeds and cut the grass on the burial mounds. On Chuseok, people make</p>		<p>various foods and share them with their neighbors. The most representative food is <i>Songpyeon</i> (Pine Needle Rice Cakes). It is made by kneading rice flour dough with hot water, forming it into a crescent shape, stuffing it with fillings such as cooked soybeans or sesame seeds, and then steaming it.</p> <p>Next, let's look at <i>Gaechonjeol</i> on October 3, another autumn public holiday in Korea. Gaechonjeol, also known by the English name National Foundation Day of Korea, celebrates the legendary formation of the first Korean national state of Gojoseon in 2333 BC. Gaechonjeol became a celebration day in 1909 when Korean nationalism was suppressed by the Japanese, and Na Cheol founded Daejongism. Since then, the Provisional Government of the Republic of Korea has designated October 3 as Gaechonjeol and celebrated it in collaboration with the Daejongism. However, because dates of the lunar calendar change every year, which can be confusing, the date of Gaechonjeol was permanently changed to October 3 of the solar calendar in 1949.</p> <p>Gaechonjeol is related to the myth of Dangun, the founder the Korea. Dangun's ancestry legend begins with his grandfather Hwanin, the "Lord of Heaven." Hwanin had a son, Hwanung, who wanted to live down to the human world. Hwanin allowed Hwanung and 3,000 followers to go down to Taebaek Mountain, where Hwanung founded the Sinsi, meaning the city of God. He ruled the world by enacting laws and moral codes and teaching various arts, medicine, and agriculture to humans with his ministers of clouds, rain, and</p>	<p>wind. One day, a bear and a tiger came and begged him that they want to become human. Hwanung told them that they could become human if they eat mugwort and garlic without seeing the sunlight in the cave for 100 days. The tiger gave up after about 20 days and left the cave, but the bear held out until the end and became a woman called Ungnyeo. Hwanung and Ungnyeo married and gave birth to a son named Dangun Wanggeom, the founder of Gojoseon. He used humanitarianism called Hongik Ingan, which means to broadly benefit the human world, as its founding principle. It is still stipulated in the Basic Education Act in Korea.</p> <p>The last autumn holiday in Korea to introduce is Hangeul Day on October 9. Hangeul Day is a commemorative day marking the in-</p>	<p>learn, and only the aristocrats could use them after years of study. King Sejong felt sorry that ordinary people could not read and write, and created the Hunminjeongeum to make it easy for anyone to learn and write with scholars.</p> <p>In 1926, the Korean Language Society celebrated the 480th anniversary of the declaration of Hangeul and called the day "Gagyanal." It was renamed Hangeul Day in 1928. At that time, Japan suppressed Korean national consciousness to rule colonial Joseon. Hangeul and the Korean language were not spared during this time, as Japan controlled all aspects of life in Korea. Korean scholars who felt a sense of crisis launched the Korean Language Society to preserve the Korean language during this time of rapid forced Japanization. They made various efforts to protect Korean words and writings, including classes on disseminating Hangeul and the anti-illiteracy crusade, despite various persecutions and difficulties from the Japanese. During the Japanese colonial period, participants in the Hangeul celebration were composed of small-scale scholars, including nationalist Korean scholars. Even this became difficult due to the oppression of Hangeul and the Korean language, which has been represented by the Korean Language Society Affair since 1942. However, Hangeul Day became a nationwide event since Korea's liberation in 1945 and is now celebrated as a legal holiday.</p> <p>Finally, Korea also established Christmas as a national holiday to celebrate the birthday of Jesus Christ.</p> <p>Although most people just enjoy a day off from work or school, holidays have a reason and purpose that should not be forgotten. Nowadays, when a holiday overlaps or falls on a weekend alternative holidays are established. There are approximately 10 public holidays a year in Korea. These public holidays tell the story of Korea. I hope this article will help you reflect on the meaning of each holiday and build cultural pride while you enjoy your next day off.</p>
<p>01 01</p> <p>Sinjeong</p> 	<p>03 01</p> <p>Samiljeol</p> 	<p>08 15</p> <p>of the lunar calendar</p> <p>Chuseok</p> 		<p>10 03</p> <p>Gaechonjeol</p> 	<p>10 09</p> <p>Hangeul Day</p> 	

Who is BTS? Who is it that the whole world is so passionate about? The entertainment business has expanded in Korea and produced numerous idol groups. Among them, the group that has achieved the most remarkable growth over the past few years and is receiving the most attention is BTS. What is it about them that has captured people's hearts so much?

When BTS first emerged as global stars, all media generally evaluated them as a momentary bubble and a bizarre phenomenon. This is because BTS was not from one of the three well-known, dominating agencies, SM, YG, or JYP, and they were the first idol group that debuted from their agency too. BTS, who debuted in the K-pop industry with their first single album *2 COOL 4 SKOOL*, was the first idol group produced by Bang Si-hyuk, a famous composer. They debuted by throwing a message to teenagers with the first title song *No More Dream*, asking what their dreams are, and said in their debut showcase that they had been preparing for a long time with no guarantee that it would actually happen, and added it was so hard, but they

their mark on the culture of their time. Amongst them were The Beatles, Taylor Swift and Drake.

Then, what is the secret to BTS's success? According to foreign reporters, it is communication with their fans. One reporter said that "the key to BTS's success is natural communication with fans through social media, while another said that "there is a way of communication between BTS and fandom that we have never seen before." There was also an opinion that BTS's music touched the spirit of the times, such as teenagers' worries and social problems. While countless idol groups have made love songs, BTS consistently have written songs based on their experiences and concerns instead, which appeal to the same generation, in an era of school violence, entrance exams, and "backbone breakers," or kids who continuously ask their parents for expensive items. In addition, *Dynamite*, which gave BTS their first place on the Billboard Hot 100, was a song that was not originally planned to be released by the group, and it was very unusual for those who released songs in units of albums. BTS was scheduled to unfold a different blueprint after the fourth regular album *Map of the*

of not being able to hold a concert, must have been the same not only for BTS but also for the fans. BTS says that it is the shouting fans that make it possible to endure for a long time in a concert hall. However, it has now been one year and seven months since they could hear the fans' cries due to the pandemic. As the final question from the MC hosting the show, BTS answered "ON" without a second's hesitation to the question, "If COVID-19 was over and you went back to your pre-COVID life, what song from ON, an album they released on February 21, 2020, and around the time that the COVID-19 outbreak occurred, would they want to perform? It is said that BTS originally wanted to perform ON at the American awards ceremony and they were very sorry that they couldn't get up on stage because the entire overseas schedule was canceled. RM, the group leader, said, "I want to call you to mean that we're all off and then on again."

BTS has achieved many goals in the eight years since their debut. Being a group that always breaks the title of the first Korean, they have introduced Korea to the world with their influence, and Korea's

The Global Impact of

gritted their teeth and trained. They say it's hard to survive for a newbie group these days, but that they were determined to survive, and in the end have become a group loved by the public.

BTS have now become an icon all over the world. They first entered the Billboard charts in 2016 with *Blood Sweat & Tears*, and achieved their first Billboard No. 1 with *Dynamite* in 2020, followed by the remix version of *Savage Love*, and the Korean song *Life Goes On*, all of the songs achieving the splendor of being number one in succession. Since then, *Butter*, which was released in 2021, has held the top spot for seven consecutive weeks and has been playing baton-touching with their new song, *Permission to Dance*. It is a rare record in the 63-year history of the Billboard Hot 100 that a song by one singer continued to take first place until another song by the same singer topped the charts. BTS is only the 14th singer or group to achieve this. It is such an amazing feat that most people think this is unrealistic. All the singers who have achieved such an achievement are glittering stars, who have made

Soul: 7, released in February last year, just before the outbreak of COVID-19 in earnest. However, the group members reported that the songs on *Dynamite* were very lively, while all scheduled activities were suspended, such as the world tour being halted due to COVID-19. According to the story of member Jimin, he wanted to make a music breakthrough to overcome the lethargy called "Corona blues" that had spread through the world.

So, what are the goals they want to achieve in the future? In a TV interview, BTS answered, "It's the most frequently asked question, but it's the most difficult question." The greater the expectations the public has on them, the more BTS will have to act according to the public's call and raise the bar to new heights. As such, the psychological burden on BTS must be great. RM, the leader of BTS, subsequently announced that he would win a 'Grammy' as a goal. However, it is said that the goal that BTS wants to achieve is a stadium tour. Although that goal has already been achieved, the performance industry is currently in a state of long-term dormancy due to social distancing. The regret

status has risen as a result, with foreign fans around the world studying Hangul or becoming interested in Korean food and fashion. Foreigners who liked K-pop were highly interested in Korea. Among them, BTS fans were the most interested. BTS attended a UN Youth Support Event on September 25, 2018, and delivered a speech asking them to love themselves, receiving favorable reviews around the world. Many people were moved by the speech, and numerous compliments were given, saying that it gave them great courage to live their lives. BTS has a clear message that it wants to convey to the public, so fans are comforted by listening to such BTS songs. But for those who were not interested in BTS, or didn't know BTS music, by attending the UN Youth Support Event, BTS seems to have imprinted on the world that they are such a group that sing songs with a message for them. BTS has long believed that "if you say it, it will come true." In reality, BTS's goal has been fulfilled, so I hope they have given great support to those suffering from COVID-19.

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