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2022 WINTER Vol. 89

A QUARTERLY MAGAZINE



BEAUTIFUL **DSU**

EDITORIAL

Winter Greetings from *Ezine*

I'm sending warm greetings to all of you that decided to pick up this magazine. And we promise that today's articles are entertaining enough to make your day. Before we take up the main stories, I would like to share a gripping topic of an article that I read with you. Have you ever heard of the acronym MSGR before? I hope you can guess what MSGR stands for. Monsignor? Messenger? Or Marshall Space Grant Research program from the United States of NASA? Those were good guesses, but none of them is the correct answer in this case. MSGR is a recently created acronym that stands for Misugaru, a powder made of roasted, and ground mixed grains used in drinks and desserts. I first saw that from the menu of a local takeaway coffee shop, where they are selling MSGR lattes and cakes.

At first, I thought this was a refreshing new idea that makes the non-English word sound like an English acronym in a witty way. But after a moment I noticed that even young people like me were unable to recognize that, and had to ask the cashier. If young people are confused, what would happen if elderly people, who have a lower understanding of foreign languages than younger people, stop by this type of coffee shop? They would feel confused and have no choice but to stand hesitantly and ask the cashier or a young customer what it means. I've seen so many elderly people suffering from not only trying to use an unmanned ordering machine, but also because all the choices on it were in English phrases, such as "Sold Out," "Beverages," and "Double Shot." They said they were upset, angry, and even felt that they were being alienated from their own society by this.

This excessive use of foreign languages trend is everywhere in South Korea. Even apartment buildings and apartment complexes are given English names. Among the top 50 construction companies in South Korea, there is not a single

construction company that uses only Korean to name their residential apartment complexes. Apartment buildings are given names such as 'The PRAU,' 'Pentaville,' or 'FORENA,' all written using English letters. This is quite different from the past, when Korean names like '래미안 (Lae Mi-an),' '낙천대 (Nak Cheon-dae),' and '프르지오' (Prugio)' were common.

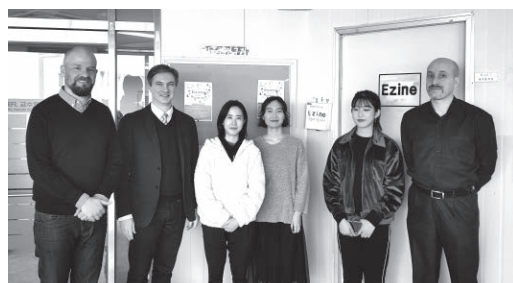
Then what are the reasons for this excessive use of foreign languages? According to the 'Language Consciousness Survey' conducted by the National Institute of the Korean Language for 5,000 adult men and women in 2020, the reason for using a foreign language was 'because it was possible to convey the meaning accurately' (41.2 percent), and 'the use of professional terminology makes it seem like an expert' (22.9 percent) and 'because it has a more sophisticated feel than Korean' (15.7 percent). This means that foreign language is being used for aesthetic purposes more than anything else.

I started to worry about this rapid transfer of the Korean language after I saw this trend come into our lives. Then I couldn't agree more when I learned the idea of changing non-Korean words into Korean, such as 'Hom-Teu' (short for Home Training) to 'Jip Kok Woon Dong (Stay at Home Workout in Korean). This idea was from Seo Hyun-jung, a senior researcher at the Sejong Institute of Korean Language and Culture. She said, "There are many cases where foreign languages have been abused even in government policies and businesses, and citizens are accepting them without raising any issues. We have to change our perception and put forth effort to change non-Korean words into Korean."

Of course, the use of words and the forms of the letters have changed over time naturally. However, we have to think about this in order not to indiscriminately accept foreign cultures and languages into our lives.



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CONTENTS

GLOBAL CAMPUS NEWS

- 06** President Chang Delivers Lecture at 5th Busan Far East Forum
2022 International Youth Leader Exchange Program
- 07** AI Projects, VR, and Big Data Technology
Showcased at AI KOREA 2022
- 08** Director Moon Mi-kyung Receives Mayor's Award for
Contributions to the Popularization of Science
- 09** DSU LINC 3.0 Project Group Signs Cooperation and
Development Agreement with
SKonec Entertainment and YouCanStar
2022 ESG+ Startup Idea Contest Held



SPOTLIGHT ON DSU

- 10** Park Se-eun Wields a Golden Bow
Dongseo Reselected for IPP Work-Study Parallel Project
- 11** Dongseo Graduate Wins Grand Prize in Film Festival
Future Career College Students Win at
Yecheon International Smartphone Film Festival
- 12** Visual Animation Department Sweeps
Daejeon Visual Art Tech Awards
Q College Students Win at 1st K-Shoebrand
Startup Challenge Contest
- 13** Advertising and Public Relations Department
Promotes Firefighting Day's 60th Anniversary
Dongseo University LINC 3.0 Project Group Hosts 2022
PASTEL Startup Education Intellectual Property Rights Contest

COVER STORY

- 14** World Heritage Sites and the Importance of History

STUDENT COLUMN

- 18** The Joy of Harvesting Agricultural Products

REPORTER COLUMN

- 19** Kakao Crash Disrupts Services in Korea



EZINE OPINION

- 20** Why Working from Home Should Continue
- 22** Inflation Must Be Brought Under Control

EZINE INTERVIEW

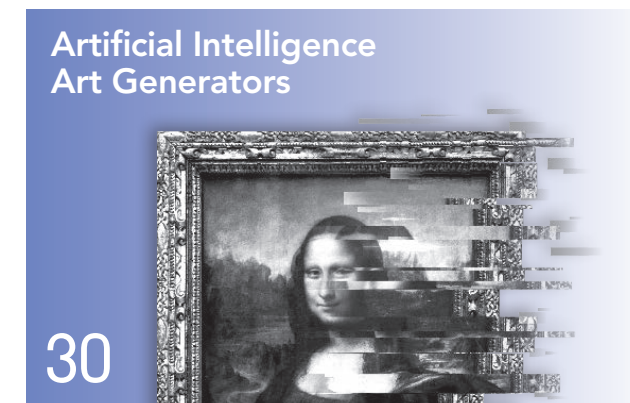
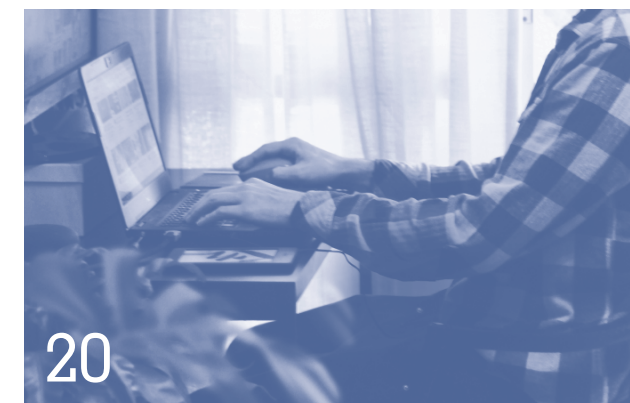
- 24** Ezine Interview with Professor Kim Nam-woo

PROFESSOR'S COLUMN

- 26** Korea in Western Popular Culture:
A 50-Year Highlight Summary

CULTURE

- 28** The Return of the Busan International Film Festival
- 30** Artificial Intelligence Art Generators:
Why Are They So Controversial?



President Chang Delivers Lecture at 5th Busan Far East Forum

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On October 25, DSU President Jekuk Chang was invited to speak to the “5th Busan Far East Forum” held in the DSU Art Hall by the Far East Broadcasting Corporation. At this forum, which was established to help present a Christian worldview on the East Asian region and suggest policy directions for countries, sub-regions, and religious organizations within, President Chang gave a lecture on the subject of ‘The Past, Present, and Future of Korea-Japan Relations,’ with a particular emphasis on using the spirit of the cross in order to increase the rate of evangelization within Japan.

President Chang, who completed his Ph.D. in Political Science at George Washington University in 2001, has long been considered an expert on Korea-Japan relations and recognized for his various efforts to facilitate their development. As such, he performs in many related roles, including as Representative of the “Korea-Japan Next-generation Academic Forum” (2004–present), as Representative Secretary of the “Busan-Fukuoka Forum” (2006–present), as a Member of the Steering

Committee of the “Korea-Japan Forum” (2007–present), and as a Member of the Executive Committee of the Korean side of the “Korea-Japan Hanmadang Festival.”

For his lecture at the 5th Busan Far East Forum, President Chang outlined his visions for the direction of a new, forward-looking Korea-Japan relationship that illuminated the present by learning from the past, offering his professional perspective on the deep and broad Korea-Japan relationship. He also emphasized that he would continue to contribute to the goal of achieving world peace by working on resolving tensions in Northeast Asia, which have been strained as of late amid the current turmoil and chaos due to the Ukraine-Russian war and the ongoing North Korean nuclear issue.



2022 International Youth Leader Exchange Program

Edited by **An So-yeon**
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Dongseo University was selected to run the 2022 International Youth Leader Exchange Program organized by the Ministry of Gender Equality and Family and the Korea Youth Work Agency. Fourteen universities were selected for the project this year, including Dongseo University, Kangwon National University, and Jeonbuk National University.

The International Youth Leader Exchange Program is designed to strengthen global ties by promoting exchange activities for international university students. The program is also aimed at enhancing connections between countries by supporting international students in Korea and by fostering their understanding of Korean culture and history.

As part of its cooperation program between Korean and international students, Dongseo University International Exchange Center conducted a three-week project to promote the upcoming 2030 Busan World Expo. Under the theme of “Asia Global Hub Busan, 2030 Busan World Expo with Us,” a total of 60 students, including 28 Korean students and 32 international students, were organized into ten six-member teams

which conducted small-scale exploration and discussion activities to develop promotional measures such as YouTube videos with the goal of increasing the visibility of the upcoming 2030 Busan World Expo.

At the presentation session, the team presentation titled “How to Promote the Expo” won the 600,000 won grand prize. Two other teams were awarded prizes, including a 300,000 won excellence award and a 180,000 won encouragement award.

Choi Hong Sung, the director of the International Exchange Center who was in charge of judging the project presentations, praised the students who completed the program, saying, “The student teams produced excellent project results based on cooperation and communication. I am very proud of the all the students who enthusiastically worked together to promote the 2030 Busan World Expo.”



AI Projects, VR, and Big Data Technology Showcased at AI KOREA 2022

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For three days from September 28 to 30, “AI KOREA 2022,” the largest artificial intelligence (AI) exhibition in Korea, was held in the 2nd Exhibition Hall of BEXCO, hosted by the Busan Metropolitan City Council. The DSU SW Center University Project Group participated, exhibiting and demonstrating various AI research and projects, virtual reality (VR) projects, and big data-based projects it is engaged in.

The wide variety of projects the Center showcases included: various innovative technologies and Capstone Design results developed through an industry-academia collaboration program; AI+X lab results that research convergence technologies related to the 4th Industrial Revolution, centered on undergraduate research students; and SW Convergence-linked academic programs that produce new results by combining various majors. In particular, the ‘AI Virtual Idol Project,’ a representative achievement of convergence linkage, even concluded a contract with IA Lab for use in performances and web dramas. In addition, the Center’s Metaverse FPS game and VR

game project received explosive attention from numerous student, academic, and industry attendees within the event hall. This ‘KoBART-Based Literacy Improvement System by Level for Efficient Reading,’ the grand prize-winning entry of the “Show Me the DSU AI” contest, is a borderline intelligence system that summarizes long texts for slow learners, and is expected to have a large academic and economic ripple effect.

Professor Moon Mi-kyung, the Director of the DSU SW Center University Project Group which oversaw this event, said, “At our booth, it was a valuable experience teaching about AI, software, and robotics-related majors and convergence connections to such a large number of visitors from such a wide variety of backgrounds. It was good to be able to communicate in a fun way, and I am deeply moved by the explosive attention our booth received. Furthermore, it provided a great opportunity to publicize the stellar results and excellence of the DSU SW Center University Project Group,” she said.



Director Moon Mi-kyung Receives Mayor's Award for Contributions to the Popularization of Science

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In a 'Busan Regional R&D Excellence Award' ceremony held at the conclusion of the "2022 Busan R&D Week," held for two days from October 20 to 21, DSU SW Centered University Project Group Director Moon Mi-kyung received the Busan Metropolitan City Mayor's Award in recognition of her contributions towards the popularization of science and her role in spreading Dongseo values.

The 2022 Busan R&D Week is an event hosted by Busan Metropolitan City, and is organized by the Busan Innovation Institute of Industry, Science, and Technology Planning, providing a regional forum for the communication of science and technology and enabling further opportunities for various R&D activities for furthering regional development. Many VIPs and notable figures graced the forum with their attendance, including: Jekuk Chang, DSU President; Lee Seong-gwon, Busan Metropolitan City Deputy

Economy Mayor; Koo Ja-joong, Busan MBC CEO; Bae Jae-han, Kookje Newspaper President; Hwang Gi-hyeon, Chairperson of the DSU LINC 3.0 project group; and Jeong Deo-woon, Director of the DSU Industry-Academic Cooperation Foundation.

Upon receiving her award, Director Moon introduced the differentiated programs of the DSU SW Centered University Project Group, explaining. "We have actively been conducting SW convergence education operations that create new values by convergence SW education with many various majors, the commensurate spread of DSU values widely popularizing these achievements."

In addition to this latest achievement, the DSU SW Centered University Project Group has also gained special attention through being selected as the premier university in the field of artificial intelligence from an industry perspective, receiving the highest award in recognition of this status earlier this year.

DSU LINC 3.0 Project Group Signs Cooperation and Development Agreement with SKonec Entertainment and YouCanStar

Edited by **Kim Go-woon**
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In a ceremony held on October 21, Hwang Gi-hyeon, Chairperson of the DSU LINC 3.0 Project Group; Hwang Dae-shil, CEO of SKonec Entertainment; and Choi Dae-gil, CEO of YouCanStar, signed an industry-academic cooperation and business development agreement with the aim of nurturing experts who will lead the virtual reality (VR) industry.

SKonec Entertainment was listed on KOSDAQ as the largest VR company in Korea as of 2022, and is the only one that possesses the 'Large Space Working XR System' technology, which allows multiple people to participate in VR content. Meanwhile, YouCanStar is Busan's representative VR company, which operates a number of games, projects, and services. Its game The Door was awarded the 'Best Game of the Month' award by the Korea Creative Content Agency in late-2018, and the company is well-recognized as a global VR game maker.

In cooperation with SKonec Entertainment and YouCanStar, DSU's LINC 3.0 Project Group operates training courses for nurturing human resources for Walking VR production, with its curriculum expected to contribute to nurturing

future talents related to XR contents. Through this agreement, each institution has decided to cooperate to nurture professional talents strong in the tradition, history, and practice of DSU's Game Department. In particular, through the LINC 3.0 Project Group, the agreement will: promote industry-university cooperation joint projects for mutual development; jointly-develop educational programs for nurturing game industry experts; and utilize and exchange human and material resources. Also involved is DSU's IFS3.0 Corporate Track, a representative package that includes curriculum organization and operation jointly with companies to nurture talent tailored to the needs of industry, job linking including field training, and project classes to solve corporate difficulties.

2022 ESG+ Startup Idea Contest Held

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On November 2, the DSU Startup Support Group successfully held the "2022 ESG+ Startup Idea Contest."

This contest, held as part of the 'Early Startup Package Project,' was developed to identify young entrepreneurs with excellent startup ideas, as well as to continually revitalize DSU's start-up culture. This year, due to the COVID-19 pandemic, the event was held simultaneously offline and online using ZOOM, with a total of 100 people including presenters and offline and online participants attending the event.

A total of 61 students divided into 20 teams participated in the contest. The finalists were selected through document screening, with the final 9 teams being awarded a total of 2 million won in prize money, divided among 1 Grand Prize, 2 Top Prizes, 2 Excellence Prizes, and 4 Encouragement Prizes. The Grand Prize was won by the Department of Architectural Engineering team 'Lucky Mok,' headed by Kim Geon, for their submission High-rise Building and Steel Structure Polishing Robot System; the 2 Top Prizes by the Game Department team 'Lee Ki-

jo,' headed by Jin Eon-joo, and the Department of Architectural Engineering team 'Seon-byeol,' headed by Ju Tae-yeon; the 2 Excellence Prizes by the Business Administration team 'Liberia,' headed by Hwang Sung-hwan, and the Department of Electronic Engineering team 'PLUG+,' headed by Jang Joon-ho; and the 4 Encouragement Prizes by the Product Interaction Design team 'BLANET,' headed by Park Dong-min, the Department of Architectural Engineering team 'Won-gyeok,' headed by Gu Bon-yu, the Department of Computer Science and Engineering team 'U-Nano,' headed by Woo Chang-min, and the Department of Information Security team 'The CSI,' headed by Ha Sung-wan.

In addition to the awards gained, the contest provided a meaningful ESG management-themed experience for all participants through a special lecture on entrepreneurship provided by Lee Chae-jin, CEO of the company Elephant Factory, notable for its practice of ESG management. In particular, it was a meaningful time hearing the story of the founding of its business philosophy, which involves communicating with

the world through children's toys.

Jeong Deo-woon, Director of the Business Startup Project, said, "The 2022 ESG+ Startup Idea Contest is the first step to nurture and experience the dream of starting a business. The Business Startup Project will actively support and support student entrepreneurs, operating customized programs for each startup stage based on the 'Easy Start-up' startup support system, so I hope that many interested students will participate. We will continue to nurture promising young entrepreneurs by utilizing the nation's top-notch startup infrastructure."



Park Se-eun Wiolds a Golden Bow

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Contributed by Professor Hyo-Kyung Lee,
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Park Se-eun, a third-year student in DSU's Physical Education Department, took 1st place with 346 points in the women's college 60m event at the "103rd National Sports Festival."

Park started archery when she was in 4th grade at Munsan Elementary School in Gwangju because of her good physique. When she was in her 2nd year of high school, she had a slump and had a psychologically difficult time, but she overcame that and succeeded in winning the High School Individual Gold Medal and 60m Silver Medal in the "100th National Sports Festival" in her 3rd year of high school.

Normally the best young athletes in Gwangju join City Hall business teams rather than enter-

ing university, but Park could not let go of her lingering desire to study, so she enrolled in night classes at Chosun University. Despite the double burden of studying and competing, she achieved remarkable results by winning a gold medal in the 'Women's General 30m Event' at the "National Men's and Women's Category Championships." But her night classes interfered with her other team members who were focused only on sports, so, after a lot of heart-ache, she left Gwangju City Hall in early-2022 to enter DSU, where she was able to pursue both her desired studies and sports to her heart's content.

In sports, one's skills, physique, physical strength, and psychological condition determine performance. In these regards, Park already possesses excellent stamina, long arms and legs, as well as the high-level skills she has learned through elite courses. In addition, she is determined, having gained the mental strength required to overcome the slump of her sensitive teenage years; this belief in herself, to confidently and resolutely deal with any further psychological trials, will surely stand her in good

stead as an athlete. Indeed, everyone has high expectations for Park.

Asked about her amount of training, she replied that she fires 500-700 rounds a day on average. However, the archery training grounds are far from campus, which she regrets, as the travel time is equivalent to a loss of shooting 200 rounds. Nonetheless, she hopes that if she continues to get good sports results and gains better grades, a campus-based training ground will be considered. After that, she believes that many good juniors will further be admitted to the DSU, resulting in a virtuous cycle.

The national team selection will be held soon. We all at DSU can't help but expect that Park will surely wield a golden bow that will brighten not only herself, but also DSU and all of Korea.



Dongseo Graduate Wins Grand Prize in Film Festival

In a ceremony held on October 14 at the "7th Korea Christian Film Festival" held at the FIC Floating Island Convention Center in Banpo Riverside Park, Seoul, Director Lee Ga-young, a graduate from DSU's Im Kwon-taek College of Film and Arts, was awarded the Grand Prize. Her winning work, Oh Lord, captured the hearts of the judges with its message that nothing in this world can fill the emptiness of human beings without the true hope provided by the gospel.

Five films made it through to the competition category at this year's film festival, narrowed down from a pool of more than six times more

original entries than last year, making this year the most popular and competitive ever. The lineup of the jury members of the film festival was also notable, top Hollywood director Stephen Oh in particular drawing attention for his participation as a judge, and whom is well known as the CEO of the Hollywood aerial photography XM2, which has been involved in such blockbuster franchises as Star Wars, Spiderman, John Wick, Mission: Impossible, and Black Panther. In addition to Director Oh, also serving as judges were Director Bobby Garabedian, as well as Producers Matthew Bronliwi and Sun Kim.

In addition to her award, Director Lee received a cash prize of two million won, an upcoming tour of Hollywood film locations, and an opportunity to participate in a one-on-one mentoring program with Director Stefan Oh. The organizers will fully cover the cost of the round-trip flight ticket to the United States

and the stay of five nights and six days.

Director Lee said upon her receipt of the award, "I would like to thank God for being granted this opportunity to bring my short film to this stage."The national team selection will be held soon. We all at DSU can't help but expect that Park will surely wield a golden bow that will brighten not only herself, but also DSU and all of Korea.

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Dongseo Reselected for IPP Work-Study Parallel Project

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On October 27, it was announced that DSU would be reselected for the "IPP-Type Work-Study Parallel Project" hosted by the Ministry of Employment and Labor and the Human Resources Development Service of Korea, which will operate from March 2023 until February 2028.

Dongseo University's current IPP-Type Work-Study Parallel Project will expire in February 2023, and, in recognition of the excellence of the business operation of the project over the previous 5 years, this renewal will bring a total of approximately 2 billion Korean won in funding in the coming 5-year period. More specifically, the reselection of this project was made through quantitative and qualitative evaluations, such as the results of performance evaluations over the past 3 years, the school's will to carry out the project, and the excellence of industry-educational exchanges.

Under the goal of establishing a youth employment process through the establishment

of a cooperative business-student-university ecosystem, over the 5 years of the current round of the project DSU has completed 554 long-term field training sessions and 138 work-study sessions. In addition, it will continue to strive to build various types of industry-academic cooperation infrastructure, such as 'tweezers-type' solutions and consulting specifically tailored to the corporate needs of leading companies.

Song Kang, DSU Director of the IPP-Type Work-Study Parallel Project, said of the announcement, "I would like to express my deep gratitude to those involved in the on-campus and off-campus projects who have worked hard to materialize DSU's unique industrial-educational cooperation and field-connected education for the past 5 years. For the following five years, we will continue to do our best to improve the quality of work-study parallelism and establish an excellent model for industry-university cooperation."

Future Career College Students Win at Yecheon International Smartphone Film Festival

Edited by **Kang Sang-ah**
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On October 16, two teams from the Department of Practical Content Creation at the DSU Future Career College received Encouragement Awards in the 'Yecheon on Air' Division and the 'Senior Division' at the closing ceremony of the Yecheon International Smartphone Film Festival.

As one of the first international film festivals to be held under normal conditions after the COVID-19 pandemic, expectations and enthusiasm were high. For this year's festival, an impressive array of over 700 entries from 11 overseas countries in addition to Korea were received, with 88 making it through to the finals after a preliminary screening, then, in total, 58 films receiving awards on the

evening. Both the opening ceremony on October 15 and the closing ceremony were attended by many distinguished, congratulatory guests and local institutions and residents. When the curtain rose for the opening film, those guests included: Kim Hak-dong, Yecheon County Mayor; Choi Byeong-wook, Army Chief; and Kim Sang-cheol, Gyeongbuk Province Culture, Tourism, and Sports Director.

Dongseo University students' winning work in the Yecheon on Air category, Yonggung Company: Special Business Trip of the Star Housewives, directed by Gu Su-jeong, captures the beauty of Yecheon and plays on the characteristics of its place name. In addition, the performances of the undergraduate students involved and the beauty of Yecheon captured by their smartphones are a pleasure to watch. Meanwhile, the winning work in the Senior Division, Escape of Glory, directed by

Im Gi-shik, is a work that philosophically unravels the process of the metamorphosis of insects, set against the backdrop of the Yecheon Insect Ecology Garden. In particular, the part that expresses the changes of both insects and humans makes you think deeply about the concept and meaning of 'escape' after watching the movie.

The Department of Practical Content Creation was established in 2022, and provides a valuable experience of a synergy of learning and practicing. This is the second occasion on which students from the department have received awards at the Yecheon International Smart Phone Film Festival, the first being for the entry 2022 Refugee Sudo Supporting Busan Heritage at the 4th festival. Both that and this year's award-winning entries can be viewed on the Yecheon International Smartphone Film Festival's YouTube channel.



Visual Animation Department Sweeps Daejeon Visual Art Tech Awards

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On October 11, it was announced that for the 4th year in a row, student teams from the DSU Visual Animation Department had received a host of prizes at the annual Daejeon Visual Art Tech Awards. This year, one team won the Grand Prize, one team the Excellence Award, and one team the Encouragement Award.

The 2022 Daejeon Visual Art Tech Awards, held at the Daejeon e-Sports Stadium on October 8, is an event that selects works that can contribute to the development of the field of Korean visual effects and discovers and awards outstanding artists. Hosted by Daejeon Metropolitan City and supervised by the Daejeon Information Culture Industry Promotion Agency, the event is also Korea's largest competition in which amateurs as well as VFX experts active in the field participate.

Grand Prize winner Get Back was co-produced by students Shin Ju-eon (team leader), Baek Ja-yeon, Park Ji-hae, and Kim Ye-na, for which the team also a cash prize of 4 million won. The work is about a message of hope implicitly delivered in a short video amid the friendship and despair of a scientist who survived the destruction of the Earth and a robot he developed. It is a work expressed with excellent visual beauty and realistic visual effects, and was evaluated as the most outstanding work of computer graphic expression and

directing ability this year. Meanwhile, Excellence Award winner The Pendant was co-produced by Kim Dong-ik (team leader), Ha Yae-jin, and Ryu Ji-eon, for which they received 1 million won, and Encouragement Award winner Then, That Time, That Street was co-produced by Park Gi-beom (team leader), Kim Da-hee, Kim Yu-ri, and Son Gyu-seob, for which the team received 500,000 won. All these winning entries were the results of classes conducted in the Visual Animation Department using the DSU "LINC 3.0 Modular Capstone Design Support Program."

Professor Kim Si-hyeon, in charge of guiding the students, said of the receipt of the awards, "The news that students have won the contest for 4 consecutive years in Korea's only visual and visual effect contest demonstrates the active support of our LINC 3.0 Modular Capstone Classes and our video animation professors. These proud achievements today are the result of a high-quality education centered on field practice."



Q College Students Win at 1st K-Shoebrand Startup Challenge Contest

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On October 21, students from DSU Q College won the Grand Prize at the "1st K-Shoebrand Startup Challenge Contest" held in BEXCO, Busan. This event, planned to revitalize the launch of various shoe brands, was hosted by the Busan Economic Promotion Agency's Shoes Industry Promotion Center and was held in collaboration with the Naver webtoon D-Announce.

Students Jang Hyeong-jun (Senior, International Studies) and Bae So-yeon Bae (Junior, Visual Design), won the Grand Prize in the 'Idea Division' with their idea of Magic Sneakers That Symbolize the Climate Crisis and Appear When Water Touches Them and Disappear When They Dry, for which received good reviews. They explained of their concept, "On rainy days, children's sneakers have no personal-

ity, and are dull and boring, so we wanted to provide fun and enjoyment to children even on rainy days. When the shoes we developed get wet, animals that symbolize the climate crisis appear on them, so I think children will be able to understand a little bit about the global climate crisis as a result."

Dongseo University Q College, with the goal of becoming a 'Cultivation Challenge School,' selects students from a variety of majors so that they can freely take on challenges and receive credits in Busan, Asia, and the United States to solve entrepreneurial, creative, and social problems. It was established in 2021 as a future-oriented innovative university of DSU.



Advertising and Public Relations Department Promotes Firefighting Day's 60th Anniversary

Edited by **Choi Si-eun**
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On the occasion of the 60th "Firefighting Day" which comes every year on November 9 (a play on the emergency service number 119), a video commemoration was produced by the Department of Advertising and Public Relations at DSU in collaboration with the Busan Fire and Disaster Headquarters, which was then released through the Busan Fire Service's various social media channels such as the "119 Busan" YouTube channel.

All parts of the video, from initial ideas to filming and editing, were directly produced by Department of Advertising and Public Relations students Oh Hyeon-jeong Oh, Kang Mi-rae, Kwon Yong-won, and Na Gi-min through their IFS class under advisor Professor Kim Jong-pil. The Firefighting Day commemorative video conceptualizes the occasion as a birthday, with various people commemorating and celebrating the lives of firefighters.

An official from the Busan Fire and Disaster Headquarters said, "Sadly, planned events commemorating the 60th Firefighting Day have all been cancelled to mourn and commemorate the victims of the tragic Itaewon disaster. But in the future, we will make further videos on various topics related to firefighting to help us continue to earn the trust and respect of Busan citizens as firefighters."

Related News

- **Busan Fire Department releases two videos commemorating the '60th Firefighting Day'**
https://newsis.com/view/?id=NISX20221109_0002079272&cID=10899&pID=10800
- **Busan Fire Department, '60th Firefighting Day' Commemorative Video Released**
<https://www.busan.com/view/busan/view.php?code=2022110915240806420>
- **Busan Fire and Disaster Headquarters releases commemorative video on Fire Day**
<https://n.news.naver.com/article/056/0011371707?sid=102>



Dongseo University LINC 3.0 Project Group Hosts 2022 PASTEL Startup Education Intellectual Property Rights Contest

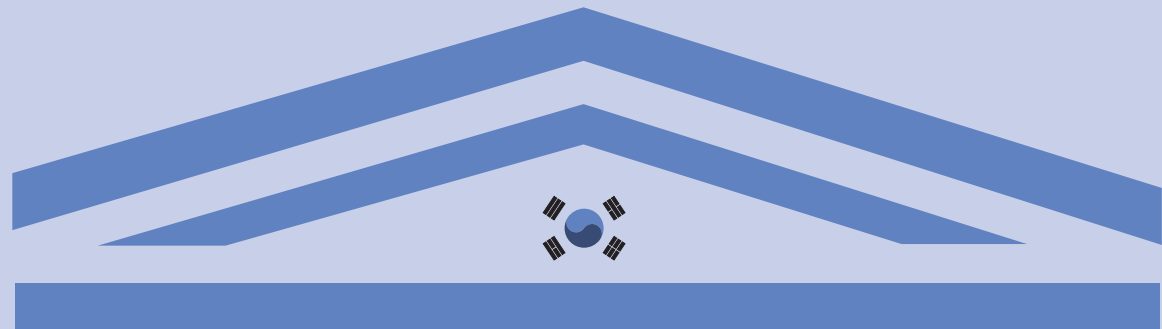
Edited by **Kim Go-woon**
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On November 3 to 4, the DSU LINC 3.0 Project Group held the "2022 PASTEL Startup Education Intellectual Property Rights (IP) Contest" at the Kensington Resort in Gyeongju under the theme of "Establishment of the Concept of Intellectual Property Rights Through IP Education and Strengthening Awareness of its Importance."

PASTEL Startup Education is a customized startup education unique to DSU which subdivides the standards for each startup club and supports them by newly establishing and supporting creative programs tailored to the characteristics of each undergraduate major. Participating students at this event had an opportunity to strengthen their entrepreneurial competency by understanding the concept of item discovery and patent application registration process with mentors tailored to each field for one night and two days. Attended by 19 students from DSU's PASTEL Start-up Club, they learned about: the concept of copyright and legal protection methods; writing an invention declaration and reviewing specifications; patent, utility model, design, and trademark electronic application pre-registration procedure and practice; and programs such as support for practical entrepreneurship to protect and use IP. In addition, by linking an IP contest to the event, the students found learning and participating easier and more enjoyable, experiencing the process of patent search and application in the main process of starting a business and making it an event with high student satisfaction.

Hwang Gi-hyeon, Chairperson of DSU's LINC 3.0 project group, said, "It was meaningful to have an opportunity at this event to participate in industry-university cooperation in the era of the 4th Industrial Revolution by continuously making efforts to nurture technology-based innovative talents who understand the importance of IP and by spreading a convergence start-up mindset."





World Heritage Sites and the Importance of History

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UNESCO

UNESCO stands for United Nations Educational, Scientific and Cultural Organization. In November 1945, the UNESCO Charter was adopted by government representatives from 44 countries. In November 1946, 20 signatory countries donated constitutional standards to the British government, making it the first United Nations specialized organization. UNESCO has the goals of lifelong education for all, supporting scientific contributions to humanity, cultural development based on world heritage protection and creativity, and establishing a foundation for information. As of 2021, there are 1,121 World Heritage sites in 167 countries. Korea joined the organization, which is headquartered in Paris, in 1950

As the name suggests, the organization works not only to protect cultural heritage but also to improve educational environment around the globe, fighting illiteracy and championing compulsory elementary education. While these efforts are admirable and lauded, the most important tasks of the organization remain designating, preserving, and repairing world heritage sites.

There are three categories in which these sites are designated: World Heritage, Human Intangible Cultural Heritage, and World Record Heritage. UNESCO adopted the Convention concerning the Protection of the 'World Cultural and Natural Heritage' in 1972 to discover, protect, and preserve the human heritage of universal value.

However, according to a study conducted by the International Council on Monuments and Sites from 1987 to 1993, it was determined



Petra Jordan - Designated number 326



The criteria for the selection of UNESCO World Heritage are as follows

- 1**
To represent a masterpiece of human creative genius
- 2**
To exhibit an important interchange of human values, over some time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning, or landscape design
- 3**
To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization that is living or which has disappeared
- 4**
To be an outstanding example of a type of building, architectural or technological ensemble, or landscape that illustrates (a) significant stage(s) in human history
- 5**
To be an outstanding example of a traditional human settlement, land use, or sea use that is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change
- 6**
To be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria.)

that European historical and religious monuments, Christian relics, and 'elite' structures were excessively listed on the World Heritage List, with just 5 countries—Italy, Spain, Germany, France, and China—accounting for about 20 percent of the total heritage sites. With 4 of these most represented countries being in Europe, it has been suggested that regional bias is a serious problem.

To address this problem, in 1994, the World Heritage Committee announced an international strategy for creating a reliable, representative, and balanced list of World Heritage Sites. As 167 countries are currently subscribed to the World Heritage Convention, the type and scope of what is to be considered a heritage site has been expanded to include more traditional cultures, which had been previously under-represented. Additionally, cultural landscapes, industrial heritages, deserts, oceans, and island areas were also added to the world heritage.

Much of Korea's cultural and artistic heritage, which has been handed down since ancient times, has been listed as UNESCO. Based on its artistic sense and the geographical characteristics of the peninsula, it embraced both continental and marine cultures, forming a culture that was unique. Korean culture and arts are still attracting worldwide attention.

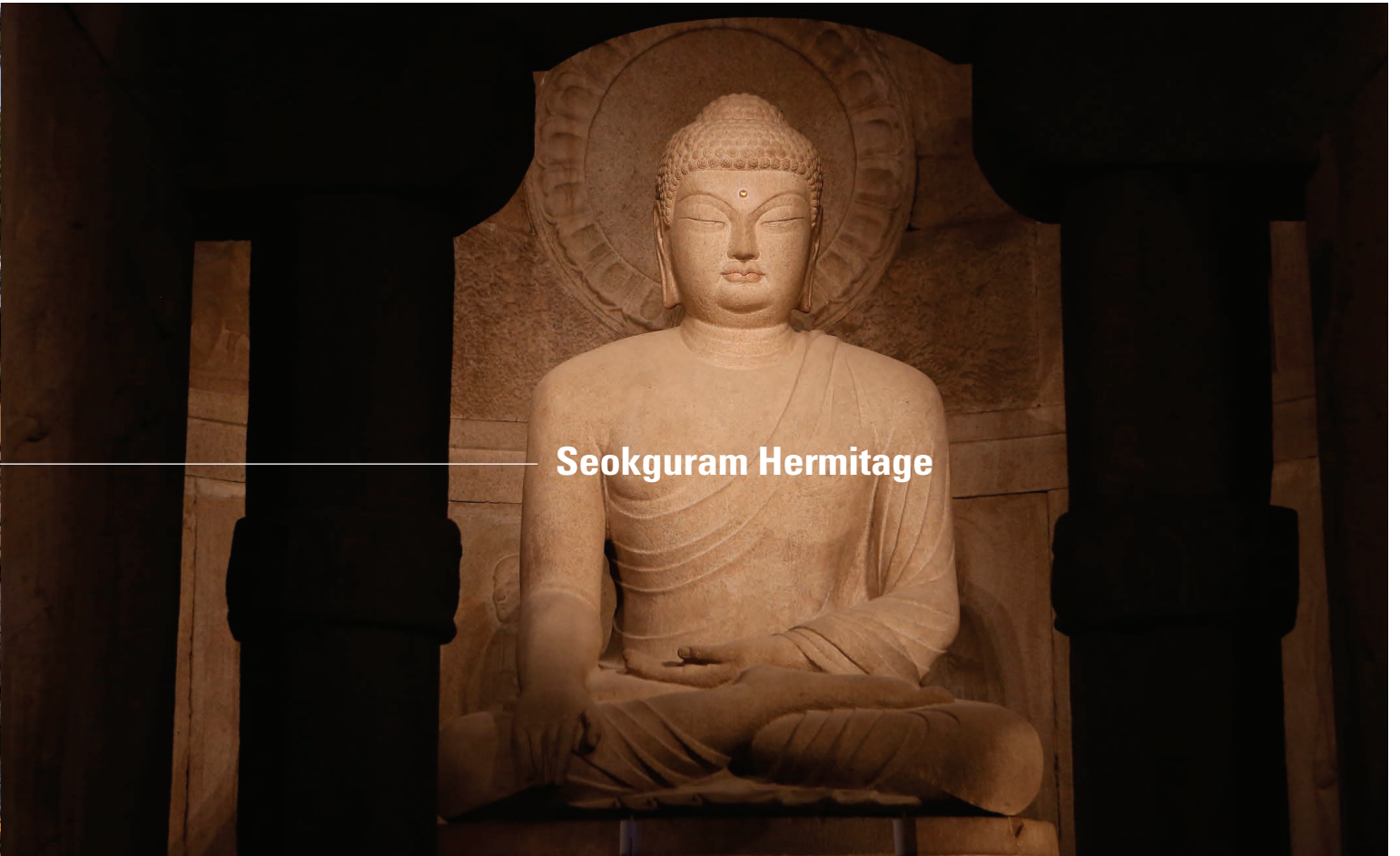
The artistic excellence of Korean culture recognized by the popularity of the Korean Wave sweeping the world, or Hallyu, was not created in a day. The original artistic sensibility of Koreans, which can be experienced in the ancient tomb murals and relics of the Three Kingdoms period, became richer and deeper through the Unified Silla, Goryeo, and Joseon periods, and



The Great Wall China - Designated number 438



Bulguksa Temple



Seokguram Hermitage

the cultural DNA of these artistic ancestors has been passed down to the currently popular Korean artists of today. Many of Korea's cultural arts that have been handed down since ancient times are listed by UNESCO.

The first Korean world heritage sites were Bulguksa Temple and Seokguram Hermitage. Bulguksa Temple and Seokguram Hermitage, located on Toham Mountain, are the core of the brilliant Silla Buddhist culture. Seokguram Hermitage was built in 751 in the 10th year of King Gyeongdeok of Silla and was completed in 774 in the 10th year of King Hyegong. According to the records, the original name of Seokguram was Seokbuls Temple. Seokguram is made of granite, 39 Buddha statues are carved on the wall, and the main Buddha statue is placed in the middle. In the middle of the wall behind the main Buddha statue, there is a statue of Avalokitesvara Bodhisattva with 11 heads, collectively known as the Bodhisattva of Mercy.

If the original Buddha statue of Seokguram Hermitage is a masterpiece that perfectly describes the moment when Sakyamuni gained enlightenment, Bulguksa Temple is a building created with enthusiasm to reveal Bulgukto, the ideal hometown of Silla, to the world. Bulguksa Temple was built at the same time as Seokguram. It was Silla's long-cherished dream to realize the kingdom of Buddha in this world, and Silla believed that their country was the kingdom of Buddha. The name Bulguksa itself has great significance to the Silla people, Bulguksa Temple means a temple in Buddha's country. The precincts of Bulguksa Temple were considered a Buddhist utopia realized in this world. Wooden structures built on the stone platform are divided into three sections. The three sections symbolize one earthly space and two heavenly spaces. The space on the stone platform, including Birojeon Hall, Geungnakjeon Hall, and Daeungjeon Hall, is the country of Buddha, and the space

under the stone platform is the world. The two worlds are connected by two pairs of bridges: Cheongungyo, Baekyungyo, Yeonhwagyo, and Chilbogyo. The Seokgatap and Dabotap, which were built in front of the stone altar, stone bridge, and Daeungjeon Hall, demonstrate excellent stonework techniques from the Silla period. Like Seokguram, Bulguksa Temple is made of granite that is difficult to work by hand. During the Japanese Invasion of Korea in 1592, Bulguksa Temple was greatly damaged and all wooden buildings were burned down, but, fortunately, the plated bronze Buddha statues such as stone pagodas and stone pagodas remained safe.

Bulguksa Temple and Seokguram Hermitage met criteria I and IV on the list of the six criteria for UNESCO registration. First, Seokguram and Bulguksa Temple meet the standard that they are masterpieces created by human creative genius because they show the essence of ancient Korean Buddhist art by combining

Buddhist architecture and sculpture with the beautiful natural environment of Tohamsan Mountain in Gyeongju. Second, Seokguram and Bulguksa Temple were the architecture and sculptures representing Buddhist culture during the Unified Silla Period around the 8th century, and Seokguram was selected as a UNESCO World Heritage Site in that it is an outstanding example of ancient Korean temple architecture with a well-coordinated stone foundation and wooden construction. Seokguram Hermitage and Bulguksa Temple have excellent value among many cultural heritages selected by UNESCO.

UNESCO World Heritage Sites are chosen with great care, indeed the criteria for selecting them is not simply because an architectural style is beautiful or a unique feature of a country. The sites selected must meet the strict standards contained in criteria for the selection of UNESCO World Heritage. The standards also contain considerations of the

philosophical meanings and conditions that reflect human life.

We all feel a sense of awe and quiet reverence when we see the pyramids in Egypt, Angkor Wat in Cambodia, or Bulguksa Temple and Seokguram in Korea. Even if the people that created these sites are different in language, region, religion and time, anyone and everyone can appreciate the ingenuity of the cultures that created them. These locations and the expression of the cultures behind these amazing gifts to the world must be protected, they must be celebrated, and they must be shared.

UNESCO adopted the 1972 Convention on the Protection of World Culture and Natural Heritage to discover and protect natural and cultural heritages with universal value to mankind and to seek out valuable human heritages around the world. UNESCO World Heritage Sites are largely divided into World Heritage Sites, Archival Heritage Sites, and Intangible Heritage Sites.

World Heritage Sites are again divided into Cultural Heritage, Natural Heritage, and Complex Heritage Sites. Among them, cultural heritage is a UNESCO World Heritage Site that we are familiar with. There are 14 World Heritage Sites in Korea, with the historical city of Gyeongju being the area with the largest number of World Heritage Sites in Korea. Bulguksa Temple and Seokguram Hermitage (registered in 1995), Gyeongju Historic Site District (registered in 2000), Yangdong Village in Korea (registered in 2010), and Oksanseowon Confucian Academy in Gyeongju were included among the last 9 Korean Confucian academies registered on UNESCO in 2019.

To escape from exams and the pressures of Korea today, I hope you take the time to think deeply about the heritage of our culture on a broader plain than just K-pop. Please realize all the rich ways in which Korea has added to the palette of the world.

The Joy of Harvesting Agricultural Products

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Do you know the significance of the four seasons in rural areas? In spring, seeds are sown, in summer, seedlings grown on trays are transferred to rice fields, in autumn, crops planted in spring and summer are harvested, before the harsh winter. Among them is Miryang jujube. Miryang is known as Korea's primary jujube cultivation site in the autumn. It is produced in a clean area between the mountains, Jaeyaksan and Cheonhwangsan, and has long been cultivated in the village below Pyochungsa Temple in Danjang-myeon, as well as in Sanoe-myeon. Miryang jujube is recognized as the best quality in the country, with Miryang being a place

rich in products, due to its good mountains and water, as well as its wide fields.

Jujube fruit is reddish brown, oval, and is between 1.5 to 2.5cm long. The pulp is mainly sugar, but it also contains a mucus, neunggeumsan, and tartaric acid. Seeds contain betulin, beturic acid, and oil, and are widely used as a diuretic tonic, psoriasis sedative, and psoriasis nourishing drugs in oriental medicine. When cooked, it has a sweet taste, but it is also dried and used for snacks, cooking, and medicinal purposes. Jujube is processed for jujube wine, jujube tea, jujube vinegar, and jujube porridge. In oriental medicine, it is used as a diuretic, a tonic, and a laxative.

Jujube is widely used as a food, and it is an essential fruit during an official wedding ceremony. Fruits are placed on ancestral rites or as part of feasts, either as they are, or prepared as part of other foods, such as poached eggs. Also, jujube plants are often used as a garnish for rice cakes and other foods.

On Sunday, September 25, I participated as a volunteer during the 2022 "Harvesting Season Rural Work Help" program, hosted by the Busan Saemeul Association, a volunteer organization that consists of a total of 10,980 members. On that day, we all gathered in front of the Saemeul Hall in Busan at 8:20am and took an express bus to Beomdo Jujube Village.

Beomdo Jujube Village is a village famous for jujubes, and I went around two fields, picking them. It was nice to be able to do some simple labor without thinking too much, enjoying the natural scenery. For lunch, I ate food prepared by the Saemeul Association, and I was filled with more than 10 handmade side dishes, rice, pyeonyuk and makgeolli, as well as various fruits. The only problem was that there was no real toilet!

After eating in the village, jujube was harvested again, and maybe because I drank makgeolli at lunchtime, the work was even nicer afterwards. The experience of harvesting jujube in a quiet countryside in Miryang helped me to acknowledge the significance of agriculture, very much still all people's primary industry.

If you are tired from COVID-19 or even the current post-pandemic era, and need healing, how about relaxing in Miryang, with its mountains, rivers, and villages, experiencing its various stories? When you experience nature, your five senses are woken up and everything feels so fresh and mysterious. Even if you don't know how or why, you will be left with a strong impression of nature.

With an awareness of nature, you will eventually find yourself and find healing for yourself. Appreciation is an attitude, so it's actually easy to achieve. Even when looking at a painting or a picture, it can give you healing if you can identify what the artist's intention may have been. Having an awareness of nature brings about an attitude of discovery, and that is something that can only be good for you.

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Kakao Crash Disrupts Services

in Korea

It's working or not..
I've been like this for
20 minutes....!!!!

At 3:30 pm on October 15, 2022, all apps and services provided by the Kakao company, including Kakao Talk, a national messenger with 47.43 million active monthly users in Korea, went down for a number of hours. Not only were people unable to even simply exchange messages, but services used to move around, such as Kakao T, Kakao Bus, and Kakao Map also stopped working, as well as bank services (Kakao Bank), music streaming services (Melon), and portal sites (Next) being temporarily suspended and continuing to remain very unstable over the weekend. Kakao provides large-scale IT services, which more than 90 percent of Korea's total population use.

Why did this happen?
Apparently, a fire broke out

at the SK C&C data center in Techno Valley, Pangyo, Seongnam-si, Gyeonggi-do, causing a problem with the services provided by Kakao and Naver. Kakao's main service began to recover little by little, 10 hours after the fire, but it took much longer than that for it to become fully operational once again. It was the longest-running service error in the 12 years since Kakao started the service.

The services in various fields built by Kakao

provide user convenience as a top priority, and have been recommended and used by many people. In its short history, Kakao has grown immensely, forming a "Kakao World," but this found Korea paralyzed for several hours when services were suspended. The damage was further aggravated by the service failure on Saturday afternoon, when there were many message transmissions and taxi calls. Many taxi drivers and self-employed people were unable to work properly due to the failure of services such as Kakao T, Kakao Map, and Kakao Pay, as well as businesses connected with Kakao Talk gift and shopping channels.

Such an inconvenience as this has drawn attention to Kakao as a "platform monopoly." Kakao is a huge company with 128 affiliates, and it has been pointed out that its

I can't send a message..
Error?
Error Occurred??
It's broken again, haha

" o c -

topus-style

expansion" shows "the harmful effects of monopoly." Several newspapers reported on the situation, one stating that "this incident has revealed the vulnerability of Korean society, which has transformed into a platform-exclusive society." It also pointed out that "the hyperconnected society can degenerate into a 'disconnected society' where everything is paralyzed in an instant." It continued to express negativity in that "the digital blackout caused by the Kakao scandal...[shows] that Korean society is a 'Kakao Talk Republic' that relies excessively on single platform operators."

Prior to this event, Kakao had experienced a similar situation 8 years ago, in April 2014. As a power failure occurred at LG CNS's data center, which was being commissioned at the time, and electricity supply was cut off, services such as Kakao Talk and Kakao Story went down.

This caused complaints from users, as it failed for about four hours. At that time, Kakao pointed out that their system was not risk-distributed, entrusting all its computer facilities to one data center. Since then, Kakao has distributed data centers by service, to protect Kakao Bank and Kakao Talk from this type of situation occurring again, but preparations seem to have been insufficient.

In the hyperconnected era, situations like this are likely to happen more frequently. We are living in an era that has never existed before, where anything from individual banking to vaccine reservations is possible through a single company. We need a solution to potential problems that is fit for this era. It is necessary to be more alert to this type of situation and to take careful consideration of the services and companies we rely on.

What the

OH ! NO !

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Why Working from Home

Should Continue

While the COVID-19 pandemic has become less critical and the importance of social distancing has been minimized, telecommuting has become a hot issue. The issue is whether it should be continued. According to a survey conducted by the Human Resources Management Association in July, about 72 percent of company managers prefer commuting to working from home. The reason is that the need for a new work-in-home system for workers' control is necessary, and also it makes it difficult to control the way workers work. Also, several other factors are said to have a positive effect on the psychology of returning home-work to the office. Meanwhile, employment experts predict that despite the rejection of some managers, companies will maintain telecommuting as a continuing option. This is to prevent the turnover of existing employees, and to recruit new employees. Many workers want to stop commuting and insist on telecommuting, against several managers who advocated commuting, and argued that telecommuting increases productivity and worker's life satisfaction.

Even if COVID-19 ends, about 60 percent of workers answered that implementing telecommuting will have a significant positive impact on their employment when they change their jobs. Workers perceive several advantages in the telecommuting option. The first is "the efficient use of time." The biggest advantage is that they can save physical strength and time spent on commuting, so they can work immediately without a physical loss, and reduce the obsession with work and stress.

The second is "reducing stress on interpersonal relationships." In a company where several people gather in one space and face each other for more than eight hours during their work time, stress and other factors could affect work efficiency. It can be said that it is a matter of interpersonal relations. If you work from home, the organization can work more smoothly, focusing only on work and reducing personal stress.

The third advantage is also due to "physical factors (space)." As spatial constraints disappeared through the creation of an online working environment, the collaboration between workers became possible even at a far-away distance. This also has the effect of easing restrictions on employment distance. In addition, there are various advantages to telecommuting, such as "increasing the sense of achievement," "satisfaction with one's work," "a pleasant working environment," and "possibility of self-controlling one's own resting time."

One expert said, "The pandemic has proven that employees can work from home successfully, and employees want this flexibility to continue." For these reasons, more and more workers are looking for jobs as they hope that their desired work and daily patterns will continue during the pandemic. Olga Beck-Frith, the co-founder of Stockholm's digital legal advice platform, said developers who work in France, Britain, and Belgium applied to his company since his company had no plans to return to the office so far and his company even had more flexibility now about their way of working. It is also positively evaluated that commuting time and expenses are reduced due to telecommuting, and from the perspective of companies, the savings achieved on reduced requirements normally spent on required spaces implied in a traditional workplace space and facilities could indeed represent significant opportunities in lessened operating costs.

While the number of COVID-19 cases gradually decrease and daily recovery is speeding up, many companies have no plans to return to the mentality of two years ago which absolutely required working in the office. Companies that have learned that they can produce meaningful results without necessarily going to the office are trying various ways of working. Companies are preparing for the post-COVID-19 era, and, currently, the most preferred method is working in a hybrid work system that combines office work and telecommuting. The company Naver said that they will introduce a new work system called "Connect Work," which allows employees to freely choose their work time, allowing them to voluntarily choose to go to work and work from home based on telecommuting. SK Telecom has also decided to maintain telecommuting. For employees who have difficulty working at home, three offices are also operating for those employees in the metropolitan area.

They can choose freely to telecommute at home or in the office which is placed near their home. Last year more than 30 employees in all industries across the country, and more than 70 percent of companies that have been working from home since COVID-19 said that they are planning to continue working from home even if social distancing is no longer implemented. This is contrary to the fact that about 72 percent of employment experts were skeptical about telecommuting. This is the result of the employment view that each country will embrace

excellent talent through the advantage of telecommuting entering the job market. Experts predict that telecommuting and various types of work will be introduced in the future. Some say that a new type of work will be created that combines digital technologies such as Metaverse in the future.

If so, why are some companies moving away from telecommuting? Despite worker preferences, corporations are pushing hard for people to return to their workplaces. The way I see it, the first reason would be that CEOs don't want their money to go down the drain. If workers don't come back to the office, then executives will see the empty seats of the office as a waste of money since they have to pay for purchasing or leasing the office space. If they are locked into a long-term lease, they might likely rationalize that it is more economically feasible to have people in the office, even if the employees don't want to return. So maybe it is not that they want their employees to be unhappy, but they just want to cut down on costs and maximize profits.

The second is that having everyone together under one roof is way easier to communicate with each other and control than remote work. It is more challenging to communicate promptly with workers spread out, even virtually. Managers will need to exert a lot of time, effort, scheduling, and empathy to make things work out well since they have to keep track of everyone. And according to a recent study from the Society for Human Resource Management, those managers are not happy with the additional effort associated with working from home. And it also shows that supervisors do not regard remote workers positively since remote workers look less active and spontaneous than on-site workers. Moreover, many supervisors say they sometimes forget about remote workers when assigning tasks. Thus, it doesn't surprise me at all if many managers judge the work-from-home trend with disdain or a lack of enthusiasm.

Lastly, many companies don't want to venture outside the comfort of old habits and are not comfortable thinking outside the box. Many corporations are afraid of change and the hard work associated with it. They'd prefer to go back to the past. These are the types of people who argue that they've always done it this way and we don't need to make any changes. Also, most of them still have a mentality that believes that people are only working when they're in a chair. And they even argue someone who works remotely will be less active, underperform, or disrupt the team cohesion. However, companies' survival and increased productivity that switched to telecommuting during the Covid period proved that those concerns were undue.

Therefore, companies should understand that employees need more than fancy company cafeterias and free snacks. What they want is autonomy, and executives have to change their old-fashioned stereotype to pay for results mentality. And we can say that remote work is not going anywhere with confidence since it has so many obvious and potential advantages, as we discussed earlier in this article. Moreover, digitalization and automation will make low-skilled jobs disappear, like kiosks and robot servers replacing cashiers in restaurants right now. And then the future labor market will be a huge workforce demand from highly skilled industries which have great potential for remote work.

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Inflation Must Be Brought Under Control

Inflation is a phenomenon in which prices continue to rise. When prices rise, the relative value of money falls. In other words, it is said to be a phenomenon in which the level of general prices rises.

When referring to an increase in inflation, this means that prices rise continuously, not temporarily. When inflation occurs, the number of goods that can be purchased with the same amount of money decreases. On the other hand, as the value of money decreases, the wealth of people with large real assets such as land and buildings becomes relatively larger. The polarization between those who have a lot of real assets and those who do not becomes more severe. Therefore, rather than steadily depositing money in banks people become immersed in real estate speculations, investment shrinks, and bubbles form, reducing Korea's international competitiveness.

The inflation we are experiencing recently has a very complex nature. Opinions are divided as to what causes current inflation. China's "Zero Corona" policy and the hegemony fight between the U.S. and China are also affecting it. In addition, the opinion that Russia's invasion of Ukraine disrupted the global supply chain, resulting in rising cost inflation due to rising grain, raw materials, and oil prices is relatively widely accepted. However, even after the recent drop in oil and raw material prices, inflation has not decreased at all.

The whole world is going through this, but the situation in the United States is even worse. The younger generation is experiencing stagflation for the first time in their lives, and in particular, the real estate market is very serious. Monthly rent is skyrocketing as home consumers

delay buying and switch to leasing. The monthly rent for a one-bedroom apartment in Manhattan, New York, has risen more than \$1,000 in a year, reaching \$5,000 per month now. Monthly rent accounts for one-third of U.S. household spending. This is why inflation continues to soar in the 8 percent range despite high-intensity interest rate hikes. The debt burden is rapidly increasing everywhere, with auto lease rates rising and credit card overdue interest rates surpassing the 20 percent range.

In Korea, according to the "October Consumer Price Trend" released by the National Statistical Office on November 2, the consumer price index stood at 109.21 last month, up 5.7 percent from a year earlier. Central banks in advanced countries such as the U.S., Europe, and Japan said inflation about 2 percent is appropriate. As of October, industrial products such as electricity and gas rates and processed foods led the inflation. By item, products rose 7.3 percent from a year ago, and industrial products rose 6.3 percent, especially processed foods such as bread (15.3 percent). Agricultural, livestock, and fisheries products rose 5.2 percent, slowing down the rise, while diesel (23.1 percent) and kerosene (64.8 percent) rose, but gasoline also slowed the rise in oil prices, falling 2.0 percent. Electricity and gas prices rose 23.1 percent. Reflecting the impact of the rate hike, city gas (36.2 percent), electricity bills (18.6 percent), and district heating costs (34.0 percent) showed high growth rates, the highest since January 2011.

The growth rate of core prices (excluding agricultural products and petroleum) shows the keynote trend of prices recorded at 4.8 percent,

the highest level in 13 years and 8 months since February 2009.

What measures are each country's governments putting forward to overcome inflation? First, the United States introduced the Inflation Reduction Act (IRA), which took effect in August of this year. The law focuses on renewable energy businesses, with price stability in the U.S. as its goal. In particular, the IRA makes nuclear power a key means of carbon neutrality. According to the IRA, electricity produced by existing nuclear power plants from 2024 to 2032 can receive a tax credit of up to \$15 per MWh. When constructing a new nuclear power plant, a tax credit is provided for 30 percent of the facility investment. An additional 10 percent will be deducted if nuclear power plants are built on the existing coal power plant site. Through the IRA, the use of nuclear power plants is continuing and expanding. The U.S., which relied on large nuclear power plants, seems to have an opportunity to open new emerging markets such as SMR and nuclear hydrogen.

What is the EU doing about inflation? Finance ministers from 19 Eurozone countries held a meeting in Brussels, Belgium, on November 7 intending to reduce uncertainties related to next year's budget and prepare appropriate support measures for an anticipated economic recession. According to the ECB, eurozone inflation stood at 10.7 percent last month compared to the previous year, and the ECB is aggressively tightening its currency to curb soaring prices. Senior eurozone officials are discussing ways for governments to supply consumers with a certain amount of energy at subsidized prices, and to limit consumption by imposing higher market prices for consumption exceeding that limit.

The eurozone countries submitted their budget proposals to the committee to confirm compliance with EU regulations. The EU also checked the direction of shifting the common fiscal policy stance, which is a supportive stance this year, to "neutral" next year.

Finally, China is drawing a big picture of a four-way complex crisis, putting forward a long-term response, not short-term measures. Due to the trend of decoupling (de-coordination) between countries and the increased risk of geopolitical warfare, both China's exports and imports have decreased. Nevertheless, it is widely expected within China that the yuan's exchange rate will stabilize. Won Bin, the senior economist at Minseong Bank, said the trade surplus is expected to remain high and the People's Bank of China's currency control measures are still relatively abundant, enough to support stable two-way fluctuations in the yuan's exchange rate.

Currently in Korea there are growing concerns over a long-term recession as there are a series of pessimistic prospects for economic growth. It is thought that semiconductors, automobiles, steel, and petrochemicals will all be difficult, however shipbuilding and machinery industries are expanding orders for LNG carriers due to poor weather expected next year. In particular, the auto industry is currently suffering the most from the U.S. inflation reduction law, and the Korean government has no choice but to expect a three-year delay in the inflation reduction law effects due to the condition that it does not receive subsidies for its electric vehicles. As this situation in Korea is potentially dire, it is time for constant government efforts.

Ezine Interview

with Professor Kim Nam-woo

Department of
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Ezine Thank you for meeting with us. We saw the recent news article about the DSU AI Networking Day/AI Convergence Technology Workshop, and we are eager to learn a little more about this exciting field.

Can we please start with a couple of really basic questions: What is Artificial Intelligence (AI), and why do we need it?

Kim Nam-woo Artificial intelligence is the foundation of all computer learning and the future of all complex decision making. It is an essential skill to improve the quality of life. It is needed, and increasingly so, because the amount of data generated by both humans and machines today far exceeds our ability to absorb, interpret, and make complex decisions.

Ezine We saw that AI was applied to medical analyses and healthcare analytics during the AI Convergence Technology Workshop. What are some other real-world applications of AI?

Kim Nam-woo Currently, it is being used by a wide variety of national institutions and businesses. Indeed, the applications of artificial intelligence are limitless, so it is being used in fields that even experts never expected. In the future, as

algorithms improve, more and more data is fed into the system, and processing speeds continue to improve, AI technologies will become even cheaper and ever more prevalent in our daily lives.

Ezine When “AI KOREA 2022” was held at BEXCO this September, what were some of the projects exhibited by DSU students?

Kim Nam-woo Students’ projects included demonstrating a technology that automatically recognizes the harmfulness of images, a technology that can check whether you are drowsy while driving by checking brain waves, and an exhibit that uses deep fake technology in a benign way to make your face into a fairy tale character. In addition, there were about six to seven exhibits including technology related to video editing.

Ezine What kind of activities is the DSU SW-Centered University Project Group doing to promote and revitalize DSU’s AI?

Kim Nam-woo It is involved in many various activities, but they can be broken down into roughly four types.

First, it handles applications from stu-

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dents from five departments with related majors, including the Game Department, the Software Department, the Information Security Department, the Applied AI Department, and the Computer Engineering Department.

Next, it provides basic education services, such as classes in creative life coding, Python, and for other basic software applications, all to improve the computing abilities of students majoring in Vision Engineering.

Third, we provide support not just for our own university, but also for the Busan Metropolitan Office of Education and directly to many elementary, middle, and high schools in both our local and in the wider general Busan area.

Finally, the Group works on the convergence of software systems with other departments and majors, such as the English Software Department, the Chinese Software Department, and so on.

Ezine What are the most commonly used programming languages and software platforms for AI development, and how proficient do DSU students need to be in them to start AI-based projects?

Kim Nam-woo Python is the most used programming language. Since there are so many different types of platforms, programming languages are used differently within them for each feature. Although it is very difficult to upgrade each by fully understanding and proceeding with the formulas and concepts of AI algorithms, if you know how to use them from the solid educational foundation provided by DSU, you will be able to start any AI-project without difficulty.

Ezine Could you please explain the difference between Weak and Strong AI? Also, do you think the latter will be achieved in our lifetime?

Kim Nam-woo Strong AI refers to the degree to which a computer can think with intuitive human intelligence, not just like a typical, traditional computer as with

Weak AI. The emergence of strong AI continues to advance apace, and it is fully anticipated that it will be available soon.

Ezine We know that AI has a lot of beneficial uses, but we also wonder about its risks. For example, some people worry that AI will make their jobs obsolete, and others worry about military uses of AI. What are your thoughts regarding these?

Kim Nam-woo I think AI is definitely a potentially dangerous technology. The learning level of AI is very good, but there is a risk because it is so difficult to integrate ethics into it. So I think there’s certainly a huge need to think more about and take heed of these issues as the technology further develops.

However, as for the loss of jobs, it is only natural that as technology advances the job market will be disrupted. This has been the case since the very beginning of the Industrial Revolution.

Ezine What are some of the typical jobs available to students with AI-related skills?

Kim Nam-woo Just as the fields of application of AI are endless, so are the jobs available. I encourage interested students to not feel confined by limits, and to let their imaginations run wild as to the possibilities.

Ezine Finally, what recommendations and suggestions would you give to students interested in learning more about AI?

Kim Nam-woo I would like to emphasize the importance of developing the basic mathematical concepts such as equations and standard deviations everyone learned in middle and high school. With those foundations, I think that additional AI-skills such as language and programming can be learned at any time. I encourage every student to try!

Korea in Western Popular Culture: A 50-Year Highlight Summary



These days Korea has become quite well-known in Western popular culture, from the recent hit Netflix series, Squid Game, to Parasite winning a Best Picture Oscar in 2020, to the K-pop invasion, with Psy as a pioneer paving the way via his 2012 global hit, “Gangnam Style,” for bands like BTS or Blackpink to now be heard around the world. It is therefore interesting to look back at some other highly popular representations of Korea or Koreans in Western popular culture. Below are four of them.

With the 2021 film, No Time to Die, the character of James Bond has been represented in film for almost sixty years. He is the invention of British novelist, Ian Fleming, with the first 007 book appearing in 1953. Early in the series, in the third movie, Goldfinger, James Bond (played by Sean Connery) must face and defeat the villain’s lead henchman, Oddjob, a squat but very muscular Korean. Some of the earlier Bond movies have villains or henchmen who are almost cartoonish in their manners or means of fighting. For example, Oddjob has a razor sharp bowler hat that he can throw with deadly results. The actor playing Oddjob was not Korean. Harold Sakata, an Olympic weightlifter and professional wrestler, was Japanese-American. North Korea is a significant part of 2002’s Die Another Day, when James Bond (played by Pierce Brosnan, the fifth actor to play 007) fails in his mission at the start of the film and is captured by North Korean soldiers. It is a grim beginning, with Bond

imprisoned and tortured for fourteen months, before he is freed through a prison exchange.

The topic of the Korean War is both the setting and main component of one of America’s most well-known television shows from the early seventies to the early eighties called M.A.S.H. While many movies have been made about World War II and the Vietnam War, the Korean War is sometimes called “the forgotten war,” due to less of a focus on it. M.A.S.H. (which stands for Mobile Army Surgical Hospital) is one exception to this lack of focus. Starting first as a novel, M.A.S.H. was made into a dark comedy film in 1970. It is through comedy that the characters in this movie cope with the horrors of war that they see represented by the injured and dying who they must treat. M.A.S.H. was then made into a television series in 1972, lasting for eleven years, seven years longer than the duration of the actual Korean War. The final episode of M.A.S.H. in 1983 set a record of being the most-watched television broadcast in American history until 2010, when it was surpassed by the Super Bowl. But M.A.S.H. still holds the title of the most watched scripted program.

In 2004, Korean characters were a major part of one of the most popular television series of the 00’s and also a surprise hit comedy film franchise.

The television series was Lost, lasting for six seasons. It would be difficult to provide too much of a summary of the plot of Lost, with its fantastic and surreal elements. A basic summary would be that after a plane crash, the survivors find themselves on a mysterious island, which provides one puzzle after another from episode to episode. There were many lead characters, some of whom died in subsequent seasons of the series, while new ones were introduced. Two original characters, one lasting to the fifth season and the other lasting until the end of the series, were the Korean couple, Jin and Sun. Jin was played by Korean-American, Daniel Dae Kim, born in Busan. His character spoke only Korean throughout most of the series. Sun was played by Yunjin Kim, also a Korean-American, who immigrated to the U.S. with her family when she was ten in 1983. Her character in the series is bilingual, so she serves as a translator for her husband, Jin. Besides Lost, both actors have appeared in

many other roles. But their characters in Lost remain very memorable. Due to the series’ use of flashbacks, Jin and Sun’s flashback scenes were primarily set in Korea.

As for the comedy film franchise that began in 2004, the two main characters, whose names appear in all three films, are Harold and Kumar. They are roommates and friends, with Harold Lee as a Korean-American and Kumar Patel as an Indian-American. Part of the inspiration for this film was the lack of diverse ethnicities as main characters in comedy movies. Such characters were usually relegated to quirky support character status. Without pandering to mandated cultural diversity, actors John Cho and Kal Penn had dynamic comedic chemistry. Part of this involved elements of their characters’ cultural backdrops. John Cho, born Cho Yo-Han in Seoul, moved to America with his family in 1978 when he was six years old. Once more, both actors have appeared in many other television shows and movies beyond the Harold and Kumar franchise. As a matter of fact, as a counter to a Japanese-American playing the James Bond villain, Oddjob, John Cho went on to play the fictional Japanese-American character of Sulu from Star Trek, when the Star Trek film franchise was rebooted in 2009. He portrayed Sulu in three Star Trek films.

There are certainly many other pre-2012 examples of Korea’s earlier representation in Western popular culture, such as the innovative animation style of Korean-American, Peter Chung, who created the character of Æon Flux, which appeared on MTV as animation shorts in 1991, and then as a full animation series, finally made into a movie in 2005. There is Bobby Lee of MADtv, a comedy sketch series that began in 1995. From 2001 to 2009, the Korean-American comedian portrayed several reoccurring characters with a Korean background. As for Kim Jong-il, he appears as the central nemesis in 2004’s Team America: World Police, a comedy film acted entirely with marionettes. But these and other cultural entertainment markers must be saved for another time to dissect.



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On October 5, 2022, the Busan International Film Festival (BIFF) was successfully held for the first time in three years.

With the opening of the first film on September 13, 1996, BIFF began to build a reputation as a popular film festival visited by audiences of 180,000, along with the role of a window for Asian film directors. It also revitalized the Korean film industry by introducing Korean films to the global film industry. One of the great achievements of the early BIFF is the enthusiasm at the BIFF Square, which was formed in the Nampo-dong theater district, and has settled as a citizens festival. In the

before, there were fewer crowds and cheers. Rather than face-to-face events, it led to new changes through online screenings and GV hosting, providing comfort and healing opportunities for the public, but movie fans around the world who have been waiting for the event had some regrets. However, this year, all were face-to-face events, which had been reduced and operated for three years after COVID-19, were held normally. The audience, which was limited to 50 percent last year, also operated at 100 percent without social distancing in compliance with the current quar-

In addition to Yang Jo-wi, guests such as Mario Maurer, who is called 'Thai's Won Bin,' Japanese master Hirokazu Kore-eda, and producer John Lando of Avatar: Water Road, a global highly anticipated film, attended and proved the health of 'Asia's largest film festival.' Including Kwon Yul and Han Sun-hwa, actors Kim Yoo-jung, Koo Hye-sun, Kim

BIFF is evaluated as having an equal or larger status in scale, even though it started relatively late. It is a 'non-competitive event' that does not select the top prize, but there are some competition sections. Among them, the 'New Currents Award' for new Asian directors is the most famous. The main programs of the BIFF are 'A Window of Asian Cinema,' which introduces new and hot works by Asian film directors, and 'New Wave,' which competes for the first or second feature films of new Asian directors. 'Currents', 'Korean Panorama,' which intro-

by the BIFF are largely composed of audience events, 'watching a movie with a director,' performances, outdoor stages, hand printing, open talks, seminars, and master classes. The audience events provide discount services to the audience through cooperation with various nearby companies. 'Watching a Movie with a Director' provides an opportunity for the audience to have a conversation after watching a movie with each director. The open cinema presents music performances

diverse and interesting screening programs than ever before were prepared in a total of six sections including 'Kirby Collection.' The late-night screening 'Chinese Dreams,' which you can enjoy while drinking, also resumed after three years, proving its popularity with high-speed pre-orders sold out.

The purpose of this festival is to discover and introduce Asian films to serve as the center of the Asian film industry, to attract and revitalize the Busan region's video industry, and to attract tourists by enhancing the image as a cultural and artistic city and turning it into a tourism resource as a cultural product. It is in securing high-quality

The Return of the Busan International Film Festival

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BUSAN
International Film Festival
5-14 October 2022

early days, movies were mainly screened in the Nampo-dong area, but the venue was moved when the Haeundae Megabox and CGV Centum City were built. Also, the culture of the film festival was further formed during 2011, when the cinema center was built.

The opening ceremony of BIFF was held during the Corona period in 2021. It was Korea's first international event with more than 1,000 general audience members since the Corona crisis, but unlike

antique guidelines, and the size of invited works and screenings also recovered to the level before the pandemic.

Since it is an enormous event, many stars from all fields and nationalities gathered in Busan. The BIFF was hosted by actors Ryu Jun-yeol and Jeon Yeo-bin, and the red-carpet event was splendidly held amid the shouts of fans.

Kyu-ri, Kim Young-kwang, Park Ji-hoon, Byun Yo-han, Shin Hakyun, Song Kang-ho, Park Hae-il, Ok Taek-yeon, Jung Il-woo, Jung Hae-in, Jeon Jong-seo, Jin Sun-kyu, Jin Kyung, Han Chae-ah, Han Ji-min, Heo Seong-tae, Han Ye-ri, etc., also graced the venues.

The nickname of BIFF is 'Asia's representative film festival.' Compared to the 'Hong Kong International Film Festival' and 'Tokyo International Film Festival,' which are considered as one of the three major film festivals in Asia, the

duces the latest Korean films, 'World Cinema,' which introduces the latest topical films and the latest works by world-class directors, short films, animations, documentaries, and experimental films. 'Wide Angle,' 'Open Cinema' screened at a special outdoor theater, 'Crisis's Choice,' showing works selected by a total of four critics, 'Korean Film Retrospective' (Korean Cinema Retrospective) and 'Special Program' with various contents.

In addition, the events prepared

of various genres thirty minutes before the start. In addition, Community BIFF, a spin-off festival of the BIFF, which was established in 2018 and celebrated its 5th anniversary this year, 'Request Cinema: A Cinema to Apply,' where audiences become programmers and plan and operate the film festival together, and 'Day by Day,' a special exhibition a day, 'Master Talk,' a real-time interactive commentary picture show that invites directors and actors to communicate, 'Youth Special Exhibition' by the Generation Z cultural planners' group, 'Blind Film Festival,' a recommended work recommended by Legend Cinephile, and a changing video culture trend, with more

ity works and various programs to receive the evaluation as "a must-have film festival" by film experts, high participation and interest of audiences and filmmakers, stable organization and smooth operation, high value of tourism resources in port cities and local communities. Its wide support is an advantage. Thanks to these advantages, BIFF is solidifying its status as Korea's first world-class international film festival, contributing greatly to promoting Korean films to the world.

Artificial Intelligence Art Generators: Why Are They So Controversial?

Cogito, ergo sum. It is the first principle of French philosopher-mathematician Rene Descartes' philosophy, which is usually translated into English as "I think therefore I exist." Descartes said that he believed that automata couldn't respond to things the way a human can. And I couldn't agree more with his idea since I also thought Artificial Intelligence (AI) was nothing more than a simulated program that will meet its limit one day. However, that belief is on the verge of ending because of the rapid AI developments in recent years.

What is AI? AI is complex learning and thinking done by machine. Computer scientist John McCarthy coined the term in 1955. Like Alan Turing before, he knew computers could someday trick humans into thinking they were human, too. And what an AI does specifically depends on its algorithm, which is list of rules for solving problems. Typically, a machine learning system consists of a data bank, and a model that does analysis and transforms with the data.

In the 2010s, AI technology was at the heart of the most commercially successful areas of computing, and has become a ubiquitous feature in daily life after a half-century of disappointment and the loss of funding. Today AI is everywhere, from the Google search engine to Netflix, and the YouTube recommendation system.

Today, we would like to talk about Artificial Intelligence in the Art industry since it is an up-to-date trending topic. Back in 2015 one major development in AI research was automated image captioning. Machine learning algorithms could label objects in images, and then they learned to put those labels into natural language descriptions. This made one group of researchers curious. What if you flipped that process around? Why not try doing text to images and see how it works? And to make things more difficult, they didn't want the AI

to retrieve existing images the way Google Search does. They wanted it to generate entirely novel scenes that wouldn't happen in the real world. So, they asked their computer model for something they would have never seen before. Even though the results were not particularly impressive, their paper "Generating Images from Captions with Attention" showed the potential for what might become possible in the future.

Now only a few years later, computer programs like DALL-E, Midjourney, and Stable Diffusion can create high-quality visual art with just a simple line of text. If an individual writes a prompt, the program looks at thousands of images across the Internet with similar words attached to them to create something new. It even moves to the next step, which is that the newly generated image doesn't come from the training data. It comes from the latent space of the deep learning model, so the program doesn't need thousands of references. Of course, this is an exciting breakthrough that bridges the gap between art and technology, but a debate has slowly come to the forefront regarding AI art programs.

While it started as a fun way to generate bizarre images, some artists voiced their concerns about the technology, especially after an AI artist won the Colorado State Fair's annual art competition. There was a strong backlash from artists concerned about the impact AI art could have on their ability to earn money. Digital artist R. J. Palmer said he could easily envision a scenario where using AI a single artist or art director could take the place of 5-10 entry-level artists. He has met a lot of self-published authors who told him how great they thought it would be if they don't have to hire an artist. And that sounds scary, since that kind of work is a gateway for small creators to become a professional artist.

There's also a criticism that the work of art created by the AI research results is the same

as that the artist would come up with after long consideration based on personal experience or social phenomena. If so, what is the artistic value of art without an emotional process? In addition, some point out that AI cannot recognize originality in expression. There have been further concerns too, about the use of artists' works to train AI systems and potential copyright issues. For example, who owns the works you told the AI art generators to deliver, you or the program developers? For example, the highly popular Midjourney application only requires users to type what they want in the text prompt, and the algorithms will process its colossal database to deliver stunning images. Again, are these AI-generated images copyrightable? The problem is millions of people interact with this technology, but only a few make key decisions. Although it is one of the biggest issues right now, there's no active communication and there's no consensus on how things should be run.

Surprisingly, some artists argue that the accessibility of AI tools unlocks a broader pool of artists, including those who may be unable to paint due to a physical disability or aging. Sougwen Chung, a multidisciplinary artist, has explored several potentials for human-machine collaboration by combining hand-drawn marks with computer. Her mimicry project copied her hand gestures in real-time, producing artworks filled with ripples and echoes. And yet another fascinating effect of working with AI is having a computer analyze one's work.

Still, there exist tons of pros and cons on this topic, and it's challenging to take sides since both have plausible reasons. However, it seems that AI art will remain in this increasingly digital shifting world regardless of which side is right or wrong. And we have to pay attention to those AI issues since it has immeasurable potential for continued growth, both technically and socially.



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