

# E

DONGSEO UNIVERSITY

A QUARTERLY MAGAZINE  
2017 SUMMER Vol.68

# ZINE

**DSU**  
Dongseo University  
동서대학교

**Creative  
Thinking**





A person with a backpack is running away from the camera on a paved path. The path is flanked by dense green trees and foliage. On the left, there is a stone wall with some pink flowers. On the right, a tall brick building is partially visible through the trees. The scene is bright and sunny, with shadows cast on the path.

BEAUTIFUL **DSU**



# The End of a Long Voyage

Hello everyone. *Ezine* is back again. Now, I am going to deal with a serious topic that happened in Korea, but one that will never occur again or be forgotten from our minds. Recently, a Korean ferry came back to us. It has taken at least three years to end the voyage from its departure. Some of you probably know what I am talking about. This ferry is called the Sewol, and it sank into the deep sea on April 16, 2014, with upward of 300 victims.

What makes this accident all the more tragic is that a majority of them were school students along with their teachers going on a school trip.

Amid the many efforts that people have been spending on revealing the cause of the accident, some people have suggested that the ferry may have crashed into a submarine, or that there was a sinister reason underlying this accident. Whatever the ultimate cause, the most important step the government has to take is to find those victims' bodies that are still missing. This is why the government has moved heaven and earth to refloat the hull, spending both a lot of money and time, but it failed to do so until now because of strong tides and bad weather conditions. Fortunately, however, or unfortunately from one perspective as I'll explain, the Korean government has in fact recently managed to bring the ferry back to the surface and take it to land again.

Let's speak plainly about the recovery of this vessel. While many people have prayed for the Sewol's return, some people are inclined to criticize the government for wasting a lot of time and money on the task. These critics emphasize that the government has spent a great deal of taxpayers' precious money on the task: specifically, 100 billion won, for recovering only nine bodies. Yes, this could obviously seem like sacrificing scores of things on the dead for people who are still alive. But I strongly believe that those who criticize the recovery actions of the government are missing an important, much bigger picture. Let me explain. I am also one of those people who tend to prioritize spending money on the living rather than the dead. Yet in this case, no matter how many times we fail to rescue the dead bodies, and no matter how much we spend bringing them back to their parents, the Korean government has done its utmost to endow itself with full authority. If it hadn't, it would have lost all respect from the public, beyond repair. Let's look at it another way. Imagine that we were in the midst of a war, and that there were lots of casualties. In this situation, if a general does not order the retrieval of the bodies of those killed in the battle, the remaining soldiers will realize that no one will take care of them in the event of their own deaths. This would cause the soldiers to lose their fighting spirit against the enemy, to the extent that our military might even be defeated. In light of this, when I served in the military myself, I frequently learned from the officers that one of the priorities in a war is to be responsible for our dead comrades during battle. Likewise with the Sewol, in order to prevent our nation from ultimately coming to an end, we also have to soothe the sorrowful spirits of not only the students and teachers who passed away in the accident, but also anyone who still suffers from their passing.

Thus in Korea, many people have displayed yellow ribbons, which represent the victims' safe return. This helps to cherish the memory of the victims. If you can, when you read this article, please pray for the victims, who once dreamed just like we are dreaming now as we read.



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# DONGSEO UNIVERSITY *E•ZINE*

Summer 2017 Vol. 68



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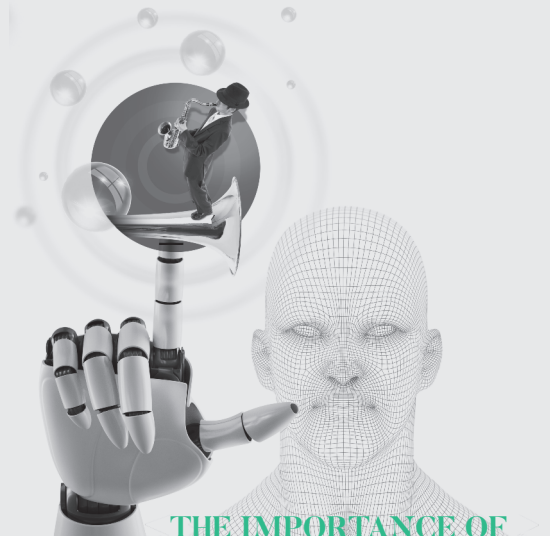
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# Dongseo University Expands K-Move School Opportunities

Dongseo University has been selected to teach six courses of the 2017 K-Move School, an overseas employment support project sponsored by the Korea Employers' Corporation. Under the project, a total of 120 students will be given the opportunity for internships in the United States, Japan, or Vietnam for a year, before returning to Korea to work in local and/or related Korean companies. Dongseo University will provide all educational and visa processing expenses, which amounts to over 8 million won per participating student.

The courses offered for the U.S. internships

recognition of its continued efforts and accomplishments in enabling international internships and international employment, DSU won the Minister's award from the Ministry of Education in 2013, the Minister's award from the Ministry of Labor in 2015, and the Prime Minister's commendation in 2016.

About the course, a representative from the Office of Creative HRD said, "DSU plays a leading role in providing overseas employment among domestic universities. We plan to continue to develop various overseas employment programs to expand DSU students' overseas opportunities."

For those further interested in the courses for internships in the U.S. specifically, first, the Fashion Specialist Training course is targeted at students in Fashion Design, and the course gives the opportunity for students to intern in a fashion company in either Los Angeles or New York. It also provides opportunities for students to grow as a global fashion designer and motivates students to acquire a Graphic Technology Qualification license. Next, the Graphic Designer Training course is targeted at students in the Division of Design, and the course gives the opportunity to intern in a company in the states of California, New York, or New Jersey. Students can choose to work in advertising planning, newspaper broadcasting, or manufacturing. Next, the Trade Logistics Training course is targeted at students in the Division of International Studies, and there is a wide demand for those with knowledge and experience in this field throughout the entire Asia-Pacific region. Students can do office work and accountancy, after which students can transfer their experience to other companies around the Asia-Pacific. Finally, the IT Engineer Training course is targeted at students in Mechatronics Engineering and the Division of Computer and Information Engineering. Participating students can intern in a Silicon Valley company or one related to IT, doing programming or general business work. It provides invaluable experience for those planning to become software or machine engineers.



are Fashion Specialist Training, which will take 20 students; Graphic Designer Training (20); Trade Logistics Training (25); and IT Engineer Training (15). Meanwhile, a course in IT Engineer Training (15) will be offered for those going to Japan, and one in Business Management for those going to Vietnam (20).

In order to recruit promising candidates, from the end of April this year DSU is holding briefing sessions for students wishing to attend. This year, DSU will run the program and educate students with job, language, and culture-related training required for their internships from July to February. After that, the students will go to their respective destination countries and work as interns for one year.

Since 2011, DSU has sent a total of 228 students overseas to experience and learn global trends through K-Move programs. In



## Japanese Majors Study Abroad at Daejeong University



This semester, 13 students from the Department of Japanese will head overseas for a language training program at Daejeong University in Japan from March 29 until August 7.

Participating students will gain a global experience while taking courses relating to Japanese language, the economy of Japan, and Japanese social culture, and will receive 18 credits towards their degree.

In the Department of Japanese, DSU students are given the opportunity to study in Japan in order to improve their Japanese language skills, and to enhance their understanding of and insight into Japanese culture, society, and business. This opportunity is open to all students that have already completed their freshman year of studies.

When asked about the overseas training program, senior Park Su-hyeon said "I chose my major because I want to live and work in Japan after graduation. For those goals, it is important to improve my Japanese language skills. I will do my best to accomplish my goals by taking part in this program."

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## Opening Ceremony of Advanced Management Program Held at U.S. Branch Campus

On March 9, DSU held an opening ceremony for the seventh Advanced Management Program (AMP) operated at DSU's U.S. branch campus. The AMP is a program designed to provide U.S. students with the advanced knowledge and information needed for company and business management, and to foster communication and help build networks between Korean-Americans and Koreans.

The opening ceremony was attended by a total of 50 people, including Cho Jeoung Sung, first Vice President of DSU, as well as 10 current students, 14 AMP graduates, and 4 faculty members of Hope International University, which is the location of DSU's U.S. branch campus. During the opening ceremony, Cho Jeoung Sung gave a presentation about Deep Learning.

Dongseo University's U.S. campus in Fullerton, California, was established in 2011 to provide ESL language training for DSU students and management education for U.S. students and Korean-Americans.

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산학 협력을 위한 공동업무협약식



## Collaboration between Dongseo University and the Busan International Performing Arts Festival

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Dongseo University and the Busan International Performing Arts Festival (BIPAF) held a ceremony on April 18, 2017 to establish a partnership in the development of theater and performing arts in Busan. The ceremony was held at DSU's Centum Campus, and it is expected that this agreement will enhance the quality of Busan's performing arts and strengthen the exchange between professional artists.

The Department of Theatre and Film Acting at DSU will take charge of planning and performances at BIPAF events, and BIPAF will provide ongoing support and professional development for local artists within the community. A specific aspect of this is the BIPAF Dongseo Acting Masterclass initiative, which provides in-depth training in the performing arts and is part of an industry-university training program which begins this year. This class invites masters in acting, directing, and other fields of the arts, to provide training not only for students, but also for other professional artists and the local community. Students from DSU, supported by the LINC+ project, which extends the Leaders in Industry-University Cooperation (LINC) project, give public performances to foster the cultural development of the local community, while traditional Korean plays and street performances such as pantomimes are being planned as part of the Dynamic Street Program. In addition, BIPAF will open a special class for DSU students, and in development is a consulting service called "ALLSet Consulting" that DSU students will provide for BIPAF.

DSU's Centum Campus was established particularly for students studying within various fields of the arts, such as acting, performance arts, and drama and film production, and to educate them to become leaders in the arts in the Asian region. BIPAF also moved their cultural center to Centum City in an effort to facilitate communication with more of the local community, rather than within small or closed groups.

This new agreement is taking the development of the arts in Busan a significant step further and also provides something meaningful for the wider community. This ultimately brings about a new paradigm for performance arts that has been initiated through industry-university collaboration and establishes a solid infrastructure for arts education and local arts.

## Student Exchange Agreement Concluded with Japan University of Economics





# Opening Ceremony Held for Korea-China Joint Multimedia Major between Dongseo University and Shanghai University of Engineering Science

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On March 3, students and faculty members attended the opening ceremony of the Korea-China Joint Multimedia Major between DSU and Shanghai University of Engineering Science (SUES). This year, 37 Chinese students will study digital media design, digital video design, video sound editing, 3D image design, and virtual reality at DSU. Students in the major take courses in China for three years and in Korea for one year.

The joint program between DSU and SUES has been evaluated as the most successful educational cooperation project between Korea and China for 15 years. So far, about 700 Chinese students have come to study at DSU. The joint multimedia major began in September 2003 with 50 students.

The president of DSU, Jekuk Chang, said that the Korea-China collaboration has the longest

history of its kind and is very valuable to both institutions. He also said that this year DSU is ready to upgrade the program to a new level, and he promised to actively support the program.

President Chang added that if the students wanted to learn only about design techniques, they would not need to necessarily leave Shanghai; however, if they came to DSU they could also experience a new culture, get new ideas, and meet various new professors and friends. He also said that he wants them to experience and learn many things in DSU, just as with the Dongseo multimedia major students. "Dongseo students are also inspired by going out into the world," he went on to say. "It is important that you see and experience a lot."

"I will always do my best for you when you are studying at DSU," added DSU Vice President Cho Jeoung Sung, who is also Dean of the Design College.



President Asuka Tsuzuki of Japan University of Economics (JUE) visited DSU on February 28, meeting President Jekuk Chang.

Joining President Chang and President Tsuzuki was Oh Hyeon-a, Dean of the Division of International Studies, and other faculty members of each institution. At the meeting, ideas were exchanged on possibilities for increased cooperation between DSU and JUE

as well as the potential expansion of non-governmental exchanges.

In addition, DSU and JUE concluded a student exchange agreement, under which each university will be able to send two students to the other university per semester.

Following the ceremony for the signing of the agreement, Presidents Chang and Tsuzuki along with other members of the Japanese delegation went on a tour of various DSU facilities,

which included visiting the Minseok Library, the Global Studies Institute, the Dongseo Media Outlet, as well as the Centum Campus to see the Sohyang Musical Theater and the DSU Im Kwon Taek Film Museum.

In addition to being an international university, JUE has campuses in Fukuoka, Tokyo, and Kobe.

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## Minseok College of Liberal Arts Officially Launched

The Minseok College of Liberal Arts, an institution which instills students with a foundation in humanities and scientific knowledge, was officially launched in an opening ceremony on March 8.

In attendance were Chancellor of the Dongseo Educational Foundation, Park Dong-soon; President of DSU, Jekuk Chang; Chair of the Minseok College of Liberal Arts, Kim Jung Sun, as well as other faculty and academic staff. "Minseok" was the pen name of the founder of DSU, Chang Sung-man, and was chosen as a name for the new college both to honor his memory and to show the deep respect and meaning attached to the establishment of the new college.

At the ceremony, DSU President Chang said that, "The life span of knowledge is now less than five to six years. For our students to forge new paths without faltering in such a rapidly changing era, our university must provide them with accumulated knowledge from many different fields. This is a mission and duty of DSU to be led by the Minseok College of Liberal Arts."

Chancellor of the Dongseo Educational Foundation, Park Dong-soon also added that, "The Minseok College of Liberal Education is opening a new prospect on the horizon of the imagination and will be central to the future of DSU students."

DSU rearranged and extended the Liberal Arts Education Center to form the Minseok College of Liberal Arts, which is located in the International Cooperation Building. This change was made to increase the breadth and level of liberal arts education



at DSU. The Minseok College of Liberal Arts has three writing clinic rooms, one basic science clinic room, a liberal arts education study center, an administrative office, and a lecturer lab.

Henceforth, the Minseok College of Liberal Arts will concentrate on providing a firm educational foundation for students in this era of science and technology, which will include focusing on language education in Korean and English, as well as teaching mathematics, music, and programming languages. It will aim to strengthen its provision of a balanced education to students and to enhance the possibilities for liberal arts education to develop inter-community collaborations and consciousness. In particular, a liberal arts degree track has been newly established for students, which includes such courses as public service, cultural content creation, entrepreneurship, and software application. Students can select one these and obtain 32 credits, allowing them the possibility of receiving a double major degree in liberal arts and the students' separate majors.

Vice Chair Park Seong-mi said, "The Minseok College of Liberal Education was launched to enable students to deal with the new era of convergence between the fourth industrial revolution and the importance of liberal arts education. Through it, students can receive education in various fields of scholarship, including the humanities, culture and arts, and global education."

In that vein, the Minseok College of Liberal Arts has the mission of providing liberal arts education to liberate the human being to exercise their potential to the fullest.





# Industry-Academia Cooperation between Dongseo University and Fuji Xerox

On March 10, DSU and the South Korean unit of Fuji Xerox Co., Ltd. signed an agreement about a new "class-selling" program in a ceremony in DSU's New Millennium Building. The signing ceremony was attended by the president of DSU, Jekuk Chang; the CEO of Fuji Xerox Korea, Ueno Yasuaki; and 12 DSU students.

At the ceremony, President Chang said, "This is our first international agreement with Fuji Xerox. I believe that through this class-selling program not only DSU students but also Fuji Xerox will reap great benefits. I hope the students can realize their visions through this program."

Fuji Xerox CEO Yasuaki said, "This is our first

occasion of taking on such a large project with students, and it may be a challenge. But while we may occasionally make some mistakes, I firmly believe that through those mistakes we can learn how best to take our next steps. We will do our best to invigorate students who participate in this program, and to contribute to local community activities."

In this program, students from the Advertising & PR department will learn to identify and suggest improvements for various communication situations such as admission methods, documents, booklets, and internet postings. In addition, they will learn to analyze the document-based communication of universities to understand how communications are made from

admission to graduation. In all these endeavors, the program will enable DSU students to use Fuji Xerox's unique document management consulting and outsourcing services.

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## Leading University in the LINC+ Project

Dongseo University has been selected as a business-oriented "Leading University" for the LINC+ project, which is the follow-up to the LINC (Leaders in Industry-University Cooperation) project that began in 2012. Like its predecessor, LINC+ will provide financial support to universities for an activation project and to colleges for a community-customized project.

The Ministry of Education, in collaboration with the National Research Foundation of Korea, announced that 55 universities had been selected to promote industry-academia cooperation, along with 44 specialist colleges that were selected with a special emphasis on customized community services. A business project was adopted for each of the five following regions: the southeast of Korea; the Seoul area; the Chungcheong region; the Honam-Jeju regions; and the Daegu-Gyeongbuk-Gangwon regions. In the southeast, a total of 10 universities were selected, including DSU, Pukyong National University, and Gyeongsang National

University.

The LINC+ project is scheduled to begin this year and to continue for the next five years. According to the Ministry of Education, this will be the largest financial support program it has funded to date, with 327.1 billion won in total investment. Dongseo University will receive up to 5 billion won every year until 2022.

About the selection, DSU President Jekuk Chang said, "Being selected as a leading university for the LINC+ promotion project will

greatly help accelerate DSU development." He continued, "I would like to thank the Head of LINC+, Professor Jo Dae-su, along with the proposal writing professors and the staff in charge who worked very hard over the winter vacation in order to achieve this selection."

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## Opening Ceremony and Special Lecture of 22nd CEO Course

The opening ceremony and special opening lecture of the 22nd "Chief Executive Officer (CEO) Course" of DSU was held in the Astor Room of Seomyeon Lotte Hotel on 23 March. On this day the ceremony and lecture was attended by 40 people, including the president of DSU, Jekuk Chang; the Dean of the Graduate School, Kim Jong-hae; and the Vice Chairperson of the Busan Chamber of Commerce and Industry, Lee Gap-jun; 30 students participating in the course; as well as senior colleagues.

This year, DSU President Chang gave a lecture on the theme of "The International Situation of Sudden Transitions in Regards to Korea," and offered directions for us to live in an era of rapid change, including the need for a realistic policy vision, for a new elite education based on innovative training techniques, and for a country where individuals are free.

In addition, after having been saving 2 million won every year for 10 years, graduates of the 12th CEO Course delivered 20 million won to President Chang, to be donated to the university development fund.

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## Department of Computer Engineering and CK Consortium Host Performance Presentation and Award Ceremony



Each semester, the Department of Computer Engineering hosts a CK Consortium performance presentation, as well as various scholarship award ceremonies. The most recent occasion was held at Sohyang Art Hall on March 14, with more than seven hundred students and professors attending.

Seniors Lee Hui-seung, Kim Chang-yong, Jo Han-sol, Choi Jin-hyeok, Ok Sung-ho, and Park Gyeong-seok were selected for the senior scholarships awarded to the six majors that have more than one hundred students each.

In addition, Lee Sang-won, Kim Nam-woo, Tae In-woong, Han Myeong-hoon, Park Sang-yeong, Lee Yeong-hyeon, and Kim Da-yeong, were selected as the scholarship recipients for those subjects with less than 40 students. The minority subject scholarship recipients were Kim Geon-woo, Lim Jong-sik, Park Dae-hwan, Kim Jun-sik, and Hwang Woo-jin. A total of 19 students received their senior scholarship prizes with honors in their respective subjects.

Thirty students also received a "Jump-Up" scholarship.

Of special note were three presentations by senior scholarship students Kim Chang-yong, Jung Soo-eun, and Oh Song-yi, on the secrets of getting good grades. With one voice, they all said that, "In addition to the regular timetable, the DSU after school program was of great help in raising my grade."

At this event, Professor Lee Hoon-jae explained the general operation of the Department of Computer Engineering's undergraduate programs, while Professors Moon Mi-gyeong, Kim Tae-yong, and Park Chan-hong explained the "SPACE" program. There was also an explanation about the outcome of last year's program and the impacts on the program of the 2016 school year.

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# Innovation Center for Engineering Education Receives Top Evaluation

The Ministry of Trade, Industry, and Energy announced on March 10 that DSU's Innovation Center for Engineering Education was evaluated as "Excellent" in its latest assessment of engineering education innovation support projects. This annual assessment has five levels and is determined by the recipient's previous year's achievement levels of its project goals, the standard of performance of its management, and the appropriateness of its project execution, as well as by its business plan for the next year, which is then evaluated for feasibility and quality and judged whether it should receive financial support or not. Previously, evaluations by the Ministry were made on a three year basis, but from this year they are to be performed annually.

DSU's Innovation Center for Engineering Education was evaluated as "Excellent" in 2016, which means that it will continue progressing with support in 2017, too. Only if a "Normal" assessment were given would an institution's support budget be reduced, with assessments of "Inadequate" or "Very Inadequate" resulting in support being cut entirely. According to this criterion, DSU received its superior evaluation as a result of the fact that the level of DSU's engineering education is a step above. The Director of the Innovation Center for Engineering Education, Oh Gi-hwan (Professor of the Division of Architecture & Civil Engineering), said the Center's high evaluation was a reflection of all staff and students of DSU under President Jekuk Chang. He added that he will continue to make great efforts to provide a good educational environment for innovation engineering education at DSU. In particular, while this government subsidy is relatively small compared to other projects, it has important symbolic significance for engineering education, and the support is eagerly sought after by Korean universities. Moreover, while only a handful of universities received a "Very Best" evaluation by the Ministry, Professor Oh expressed his willingness to continue DSU's enduring efforts and excellent research to receive this evaluation in the future also.

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# Volunteer Groups Organize to Help the Local Community



This semester at DSU, 821 students volunteered to share their abilities, youth, and time for the local community. Students who participated in the opening ceremony held on March 9 promised to volunteer faithfully, to practice mutual help, and to act with compassion and a tradition of service.

At the ceremony, the Dean of Student Affairs, Bae Soohan, said "You will do volunteer activities at various places and be representatives for DSU. I have faith that you will act with compassion because you are participating in this program voluntarily. I have trust that you are all serious about your resolutions, and will never be late in starting and fulfilling your obligations."

Each student involved will volunteer over 22 hours during the semester, and after finishing their volunteer activities will receive 1 credit as a liberal arts subject. Students participating in DSU's volunteer program can volunteer in any organization which has been certified by the Social Welfare Volunteer Service Certification Center, the Volunteer Portal Center, or the Youth Volunteer System. Dongseo University adopted the "Community Volunteering Credit Points Program" to reinforce the volunteering spirit of the students and to show support for the students' volunteering efforts.

A representative of the volunteer groups, Baek Jin-jae, a senior majoring in Computer Engineering, said, "When I first became interested in volunteer activities, I did a lot of research about many volunteering programs before choosing to join my group. I realized that there are still a lot of poor people who need help from their local community, so I determined to do my best in this volunteer program to help a lot of people."

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# DESIGN AND

**H**ave you ever learned about or been interested in arts and design? Have you also ever thought about why creative thinking is important to us? The answer from most people is “No.” Most people who are not majoring in design may not be interested in design, and don’t know why this creative approach in design is important. Also, most adults might say you have to study your major to get a job if you tell them that you want to learn about creative design. Therefore, most of us are not naturally interested in design. However, we must change this perspective.

Why is design important? Nowadays, many companies organize teams related to design, and there are many cases that design influences our life in reality. Since the importance of creative thinking in modern life is increasing, DSU now has a class named “Design and Creative Thinking” for freshmen. We can realize that we need to develop the ways of creative thinking to keep up with the modern society which increasingly pursues creativity. It can be applied in many situations such as when we have to solve problems, when we want to give information effectively to people, or when we have to make the biggest effect with limited expenses. It means that this can make us live better lives. However, it will not be done in a day, so we need to put some efforts on the process of the creative thinking.

Creative thinking means asking and answering what other people cannot easily do. It is offbeat, unconventional, and bizarre. Thus, deep understanding of oneself can be important for creative thinking, because we have learned and memorized structured answers since we were in elementary school, so it is not easy for us to think creatively. The more we stick to the idea of coming up with something others didn’t think of already (something original), the farther we get from outdated, structured thinking. To do this, we should look at an object from far away, or closely, or minutely, and draw abstract things. Even watching something which is far away closely or something close from afar can be a good method for it. The results created from this process can attract many people’s attention and we can help people understand what we want to say to them more easily.

Since creative thinking is a useful method to improve our lives, many people think this method is very important and useful. It can be used to preserve and develop culture and even can help people living in developing

countries. As you read this article, you will notice the importance of creative thinking and practice it by using your own methods I hope. Let us look at some successful examples of creative thinking in our lives.

## House Bills Design

Have you ever looked at house bills carefully? Old bills contained many advertisements, and the font size was very small. Therefore, people could not easily get to know which content is important. It was only possible after people looked at them very carefully and attentively that they understood how much were the final expenses to pay and not be distracted by the other contents. Moreover, energy saving became an increasingly essential thing because energy problems like blackouts occurred frequently. Due to these reasons, researchers decided to change the design of the bills.

First, they met various people in many fields and considered people’s patterns of energy consumption. Then, a pilot program was carried out at a certain apartment building from January 2011 to March 2011. The final bills did not contain any unnecessary distractions like advertisements and had visualized information to read and understand the bill easily. As the result of this project, energy consumption of the apartment decreased by 7.2 to 12.2 percent compared with other apartment buildings. The location with the maximum effect was the front of the mailbox. Depending on how much energy people used, the color of the bills cover was changed, and it stimulated/encouraged people to save more energy, in the form of competition because the color of the bill was different and it was made obvious compared with others. If the energy usage was high, the color of the bill was red. If energy usage was quite a normal amount, it was yellow, and if the usage was sufficiently low, the bill was green. The results were very successful in conserving energy and saving people money, so the new format of bills appeared more often. This is an example of how design can be applied in our daily lives and can solve difficult problems effectively.

## Design for Preventing Crimes

Nowadays, crimes targeting people who live alone are increasing.



# LIFE

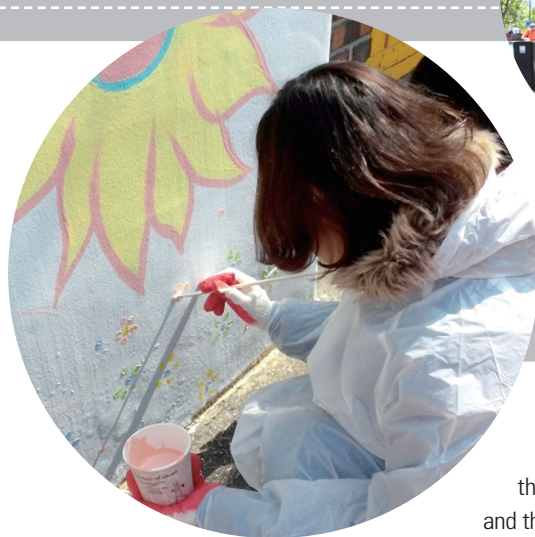


## Telephone Booths Design in Britain

Red telephone booths in Britain are one of the symbolic icons of Britain. Red telephone booths represent British culture, and were originally created by the architect, Giles Gilbert Scott, in 1924. Nowadays, this booth, once considered important, has become useless to people due to their modern electronic devices. The telephone booths were only taking up space in streets and were viewed as a waste and useless. However, Harold Craston and Kirsty Kenney, students of the London School of Economics and Political Science, suggested a way to change the telephone booths into a charging station for modern devices, which can be operated by solar energy. The new British telephone booths they created were not red but green, which symbolized the green economy, and they were named solar boxes. Solar panels were installed on the solar boxes, along with various chargers which can charge digital devices. It takes 4 hours to fully charge one smart phone and the booths can charge 100 smart phones and PC tablets in one day. Use of the new boxes are free, if people watch advertisements while charging their electronic devices. The solar box project also made black boxes which provide free Wi-Fi. This project solved both problems of dealing with the outdated telephone booths and charging batteries of the electronic devices with the solar power. These iconic red telephone booths of Britain were reformed as useful and environmental green booths for recharging with solar panel energy.

## Space Design for Preschoolers

Preschoolers need enough space to play because they are very active. Currently, an increasing number of parents are sending their children to the private academies and pushing kids to study rather than running on the playground even before they go to an elementary school. It limits children's creativity and imagination as their parents control not only children's time and future, but their ideas and thoughts. However, kindergarten has to be a place where children can play how and what they want. Currently, some preschools are established to give more freedom to children. Fuji Kindergarten built by architects, Takaharu Tezuka and Yui Tezuka, is 183m



Although police officers patrol around the streets frequently and there are a lot of CCTV cameras, many people still are scared of living and going outside alone.

Moreover, areas where many people live alone are normally located in remote places because of the more affordable prices. Therefore, the Crime Prevention Committee was organized and it started the Crime Prevention Through the Environmental Design (CPTED) Project. For example, Yeomni-dong was one of the areas where this project was carried out because of the high concentration of the population of young women living alone. Due to the CPTED project, there were many installations of reflective mirrors, warning lights, LED lamps, emergency bells, and other safety features. Even a place where residents can gather together was built. Also, the dark streets where many residents feared and hesitated to go alone at night got a name of "Salt Way" and people painted the walls of the alleyways brightly. As a result, residents' anxiety decreased and the safety of the town increased. Moreover, in the research conducted a year after the CPTED project, 78.6 percent of the surveyed respondents said this environmental design is effectively preventing possible crimes. Actually, there was a 12 percent decrease in robberies, and sexual assaults also decreased. As this design has shown successful and effective results, more areas such as Hangwoon-dong and Myeonmok-dong were also chosen to conduct this project, and it will eventually help more and more towns and people.

long, surrounding a big zelkova tree. The roof was designed with the intention of giving children space to run and play. Moreover, there are no walls in the building. This design has a good effect on children's mental and physical health and it can improve their concentration abilities. Also, the Kid University in Spain is a group of specialized classrooms and workshops located in a natural setting where kids can develop their creativity and have fun beyond a school context. It was built around six mulberry trees in the playground, and it has a cloud shaped playground design. All the walls facing the playground are glass windows so children can see the changes of the weather and seasons vividly.

### Project Daniel

Design is also used in the medical service. A 14-year-old boy, Daniel Omar, lost his arms as a victim of the war in Sudan where many wars have occurred over many years. Mick Ebeling, who is the founder and CEO of Not Impossible Labs, a company committed to creating technology for the sake of humanity, provided Daniel with prosthetic arms through Project Daniel. Mick Ebeling produced Daniel's prosthetic arms with a 3D printer at low cost. This project is comprised of experts in each field such as neuroscientists and engineers. Although Daniel's prosthetic arms were not perfect in terms of functionality, they only cost \$100 and only took six hours to produce with a 3D printer. In contrast, the price of the highest quality product is \$15,000. Daniel can now eat by himself, and he could not do that for two years after losing his arms. The project has had a lot of difficulties, but they have indeed produced many prosthetic hands with the 3D printer, helping many injured people and refugees in Sudan.

In addition, Mick Ebeling also helped a famous graffiti artist, Tempt One, in 2010. Tempt One got Amyotrophic lateral sclerosis (ALS) in 2003. He was not able to move his body except for his eyes because of ALS. The Eye Writer, software to track the wearer's eye movements, is a special type of equipment made by Mick Ebeling that helps people who cannot move their body. It enabled Tempt One to draw with eyes.

When one's dream faces a huge problem from being achieved in reality, and this knowledge crushes you down, technology and brilliant ideas can help to overcome the problem. Project Daniel and another project made the impossible become possible, just like their company name, Not Impossible Labs.

### A Better A&E

Design has also created the solution for the problem of violence that often occurs in hospital emergency rooms. In them, patients sometimes should go through several processes to get treatment, such as reception and various checks. Yet there are only a certain amount of doctors, nurses, and staff, while there are a lot of patients. This can cause uncomfortable situations for both doctors and patients. Some patients need to wait for long periods when sudden emergency situations occur. Whether it is because of the doctors' selective neglecting or patients' temper and sharp nerves, or alcohol, some patients become dangerously violent, and they yell, insult, kick, punch, and sometimes threaten people with weapons. On account of these problems, doctors and nurses struggle to save the patients' lives and their own lives, while at the same time facing violence and verbal abuse from patients or guardians. In addition, it costs a lot of money in personnel expenses and damaged equipment. According to the UK National Audit Office, the cost of the violence and aggression towards hospital staff is causing the National Health Service at least £69 million a year in staff absence, loss of productivity and additional security.

To overcome this, the "A better A&E (Accident & Emergency) Project" reduces the anxiety of patients and caregivers and provides medical teams with safer workplaces. A guide package was developed that can easily show emergency room situations visually. Guide panels inform patients about the medical status during the four stages of care which are the check in, assessment, treatment, and outcome. Monitors warn about the urgency or congestion in the emergency room live in real-time. In addition, they provide services with information to patients to recognize the emergency in real time. It prevents a sudden crowd in a certain hospital and makes the whole process faster. As a result, 75 percent of the patients said that their frustration decreased while waiting and the incidents of violence towards medical teams decreased by 50 percent. Additionally, it has reduced the cost of damage due to violence in the emergency rooms with the low cost of the service redesigning. This project is slated to develop





and expand with more services. The program has also shown great success with implementation in various hospitals in Korea.

As we can see, design is widely used in our lives, such as in education, business, and marketing. Therefore, many companies are using creative designs to resolve problems efficiently and effectively. Also, many contests find brilliant ideas by offering prizes in various categories. It is highly important to develop creative thinking skills. Here are some tips on how to think creatively.

First, we should look at the world from a different perspective. We can look at the world upside-down and look at objects from another angle, or practice visualizing subjective ideas or abstract concepts. Creative people bring fresh and sometimes unorthodox perspectives to their work. Second, in order to become a creative person, we have to scrutinize everything with

an inquiring mind. We should practice discovering hidden images and functions instead of thinking about the tangible and intangible things. We should also look at objects in other ways. Third, we should think freely and create various ideas both by an unstructured process like brainstorming, and by a structured process such as lateral thinking. We can find solutions from many ideas. It can be strange at first, but through this unconventional way of thinking these techniques can be the first step of changing the world. Fourth, we should learn and experience a lot. It is true that creative thinking is based on experience. We can find the creative resolutions of problems through similar experiences in our lives and understand what the problems are through knowledge and experience. We need to recognize our own creativity. Curious people like challenges and they want to know new things. Knowledge is enjoyable and often useful in strange and unexpected ways. If we all have the same life style or have a superficial perception of things, it will be hard to come up with extraordinary and creative ideas. Then, there will not be any progress.

The late Steve Jobs, the founder of Apple, was well known as a representative of design thinking. He once faced a lot of trouble in his work. However, he founded Apple which became a global company, and made his name well known all over the world through design thinking and pursuing the difference from others. His design thinking changed many things and made a lot of innovations in the world. Those things have made our lives better. According to the New York Times, Steve Jobs said, "Design is not just what it looks like and feels like. Design is how it works. In most people's vocabularies, design means veneer. It's interior decorating. It's the fabric of the curtains of the sofa. But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a human-made creation that ends up expressing itself in successive outer layers of the product or service."

Most people think of design as bright ideas in various fields such as visual design, product design, environmental design, fashion design, and media design. Design is used in various ways. The importance of "Service Design" and "Experience Designing" has increased as a result. It is not a good service design if it is only good for oneself. It is a good design when it considers users and is designed from their perspectives. That is why design requires the wide range of perspectives and experiences.

Design thinking is an approach that can be used to solve problems and broadly contemplate a problem. Design thinking draws upon logic, intuition, imagination, and systemic reasoning. We have to continue to look for better solutions through the perspective of diversified views. The world continues to become more complex by the development of technology. Therefore, we need to design ways to resolve the complexity in a simple manner. There are many smart people in the society. Is elite what the future society really wants? Perhaps, people that the future society needs are the creative ones. They have the ability to solve problems in new ways and they are irreplaceable. It is not easy to be different from others in a standardized society. Therefore, we have to train our way of thinking to make new values. Only a person, different from others, can survive in the world. In order to survive in this era, we have to expand the framework of life and develop our own unique design thinking. These things will help us to see the world more widely and manage time efficiently. As a result, it will improve the quality of life.



# The Right Choice

## DSU Global Exchange Programs



Three years ago, I was attending Sakhalin State University, and I was presented with the great opportunity to join the exchange program offered between my school and DSU. The decision to take part in this exchange led to four months of unforgettable experiences, colorful events, and some of the most wonderful times in my life.

### First Adventure!

My journey to DSU did not start off as I would have liked. Upon arriving in Korea with my friend, and while waiting for our connecting flight to Busan, we inadvertently left the transit zone in Incheon airport. We were informed by airport security that we could not reenter, which led to us missing our plane! We took a crazily fast taxi from Incheon airport and arrived just 15 minutes before the last flight left at Gimpo airport in Seoul.

We arrived in Busan and thought we could take a sigh of relief. However, our misfortune that had started in Seoul had followed us to Busan. The DSU staff did not know we had changed our itinerary, though they were alarmed when we did not arrive as expected. So my friend and I had yet one more taxi to take! When we made it to the campus, we didn't know where our dormitory was located. Fortunately, we met a student that showed us the way. We knocked loudly and woke up the *ajossshi* who had been informed to be on the lookout for two unlucky missing students. At long last, extremely tired, enormously happy, and after quite an adventure, we could breathe easy. We had made it!

Despite the turmoil and worry I experienced that first time in Korea, I was very impressed with the hustle and bustle of the city. The glass skyscrapers, the colorful iridescent billboards, and the endless streams of cars were all impressive eye openers.

### A Student of the Department of International Studies

The start of March was also the start of the spring semester, and the beginning of my time as a major in International Studies. I was very enthusiastic about studying in the Department of International Studies (DIS), and more than a little concerned about not studying in my mother language.

Despite the difficulties that I sometimes faced while studying, I totally fell in love with the DIS program. The way in which the professors taught and utilized interactive technologies to explain the lecture material fueled my interest in the process of education. They were always there to answer any questions that students had, and to eliminate any misunderstandings. This open and honest dialog between the students and the professors made studying not only interesting, but also very enjoyable.

One other aspect of studying that I really liked at DSU was that every student was afforded the opportunity to choose classes that they found interesting. The ability to choose elective classes, in my opinion, makes learning and education even more effective.

### Friends From All Over the World

In addition to the valuable knowledge and first rate professors at DSU, I also made friends from around the world. I met people from many different countries, such as Brazil, Germany, Bangladesh, Indonesia, Malaysia, Cambodia, China, Japan, and

many more.

I never imagined that I would have the chance to meet, talk, and make friends with people from so many different countries. My classmates were friendly and outgoing, and we always worked together to help and support each other. We often gathered outside of class to travel around Busan and take in the local sights and food too. Warm evenings with sincere and fun conversations are a memory I will cherish forever.

One of the most invaluable lessons that I learned while first studying at DSU is of meeting people, and of making friends with those from other countries and other backgrounds, which is something that breaks common preexisting prejudices and shatters stereotypes. This exposure to others helps us have a deeper understanding of ourselves and shows us how similar we are. It breaks borders and unites students together.

I understand now that where you are from, the language that you speak, your age, your gender, and even your religion are not what defines you. In spite of all the things that make us different, people are just people, and we are more alike than we usually admit. We have the same hopes, the same wishes, and we all want to live in a peaceful world.

Over the course of three years, I have become even closer with the people that I met during my exchange program time at DSU. This has shown me that busy schedules, languages barriers, nationalities and cultural differences are not good excuses if you really want to meet people and if you appreciate friendship.

### The Path to Knowledge through the Hills

It is interesting that most Korean universities are located on rolling hills or even mountains, and as you know DSU is no exception. Even though the steep inclined roads are a bit inconvenient, the design of the campus mirrors university life. It is a struggle, but it is a worthy struggle to reach the top. With the cherry blossom season upon us, it is easy to see that making it to the top is well worth the effort. This is the season where everything is coming alive and life seems full of possibilities. This special time of year makes the future feel more tangible and makes learning much more pleasant.

### Let Us Not Say Farewell

The time had come to say goodbye to Korea. I told myself that I would return, and that I would come back to the school that held so many pleasant memories. After I graduated from Sakhalin State University, it was without hesitation that I sent in my application to study once more at DSU.

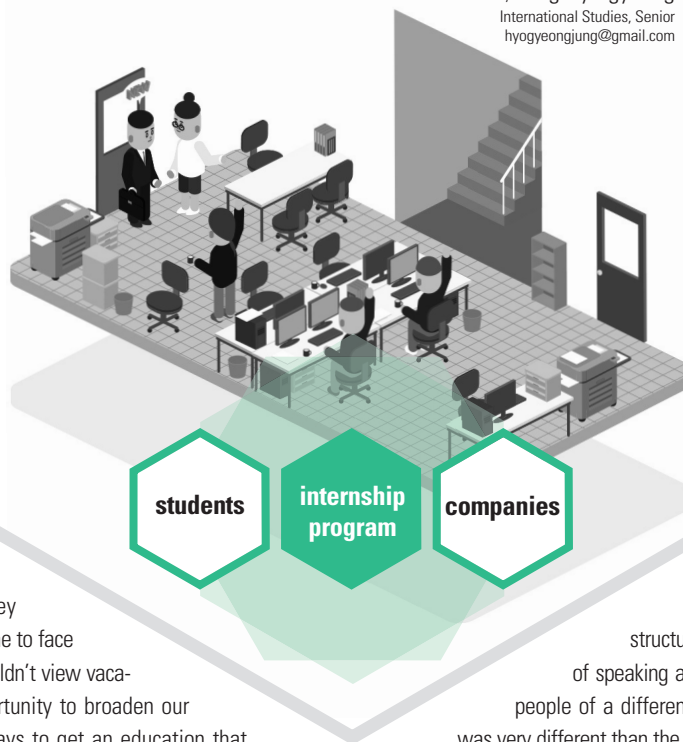
Now that I have returned to Korea, and I am a student at DSU once again, I look back at that first horrible night with a sense of fondness. I can't imagine how different my life would be if I hadn't seized the opportunity to take part in the exchange program. There is not even a single minute that I regretted my decision to study at DSU.

Dongseo University bestows upon students a great opportunity to get a quality education for a promising career. This university provides global exchange programs and expands the borders of countries involved. It raises awareness, tolerance, and promotes respectfulness between all people and I could not be more proud to be a part of it!



## Learn About Real Workplaces through a Summer Internship

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College is a place to learn academic subjects, experience valuable life lessons, and look to the future. It is the location where students prepare for their career, and, if they are lucky, then find jobs. These facts are true, but it also remains true that students spend years devoting themselves to preparing for the future, and the costs of attaining higher learning continue to increase. The price of education is believed to be worth the time and money it takes, as a degree is a good investment for success. Students work diligently during the semester, going to classes and studying late into the night for exams.

After the semester is finished, many students view the vacation as a time to recharge their batteries, and to take a break from the stress they have experienced. I feel that this is the time to face the challenges of the real world. We shouldn't view vacations as a break, but rather as an opportunity to broaden our learning experience. There are many ways to get an education that aren't covered in the classroom. As a senior at DSU, I have spent vacations traveling around the US, Canada, Malaysia, Singapore, Thailand, Indonesia, and Japan. I have also worked at part-time jobs and studied for some professional certificates. While I certainly enjoyed these exploits, the most memorable was a summer internship program that I took full advantage of in 2016.

DSU has an internship program that matches students with companies, so that students can get real world and real work experience. I was one of 20 students at the orientation session last year, and I consider my decision to take advantage of this program one of the best decisions I have made during my time at university. Students were appointed internship positions at accounting firms, design companies, and many other companies as well.

I was placed at Total Soft Bank (TSB), along with another student from the orientation. An exciting month as an intern was about to start, and we were both very excited.

Total Soft Bank is a maritime logistics solution company with leading-edge technologies, industrial experience, and reliable service qualities located in Busan, South Korea. I was in the Vessel Automatization Department, and spent my first week copying and typing documents. These are not glamorous tasks, and are a far cry from the professional work I had hoped to be doing, but I still learned a great deal that the first week. Simple tasks allow a new employee to acclimatize to the office environment. It helps one get a sense of the working process of the company, and to develop the basic skills that are required to succeed in an office. Also, researching and reading documents proved to be much more interesting and infor-

mative than I expected.

After a week of training, I started to be entrusted with more sophisticated tasks, such as running a container distribution program and checking the product quality. These programs were designed for container cargo management and bulk carrier ships. It was real business in real time in the workplace, and I learned far more than I would have looking at a textbook in a logistics class. I also had so much fun in English translation works because English for daily conversation and English for a specific field of business are radically different. This time in the internship program helped develop my understanding of the professional terminology I will need after graduation. I also learned the need for communication skills,

time management, and the hierarchical structure used in the workplace. Different manners of speaking and bowing were required when dealing with people of a different rank or age. The culture of the workplace was very different than the culture of a university. It was a bit of a shock, but I kept a positive attitude, which is the key to having a successful internship experience.

The five weeks of the internship flew by quickly. I started work at 9am and was finished at 6pm, but I thought that, time-wise, it was similar to a regular university day. The commute to and from work was almost an hour and I did find it to be rather cumbersome, but I was fortunate that my internship was a paid one, and my compensation was fair. There are also many attractive unpaid internship positions that I feel are worth a look, because you can't put a price on such a valuable learning opportunity.

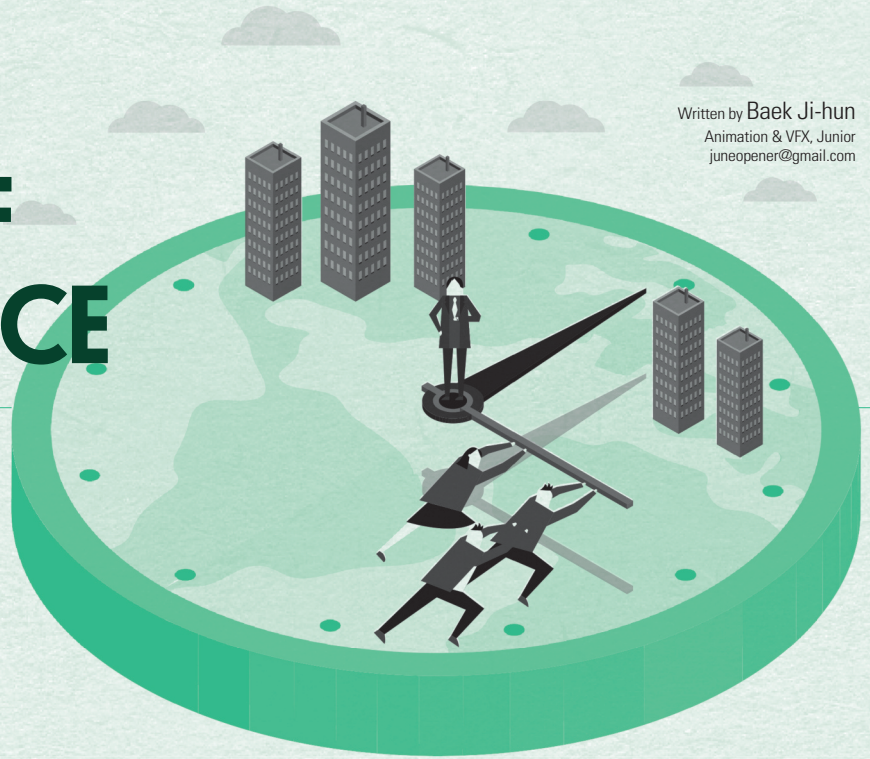
Summer internships are also great for a resume. HR managers place a great deal of importance on work experience when they are looking for a new hire. Work experience can mean more than a GPA! 80 percent of new employees at Samsung are people who had previously interned at the company. An internship not only gives one workplace experience, but it also allows a company to get to know you and not just glance at your resume. They can put a face to the name, and if you do well during your internship they will not hesitate to hire you.

If you are a more adventurous type, there are also overseas internships that are great for people who love to travel and take on different cultures and challenges. Why limit yourself to only Korea? As the summer vacation rapidly approaches, I urge you to consider doing a summer internship. You will learn some real work skills, perhaps make a bit of money, and certainly help yourself prepare for life after school. Success is located where preparation and opportunity meet. Now is the time!



# THE COST OF CONVENIENCE

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It is no exaggeration to say that modern people's lives are flooded with convenient services that are available anytime and anywhere. You can easily find examples in everyday life. Let's take the convenience store as an example. At them, you can use a variety of services such as courier delivery, an ATM, utility billing financial services, and mobile phone charging and billing services. You can also buy a wide variety of things there, in addition to food and drink. And we can see not only convenience stores, but also coffee shops and restaurants that offer convenient services 24 hours a day, 7 days a week.

Indeed, as the lives of modern people become busier and more complicated, people have gradually sought out services which are more and more convenient. The flow of the times responded to it, and services which provide a more convenient life such as late-night public transportation, same day delivery, and 24-hour service were born. And as the constraints of time and space gradually diminish, our lives are changing to pursue a more comfortable life. This trend of change will not fade in the future either, as the advantages of convenience in modern people's lives continue to grow. And as the demand for simply solving the inconveniences of life grows, the present age continues to create a variety of services that meet the demand to solve troublesome and cumbersome acts conveniently.

However, as a society where diverse and convenient services are found throughout the lives of all living places, service industry employees are alienated from this convenience. For example, late-night public transportation workers work when many people are asleep, resulting in them having relatively rates of physical and mental fatigue compared to those who work during normal working hours.

Not only that, but there are people like environ-

mental hygienists, freight transport workers, and call center counselors who have to work even when most people are not working, such as on holidays. They often have to work at irregular times, even if they do not want to, and their environment is often inferior to regular office workers'. In the case of street cleaners and freight transport workers, theirs is the occupation group that is most affected by their environment. They have to do their work regardless of the weather, and sometimes they are at great risk because of such environmental hazards. While the abovementioned occupational groups have experienced a lot of environmental difficulties, call center counselors suffer from mental stress. They are exposed to a large number of unspecified large-scale contacts, so their emotional consumption is high, and many of them suffer from mental trauma. Unfortunately, the service grievance does not end with this.

We unconsciously have a strong social perception that service should be friendly and that consumers who use it are in a superior position. This perception adds to the difficulty of service workers, who work in relatively unstable or very unstable work environments. Even though they are equally as accommodating as we are, we look at them in a different way just because they are in the service profession. It is difficult to understand the position of the workers who provide conveniences and products, mainly because we

are used to being in the position of consumers. Indeed, we continue to send them a signal of unconscious discrimination and dual thoughts, even if we do not intend to. On the news, we were able to listen to the reports of those who overused their powers, and it became a big topic. In general, few people send such a strong signal to cause problems in our lives, but there is a need for a sense of attitude which perceives involuntary discrimination as a problem.

First of all, we need to look at our life in context to recognize it as a problem. For example, we should think about things such as how and why we find ourselves walking through clean streets every day, going shopping at department stores or marts on holidays, and getting items delivered in the morning. These are things we experience every day. Apart from what I have mentioned, there are many services that we do not even know about.

Due to the universal availability of services in our lives, we are able to enjoy a convenient life even in situations we do not recognize. The convenient services that we enjoy have become universal and natural, but we do not consider them to be so important. Someone is doing it on our behalf. We simply do not think about these things unless we are made aware of them.

We are not aware of these points because we are so accustomed to the notion that we can quickly and quietly settle everything. During our



average working time  
in 2015

**2,113**hours

Korea

**1,766**hours

OECD member countries

commuting time and while on the street, we can easily see workers and students who are busy. Each of them is trying very hard to do their job in a fixed time. Everyone is busy every day, and people are becoming increasingly uncomfortable about thinking or waiting. It is no longer a special or unusual thing to see that there are many occasions when a person continues to press the close button in an elevator or stands and waits for the bus to stop before it stops. It is because our habits have already adapted to the environment so that these actions take place before we even think about them. This seems to be naturally assimilated by people, thinking society as ideal in which it is necessary to do a lot of things in a short period of time.

This social phenomenon is happening around the world. But in Korea, this phenomenon is extreme. This is because Korea achieved rapid growth and national development in a short period of time compared to other developed countries. As the pace of development is faster than in other countries, problems related to it are also emerging rapidly throughout our society.

Among them, the biggest problem is that the individual is not regarded as a person to be respected. This is due to the fact that the development of Korea was not led by the individual but by the state.

Uniform and vertical hierarchical development has become the driving force of Korea's rapid growth, but it has created a corporate culture such as a social climate or vertical communication that regards individuals as accessories for society. This is the reality of Korea as an OECD member country and as the 11th largest economy in the world. However, it still does not seem to be much different from the past that gave price competitiveness through cheap labor, rather than a culture that respects individuals.

Compared with other OECD members, Korea has an average working time of 2,113 hours per domestic employee in 2015, which is 347 hours longer than the average of 34 countries in OECD member countries (1,766 hours). By dividing this by 8 legal working hours a day, Koreans work 43 days more than the OECD average. Assuming an average of 22 working days a month, Koreans work two months more than the OECD average. The gap between Korea and Germany, which has the lowest average annual working hours in OECD countries, has widened. The average annual working time for Germans is 1337 hours, 742 hours less than Koreans. What does this mean? Koreans spend a lot of time each day working. There is a saying that Korea is a country that does not lose fire for 24 hours. However, labor productivity is the 25th highest among the 34 OECD countries, even if it continues day and night. It means that people are not working efficiently. Short-sighted judgments aiming at achievements or outcomes that have come to our attention immediately are making people tired and bitter. It's easy to miss important things by focusing on visible things. We have to see the forest, not just the trees. Life without considering the individual, and just chasing results and numerical values, is similar to the attitude that we use services every day without thinking. Inefficient ways of life are hard for everyone. We have to consider what we do not see. As long as it is not efficient to work, we need to know that the services we take for granted are not natural. Gradually, the range of services we use will continue to expand, which means that we need to make a lot of effort to get it right.

We are always investing a lot of time in our lives to do a lot of things, so we are more eager to be more convenient, but we can't afford to find a better place to keep our composure in life.

Gradually we know that we can't solve the difficulties of a busy and complex life with convenience only. We need social consensus and an understanding of each other to solve this. Based on a culture of respect for each individual, it is necessary to reduce our working hours to a reasonable number and become accustomed to minor daily inconveniences. Does it make sense to pursue your own convenience without ensuring the convenience of others? It is important to realize that the services we use unconsciously are obtained through the sacrifice of others. Also, you should be aware that they are in a blind spot for the right to pursue basic convenience. Therefore, we must realize that it is right to ensure the rights of everyone who can afford and not enjoy the slightest convenience. Though it may not be easy to change our habits and views until this point, it is time to break out of hardened thoughts. To do so, you need to start by changing just a minor habit.

First, be aware that what we enjoy using comes from someone else's sacrifice. There are shops that are open when everyone is asleep and people who clean up trash that no one else wants to. And there are people who make deliveries late at night, regardless of the weather. Because of these things, you can live a convenient life even though many people are not aware of what lies behind it.

Second, you should look equally at those who provide conveniences. This is as important as respecting each other. We consume services, not the people who provide conveniences. It is the courtesy of mutual respect that treats those who help us in our lives equally. We can continue our lives.

Third, you need to get used to the inconvenience of life. Modern people live busy and complicated lives, so it is hard to bear even the slightest inconvenience. The world is getting faster and more convenient, but it still needs to escape from its overreliance on convenience.

Finally, you should not take for granted the conveniences you enjoy. Convenient services can't be enjoyed unless someone provides them. We must appreciate the ease of access to convenient services, regardless of the circumstances. And when we realize this value, we can understand the difficulties of those who are not guaranteed the usual convenience and change it for the better.



Do you remember when you were a student in elementary school, and a teacher asked you to draw some pictures, or to write a story about the future world? At that time, some children would draw an underwater world or a space city, while others would draw a scene where robots do their homework or clean their rooms instead of them. Then someone might not believe these ideas were possible to happen. Yet, in former times, we could not imagine we would use personal cell-phones or the internet too, let alone using both of them. Nevertheless, we are living in the most convenient era of human's seven million years of history. Surprisingly, this is not the end. The paintings about the future are becoming the real world or reality. The fourth Industrial Revolution (4IR) is coming now, and we need to think again. What can people do to prepare for the 4IR? If robots do everything instead of humans, what are the things that only humans can do, and which are the things that the industrial revolution of artificial intelligence (AI) cannot do?

The 4IR are AI, robotics, and biology for the next generation. It is coming and perhaps we might already be living in it. If you think the AI is unfamiliar and feel it is still far from now, the truth is that this situation is actually very close to you. For instance, if you order a smartphone of your own voice, it does the action that you want such as playing songs or making phone calls. Besides, the robotic car called self-driving car has already been released. The automobile system can make cars drive automatically. In the hospital, many medical robots support people to live. They are caring for the patients who are limited even in their home. Only a few years ago, some people used to think that robots, which took on simple tasks, could not follow human creativity. Maybe, they still think so currently. However, there is the representative case that shocked people in 2016. In the game of Go, AlphaGo, a computer developed by Google Deepmind beats Lee Sedol who is the world Go champion from Korea. He said, "We might not be able to beat robots anymore." Recently, intelligences of robots had already exceeded humans in some fields, and human cannot match them physically. Creative robots can literally think for themselves and have appeared. It is software for Robot Journalism that creates the articles automatically. In other words, these robots can write posts by themselves. You, who are reading this post, may be afraid of the existence of robots. Some people say, "If robots that are smarter than humans are released, humans will be dominated by them and they will steal our jobs. Of course, as I mentioned before, they will drive cars, write some posts, and even save our lives. Even though

they have superior intelligence and creativity, the fact is that they do our work instead of us. Let us think about the very simple facts. They will enhance our quality of life, but who made these amazing robots? Humans did. Humans made these unbelievable things to improve our lives. I wonder why you are worrying about the existence of something that can give you leisure time. You have been living in a tight spot, and soon, robots will enable us to enjoy our lives more conveniently. Therefore, let us think again, what can we do for ourselves? Even though robots are overtaking human's intelligence, technology, and creativity, what are the things that only we can do?

Now, we are living in an era that is becoming more convenient by developed science, and when robots do a lot of work instead of a labor force, we should do the most important work that robots cannot do, because we are pressed for time. It is to focus our minds. For example, go to an art gallery, look at the pictures, and feel how your emotions are moved. I am not saying that you must understand the artworks, but just find what you like, and know which pictures you can't take your eyes off. For example, let us assume that you are falling in love with Impressionist Arts that emphasize the depiction of light, especially "The Starry Night" painted by Vincent Van Gogh. Do you think that the creative robots can give you the same impression? Never, it will be just the night sky, stars, and a tree without emotions. How about "The Fountain" by Marcel Duchamp? It is a masterpiece, an expression of his life in art, yet a robot will recognize it just as a toilet. No matter how creative the mechanics are, they cannot touch our minds. In addition, humans have their own tastes. Even when we have the same food, the assessment varies depending on who is eating it. How about robots? They will be too busy to analyze the ingredients. It is just copying recipes that chefs cook for people. That is the difference between robots and humans. It is impossible for robots to change your mind because it is your own emotion. You do not have to be nervous whether robots replace humans' intelligence and work. Just focus on your own emotions in a more convenient era. Robots cannot follow our humans' emotions.

Next, we should have an interest in ignored humanities. Humanities are a form of scholarship that involves the research of human beings, human origins, human thoughts, and human cultures. It is different with social and natural sciences which are usually based on experiences. They use analytical, critical, and speculative methods extensively. Since Ancient Greek and Roman times, the directly related studies such as

# THE IMPORTANCE OF ARTS AND HUMAN



grammar, rhetoric, poetry, and history have been put into categories. The grammar and rhetoric are for learning the skills of communication, poetry, and history are for expressing humans' minds. Therefore, it is inadequate that humanities are not a practical study. In fact, chief executive officers (CEO) in major companies have already stressed the importance of humanities and finding generalists. A representative example is the late Steve Jobs, who was the previous CEO of Apple. Even though he majored in science and engineering, he was talented in humanities and had a sense of arts. He said, "It is in Apple's DNA that technology alone is not enough. It's technology married with liberal arts and humanities. It is the combination of those things that makes our hearts sing." This motivates the world's enterprises to pay attention to it.

In fact, now we have outstanding technology compared with any other era. Besides, the emergence of the internet made human life richer. However, it gave us pros and cons at the same time. How much general knowledge do you have without using smart phones and tablets? People and robots are not one, and the machines in our hands are getting better by the minute, whereas people's abilities remain stagnant. We should not depend on technology too much as in this situation. Steve Jobs said, "Human history will be developed by adding technology and humanities." The robots made by humans are limited. Our history of research started seven thousand years ago, and the research by robots started just under one hundred years ago. We can learn how humans have developed and will. Therefore, human beings, human origins, and human cultures are our own assets that robots will never acquire.

Such as the scenes in the pictures and stories showing the real world depict, the world is rapidly changing. Many people might have lived so busily, fitting themselves in to the world. You might put back your favorite field and study the uninteresting. By the way, what is the reason

that you are living so hard for? Is it for earning money or is it for getting a good job? If I ask you, why do you want to get a job and earn a lot of money? The reply would be one. It is for your happiness. The people who are writing and drawing for the future might create it, hoping that they will live in a happier and more convenient world in the future. The point is the development of a world is for making people live more conveniently, we do not have to be busy for developing the world. If the 4IR is really coming, and robots do our work instead of us, you can enjoy your life more leisurely. Giving robots your routine tasks should allow you to focus on what you like, your emotions through the arts, and invest your time to learn the humanities, thinking how we can develop ourselves more and more in the future. After the 4IR comes next, the fifth industrial revolution will follow by human hands, will it not?

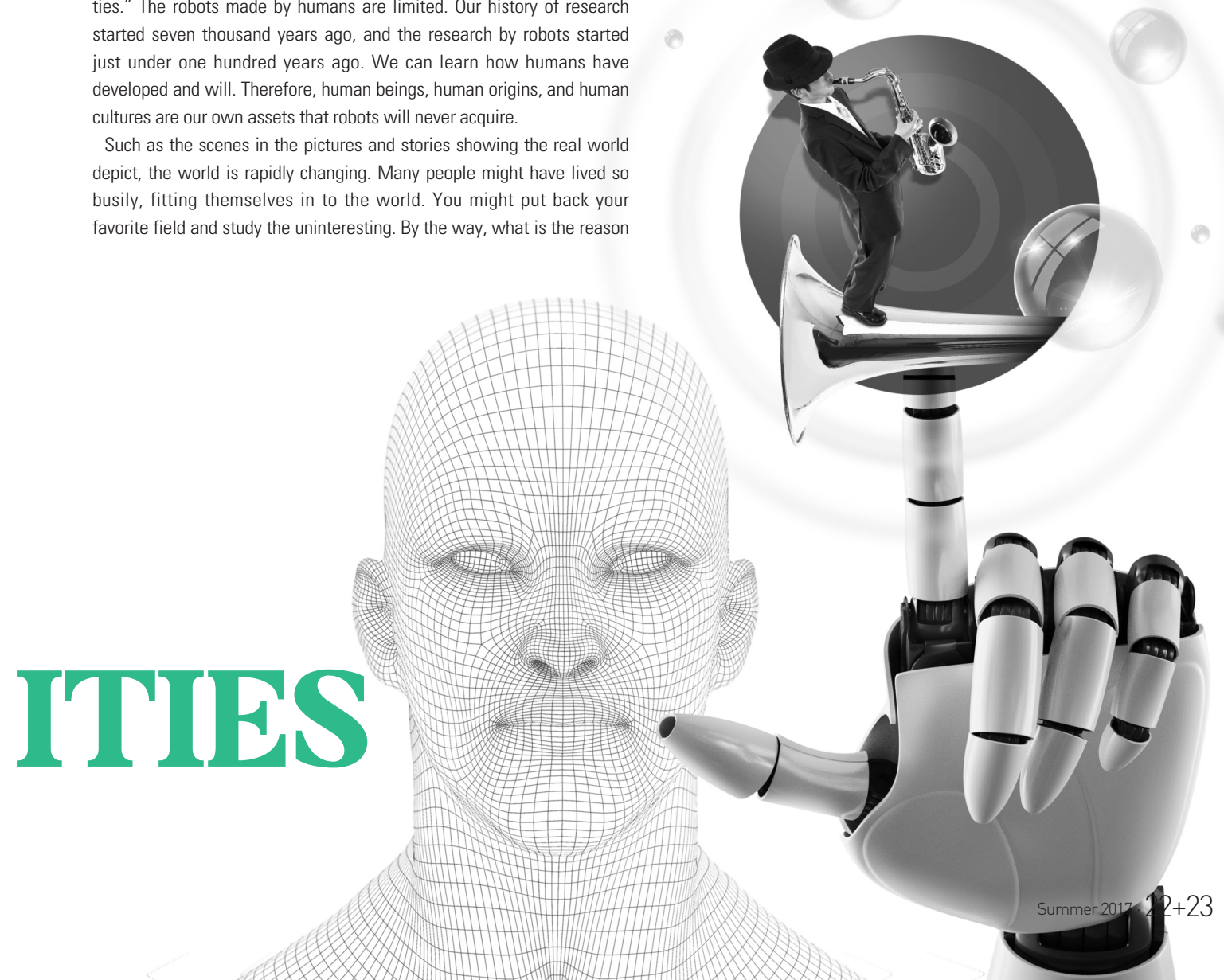
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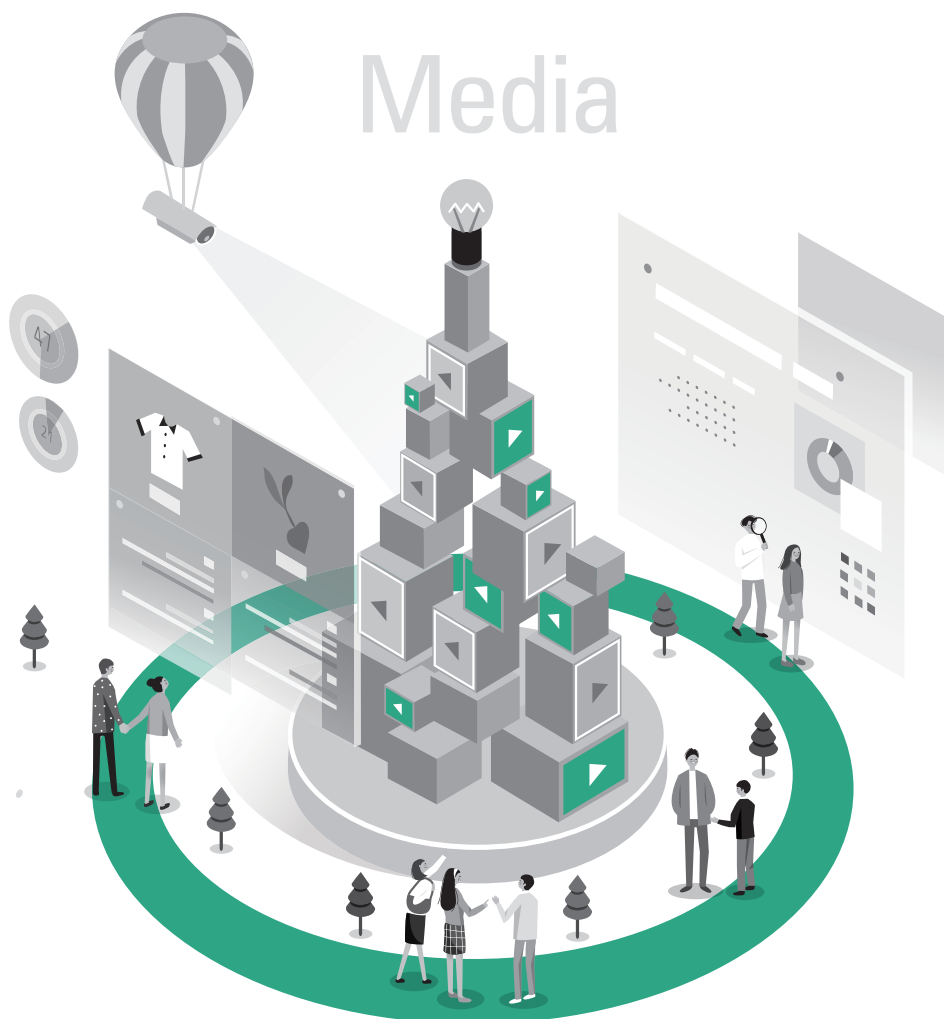
# Ezine Interview with PROFESSOR HA KANG-JIN

**Ezine Reporter:** We have heard the program in the Division of Media Communication at DSU has been developing rapidly, and that some new related facilities were recently opened on campus. Can you please briefly introduce your division to our readers?

**Prof. Ha:** The Division of Media Communication focuses on training DSU students to broaden their knowledge about the theories and practices in the field of media. It also provides the students with the finest digital facilities so that they can efficiently practice media production. In addition, four billion won in government grants have supported DSU in operating the Media Outlet, where students can actively adapt to changes in the field of media.

**Ezine Reporter:** In its "10 Changes into a 'Future University,'" DSU announced a focus on culture contents. How is this aim connected with the Division of Media Communication?

**Prof. Ha:** The reason why DSU chose culture contents as a focus is because our future society will be all about developing culture contents. That is, focusing on culture contents can be an effective way to becoming a future university, since the advances made in culture and arts are Busan's and the world's aims as well. To fulfill these aims, the Division of Media Communication is going to play an important role.





**Ezine Reporter:** We are excited to learn more about your discovery of historical writings. Please tell us what you discovered and how you found it?

**Prof. Ha:** I had a big interest in Baeksan Ahn Hee-je, who had worked for independence of Korea, since I was asked to give a speech about him in celebration of Baeksan Trading Company's 100th anniversary. He tried hard to enlighten Korean people at that time, he established a press, and he fundraised money for independence through the Baeksan Trading Company established in 1914. I felt responsible for more studies about him because there were only a few. Also, while surfing the Busan Museum website one day, I discovered his name, and I went to the museum right away to make sure whether I had found his own writings or not. Eventually, after translating his Chinese writing into Korean, I could announce my discovery to the public: his writings were about his journey to Hwanggye waterfall.

**Ezine Reporter:** Can you give us some examples of notable contents contained in the writings?

**Prof. Ha:** When writing poetry, Ahn Hee-je had a lot on his mind about how to contribute to the country. He told himself he would become an outstanding individual by studying hard and distinguishing between right and wrong while looking at the waterfall. In other words, his writing represents his willingness to devote himself to the country. Later on, right after Korea signed an unequal treaty with Japan in 1905, he participated in the anti-Japanese movement without hesitation.

**Ezine Reporter:** We understand there were some differences of opinion regarding the name that should be given to the collection of writings. Can you explain a little about this?

**Prof. Ha:** The differences of opinion resulted from naming the book as *Namyu Yeon-myeongnok*. The name of the book includes only a name list of people who visited the waterfall. Technically, it's not a good name because it doesn't represent the characteristics of collection of poems. Instead, the name *Choegeuncheop* should have been decided upon, meaning "the latest documents."

**Ezine Reporter:** What is the significance of the writings in terms of Korean history?

**Prof. Ha:** When Ahn Hee-je was about to be arrested by the Japanese colonial police, he had burned most of his writings to protect his colleagues. Considering this matter, the discovery of his writings is very meaningful in terms of making up for his own handwriting. In addition, the contents of the writings contain his distress and learning before he actively participated in the independence movement. Therefore, through his writings, we can at the very least look into his youth a little bit.

**Ezine Reporter:** Do you think the writings may attract interest from scholars outside of Korea, too?

**Prof. Ha:** As for scholars who are interested in Korean independence movement history, that is possible because Ahn Hee-je accounts for such a high percentage of the movement's history. Moreover, the fact that another famous independence fighter, Jang Seok-yeong, was close to him, very much increases the significance of his writings.

**Ezine Reporter:** Is your discovery connected to other research you have been doing in the field of media communication?

**Prof. Ha:** My research is focused on Korean classical literature, including the literature of landscape and the history of Chinese dictionary compilation. First, the literature of landscape is concerned about the identity of regional culture, symbolized by a specific place or individual. Hence, studying about regional characteristics is directly related to the production of cultural contents. The reason why I'm studying about Chinese dictionaries also is because Chinese has been a basic system for Koreans to enhance their knowledge and culture for a very long time. In short, since the Division of Media Communication has to be developed with regional culture and knowledge of liberal arts together, I hope to contribute to academic world through my research.

**Ezine Reporter:** In your opinion, are students today more or less connected with the past than students in previous generations?

**Prof. Ha:** Students in previous generation cared about transmission and discovery of his-

tory from generation to generation, while students today are interested in cultural consumption. As social network services have developed, they tend to share information rather than producing it. However, there is no culture without a past, because that would be akin to losing its national identity. So what students need is an attitude of cherishing the past to help build the present. By doing so, culture can be properly developed.

**Ezine Reporter:** What do you think might account for Korea's strong media-based cultural influence across Asia and throughout other parts of the world?

**Prof. Ha:** There are a few factors why Korea's cultural influence is strong. First of all, Korea's status in the world has become bigger and bigger. Korea is classified as powerful nation, both economically and politically. However, a fundamental reason could be the worldwide development of media environment. A high level of information technology enabled Korea to spread mass Korean culture throughout the world. Accordingly, Korean dramas, movies, and songs drew attention from people all around the world. Yet in the meantime, we should broadcast Korean intellectual and spiritual ideas also, including those about world peace and human dignity.

**Ezine Reporter:** Thank you very much for taking the time to meet with us today. Before we say goodbye, is there any advice you would like to share with our student readers at DSU and overseas?

**Prof. Ha:** I heard that *Ezine* is not only for DSU readers but also for readers out of school and abroad. Regarding this, *Ezine* should be devoted to what students today feel passionate about, so that they can lead future society. In addition, it should be focused on the community, because most of the universities coexist with the community where they belong to. Since the university is home to learning and the discovering of wisdom, *Ezine* can be expected to be a place for reconciliation between different nationalities and world peace too.

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# How to Succeed in a Changing World



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Here is an interesting fact for you: the top ten in-demand jobs in 2010 did not exist in 2004. Here's another fact: the U.S. Department of Labor estimates that today's learners will have had 10 to 14 jobs by the age of 38. And one more fact; the amount of new technological information is doubling every two years. What does that mean? Well, for students starting a four year technical degree, half of what they learn in their first year of study will be outdated by their third year of study. Schools, colleges, and universities are preparing students for jobs that don't yet exist, jobs which will use technologies that haven't been invented, to solve problems that we don't know are problems yet. What can we learn from these facts?

The first lesson we can take is that the world is changing very quickly. The first two decades of the 21st century have shown us that the century will be one of rapid and immense change. The second point is that people who are unwilling or unable to change could be left behind. How can you prepare yourself for the changes this century will throw at you? What skills do you need to make yourself a success in the 21st century? How can you develop your personality to benefit from these changes?

One way in which we can improve our future is by focusing on what are commonly known as "21st century skills." These skills include ways of working and thinking in the 21st century. The skills include: critical thinking, problem-solving, decision-making, creativity, innovation, and developing a lifelong passion for learning. Are you taught these skills in your classes? Think about it for a second, and if the answer is no, what can you do to make sure you are developing these skills? The answer is to take control of your own learning. Be passionate about working in teams. Collaboration and co-operation are vital skills for the future. Be proactive and develop these skills yourself. Think about ways you can enhance your creativity and look for ways to use and develop your ICT skills. Take some time to learn how to create on a computer and enroll in some free computer coding courses from such learning sites as Coursera, Udemy, or Khan Academy.

University isn't just a time where you learn the skills needed to be a success in your chosen field. University should also be a time when you develop your personality. There are seven personality traits that will help you achieve success in the 21st century. These personality traits are already being taught alongside traditional subjects such as math and science in American schools. The personality traits are: grit, self-control, gratitude, social intelligence, curiosity, zest, and optimism.







## Grit

When we say someone has grit, we are really saying that the person is determined and committed to the task. They will continue with an activity and not give up; they continue to try hard even after experiencing failure; and they have developed goals and they stay committed to their goals. How many times have you started to learn something and stopped because it was too difficult? We have all done it, but a determined, gritty individual will stay committed to the task they have set themselves.

## Self-Control

Self-control is a trait in which all of us can benefit. In our personal lives we need to remember to stay calm even when criticized or provoked, and that we should allow others to speak without interrupting them and try to always be polite. By incorporating these guidelines into our daily life, we not only aid our personality, but we also become better communicators. In a recent survey of recruitment firms, communication skills ranked as one of the top skills employees should have. In regards to university life, self-control means coming to class prepared, following instructions, starting work right away, working independently with focus, paying attention and resisting distractions, especially from your smartphone. Do you really need to check your social media accounts or switch a colored object with another colored object on Candy Crush? Isn't there something more important you should be doing?

## Gratitude and Social Intelligence

The successful worker of the 21st century will be somebody who can work with other people. Working with other people means you have to show gratitude and use your social intelligence. Social intelligence means you can find solutions during conflicts; you care about the feelings of others and you can adapt to different social situations. Throughout the working process you show appreciation for opportunities and you show that you recognize what other people are doing for you by saying thank you.

## Curiosity, Zest, and Optimism

The person who is eager to explore new ideas and new ways of working is more likely to be a success in the 21st century. A person with a curious nature will ask questions and take an active interest in their learning and their work. If a person has zest, they are full of energy and enthusiasm, they actively participate and are always eager to embrace new situations. In an ever-changing world, perhaps the best character trait a person can have is to be optimistic. Optimism allows a person to believe that effort will improve their future; they stay motivated, even when things don't go well and they know that they can improve on things they are not good at through hard work and determination.

A quote often attributed to Abraham Lincoln can give us hope for the future: "The best way to predict your future is to create it." The world is undergoing rapid change and you can both help shape and change with it. Reflecting on your own learning experience, taking ownership of your personal and professional development, and developing a lifelong love of learning are just some of the ways you can become a success in the 21st century. By adapting to new environments and proactively seeking out new challenges, you will become indispensable to the 21st century.



# Why Did Claw Machines Take-off in Korea?

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Have you ever played a claw machine? It is also called a variety of other names, such as “crane machine” or “teddy picker.” It is a type of arcade game known as a “merchandise,” and is commonly found in video arcades. Winning prizes usually consist of dolls, capsule toys, or electronics. The player inserts money into the machine, which then allows the player to manipulate a joystick that controls the claw for a variable amount of time. This is a game people of all ages can enjoy. It is a simple system to operate, even for first time players. When I was young, there were usually one or two claw machines in the corner of a local video arcade. If anyone succeeded in picking up a doll in the machine, my childish mind thought that it was just wonderful. These days though, there are so many claw machines on every street in Korea. In some locations, dozens of machines are arranged in rows, and people play them in order to pick up a doll.



According to the Game Rating and Administration Committee, there were only 147 specialized stores in Korea in 2016, but the number increased to 1,164 in beginning of 2017. Some YouTubers are gaining popularity by offering classes on how to pick dolls. People also use SNS to share tips or information on using claw machines. The claw machine has become a popular start-up item for business operators. Why are Korean people so into claw machines, and how can their popularity be explained?

First is the new trend of entertainment culture. New words, such as “tangjinjam” and “honnoljok” have been recently coined. “Tangjin” means to waste money, and “jam” means fun. By playing a claw machine, young people can relieve their stress, using little money. Meanwhile, “honnoljok” means people who enjoy their spare time by themselves. Claw machines match this current trend.

The second reason for its popularity is the recession. Consumer confidence shrank due to the bad economic situation. People wanted to get satisfaction but they only wanted to make a small investment for it. The “Lipstick Effect” may explain this consumer sentiment. This is the theory that when facing an economic crisis, consumers will be more willing to buy less costly items of personal preference. The third is the “kidult” trend, a blend of word “kid” and “adult,” meaning an adult who has childlike tastes, and has interests in things that are traditionally seen as suitable for children. The interests of kidults are diverse and vast. It could involve enjoying children’s entertainment such as collecting dolls, or the figurines of animated characters.

For these reasons, Korean people are enjoying playing on claw machines. However, they have caused many problems. First is the question of whether these machines should be considered gambling devices in a legal sense, alongside slot machines. Some experts explain that it reflects a penchant for gambling. Basically, gambling and the claw machine have similar attributes. They encourage speculative betting. People can play the claw machine for about a dollar, which is a relatively small fee, so they can get hooked on the game quite easily. Recently, there was a story of a man who spent about one thousand dollars for a month playing the claw machine.

Secondly, many stores are operating the machines illegally. The police cracked down on the stores, and around 70 percent of the stores were in violation of the law. Teenagers are now blocked from entering the stores after 10 p.m. However, it is hard to control access to the stores because most of the claw machine stores are being managed as unmanned shops. In addition, many of the prizes are of poor quality and cheap imitations. Sometimes, people get their hands trapped in the machine while trying to

steal a doll. Finally, most claw machines are rigged. Crane operators can change the strength of the claw throughout the day. They can even set them to pay out at different rates: One in 25, one in 50, and so on, which means you will not win unless they say so. The operator of the machines can set how often they pay out, and the strength of the claw will be dictated by how much money has been put in. The machines can also taunt the player so to speak, by lifting up the prize and then dropping it, making them think that they had almost won, which can encourage players to try again because of the psychological impact of near wins. However, it means players can easily waste their money when using these manipulated machines.

In spite of these problems, some people make good use of their skills. Some people have given away some of prize toys to charity organizations or sold prizes back to the business owners so that they could fill up their empty claw machines. But will their popularity continue? Either way, playing on them can still be a good hobby if you utilize some tips that are shared by expert players.

The following tips help increase the success rate:

- 1) Check out the prize pit: choose a claw machine that isn't totally full. In a full machine, the toys are packed tightly together, making it harder to grab one;
- 2) Watch the person in front of you; if possible, watch someone else play. Count how many seconds they have after putting the money in. This will help you with your strategy later;
- 3) Have a friend help you; if you have a friend with you, have them watch the sides of the machine while you're playing from the front. This way, they will be able to see if you're actually positioned well around the toy once you've found a suitable target;
- 4) Pick your target carefully: search for the item you want before you put your money into the machine, so your time is not wasted on deciding. The ideal prize is sticking out a little bit, isn't being blocked or obstructed by any other prizes, and isn't too close to the side;
- 5) Consider the claw: four-pronged claws are great for grabbing around the chest area of a stuffed animal, with two prongs above the arms and two prongs positioned below;
- 6) Play once to get used to maneuvering and to test the tensile grip of the claw to see how easily it will hold after it closes.;
- 7) Use most of your time to position the claw: most claw machines drop and grab with one push of a button; and finally
- 8) Know when to cut yourself off: you should measure the maximum amount of money that you can use for the game, and you should know right time to quit, so as not to waste your money and time.



I was first motivated to write about **ssireum** while watching a really famous Korean who was the master of ceremonies on a television show. At that time, he held an apple and broke it in an instant. In the captions to the show, he was identified as the best ssireum wrestler in Korea. I was surprised at how powerful his grip was, even though he was in his late-40s. After the show, I searched for his name, Gang Ho-dong, and discovered that he was indeed the best ssireum wrestler and the master of ceremonies on that television show. I also found many interesting articles about ssireum, which helped me to better understand its history, as well as how it is practiced today. In this section, I would like to cover the definition, history, method, and meaning of ssireum, along with some related stories. I am quite sure that you will enjoy this information.

### **Ssireum Styles**

Ssireum athletes use various techniques using their legs, arms, and torso to bring their opponent down on the ground, which consists of sand. It involves grasping, pulling, lifting, tangling, twisting, pressing, turning, and tumbling. They clutch the *satba* which is the belt and band wrapped around the waist and thighs of ssireum wrestlers. It is similar to judo, but from a different angle. However, it has a different point. Winning this game requires that competitors force any part of the player's body above the knee to touch the ground. As you can imagine, the sport is renowned for athletes' raw strength, unlimited endurance, and wise tactics. Large competitors directly show their power in the

battle because they must not be pushed easily, and they should endure their pain. They must also take advantages of opportunities that will put them in a dominant position. As a result, it is helpful for competitors to grow their mental capacity, physical health, and strategic thinking.

### **The History of Ssireum**

In ancient societies, people required a great deal of physical strength in order to survive. Instinctively, they made some training programs to improve their ability to adapt to the nature of their enemies. Ssireum is a sport that has developed naturally. There are a number of similar forms and styles from other countries, such as *shuai jiao* of China, Sumo of Japan, *sambo* of Russia, *lucha canaria* of Spain, and *kara kukak* of Turkey. Typically, ssireum is a folk wrestling style and traditional national sport of Korea. It originated as an ancient form of competitive combat that tested people's physical strength and techniques against each other. It has traditionally been open to everyone. This tradition is attributed to the fact that most of the participants were peasants because agriculture was the dominant industry at that the time.

During the early Korean dynasties, kings often enjoyed watching ssireum matches between brave warriors, and they would award a prize to the winners. The kings watched for entertainment, as well as for choosing guards for personal protection. Therefore, ssireum players could often expect promising jobs, and it was as highly esteemed as archery and other training programs. The sport naturally became a part of Korean life. However, there were some side-

effects. People who liked to show their physical power by practicing the moves often accidentally hurt people on the street while they were playfully practicing ssireum with them. After matches, injured participants meant a decrease in the labor force required for agriculture. As a result, some regions prohibited ssireum.

On March 6, 1983, The Korean Folk Ssireum Federation was founded, marking another turning point for Korean ssireum. The first Universal Hercules Contest was successfully held at Jangchoone Indoor Stadium in Seoul. The arena was full with spectators, and over 80 percent of TV viewers watched the event. Many diplomats accompanied by their family attended the contest as well. Since then, it has made many untouchable records in Korean TV sports viewing. In the early-1990s, it became a considerably popular sport, with star players such as Lee Man-gi, Gang Ho-dong, and Lee Bong-geol appearing. They were scientific athletes who knew how to use their techniques. Spectators were attracted to their classy, respectful, and tactical movements. However, in the mid-1990s, ssireum's popularity started to decline due to the retirement of star athletes. In their place came new athletes who only focused on having robust bodies. Furthermore, the Federation was not successful in overcoming the situation. Consequently, most of the ssireum teams were disbanded due to the sport's financial crisis. By the late-1990s, the public had lost interest.

In an effort to increase the awareness of ssireum again, the Federation has strived to distinguish professional ssireum from amateur versions; in particular, it was determined to sep-

# Ssireum: Korea's Traditional Wrestling





arate folk ssireum from students' ssireum. Consequently, in the early-2000s, folk ssireum was divided into pro and amateur divisions for spectators to watch. They also made a new team consisting of women in order to raise interest in the sport. Ssireum is now gradually recovering its past glories.

### Recreational Ssireum

A champion of ssireum symbolizes a strong body, and it is great honor for the athlete because it means one is considered as a sports hero in the vein of today's Kim Yuna or Park Tae-hwan. The champion of the first Ssireum Champion Competition in 1983 took home a 15 million won prize, which was the same value as a mid-sized apartment in Seoul at that time. Ssireum has been enjoyed as a national sport for a long time, as it is both entertaining to its

players and spectators. Not so long ago, when the Korean New Year's Day came, people were usually in their living rooms watching ssireum matches, talking excitedly about who would be the winner. Children would play a fun game of ssireum in a room so that they could show off their physical power. At the same time, the elderly watched children's matches and taught them some techniques about ssireum. As such, ssireum was one of the most essential events of any festival or holiday celebration.

### The Future of Ssireum

The Cultural Heritage Administration labeled ssireum as an intangible cultural asset for its definite historicity, its structure of features, its detailed techniques, its originality of Korean development, and its powerful expression of movement. While ssireum is not regarded as a major sport anymore compared to baseball, soccer, or swimming, it is, however, becoming much more popular than before. The Korea Ssireum Association is supporting not only male athletes, but also female athletes. They have also started to popularize the sport using social media, helping it in getting recognized more and more. They are holding a number of ssireum events and emphasizing its importance for improving the physical strength of Korean people and for contributing to the country's national sports culture. Inevitably, these efforts will accelerate the development of ssireum from a folk game to national sport once more.

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# Dongseo University's 10 Changes Into a 'Future University'

## 1. US & China Campuses

\* DSU is the first university in Korea to establish branch campuses in the USA and China. Each year DSU sends over 200 students to study abroad through SAP-USA and SAP-China programs.

## 2. Globalized Campuses

\* On entering DSU, students experience a dynamic atmosphere with outstanding international students from various countries studying in specialized majors. The English-based degree programs at DSU are overseen by the Global Studies Institute (GSI), located in a newly-constructed building.

\* DSU operates 2+2 dual degree programs with leading universities in China, Lithuania, Uzbekistan, Malaysia, Indonesia, and Vietnam. Notably, the Division of Biomedical Laboratory Science recently established joint 2+2 academic agreements with 41 foreign universities and colleges.

## 3. Fulfillment of Creative Education

\* All freshmen at DSU receive design education to stimulate creative thinking. Within a year, they can find their creativity transformed.

\* Opened last August, the Creativity Development Center is a space available to all students for planning, testing, and realizing their creative visions. It stays open 24 hours/day.

## 4. State-of-the-Art "Assembly" University

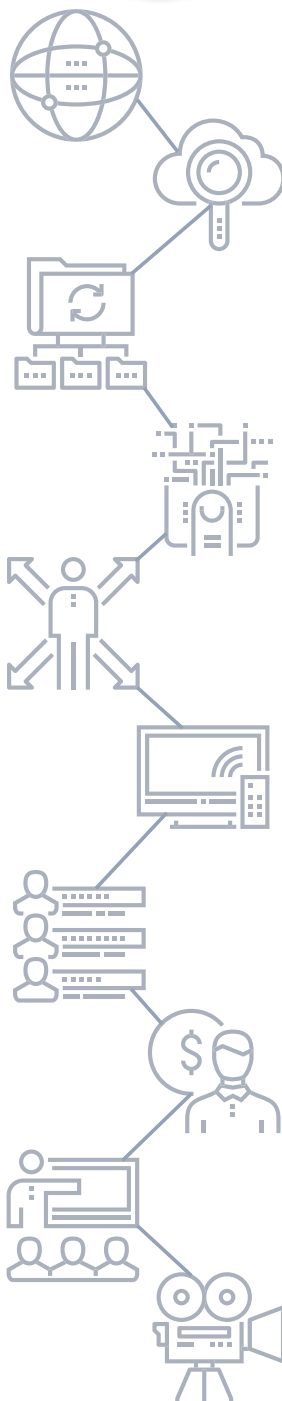
\* Just as Apple's iPhones are designed in California and assembled in China, DSU designs top-notch educational contents and shares them across divisions and with other leading universities. One example involves Virtual Reality (VR) contents created in the T-Lab Institute for Education.

\* Global Access Asia (GAA) is an online education platform like Western MOOC systems. It is hosted by DSU and enables participating universities to share exceptional educational contents.

## 5. Future Classes

\* Curriculums at DSU move beyond teaching facts available on the internet or in textbooks. Programs like O2O (Online to Offline) let students view lectures in advance and use class times for project-oriented education.

\* DSU challenges the traditional textbook approach to scholastic testing. Instead, students are examined on their ability to combine and process data from various sources as well as their creativity in producing new value.



## 6. Asia-Focused Education

\* The Asian Development Bank estimates that by 2050 Asia will account for 60% of world GDP. DSU is fostering talented leaders for Asia.

\* The CAMPUS Asia program, approved by the national leaders of Korea, China and Japan, will benefit through a new Department of East-Asia Studies at DSU in 2017. Participating students receive full support from DSU for studying in the three countries.

\* The Asia Summer Program includes over 40 Asian partner universities and enables DSU students to earn credits studying abroad during summer vacation. Also, the Dongseo Asia Initiatives Program creates chances for students to experience the cultures of 10 different Asian countries each summer.

\* Leading in the era of Asia, DSU established the Japan Center in 2004 and the Center for Chinese Studies in 2015.

## 7. Development Centers Fostering Talent

\* DSU has both an Office of Creative HRD and a Talent Development Office, which nurture student values and talents through various creativity development programs.

\* To prevent student frustration or dropout, DSU's Talent Development Office provides support such as the 'Unique You Program' and the 'Reset Program'.

## 8. Cradle of Cutting-Edge Engineering

\* DSU's specialized ICT TROIKA divisions research cutting-edge fusion technologies like IoT, smart factory, smart city, AI, big data, cloud computing, wearable devices, drones, intelligent robots, smart sensors, 3D printing, VR/AR, interactive contents, serious games, special image production and 5D cinema. These divisions are a cradle for future engineering education.

\* The Computer Engineering, Mechatronics Engineering and Digital Contents Divisions are government subsidized, enabling them to develop Korea's international competitiveness through industry-academia projects and specialized global cooperation.

## 9. Start-Up Base at Centum Campus

\* DSU was selected as a leading university for promoting start-up businesses. With government support, DSU's Centum Campus will become a hub for launching students' start-ups involving ICT convergence and video contents.

\* The DSU Creative Start-up Cluster operates 'D-School' as an education support program covering all aspects of the start-up process including creative thinking, actualization of ideas, mentoring, and commercialization.

## 10. Focus on Culture Contents

\* DSU emphasizes the value of culture and art. The Im Kwon Taek College of Film and Media Arts and the Division of Visual Communication are helping to globalize Korean culture and art through the production and development of culture contents. DSU will lead Busan, a city rich in video culture, as a specialized university fostering global competitiveness.