

E DONGSEO UNIVERSITY ZINE



COVER STORY
Experiencing
Korean Food Culture
through Travel

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Welcome Message to Freshmen at the 2019 Entrance Ceremony

To our beloved freshmen of 2019!

On behalf of all faculty members and students at DSU, we sincerely congratulate and welcome all new students who have become part of our DSU family. I would like to congratulate and thank parents and relatives who have raised their children with such care and love in reaching this wonderful occasion. I would also like to express my sincere gratitude to all of you today, including the Chancellor of the Dongseo Educational Foundation, Park Dong-soon; President of Kyungnam College of Information & Technology, Chu Man-seok; President of Busan Digital University, Yang Sang-baek; and Director Im Kwon-taek, who teaches in the Im Kwon Taek College of Film and Arts.

To our proud freshmen, and everyone in the audience today!

Established in 1992, DSU is a young university. But it is strong and has a solid reputation both at home and abroad. To give you some sense of this strength, consider our university's competitiveness. First of all, our graduates are evaluated very highly by Korean employers. Moreover, in annual evaluations, eight of DSU's majors in the fields of media and communication have been noted as top in the country. This background will be a boon for incoming students.

Secondly, our university is recognized not just in Korea but also overseas as what is known as a "Small but Strong Global University." UniRank, a renowned global university evaluation organization, has ranked our university as the best in Busan. Given the short history of our university, which spans less than 30 years, I cannot help but say that these evaluations are extraordinary.

Third, Dongseo University's base is fundamentally sound and strong. The entrance examination competitiveness, the graduate employment rate, the educational expense reduction ratio, and the scholarship payment rate are among the top in the nation. In the case of entrance examination competitiveness, our university has been ranked No. 1 among private universities in the Busan, Ulsan, South Gyeongsang Province region for the past five years. In addition, its financial footing is just as secure and sound as its Seoul counterparts.

Fourth, our university is recognized as one of the most globalized tertiary institutions in Korea, with over 1,000 of our students spending time overseas each year through our many varied exchange programs. Among



those programs, the United States Study Abroad Program offers students the opportunity to study in the United States at almost no cost, as airfare, tuition, and boarding fees are provided. Furthermore, this program has opened the way for students to overcome their poor academic records, as those are not included in the entrance criteria; rather, we more highly value students' ambition and their sense of challenge for the future. Starting this year, the Japan Study Abroad Program will be expanded also, offering the opportunity for 200 students to study in Japan.

Proud freshmen who have been welcomed into the DSU family!

Today, let me give some words of advice and encouragement for taking your first steps in your coming four-year journey.

First, you should set your life goals.

While four years may seem to be a very long time to you at the moment, if you don't plan for it now and resolve to make the most of the opportunities presented to you, it will flow by quickly like running water. Well-defined goals are what are needed to discipline yourself to make the most of your time. From now on, please resolve to experience many various activities during your school life, establish many new friend-

ships, and actively seek mentors. So, find out what you want to do, what you can do well, and set your goals. Try to maximize the unique talents you have and share them with the world.

Second, meet God.

No matter how committedly goals are set by humans, it is God who helps them achieve those goals. The journey of life is never easy. Regardless of how well you plan things and put them into practice, there are always unforeseen circumstances that will present obstacles in your life journey. In the Bible, the book of Philippians says in verse 4:13, "I can do all this through him who gives me strength." Think about how this place where you stand was a desolate barren land half a century ago. Chang Sung-man, who sadly passed away three years ago, stood here with little more than a bible and a ploughshare, and brought forth what became our famous DSU. It was these words of the Epistle of St. Paul to the Philippians which gave him the unyielding spirit that made it possible for him to overcome the many hardships along that road.

Finally, please make the world your stage.

There was once the popular saying of a businessperson that went, "The world is wide and there is a lot of work." In this vein, DSU entreats students to bear the world in their hearts. Your stage is the world. In particular, as a student at DSU, you should develop your dream of competing with global leaders across borders. Why should one restrict his or her talents only to Busan, or even only to Korea? Ladies and gentlemen, please go forth with your worldly dreams.

Dongseo University will actively help you with such dreams. We will lead you with a competitive education program and support the bold challenges you have set yourself.

To our beloved new students!

Spring will soon be coming to the DSU campus. Please enjoy the delights of admission, and enjoy your pride and reward in becoming a student at DSU. Congratulations again on your admission, and I wish you all the best for your family. Thank you.

February 27, 2019

Dr. Jekuk Chang

President of Dongseo University

Having Time to Think



Written by Lee Seung-shin,
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Hello, *Ezine* readers. Are you busy living your campus life? I, too, am racing against time. I think it is wonderful to have a full schedule, hurriedly moving to fulfill your next task, drinking coffee to stay up all night finishing your work, and your phone continuously ringing, sending messages to alert you of your missed calls and new appointments. However, I decided I need time of my own, too. Because I had so much to do right away, I couldn't think of my long-term plans. And this made me crazy, for even though some problems had seemed to have been solved, they would pile up and become the high waves that would strike me unexpectedly. It was like holding a time bomb that could explode at anytime, so I decided to defuse it.

First, I write a diary. I always thought a diary must be for memories, and I never finished my one-year diary. I didn't even last for a month. However, I realized those memories don't have to be mine. Clipping out only the happy parts and writing them down had no difference with SNS posts showing off to others. Now, my diary is an emotional trashcan to me. Depression leads to deeper depression, and you get sunk by your depression and can't get out of it. Instead of swimming in the pool of gloominess, I pour out my feelings and that's the end. When I feel exhausted, I want to call my friend and tell her everything and just cry. I believe that I'm not the only one who needs that friend, but she can't be around me forever. Not because she's not a true friend, but because she also has her own life to live, and I think it's not a good idea to burden others for my own comfort. If it is a problem that needs a solution, you need to share it with others; however, if it's just a factor of your emotions, your diary will be your best mate.

Next is to make a list of what's working, and what's not working. To move on, you need to know exactly where you are. If you make a list of what's working and what's not working, you can more clearly see the problems and easily think of the solutions. Based on my personal experience,

it's most efficient to do it after throwing away your emotional stuff, because then you can face the problems more rationally. You can keep on doing this once a week, after reviewing your past week.

Third, and the most important part I think, is to check up on your dreams and plans. We are not machines, and we all have small or big dreams. If we are living in a world where we can only dream of what we want or want to be, I believe it can feel like a nightmare. To be awoken from this nightmare, make a list of your dreams. Don't feel constantly pressured to be working to make them come true, but do always review your progress, and when you have the chance to work on them, don't waste the opportunity. Also, regularly think of a plan to make your dreams come true.

Finally, you need to meet a lot of people and share each other's way of solving problems. You may feel that there's no answer for dealing with your problems, but if you share them with others you might find a way. The solutions that others prefer might not be your way, and the ones that have failed for others may work for you. Experience is important too, but if we get caught in a rut of using only one's own, unsuccessful approaches, we might never figure out a better way.

We all do our best to live day-to-day. Sometimes we get so into it, that we don't realize that we are being worn out. However, if we don't know where we are headed and just keep on going, we might end up stuck in the mud. And that's certainly not the happy ending we seek. So, I suggest you sometimes stop, look around, and check your dream compass. But even though you can get advice from others, never dare to entrust your compass to others, for no one is walking the same path as yours. In the end, achieving your dreams is up to you!



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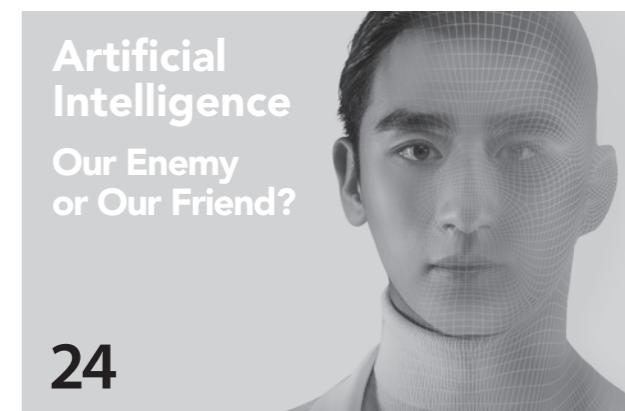
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Advertising & PR Students Selected to Attend World's Largest Electronics and IT Exhibition

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Nam Taek-gwang, a junior DSU student majoring in Advertising & PR, has been honoured with an invitation to attend the 2019 International Consumer Electronics Show (CES), to be held in Las Vegas in the United States from January 8 to January 11, 2019. The CES is the world's largest electronics and IT product exhibition.

Sponsored by the Korean Association for Broadcasting & Telecommunication Studies (KABS) and GS Home Shopping, the invitation includes round-trip airfare, accommodation and hotel expenses, and full-program admission fees. In total, 18 juniors, seniors, and graduate students studying media and

communication-related subjects nationwide were selected to be invited based on their academic performances, English abilities, and activities in and contributions to their majors.

During the CES, Samsung Electronics and other global electronics and IT giants will be launching new products and technologies to compete for dominance in the global marketplace. These launches and related exhibitions will cover numerous high-end products in the fields of audio, drones, gaming, VR, video, wireless devices, smart homes, sensors, automobiles, automotive technology, and advanced fitness and wearable appliances. In addition, more than 300 conference sessions will be held regarding future industry developments and new products and technologies, and more than 170,000 attendees from 150 countries are anticipated.

Here are a few words from Nam Taek-gwang on his motivations and feelings as he prepares to attend the 2019 CES:

Advertising is one of the most neglected aspects of everyday life, and one of the things people are the most indifferent to. But

despite this indifference, people may be surprised to learn of the wealth of shooting techniques and strategies using advanced technology involved.

I came to learn this myself during the discussions in our major's on-campus research meetings. This inspired me to research high technology events. In so doing, I became aware of CES, and in October I learned that KABS and GS Home Shopping were offering sponsorships. Since I had already been studying English regularly and had gathered the works I have produced at DSU into my portfolio, I started to work on my introduction letter and prepared materials. Later, I was delighted to learn and very grateful to be able to say I was successful, being selected to be one of the 18 members of the CES 2019 observer team.



Korea-China Public Service Commercial Workshop Held in Beijing

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With the support of the DSU LINC Plus Project Team, the Korea-China Public Service Advertising Exchange Exhibition was held from December 7 to 10, 2018 at the Communication University of China (CUC) and the China Public Service Commercial Research Center. In attendance from the DSU Division of Media Communication were Professor Kim Jong-pil, Professor Yang Woong, as well as eight students. Through their experience, participants were able to gain a better understanding of the production of public service video commercials and to how to

communicate various ideas through international communication.

The following is an account of the exhibition and a comparison of Korean and Chinese public service commercials through participating student Nam Yu-jin (Senior, Advertising & Public Relations):

We received a warm welcome from the CUC professors and graduate students we met. For our party's presentations, first we discussed Korean public service commercial types and the latest trends. Next, we talked about the Busan International Advertising Festival and presented some works that have received awards there.

The presentations by students from CUC discerned four main themes: traditional culture, social culture, the New Year, and patriotism. Among the CUC students' discussion of those, the most impressive and interesting was their description of patriotism. In China, patriotism was conveyed through the notions of health, friendship, and succession. There were many differences to

how these concepts are used in Korean advertising; however, there were many similarities too, such as emphasis on family and filial duty.

Later we had dinner together and got to know each other. We told the CUC students about our Division of Media Communication, media outlets, and IFS1 classes, and they were very surprised by and interested in our practice system. We got to learn more about Chinese culture, and about the music, movies, and issues that are currently in vogue in China.

Although our workshop lasted only three nights and four days, we were able to leave with a clearer understanding of the differences between public service commercials in Korea and China.



Cooperation Agreements Signed at AUPF 2018 in Indonesia

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Park Dong-soon, Dongseo Educational Foundation Chancellor, together with Jekuk Chang, DSU President; Kim Jung-sun, DSU Vice President; Chan Chung, Dean for International Cooperation; and Kim Jeong-hee, Director of the International Exchange Center, have returned to Korea after a productive trip to Indonesia.

First, at the Asian University Presidents Forum (AUPF) Standing Committee Meeting held on November 6, members in attendance including DSU President Jekuk Chang confirmed the agenda of the 2019 Asia Summer Program to be hosted by Petra Christian University in Indonesia, as well as the agenda of the 2019 AUPF to be hosted by Daffodil International University in Bangladesh. The committee also announced that the first Asia Faculty Workshop will be

held in 2019 at Guangdong University of Foreign Studies in China. In addition, it was agreed that *Asian Higher Education Chronicles*, the official publication of the AUPF, will be published twice a year under the supervision of Petra Christian University.

In the evening, Chancellor Park Dong-soon of the Dongseo Educational Foundation represented the foreign participants in the AUPF at a dinner hosted by the mayor of Surabaya, Indonesia.

The next day, on November 7, the 17th AUPF was held at Petra Christian University. Representatives of 62 universities from 14 Asian countries attended the forum and discussed issues related to cooperation and development of Asian universities. At the main event, DSU President Jekuk Chang participated in a Talk Show Panel and delivered a presentation on the subject of "Changing the Context of Education through the Concept of an Assembly University."

"We have to overcome the challenges facing universities worldwide, and the concept of an Assembly University provides a framework for adapting higher education based on insights from sharing economies,"

said President Chang. "To this end, universities in Asia could cooperate to establish an 'Asia Assembly University' system."

The AUPF participants actively supported President Chang's proposal, and many comments and constructive questions were raised during the parallel session that followed his presentation.

On November 8, DSU signed academic exchange agreements with eight universities participating in the AUPF, including the University of Mindanao in the Philippines and Sanata Dharma University in Indonesia. President Jekuk Chang said, "It is time to create a new paradigm for higher education by increasing academic exchanges and cooperation."



CAMPUS Asia 2019 Opening Ceremony

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The CAMPUS Asia 2019 opening ceremony was held on March 1 at the Dongseo University Management Hall. CAMPUS Asia is a government-sponsored specialization program jointly run by Dongseo University in Korea, Ritsumeikan University in Japan and Guangdong University of Foreign Studies in China. Students from the three participating universities learn the languages (Korean, Japanese, and Chinese) as well as the history and culture of the three countries at each of the three campuses. The opening ceremony was attended by all 20 CAMPUS Asia freshmen from Dongseo University's

Department of East Asian Studies, as well as their parents. In addition, 20 students from Guangdong University of Foreign Studies, 19 students from Ritsumeikan University and 30 senior students from Dongseo University welcomed the incoming students.

Professor Lee Hong-kyu, Professor Jae Jeom-sook and Professor Ozasa introduced the CAMPUS Asia program in detail to the new students and parents, including the course material, academic schedule and CAMPUS Asia team.

Lee Won Beom, the Head of the CAMPUS Asia program said, "CAMPUS Asia is a very special program. It is the only program in



Asia where undergraduate students from Korea, China, and Japan come together to study. I hope that students from the three countries will learn and share the culture and humanities of their societies together through this program and become the next-generation talent who will lead the East Asian community into the future."

Korean Design Experts Present at International Conference on Culture Technology



From November 15 to 18, the International Conference on Culture Technology 2018 was held at the Zhijiang College of Zhejiang University of Technology in Shaoxing, China, with the theme “Design & Culture Technology in Intelligent Machine Era.” At the special session on “Asian Culture and Design,” five design experts from Korea and abroad presented their research papers.

Research Institute Head Ah Mi-yeon and Professor Jang Ju-yeon moderated the session, while Professor Yoon Ji-yeong, Professor Kim Hae-yoon, and DSU Professor Mohd Rosli Bin Arshad (Malaysia) received Best Research Paper awards for their presentations. Professor Mohd Rosli Bin Arshad was also joined from DSU by Professor Cindy Muljosumarto (Indonesia) and Professor Ma Suwen (China), and the three led discussions about and shared perspectives on various issues and perspectives related to Asian design and global trends in education.

Also participating in the conference from DSU were Professor Hong Kwan-seon and Professor Lee Dong-hoon of the College of Design Graduate School, as well as graduate students Jang Jing-wee, Heo Soon-ping, and Syeon-Ha-oh, who gave poster presentations.

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Successful First Year for Korean Culture, Art, and Design Courses

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In order to help exchange students at DSU better understand Korea through a humanities education, two liberal arts courses were opened in 2018. The first, “Korean Art and Design,” was opened in the first semester, and the second, “Korean Culture and Design” was opened in the second semester.

The results of the Korean Art and Design course have previously been published elsewhere. Last semester, the Korean Culture and Design course was taught by Professor Kim Hae-yoon, and included a wide range of interesting topics, including: Korean history; the natural geography and environment of Korea; Korean seasonal traditions and customs; the Korean mass media, such as K-pop, Korean film, and Korean dramas; Korean fashion; Korean food, Korean cultural spaces; and how Korean lifestyles have evolved over time.

Eight exchange students from varied backgrounds participated in the course, coming from DSU divisions such as International Studies, Computer Engineering, and Business Administration, and hailing from countries as distant as Finland and Uzbekistan. Professor Kim also wanted to highlight that the students “created an SNS video about Korean culture and shared it with friends in their countries of origin, so that overseas students can understand Korean culture and help promote Korean culture around the world.”

Jekuk Chang Inaugurated as Ninth President of Dongseo University

The inauguration ceremony of Jekuk Chang, the 9th President of DSU, was held at the Sohyang Art Hall on February 19. In attendance to honor and congratulate the President were Park Dong-soon, Dongseo Educational Foundation Chancellor; Jang Chae-won, National Assemblyperson; Chu Man-sok, Kyungnam College of Information & Technology President; Yang Sang-baek, Busan Digital University President; as well as DSU faculty and staff.

In his inaugural address, President Chang outlined the “VISION 2030” blueprint for DSU’s future that has been developed over the past four years:

“A cornerstone of our university’s policies, VISION 2030 has the aspirations to build upon its foundations laid over the last four years and further develop DSU as a future university and make it a truly prestigious institution of higher education. While in the end, it will fundamentally alter both the ‘software’ and ‘hardware’ of DSU, our commitment to its successful completion in 2030 is unwavering and will survive any external obstacles thrown in its way, like Noah’s Ark.

While there are five practical elements to VISION 2030, they are all centered on the themes of change and innovation. In

implementing these elements, our first task and commitment is to transform our university education programs until they are not just among the most innovative in Korea, but on a par with those of the world’s leading universities.”

In this regard, President Chang continued, “This period of being on the cutting-edge of education is a great opportunity for everyone at DSU. But we can only take advantage of that opportunity if we walk a different path from traditional universities of the past.”

The second task mentioned was the even greater globalization of DSU. In this regard, campuses have already been established in the United States and China, as well as educational cooperation and exchange agreements with more than 80 universities around the world. Also outlined were practical issues such as improvements made in faculty and students’ satisfaction with DSU, the advancements made in the university management system, and an outline of how DSU makes great contributions to its local community.

President Chang further continued, “Like Cornell University in the United States, a globalized DSU is not just for this generation, but an institution to bequeath to our descendants. To bless them with such a gift, I shall endeavour to

put down the solid roots needed for DSU’s continued globalization and growth.” He added that if all members of the DSU family united in a “Yes, we can” attitude and also continued to fulfil the visions of the DSU founder, then this effort would be successful.

In his inaugural address, President Chang also recalled and paid tribute to the many years of accomplishments of his predecessors. Thanks to the sterling leadership of previous presidents, he noted, DSU’s entrance examination competition rate and graduate employment rates are the highest among private universities in the region, and every year its reputation among industry is consistently the highest among four-year universities nationwide.

The inauguration ceremony consisted of an inauguration prayer service, the taking of oaths, the passing of the flag, Present Chang’s inaugural address, a round of congratulations, the presenting of bouquets, and finally a musical performance.



Future Career College Established

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Dongseo University is recruiting continuing education students for the 2019 school year. Through the establishment of the Future Career College, DSU is now able to provide opportunities for tertiary education to high school graduates who have worked in industry for a period of over 3 years, or to anyone over 30 years of age.

The Future Career College was conceived to realize the lifelong educational philosophy of

‘post-employment (after) study’ and is operated through the support of the national government. It is a four-year college, and provides two days of classes during the week, as well as night classes, Saturday classes, and various online classes to enable students to receive a university-level education while maintaining full-time or part-time jobs.

The Future Career College will consist of two new divisions: the Future ICT Convergence Division and the Police Law Division, which will have places available for 56 and 40 applicants, respectively, in the coming regular recruitment period (December 29, 2018 to January 3, 2019).

“The Future Career College is a specialized college that ensures any member of the public can receive a higher education, regardless of

the time and place,” said Professor Chung Hyun-seok, who oversees the Future Career College.

Future Career College website
<http://uni.dongseo.ac.kr/future>



Students Sweep Design to Business Competition

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Four students taking the Product Innovation track in the DSU College of Design were honored with the gold, silver and bronze medals at the “2018 Design to Business (D2B) Design Fair Competition.”

Choi Shi-yeong was awarded the gold prize for his cosmetic packaging design for travelling entitled *Spoid T*. He also received a monetary prize of three million won from the Korean Intellectual Property Office for his effort.

Lee Chang-gyu and Choi Na-yeon were awarded silver prizes and received one million won each, while Kim Hye-ji received the bronze award.

The Korea Association of Industrial Designers, one of the hosts of the contest, also presented a special award to DSU Professor Kang Beom-gyu in recognition of his role in teaching so many award-winning students. Design students taking the Product Innovation track at DSU are awarded numerous prizes at this competition every year.

Co-hosted by the Korea Association of Industrial Designers, the Korean Intellectual Property Office, and the Korea International Trade Association (KIPO), the 2018 D2B Design Fair Competition was held at the Oakwood Premier Hotel in Gangnam-gu, Seoul on December 6, with a number of designers attending.

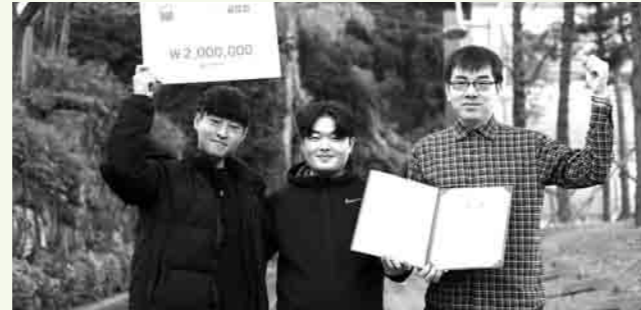
A total of 5578 works were exhibited in this competition, and 32 works of outstanding design were selected as prize winners after examining their aesthetics and practicality.

Now in its 13th year, the D2B Design Fair allows for the showcasing of works from a very wide of categories, themes, and design concepts to companies, and facilitates designers’ securing of royalties and design rights.



Broadcasting Students Win Big in 13th Busan Video Competition

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Broadcasting students at DSU were honored to receive the Grand Prize and three Encouragement Prizes at the 13th Busan Video Competition.

The competition, hosted by Busan Metropolitan City and the Busan Video Forum, highlights topics related to Busan such as its history, culture, and the possibilities for sightseeing. The awards ceremony was held at the Busan Media Center on November 22, 2018.

The Grand Prize-winning video *Busan Wave* was created by a team of DSU Broadcasting and Media Studies students consisting of seniors Han Dong-hoon and Lee Moo-joo and sophomore Kim Gyeon-wook. The team also received two million won for their efforts.

The teams’ creation is a documentary in the format of a music video, with added objective and subjective elements. The video begins with an autobiographical story about the main character’s own video production, before morphing into a beautiful music video-like showcasing of Busan’s stunning beaches. It also highlights the wide range of places and opportunities where Busan’s marine leisure sports can be enjoyed, such as through Seongjeong Beach’s surfing and Haeundae Beach’s yacht tours.

Of his own personal inspiration for the team’s work, Han Dong-hoon said, “Ever since I was a child, I have liked traveling, and every time I go on a trip I take pictures and make videos. This is introduced in a monologue form in our work, which serves to express how images and videos are like a diary, which anyone can make. Also, we originally considered travelling to a distant place as a set for such a video, but ultimately we realized that in fact Busan was a wonderful place for it.”

Three other teams of DSU Broadcasting and Media Studies students won Encouragement Prizes for their videos: sophomores Kang Hyeon-joon and Park Byeong-gwan and junior Kim Min-gyu for *I Came to See the Sunrise After Stepping on the Stars*; sophomores Kim Tae-min and Jang Geon-wook and junior Lee Tae-ho for *Fall in Busan*; and juniors Jang Myeong-gyo, Park Sae-rom, and Kim Dae-hyeon for *Seagull Road (Oryukdo to Igidae)*.

All award-winning works were produced during the second semester of 2018, under the direction of Broadcasting and Media Studies professor Park Mi-seon.

International Logistics Students Succeed in Competitions

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Dongseo University’s Ahn Jung-bae, a student majoring in International Logistics, was recently awarded the Grand Prize in the “Busan International Port Conference Essay Contest.” The competition was steep as university students from all over Korea took part in the contest. In his award-winning essay, Mr. Ahn suggested that the Busan Port Corporation should actively encourage start-ups in the maritime port logistics field as a way to contribute to the creation of employment for local youth.

In addition, DSU International Logistics seniors Seo Hee-jung and Chu Ji-na were recognized for their term paper entitled *Plan for the introduction of LNG bunkering in Busan Port* in the “2018 Busan Financial Term Paper Contest.”

Also, DSU International Logistics seniors Ahn Ik-soo, Shin Hyeon-chan, and Shin Seung-yeon won the two million won Grand Prize at the “2018 International Thesis Competition” hosted by the International Exchange and Cooperation Agency for Training Maritime and Port Logistics Experts.



Grand Prize, Excellence Prize, and Encouragement Prize Won at Dynamic Busan UCC Competition

Dongseo University students excelled at the “2018 Dynamic Busan UCC Competition.” They received the Grand Prize (five million won prize money), the Excellence Prize (three million), and the Encouragement Prize (two million) at the award ceremony held on December 24 at Busan City Hall. The contest was organized by the City of Busan to promote the slogan “Dynamic Busan.”

The judges evaluated the entries based on a first screening, as well as on the views and positive responses that the videos received on YouTube. The Grand Prize was awarded to a team of Dongseo University international students made up of Marcus (from Iceland), Liu Tika-edvinas (Lithuania), Vageko Greta (Lithuania), and Vageko Vladislav (Belarus). The winning team of students are all from Lithuania’s Mykolas Romeris University and are currently studying at Dongseo University’s Division of Digital Contents as part of their 2+2 dual degree program. Their winning video *Hashtag#Busan* showcases a dynamic and charming image of Busan as seen by young foreigners in such locales as Jagalchi, Gwangalli, Haeundae, and Gamcheon Village.

“I wanted to express the beauty of Busan from the point of view of foreigners and young people,” said Marcus. “Drones and other equipment were used to shoot our footage. It was interesting for us to film around the city, and I am so happy to have gotten such a wonderful result. It will be great motivation for our team to move toward our dream of becoming video specialists.”

Additionally, the Excellence Prize was awarded to Kim Yong-gwon and his two teammates for their work *Busan’s Da, Da, Da!*, while the Encouragement Prize was presented to Yang Jun-beom and his two teammates for their work *Busan! Ahta Jikne*.

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Student Team Wins Grand Prize in Branded Video Competition



Cha Hwan, a junior majoring in Broadcasting and Media Studies, and Jeong Ji-hwan, a freshman majoring in Advertising & Public Relations, have been awarded the Grand Prize and 1.5 million in prize money in the “Branded Video Content Creation Competition.” The awards ceremony took place on October 16 in BEXCO.

The competition was co-hosted by Busan Center for Creative Economy and Innovation and the Busan IT Industry Promotion Agency, and was held for the purposes of discovering creators of creative video contents and supporting the production of marketing content for small and medium venture companies.

To achieve this aim, small and medium-sized venture companies that wanted to further promote their products in a creative fashion were matched with video content producers, to whom studio space and use of media facilities were provided.

The Dongseo University team produced a promotional video for Cosmile Corporation, an eco-friendly cosmetics company. Centered on the concept of “presenting nature,” the team’s 1 minute and 30 second video promotes the corporate value of a cosmetics company that cares about both nature and people.

On receiving the prize, Cha Hwan said, “We conducted all the planning, budgeting, interviewing, shooting, and editing for this video, and it can be a time-consuming and difficult experience sometimes for students to make videos through consultation with clients. But it was a rewarding one too, and our success motivates us to further strive towards achieving our dreams of becoming video specialists in the future.”



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Completion Ceremony Held for First Tourism and MICE Professional Management Course



This January, the Graduate Division of Tourism at DSU completed its first Tourism and MICE Professional Management Course, which was held for 4 weeks from January 9 to January 30, with a total of 74 participants from 36 companies.

The first graduates of the course were all impressed with the education they received, and many expressed their desire to attend again. One anonymous participant said, “The lectures focused on the realities of the actual fields rather than providing a formal, abstract education course, and I didn’t want them to end at the end of each day. I learned a great deal from this course, and would not hesitate to encourage other professionals in the industries to sign up and participate.” Overall, the course gained a total satisfaction score of 4.74 (out of 5). In addition to the high quality of lectures, the first Tourism and MICE Professional Management Course made various achievements, including taking advantage of the networking possibilities offered, with participants from 12 companies signing MOUs to create sister relationships between their companies.

Hong Jung-hwa, Head of the MICE Centum Industrial Complex Campus, said, “I am grateful to the professionals in the tourism industry who participated in this new course. Taking full advantage of the opportunities it has presented, I will further strengthen the status of DSU’s Division of Tourism by accelerating cooperation with industry practitioners. The course will also be offered again in March of 2019.”

Beginning in 2017, the MICE Centum Industrial Complex Campus is operated and funded at a level of 1.1 billion won by DSU’s Division of Tourism, the Ministry of Education, and the Korea Institute for Advancement of Technology. It will also receive a total of 2.4 billion won in government subsidies in its first 3 years of operation.

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Regional ACE+ Universities Co-Forum Held

On January 31, eight universities in the eastern region of Korea currently running the ACE+ University Freedom and Autonomy Capacity Building Project, gathered under one roof in the “University Autonomous Capacity Enhancement Project Eastern Rights Alliance and Diffusion Forum” to share their results and accomplishments in the 2017-2018 period.

Hosted by the DSU ACE+ Project Group, the forum included DSU, Keimyung University, Daegu University, Dongguk University (Gyeongju), Pusan National University, Busan University of Foreign Studies, Changwon University, and Handong Global University.

The forum covered an examination of the best ACE+ University Freedom and Autonomy Capacity Building Project programs among participating universities, and involved not only information sharing but also delved into an overview of business performances.

Following the keynote speech by Professor Kim Jin-Sook, Future Education Policy Head of the Korea Education and Research Information Service, presentations were given by Professors Oh Gi-hwan and Park Seong-mi of DSU; Professor Lee Su-nam of Pusan National University; Lee So-yeong of Daegu University; Professor Seo Sang-beom of Busan University of Foreign Studies; Professor Jeong Seong-ah of Changwon University; Professor Jo Won-cheol of Handong Global University; and by Professor Choi Myeong-sook of Keimyung University. The presentations were divided into two sessions covering the composition and operation of curriculums and then the establishment of educational support systems respectively, and were followed by opportunities for questions and answers with the presenters.

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100 Percent of Occupational Therapy Students Pass National Examination



For the fifth consecutive year, students in the DSU Department of Occupational Therapy have attained a 100 percent pass rate in the National Occupational Therapy Examinations. Dongseo University is the only university in the Busan, Ulsan, and South Gyeongsang Province region to have reached this achievement.

The continued outstanding success can be attributed to the fact that the DSU Department of Occupational Therapy offers various specialized teaching programs throughout the semester and vacation teaching sessions, with a stress on ensuring every student is fully involved in their studies. In particular, students are provided the opportunity to devise self-study programs and to build mutual support by forming study groups.

In addition, as a result of its eight years of internationally-acknowledged high levels of education from 2011, in August 2018 the DSU Department of Occupational Therapy was certified by the World Federation of Occupational Therapists for the first time. This means that the department’s curriculum is now recognized by 73 countries around the world.

In particular, the department has concluded practical training agreements with more than 20 hospitals and medical training institutions, including Seoul National University Hospital, Yonsei University Hospital, Hanyang University Hospital, and Pusan National University Hospital. Moreover, it has implemented the highest level of clinical training in Korea by requiring more than 1000 hours of practical training of each student, with a stress on students independently solving real-life medical problems and situations.

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EXPERIENCING KOREAN FOOD CULTURE THROUGH TRAVEL



What do you think of first when you plan a trip? You can think of the country's traditional foods, tourist attractions, historic spaces, nature, and so on. Among them, I think food is the most important thing on a journey. It is so appealing to travel abroad and taste foods different from those of your country. The idea that a country is represented by its cuisine is no exaggeration, seeing that countless travelers spend on average 80 percent of their time eating while they travel.

Let's take a trip that focuses on eating traditional food! In Korean, the word *mukbang* can mean an "eating trip." This term has recently been spread throughout YouTube, on popular channels such as *The Eating Show*. It's about people of various ethnicities, nationalities, and ages, taking pictures of themselves eating in diverse groups in different locations, such as famous restaurants. Video clips of people eating, especially focusing on the chewing and slurping sounds, started in Korea, and now people all over the world partake in these eating shows. You can really see a variety of foods from all over the world, and hear people's thoughts about food. Now is not just a time to eat food, but to enjoy food with sound, taste and satisfying visuals. Food is becoming a deeper and deeper part of our lives, just as food occupies such a large part of the world. In the Paleolithic Age, humans only needed food to live, but now the main purpose is to enjoy it. In the following paragraphs, I'm going to talk about *Hansik*, the Korean name for Korean traditional food, which, as part of the Korean Wave, has led to the phenomenon of eating shows. If you visit Korea, how will you choose what to eat among hundreds of Korean foods? Most foreign tourists will go to restaurants that are introduced on the internet, might ask their Korean friends, or maybe just go into any store that attracts their interest and enjoy their meal. However, before choosing your menu, wouldn't it be nice to know more about the local foods?

Korea's geographical and climatic differences have resulted in varying tastes. Korea is a long peninsula, resulting in climate differences between the northern and southern regions. Climate differences lead to distinctions in cooking, storage, and spices. In the northern region, the temperature is low, so you don't need to season the food too much. As a result the cuisine is not spicy or salty. On the contrary, when you go south, the temperature is higher, so they season the food with more spices, salt, and *jeotgal* (salted, preserved dishes made with seafood such as shrimp, oysters, clams, fish, and roe). Even though three sides of

Korea are surrounded by the sea, the western and southern coastal areas are mud flats, which provide many kinds of shellfish. The wide and open East Sea has various marine life ecosystems around the Dok-Do islets, where we can find many kinds of fish. The Taebaek Mountain range divides the land into more distinct regions with unique ecosystems. Although various flavors exist in different regions, many tourists usually visit certain areas that are famous for their tourist attractions, because it is difficult to visit all of Korea. Here are a few of those major areas.

The first destination on our journey is Seoul, the capital city of Korea. It is in the middle of the Han peninsula. Since the Joseon Dynasty, Seoul has long been a residential area for royalty and aristocrats. That's why royal food from the Joseon Dynasty has developed a lot here. Some foods that represent Seoul are rice cake soup, *kkorigomtang*, *seolleongtang*, *gangpyeongchae*, *galbijjim*, and *sinseongno*, while *tangpyeonchae* and *sinhuro* are famous royal dishes which normally only members of royal families could eat. *Tangpyeongchae* (also known as *mukmuchim*, made with stir-fried meat and dried seaweed in green bean paste) is derived from the meaning that both sides are fair and impartial in the fight. King Yeongjo of the Joseon Dynasty gave this food to his subjects, saying, "We will no longer be swayed by anyone." It's a delicious royal dish, made with the highest quality ingredients. In royal cuisine, there are, among others, 25 kinds of beef, liver, pork, pheasant, chicken, abalone, sea cucumber, mullet, that are high quality ingredients and difficult to obtain. The beautiful colors of each ingredient are aesthetically attractive and were enjoyed by the king's wives.

There are many other kinds of food in the royal court. The reason why court cuisine is so diverse is because there was a culture where seasonal ingredients were sent to the king by each region. Also, the court cooks were all female archers, who gained cooking skills through years of rigorous training. The dishes have not only taste, but also glamour. That's why the palace cooking drama *Janggeum* was so popular that reruns are still played on TV around the world. In contrast to the food the kings ate at the palace, the king gave good food to the people. That's why Koreans are such foodies. Another key dish is *seolleongtang*, which is the same kind of food as *kookbap*. It is a dish where bones are put in a cauldron and boiled to make the broth white and plain, so you can add salt or pepper to suit your taste. This dish originated from the custom of kings to demonstrate to their people how to farm. The king used cattle to plow



rice fields and plant crops in front of all the people, then boiled the cattle and shared it among the officials and the people. Since then, it has become a popular lunch for Seoul residents.

Gyeonggi Province, near Seoul, has access to the west coast, which is rich in seafood and high mountain areas to the east, which are full of vegetables. The geographical conditions are ideal, so the ingredients are diverse and the food culture is unique. *Pyeonsu*, *jangtteok*, and *Icheon rice* are the representative foods. *Pyeonsu* is a summer dumpling, and is a good food to express the simplicity of food in Gyeonggi Province. It is chosen as a summer delicacy by making a half-moon shaped dumplings and putting them in a cold soup. *Jangtteok* is a type of rice cake. It is made by dissolving red pepper paste or soybean paste in rice dough, cutting vegetables such as leeks and onions, then drying them and baking them in oil. Unlike other foods in Gyeonggi Province, it is very strong, so you can add a bowl of rice to make it milder. *Icheon rice* is considered the best rice in Korea. It is common for people in Gyeonggi Province to eat this rice with vegetables such as *jangachi*.

Gyeonggi Province does not have many notable seafood dishes, but the next stop on our journey is different. Cross currents meet warm currents in the East Sea bringing a variety of seafood in Gangwon Province in the north-eastern part of Korea. It grows lots of corn, potatoes, and buckwheat, so it has a lot of food that uses them, with a simple and elegant taste. For example, buckwheat noodles, buckwheat pancakes, potato *songpyeon* (small dumplings), tadpole *muk*, and northern fish dishes. Maybe you saw the name "tadpole *muk*" and were shocked. Don't worry, we don't eat baby frogs. Tadpole *muk* are corn noodles that have a tadpole shape. For *makguksu*, or handmade noodles, buckwheat *makguksu* is the most famous because it is a specialty of Gangwon Province. There are two kinds of *makguksu*. There is a noodle soup that is soaked in cold *dongchimi* soup (cold water radish kimchi), and *makguksu* that is mixed with vegetables and spices. Since the sauce is spicy with red pepper paste, I recommend spicy *makguksu* for those who like spicy food. Also, there are North Korean restaurants because of the proximity to Gangwon Province (in fact, North and South Korea share Gangwon Province over the DMZ). One of those foods from the other side is *buksikhye*. It is a special product in Gangwon-do, made by fermenting and adding narrow rice and radishes to fish. It is usually eaten as a side dish, but it is said to be authentic when eaten with *soju* (a liquor made from rice, potatoes, or other grains). There's a sad origin story about *buksikhye*. This food was originally a favorite food in the northern Hamgyeong Province of North Korea, but as the Korean War broke out, people in Hamgyeong Province began to live in the city of Sokcho, in Gangwon Province, and made food that they often ate in their hometowns.

Unlike the simple, elegant, but savory taste of Gangwon Province, Chungcheong Province offers a fresher taste. In Korea, there are many foods that use pumpkins without as much seasoning as other cultures. Chungcheong Province's food can be characterized as plain. This is true especially for pumpkin porridge, a famous Korean dessert. It is made by digging inside an old pumpkin and mashing it up. If you don't eat pumpkin porridge in Korea, you'll regret it, as it is quite special. It is definitely

one of my favorite foods. There is also a bread-like dish called pumpkin buns. After having all these simple and mild foods in the North, I'm ready to have something stronger.

Korea's second largest city, Busan, is located in South Gyeongsang Province, and is a leader in strong-tasting food. Busan is the most famous tourist destination after Seoul and is famous for its many beaches. As it is near the sea, there are many foods that use seafood. From steamed clams to boiling hot soup with spicy seasoning, to seafood *pajeon* (green onion pancakes), eating seafood food while looking at the sea is heavenly. It's really an unforgettable experience to travel together with friends, and have some drinks and amazing food at a quaint seafood restaurant in Busan.

If Busan is known for seafood, then Jeolla Province is best known for bibimbap. *Bibimbap* is a bowl of rice mixed with various vegetables and stir-fried red pepper paste. Apparently, many people enjoy eating *bibimbap* in the United States too, as *bibimbap* was chosen as the world's 40th most delicious food by CNN. Its origin is in the city of Jeonju, which is famous for having some of the best food in the whole country. The easy preparation and the variety of ingredient combinations make it a popular feature on Korean entertainment programs.

In Korea, there are many food-themed programs. In one program, chefs steal a celebrity's refrigerator and make food from the ingredients found inside of it. Other broadcasts feature celebrities cooking delicious food in

the countryside, or where they sell Korean food in other countries. One of the most popular programs, called *Yoon Sikdang 2* (Yoon's Restuarant 2) sold Korean food in the quiet Spanish village of Garachico. In this broadcast, you can see how the people of Garachico accepted Korean food and express their own food culture. You also see how new Korean cuisine becomes more and more a part of the villagers' lives. At first, everyone was hesitant to enter the *Yoon Sikdang* restuarant but seeing Garachico people experience and enjoy the food of a new culture, Korean viewers were able to develop a sense of pride in Korean culture. Also, if we want to experience different cultures, we can accomplish this at a local foreign restaurant, just as the people of Garachico did.

So far, you have learned much about the kinds of Korean foods, but what about the culture and etiquette? The first thing you notice is that Koreans use chopsticks, in contrast to the West, where people pierce their food with a fork and cut it with a knife. These chopsticks need to be handled using one hand. In Korea, there are training chopsticks that teach children to use chopsticks from an early age. It was difficult too for each Korean to use chopsticks, so foreigners will have difficulties at first too. But that doesn't mean you have to take a disposable fork. Usually, if you go to a restaurant and ask if there's a fork, they'll be prepared. However, I recommend using chopsticks rather than fork to have a real cultural experience. That's why we are travelling after all.

If you already knew about chopsticks, let's find out even more. When

French missionaries first came to Korea, the most bizarre surprise was the Korean table. The reason why they were surprised was because they saw a table with lots of side dishes. In Korea, we usually ate a variety of side dishes, but there was also a number of table settings depending on the number of side dishes. For example, if there are three kinds of side dishes, we enjoyed eating rice and side dishes together by calling them "Three-cheap table for three," "Five-cheap table for five," and "Seven-cheap table for seven."

When you enjoy your meals there are a few manners you must keep in mind. Most of these manners used to be strictly adhered to only by the royal family, but they have passed down to nobles and then to their subjects. Over time, many of those old traditions have been simplified, and it was not essential to keep all of them. You shouldn't hold bowls up to your face while you eat. You should eat rice with a spoon, eat side dishes with chopsticks, and never use or hold a spoon and chopsticks together in both hands. Our ancestors used to follow this etiquette when eating with adults, and if we violate it, we have no manners. Unlike Korean culture, however, in Japan, there is meal etiquette that is quite opposite to Korea, such as holding a bowl of rice close to one's mouth, stirring soup with chopsticks, and drinking a bowl of soup. Korean and Japanese ancestors did not often meet each other. There's the most important thing. It is the location of the soup bowl and the rice bowl. You should put the rice bowl on your left and the soup bowl on your right. If

it's positioned the other way around, it means you will become a ghost. You should be careful not to become a ghost while eating. When you eat something like this, you have to remember only about three things, but the royal family who ate the royal food at the palace had a lot of manners to keep in mind. If you think about it now, I think the process of eating rice is very difficult. Don't yawn, cough, or sneeze when you eat, and don't make noise when using a spoon. When the meal is over, you should not eat the side dish after you drink the special water called *sunngnyung*. Also, there are so many manners, such as not to blow with your mouth even if you eat hot food, and not to eat too slowly. It's really amazing how the royal family managed to eat their food, compared to how we do now.

We're all eating our favorite local food in our own countries. Why don't you go on a cultural trip when you feel like you want to experience something other than something you eat all the time? Even if you don't have to fly, you can feel the country around you like *Yoon Sikdang* did, or you can travel and experience it firsthand. Let the new and exciting flavors guide your cultural tour!

This food is nice!

It's hard to use these chopsticks

Is it delicious?

My mouth is watering!



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STUDENT EXCHANGE PROGRAM IN VIETNAM

Dongseo University has many types of Study Abroad Program (SAP) that are offered to its students. These programs offer one the opportunity to travel and learn about other cultures. One of the more popular versions of the SAP is the student exchange program. I chose this program after careful consideration about which program would best suit the goals that I had set for myself. I felt that this chance to go abroad, something that I had never experienced, would allow me to experience a different culture whilst improving my English skills.

After selecting Foreign Trade University (FTU), located in Hanoi, Vietnam, I applied for the program, and fortunately was selected to participate. As with every opportunity, there was some preparation that I had to do. Numerous documents needed to be prepared. I had to get an entrance application, a visa, and also health insurance. With building excitement, I also took a Vietnamese language class to further prepare for my stay in Hanoi. I was really looking forward to my stay in another country, but I also had a few concerns. I worried that I might experience homesickness, that I might not fit in, and that the classes would be too difficult for me to understand everything completely. I realized that I would have to put these fears aside and make the most of my opportunity. Although I had reservations, my desire to have a new experience was stronger. I truly believe that the decision to push past my fears was the first step of this challenge.

Upon arriving at FTU, the first things to catch

my eye were the plain white buildings that made up the campus. These small buildings were built in the 1960s. FTU does not have a big campus, but it is recognized as one of the most prestigious universities in Vietnam. The university offers a wide range of majors and specializations in economics, business, business administration, finance, and banking, as well as numerous foreign languages. I filled my schedule with business, finance, and banking classes. My classes were taught in English and Vietnamese. I was really thankful that I had taken a Vietnamese class before coming to FTU. Trips to tourist sites, volunteer activities, cultural experiences, and Vietnamese cooking classes were also available to those who wished to participate.

It was through those programs that I was able to meet many people and make a lot of new friends. FTU had far more exchange students than I had expected, and even more of a surprise was that two thirds of the students were from Europe. The other students were primarily from Asia. In spite of the geographic distances and cultural differences, most of the exchange students spent their time travelling together. Communication was easier than I had feared; we simply talked.

While in Vietnam, I travelled from city to city taking in as much of the Vietnamese culture as I could. In Hanoi, the roads were primarily filled with motorcycles. Motorcycles are the quickest and most convenient means of transportation in Vietnam. Mornings are filled with

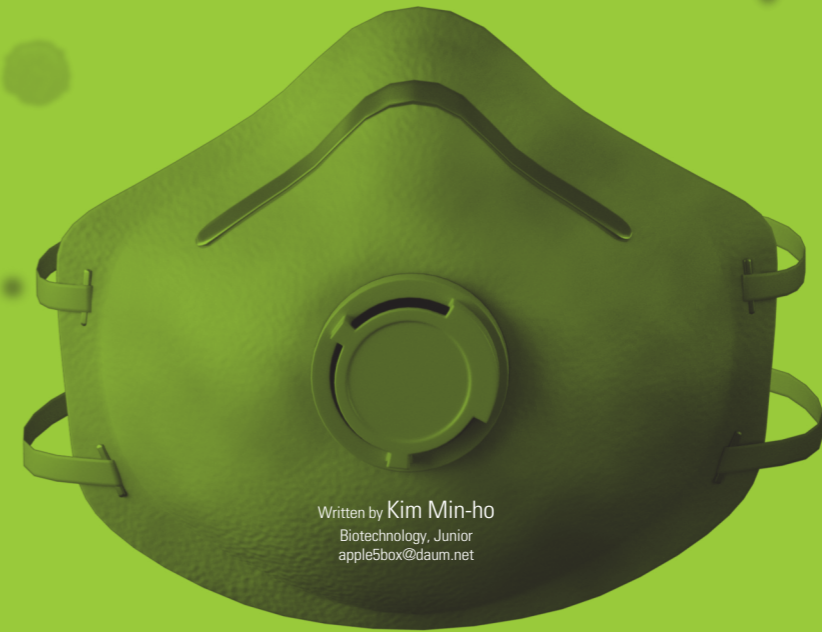
people going to school, or places of work and the streets are teeming with traffic. The afternoons are far more relaxed. People let their hair down and the atmosphere completely changes. I like this time in Vietnam. The restaurants and cafés are full of people laughing and having a good time. I found that I enjoyed Vietnamese food and hardly even wanted to have Korean food.

I learned a great deal about myself while I was in Vietnam. I think the most important lessons were the ones I experienced outside the classroom. In Vietnam, I had to force myself to step out of my comfort zone and challenge myself. I had to be the one to say hello first, to break the ice, and gradually it became easier and easier. Perhaps the biggest realization that I took away from FTU was given to me by the Vietnamese students and not the teachers. They kept studying English even though their skills were far better than mine. They told me that studying was something that you have to continue to do and continue to improve. I learned that lack of motivation was a much bigger problem than a lack of skill. It was the students in Vietnam that taught me that the best motivation is internal, and that is a lesson that I will carry always. Passion for learning is a powerful gift.

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KOREA'S FINE DUST PROBLEMS



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Have you had a pain in your throat for no reason, or have you had a disturbance during outside activities recently? Your disturbances may be caused by fine dust, which is occurring terribly these days. In the past year, you probably have received many emergency messages that are warning about the high concentration of fine dust in the air. Why is fine dust so dangerous, and what are the causes?

The first most obvious reason why fine dust is dangerous is because dust is a particulate matter that flows around in the atmosphere. It is often found in the burning of fossil fuels such as coal and oil. These invisible particles are less than 10 μm in diameter and are much finer than a strand of hair, which is 50 to 70 μm in diameter. Depending on the size of the particles, they can be divided into fine dust, ultra-fine dust, and super-fine dust. The smaller the particles are, more dangerous the dust can be. Fine dust can be from natural or artificial sources. Natural sources are soil dust, salt from seawater and pollen from plants, but mostly it is due to man-derived, artificial causes, such as smoke from burning fossil fuels like coal and oil in boilers and power plants, dust from automobile exhausts and construction sites, raw materials in the form of powder in factories, powdery materials in the process of handling raw materials, and material emitted from burning in incinerators. The artificial sources of fine dust are divided into primary sources, which are the solids emitted from factory chimneys and secondary sources, where gases react with other materials. Secondary generation of fine dust refers to sulfide emitted during the combustion of fossil fuels, combined with water vapor, ammonia, or nitrogen oxides of automobile

exhaust gases, combined with ozone. It accounts for two-thirds of the total amount of particulate matter in the air.

As the fine dust is getting worse, the problems with fine dust are being highlighted more and more. It obviously affects our health. And it also affects the economy. According to the Korean Institute for Industrial Economics and Trade, the sales of major supermarkets have decreased by 2 percent with each increase of 10μg of fine dust per cubic meter of air. Fine dust itself is a great problem, but now it's affecting the economy. There are cases from overseas that also show the economic loss caused by fine dust. In 2016, the OECD reported on economic loss due to air pollution and resultant increases in disease which negatively affected labor productivity. They forecasted a reduction in crops to the amount of 2.6 trillion dollars by 2060, equivalent to 1 percent of world's total GDP.

Is there anything we can do to decrease the amount of fine dust we breathe? Fortunately, there are a few things. First, as long as the concentration of fine dust is 'very bad,' you should allow areas to ventilate by opening windows 3 times daily for 30 minutes each time. Additionally, when cleaning, don't use a vacuum cleaner. A vacuum cleaner will cause dust that has built up on the floor to float around it is likely that the vacuum cleaner won't be able to suck it up. Therefore, using a mop or a wet towel will be a better way to clean. Also, wear a mask authorized by the Korea Food and Drug Administration for outside activity, because it has the ability to filter out the fine dust. Another thing we can do is to eat more fruit, seaweed and vegetables to help remove more of the fine dust that enters our bodies.

SPA CLOTHING BRANDS AND HAPPINESS

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ZARA

SPAO

UNI
QLO



Are you interested in fashion? Do you go shopping often? Are you sensitive to trends? As your closet gets filled however, your wallet gets thinner. But there is a solution that ends the war between your closet and your wallet and this is 'SPA' clothing brands, such as Zara, Uniqlo, SPAO, and others. These so-called SPA brands, or fast clothes brands, continue to gain popularity. So is there truly a way to make everyone happy?

SPA is an abbreviation of 'Specialty store retailer, Private label, Apparel brand,' and they manage every process from planning, production, sales, and distribution. Reducing the distribution stage leads to a reduction in costs, so it is possible to supply products at a cheaper price. It also means that they can quickly catch on to fashion trends, analyze consumer preferences, and launch new lines. It seems like it is possible for SPA brands to have their cake and also eat it, because they can provide trendy products at a cheap price.

SPA brands also provide convenience in shopping. First, you can easily access their stores online or offline. You can find these stores in downtown areas or order items through online stores. In addition, you can enjoy your shopping experience more by taking your time, with employees that won't bother you when you just want to look around. If you find a favorable item, you can try it on right away in the fitting room, which helps you to have more success while shopping. Also, because they sell almost everything from innerwear to outerwear in one store, it can't be easier than to shop like this.

SPA brands also have many basic items which you can easily match with others. If you can't afford to shop at a department store, but can't trust the quality of bargain clothing, SPA brands will be a solution for you. Each brand has steadily selling items, and even though they launch new products, they keep on producing the basic items, so that many people can find something to wear.

From a consumer's point of view, you can buy lots of clothes at an affordable price, and for the businesses, they don't need to worry about stocks piling up with a fast rotation of products. SPA brands are loved by both consumers and the producers. Everyone is happy, but there are some issues too.

The biggest problem is environmental. Because they make more clothes in the short term and for a cheaper price, the production processes are increased and more waste and carbon is produced, which is certainly no good for the environment. Like fast food is not good for our bodies, fast fashion is not good for our earth.

Environmental issues are not the only problem with SPA brands. Mass-production of clothing in their factories results in some inferior goods. There can be problems with small details, such as the stitching or the glue and if you're the consumer who is buying the product with your own money, it can be frustrating. Imagine you've bought the product, but later you find these flaws. I certainly am not happy when that happens.

Moreover, because they try to catch on to new trends and instantly reproduce them in their own product line, there is constant controversy regarding plagiarism entered into by SPA brands. This is not the case with more basic products, but what if the details of hit items are the same as designer brands? It is understood that other brands are also influenced by design trends and it is a common saying that imitation is

the mother of creation, but where do we draw the line? What does a SPA brand do with their lack of original ideas when they have to make something new? Suspicion concerning their ability to stay on top of new trends won't end innocently.

Furthermore, SPA brands produce their products in the fastest time at the cheapest price, meaning that they lack many technical details. They are sometimes concerned only with the design and use materials that don't fit functionally, making it difficult for people to wash and take care of the clothes. Sometimes they will improve on a product after some trial and error, but the processes are still less considered than those of other specialized brands.

So do we have to stop buying from SPA brands? Well, I don't think that is the answer, but before we act, we do need to think things over, to avoid making thoughtless purchases. Even when our closets are full, we often still feel there's nothing to wear, and this means something is wrong. Probably only 20 percent of the clothes in your closet are what you actually wear. If you investigate further, you might come across a pile of clothes in a corner of your closet that you have saved, because the day that you might need them will come someday. Maybe now you can see the problem, but seeing it doesn't solve it. So, what can we do for our closets?

First, you need to throw away what you don't wear. Your closet is full based on the thought that those clothes you aren't wearing will come in handy someday, but that day is not coming, meaning it will never come. Give them to charities, your friends and your neighbors. They might become the clothes that will come in handy for someone else today. You need to repeat this step regularly to keep your closet neat and something that is useful.

Next, try to make a list of the items you have. This will help you to make smarter purchases by not buying the same items, but only the things you are really after. You can also mix and match the items this way, to create new perfect matches you hadn't noticed before. Once you have listed the items you have, then organize them so you can easily see what you have. If you have a whole bunch of clothes, understand that if you are not able to find them easily enough, what is the point of having them?

Third, take good care of your clothes. If you just wear things and throw them in a pile, they won't last long. When you have something, you don't necessarily know how precious it is, but when you don't have it anymore, it's very inconvenient and it will be very hard to replace.

SPA brands certainly have clear advantages and disadvantages. Admittedly, my friends and I love to look around and shop at SPA brands, but sometimes we can't understand why they make such trendy items that we know we won't be able to wear after this season. Of course, it depends on individual preferences, but it might just be another item that takes up space in your closet. We should make considered purchases of all things, but sometimes we become so generous and relaxed when it comes to clothes.

Fashion is one of the best ways to express your personality and many people will find satisfaction from purchasing lots of clothes, but even if you have filled your closet to the point of exploding, keep in mind that there never will be enough things to wear. Instead of searching for happiness in what we are wearing, why don't we try to fulfill ourselves starting from inside?

ARTIFICIAL

OUR ENEMY OR OUR FRIEND?

Have you ever imagined that the person sitting next to you might be a cyborg? It might seem like an idea straight out of a science fiction movie, but students at Georgia Tech were involved in an experience designed to mimic it. Professor Ashok Goel opened an online class and instructed students to direct questions to nine teaching assistants through email or chatting. The students frequently asked questions which were suitably answered by most of the teaching assistants. However, one assistant named Jill Watson gave odd responses to students in the early stages of the class. As time progressed Jill's answers became more appropriately suited to the questions asked. Many students were impressed with the alacrity of the responses and their initial doubts concerning this particular teaching assistant disappeared. Several months later Professor Goel informed the students that one of the teaching assistants was not a graduate student but was in fact artificial intelligence (AI). Jill Watson was not a person but a program from IBM.

Whether you realize or not, we all use artificial intelligence in our daily lives. We are surrounded by AI programs. The smartphone in your pocket is a great example. You have

noticed that it analyzes the music we listen to, the videos we watch, the words we text, and makes recommendations and offers similar alternatives. It doesn't stop there though. Doctors are beginning to use AI to provide solutions to our health problems, and even cars are starting to use artificial intelligence to drive us home. What do you think of these programs? Before we look at the advantages and disadvantages of artificial intelligence, we should learn the actual definition of AI.

Artificial intelligence is a technology that impersonates human learning, reasoning, perception, and understanding of natural language through computer algorithms. We are now living in the era of the Fourth Industrial Revolution. The Third Industrial Revolution was led with communication technology and computers. These developments changed our quality of life in a multitude of ways. Computers are used to solve complicated problems, and we are now faced with a world of knowledge at our fingertips. During the First, Second, and Third Industrial revolutions, humanity was eager to relinquish tasks to a more efficient method of doing things. Humans felt secure in the fact that no computer or machine could replace them. We believed that rational thought and intuitive decisions were beyond the scope of what machinery could achieve. However, the Fourth Industrial Revolution is beginning to show us that we were wrong. Machines are starting to analyze complex phenomena intuitively. The amount of data that they can process is far greater than even the smartest person. Jobs are being taken over by robots almost daily and people expect that even more jobs will disappear in the future. The rise of AI has sent parts of society in to turmoil, with some questioning if artificial technology is actually beneficial at all.

Yet it is an undeniable fact that artificial technology is convenient and useful. What is it that makes it so difficult to push aside? There are three points that I would like to address aimed at answering that particular question from a positive perspective. First, AI learns. These programs take in data and make suggestions without any distracting factors. Decisions are automatic and quick. There is no need for judgements or human considerations. Facts are facts, and data is data. Secondly, by utilizing these complex algorithms the knowledge gap between experts and laymen is reduced. Sufficient data is all that AI requires, removing the need for years of study, experience, and research. AI is a time saver. Thirdly, automation of tasks by AI reduces not only labor costs, but potential risks associated with dangerous occupations. Lower labor costs mean lower prices, and everyone likes a bargain. If we view AI from this angle, it seems like a highly beneficial technology.

INTELLIGENCE

However, as AI creeps deeper and deeper in to our lives, it is worth looking at the other side of the argument. There are problems with every nascent technology. Artificial intelligence is not infallible. There have been instances where the self-driving cars have crashed, and this serves as an example for potential legal battles in the future. There are also ethical considerations at play. Would you rather pay a bit more for a product built by a worker supporting their family, or a bit less for one built by the robot that replaced them? Should there be solutions to these potential landmines in place before we completely embrace AI?

There is also an inherent danger in adopting a technology that has not been perfected on a widespread level. There are scientists espousing warnings of the dangers that artificial intelligence presents. Their fears are mirrored in the science fiction movie genre. *I, Robot* is a movie that perfectly sums up the anxiety that people have towards the proliferation of this technology. In the movie, all of the robots are programmed with three basic tenets that guide their existence. The first law states that a robot may not injure a human being or, through inaction, allow a human being to come to harm. The second law says that a robot must obey orders given it by human beings except where such orders would conflict with the first law. The third law declares that a robot must protect its own existence as long as such protection does not conflict with the first or second law. These three laws seem to have all the bases covered and ensure that people are protected. However, the robots in the movie deem that humans are overly emotional, weak, and imperfect, and try to protect humans by taking control over them.

There are many kinds of AI being developed with the goal of doing more than simply mimicking human thought. Recently, AI developers have attempted to imitate the structure of human brain nerves—neurons—with an artificial neural network. People and animals gain knowledge and become 'smart' by using these neurons to learn. The artificial neural network is based on the same premise, allowing it to learn. How artificial intelligence will continue to develop is highly difficult to predict. Will computers actually learn? Will they be able to do more than analyze data? Will they be able to create?

It is certainly true that people cannot compete with the ability of AI to process data. Should we focus on the importance of creativity over rote learning? There is certainly a place in society for people that are able to see things differently. Those people that can think outside the box and see connections that others haven't are valued members of humanity. Nobel Prize

winners are often touted as examples of outstanding creativity and they are celebrated for this coveted ability.

Until AI has progressed to the level where it can do more than just analyze, it remains simply a tool for people to use. Each industrial revolution brought forth changes that were initially viewed with contempt and fear, but also marked a step forward for humans. There is always a period of adjustment, growing pains, and some unexpected problems when change is so rapid. Artificial intelligence is here to stay regardless on how you may view it. As with any tool, the important thing is not actually the tool itself, but how you choose to use it. Hopefully our relationship with artificial intelligence will be symbiotic rather than antagonistic. People still have a role to play. We have not been pushed to the side and rendered obsolete. There is no telling what other technologies will emerge in the Fifth Industrial Revolution, but I can tell you that we need to adapt and embrace changes as they come our way.

Ezine Interview

about CAMPUS Asia Program
with Professor Lee Won-beom

Ezine When was the CAMPUS Asia program initiated between DSU in Korea, Ritsumeikan University (RITS) in Japan, and Guangdong University of Foreign Studies (GDUFS) in China?

Prof. Lee The CAMPUS Asia program has been in operation since as long ago as March 2012. We decided to start this program in 2011 after a tri-lateral summit between Korea, China, and Japan, where the three countries agreed to continue to work towards a future of economic community and cooperation much like the EU. In Europe, there has long been a

program called 'Erasmus' to foster talented people. This program helped united Europe into one, and it ultimately became one economic community; the CAMPUS Asia program is based on similar goals of cooperation. Starting in 2012, 10 universities were chosen nationwide to start pilot projects in various fields for 4 years, and DSU focused on humanities. After those 4 years ended, the project was reviewed, and judged successful, so we are now well into a second 4-year project: from 2016, DSU, RITS, and GDUFS have selected 10 students each and grouped these 30 students

together as a class, who spend 4 months each of the 3 countries per year.

Ezine What are the aims of CAMPUS Asia?

Prof. Lee As I mentioned before, Korea, China, and Japan share an increasingly intertwined economic community, and have a very long history of interchange and exchanges. Our shared presence of Buddhism and the use of Chinese characters are examples of this sharing of culture. Based on this history, we can dream of ultimately an even closer relationship than the EU's one of economic community and shar-

ing culture. This program is designed to foster leaders of the future to carry out this vision.

Ezine How are students selected for the program?

Prof. Lee To run this program, participating universities have formed special departments in each of our universities and have selected students from these departments; DSU's is the East Asia Department. We have to select the students for admittance to this department based on the normal Korean entrance examination system. However, we do provide four years of scholarship to successful students, so we have a wealth of talented applicants from which to choose, and it has become a highly competitive major. As part of their application, we test their foreign languages skills, but it's not an important issue, for the intention is that they will spend their four years communicating with students from each other country, and their language skills will naturally improve. More important in their application then, is if the student is confident, displays leadership, and can interact well with foreign students.

Ezine We have heard that the program involves a 'Mobile campus.' What does this mean?

Prof. Lee I think there has been a little bit of misunderstanding about the so-called 'Mobile campus!'; 'International exchange campus' may be the more appropriate term. Part of the Global Living and Learning Program (GLLP), this International exchange campus has three steps of education. First, during their first years at university, they learn about the language and culture of other countries. After that, during their sophomore and junior years, the students visit other countries and study; in case of Korean students, they go to China and Japan. We divide 20 students into 2 groups and they each go to another country for their exchange after one year. This two-year period is what the mobile campus refers to. Finally, they go back to their home countries.

Ezine Do the students from different countries live together, and/or do they spend time together outside of classes during the program?

Prof. Lee Both. At DSU, the GLLP students

stay in the Woo-jin Apartment building and they experience group life and learning together. They're together for 24 hours a day, so it's a perfect environment for their Chinese and Japanese to improve.

During the class hours they learn by discussing the classes, speaking the foreign languages they're learning, and sharing each other's cultures. In a year you can see their language skills improving dramatically, much faster than students in the Chinese and Japanese departments. We sometimes provide the chance for students to experience homestays and have trips and excursions through additional government support too. Students doing this major are very lucky to experience all these opportunities.

Ezine What are some of the main challenges that students face?

Prof. Lee When students select this major, they have to thoroughly understand and learn other countries' cultures and language through the GLLP. Adjusting to such circumstances and new, unfamiliar studying methods like group life and learning can be challenging for many students at first, but is ultimately very rewarding for them.

Ezine What type of support do students in the program receive?

Prof. Lee First of all, DSU students get national scholarships during their school years, and the education departments of China and Japan also provide support while they are in those countries. Such generous support is not provided to all students however: based on their grades, 70 percent of the students can get a full scholarship, with the other 30 percent receiving half-scholarships. Also, DSU provides airfare when students move between campuses in each country.

Ezine How can students keep up with their studies while also having to learn two new languages as well as the cultures and histories of two foreign countries?

Prof. Lee The GLLP includes activities that allows students experience foreign language in their daily lives, so students foreign language skills improve rapidly. By doing so they can

also communicate with and learn from each other about each other's culture, history, and competing ideas whenever they want, and this active participation in their learning is very beneficial for them. The East Asia Department also focuses on helping the students over coming stereotypes and prejudices and gaining objectivity about other countries and cultures.

Ezine What sorts of careers have graduates of the program gone on to pursue?

Prof. Lee It hasn't been long since the regular program started, so the current students are still in their senior year. However, the students who participated in the pilot program have found gone on to jobs as diverse as international lawyers, interpretation air force commissioned officers, and workers in Japanese multinational companies. And all graduates have been realizing their dreams through using the foreign language skills they have acquired.

Ezine What advice would you give to this year's group of freshman students? Also, what advice would you give to other students interested in developing a deeper understanding of East Asia?

Prof. Lee We wish that not only the students of this major but that every freshman should welcome new experiences with open hearts. DSU very much wants you to improve your abilities through various experiences and to understand and consider others in a wider world.

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SKILL BUILDING FOR A TIGHT JOB MARKET

I'm sure you've heard the news. The Korean job market is tight, which means there are fewer jobs available today than there were previously. The Korean government is working hard to add more jobs for women and youth, but, that's going to take time. So what should you, as a student, do to make yourself stand out and get hired?



There are a variety of skills that employers need from their potential employees. They need more than someone who will work hard, show up on time, and leave late. What they need are people with skills such as working in teams on tight deadlines, and the ability to come up with new ideas. They also need people to be able to read and write clearly, both on paper and online, and to be able to explain things clearly, step by step.

First, start with your major. Look for advertisements for your job. Try to find people who already have your job, and find out what skills you need. If you can, talk to employers and find out what they're looking for. You may be able to make contacts that you can use later.

Don't make your search for skills too narrow. There is something I like to call 'job-adjacent skills.' Let's say that you're looking for a job as a dental hygienist. Can you also get the skills to work in a dental office? If you can get an internship or a part-time job, that would be a wonderful opportunity for you.

What if you're an artist? Artistic people are often afraid of learning about computers, but those skills are absolutely vital for people now. Let's say you want to be a fashion designer, but you are having an enormous amount of trouble getting that particular job. Learning computer skills may put you in a position to work for a fashion magazine, or do websites for fashion designers. Learning digital marketing can put you in a position where you work making social media advertisements for fashion designers while you create your collection at home.

Don't overlook the overseas job market. There are jobs all over Asia, as well as in Australia, Europe, Africa, and the United

States. *Learn a language while you are at DSU.* English is required, as well as Mandarin Chinese and Japanese. But, you don't have to stop there. There are many free or low-cost online courses where you can learn Thai, Malaysian, Indonesian (Bahasa), and more. Make friends with people from other countries, learn about their languages and cultures. Do all you can to learn about the overseas job market.

Remember that there are many online courses available to you on sites like Udemy and Coursera too. Many of the Udemy courses are free, and they have sales every two months. There are also many YouTube courses. Start with the free ones, and learn anything that can be put on a resume. There are a lot of certificate programs online, such as for cloud computing. Also, many jobs are going online, and it is estimated there may be up to a billion people that work completely online in the next few years. If you are learning security, you should probably study cybersecurity. There is more than one way to protect your client!

There are some people that work online, but they don't live in their country because the cost of living is too high. These people are called "digital nomads." First, they get an online job, and then they move to a country with a low cost of living, like Thailand. Jobs like vlogging, blogging, and web design may enable you to work from home in a cheaper place to live. Make sure the country you choose has excellent internet service. Many cities have co-working spaces, places like coffee shops, but they also have meeting rooms that you can rent if you are meeting clients. You can't just suddenly become a digital nomad. You have to have enough clients to

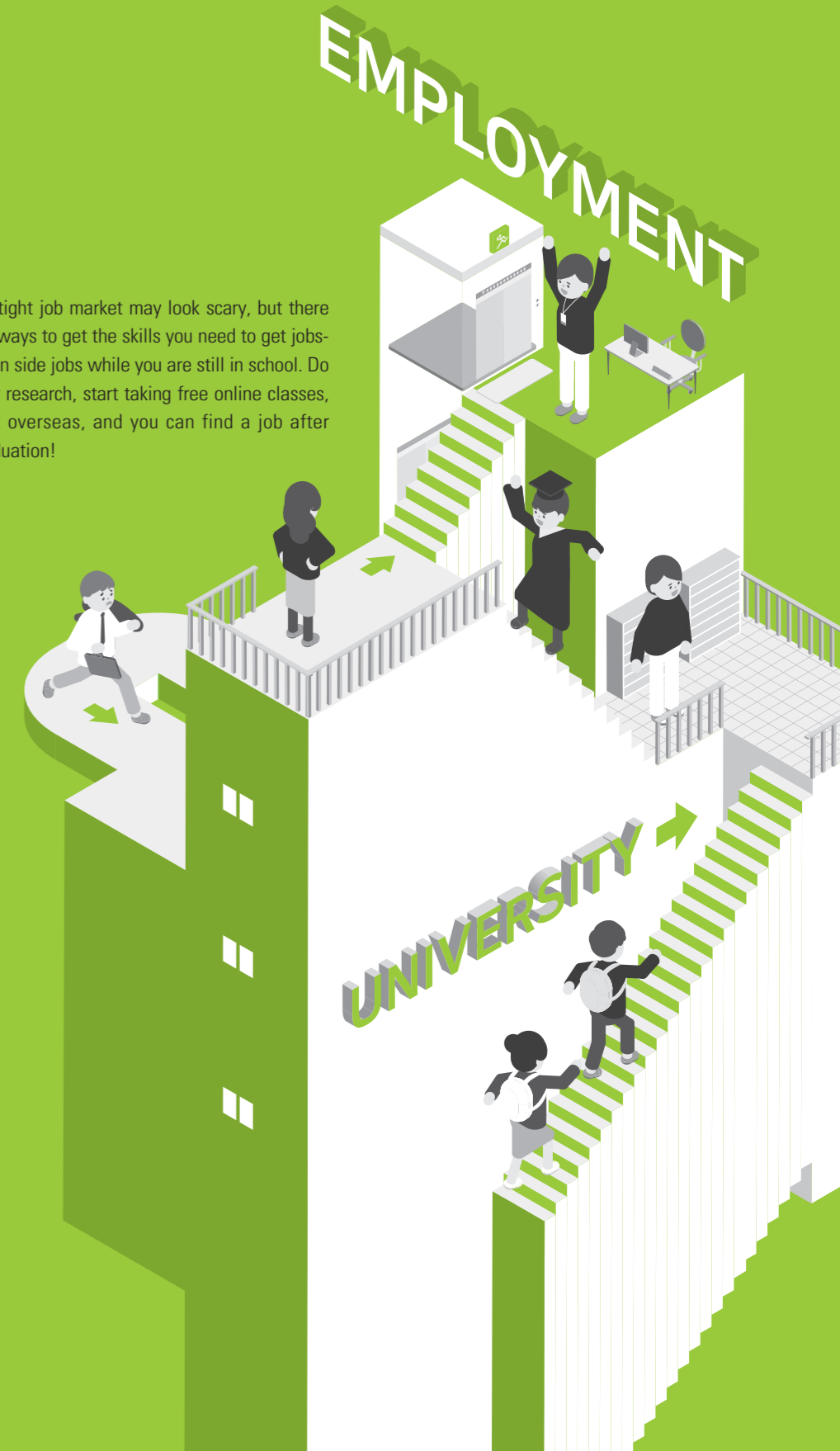


Written by
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EFL Office

where you can pay the rent. Get the clients first, then move. You must slowly build your client base until you're making 30 percent over a normal salary. Remember, you have to pay your own health insurance overseas!

Don't be afraid to explore hobbies and volunteer work, too. A friend of mine goes to festivals, takes pictures, and is paid by the festival committees. This is known as a "side job," a job that you do outside of your normal working or school hours. Many young people piece together side jobs to bring in the same amount of money as a full-time job. Explore sites like Freelancer or Upwork to find out what jobs are available online, and what skills you need. Learn how to write a proposal for these sites by watching videos on YouTube. Also, volunteer work can help you learn a variety of skills. If you can do any volunteer work overseas, that would look very good on a resume.

Here is a special word to the women. The Korean government is working very hard to make it fairer for women in the workplace in Korea. Some hiring managers still have the old-fashioned mindset that a woman is going to immediately get married, have a baby, and quit her job. That just isn't true. Women are getting married and having children much later in life. But if you're a woman, you're going to have to work harder because of these old-fashioned attitudes. So take online courses, build your skills, start looking for side jobs, learn languages, and look for jobs overseas if you're having trouble finding them here in Korea. More and more women are working from home, becoming digital nomads, living and working together in groups, even starting their own businesses together.



START-UP MENTORING

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Business?



Marketing?



OPEN

As the unemployment crisis continues, many people, from college students to those in their 30s and 40s, are interested in start-ups. A 'start-up' is a term coined in Silicon Valley, which means a venture company that has not been established for long. Nowadays we can see many start-up companies. But why are so many people interested in starting up their own business?

There are a few typical reasons why people, especially young people, want to start their own businesses. One of the reasons is that government funding for start-ups has increased significantly. If you're under 39, and your business has been in operation for less than three years or if you haven't started it yet, you can apply for the support. Once you complete the required documents and the online start-up education, you can apply for a loan up to one billion won. You can pay back the money over a five-year period, and the interest rate is approximately three percent. With this government support, it is assessed that the start-up business economy has become more competitive than before.

Another reason is because they want to make and work in a company with unconstrained operation policies. Many already existing companies have strict rules and get lots of criticism from young people. However, as the name implies, a start-up is a brand-new start! They are interested in the start-up's possibilities for the future, flexibility in welfare or

working hours, and the company's growth. Start-ups' open-minded systems tend to provide side-benefits such as meals, snacks, and flexible working hours too. These would help people improve their work skills, so it will be faster to reflect on their own thoughts and make quicker business decisions.

Finally, the last reason people in their 20s and 30s are focusing on start-ups is that they can easily enter various fields. With youth start-ups becoming more popular in terms of food services, young people are considering setting up their own businesses in content and media creation or manufacturing and social ventures through their own innovative, creative, and new ways. With the social perception that a start-up economy has improved and the growing capacity of start-up entrepreneurs, young people are looking forward to entering start-up businesses every year. With positive perception that compensation is provided for the company's growth every year, people in their 20s and 30s are challenging the start-ups, hoping for innovation.

Starting from little cafes, flower shops, supermarkets to Starbucks, Facebook, McDonald's, Apple, and Chanel, many of the countless stores, ventures, and online shopping malls we see every day are the successful examples of start-ups. And if they didn't have the courage to carry on their dreams, it would have been impossible. There are lots of

options for start-ups. You can open your store through online pages, which is popular because it costs less than the offline store. Besides online shopping malls, you can create a game, start up a café or restaurant. But you don't need to create your own start-up. You can also consider opening a franchise store or even an automatic store.

However, there are negative views about start-ups too. They have to be willing to take the risk of giving up their stable jobs and financial worries may follow. There are people who think everything will turn out well whatever the case, if they open a branch of a famous franchise store or start a business that has good prospects. These are not the only problems. When you're preparing a start-up, you don't know much about it at first. Some people may use your weak points by introducing themselves as brokers, who can lend the money for your business, but will run away after pocketing your share. Furthermore, even if you make it, in the beginning, your sales may not be stable and there's no guarantee that it will get better in a few years. You also need to think about the employees, the minimum wage, customer service, connections and everything. And what if you fail? If you're young, you're starting out with a great debt on your hands. If you have a family, your burden is not only yours. Your families have to suffer because of the failure.

Also, it's hard to be a boss. That's why peo-

ple need 'Start-up Mentors.' Now is the age of chaos in a complicated world with a flood of information. Every day, thousands of start-ups rise and fall. People are afraid of failure. They want to keep out of trouble, but also want to get results quickly. In these situations, they need a helper. As the number of entrepreneurs increases, start-up mentoring systems have emerged to provide real help to start-ups who are going to face a lot of challenges. A mentor is a person who helps you grow by passing on his/her expertise, knowledge and skills to mentees who need help. That's why the mentoring program has been run primarily for young adults, new employees in the enterprise and those who need to develop careers in the early stages of change. The purpose of mentoring is to accelerate learning and growth in relatively a short period of time. By doing this, it helps the mentee to feel relieved, motivated, innovative, and successful. In the field of starting a business, it is more effective to gain experience over a long period of time than to transfer knowledge and skills. Therefore, mentoring is considered to be effective for small businesses or venture businesses that are either start-ups or that are desperate for innovation and growth. Currently, most businesses that support start-ups also operate mentoring programs.

Start-up programs provide a gathering space for those who are interested in starting a business, communicating, sharing ideas and building networks. They also provide a lot of training, seminars and consulting. A Start-up café is a cafe-like space with a casual atmosphere for aspiring entrepreneurs to develop ideas, hold small meetings and build teams. In the rooms, it is convenient for anyone to get feedback and counseling.

Moreover, there is a TV program that shows how popular the start-up mentoring program is. *Baek Jong-won's Alley Restaurant* is a Korean cooking variety program which is currently the most popular representative of the Korean restaurant businesses. The famous chef and CEO, Baek Jong-won, visits several restaurants and advises the start-ups. In every episode, several restaurants that have just started or are in danger of going out of busi-

ness ask him for help. He finds out exactly what the problem is, and works with the owners to devise a solution. He does not help them unconditionally, but communicates with the owners. This program is catching on very quickly with start-ups. Universities are also giving a hand to start-up preparers.

As university students are increasingly showing interest in starting their own business, universities are also working on many projects to support them. One of them is a business package to educate students. This provides a start-up class, a start-up club and the labor costs of start-ups. A start-up camp aims to promote self-confidence through the understanding of start-ups and provides opportunities for developing businesses. The overseas training is aimed at increasing interest in overseas start-ups through a proven business plan and meeting with foreign investors.

Also, many businesses create the start-up economy and provide support. They encourage the undergraduates or generals who want to start a business entrepreneurship to understand educational background, experience and conditions. Then, they support aspiring entrepreneurs to accumulate experience, explore opportunities and build networks. Also, they support new entrepreneurs to strengthen their capabilities, pursue opportunities and secure resources. In these processes, there are some support systems, such as start-up lectures and training, mentor programing and government-sponsored financing. They also conduct total inspection and analysis of start-up support programs implemented by investors, government agencies and universities.

A start-up is a good choice. Being brave and selling your ideas is a wonderful thing. But not all of us can be CEOs. Just because we're not into start-ups, doesn't mean that the other person is wrong. We belong in our own places and do what we can do best. Not everyone can succeed in this world, and even if they do, the life might be different from what they've been dreaming of. However, if we keep on running in this endless race of challenges, someday, we will be able to achieve success.

Architect?



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STUDYING IN CAFES

Do you enjoy coffee? Many people drink coffee, and it's easy to find coffee shops one block after another. However, having a cup of coffee is not the only reason for a visit. At a cafe, you meet your friends and share conversations, sometimes you have business meetings, or maybe you can enjoy a date. Moreover, half of the customers in cafes study with their books piled up or with their lap tops. And now we even have a word, *kagong*, to refer them. It's an abbreviation for "people who study in cafes" in Korean. Why on earth do they refuse to study at a quiet reading room or workplaces, and instead choose to study in a cafe?

Many *kagongs* say that it's easier to concentrate in cafes. Instead of reading rooms or office rooms that are dreary and full of pressure, cafes give you stability with cozy interiors, and there are many choices. Therefore, people can focus on their works in their favorite place. Furthermore, a cafe's living noise acts as white noise that increases concentration. The *Journal of Consumer Research* in the U.S. had shown through a study that people get more creative when they are exposed to moderate noise, as opposed to when they're in a perfectly quiet environment. White noise increases concentration by 47.7 percent and memory by 9.6 percent, and reduces stress by 27.1 percent. Because of this effect, many people intentionally expose themselves to this white noise. Many kinds of ASMR videos are popular on YouTube, and some students purchase and place a white silencer in the room that they wish to study in.

Coffee is also why they chose a cafe as the best place to study. As many people know, the effects of caffeine, which is plentiful in coffee,

include reduced fatigue and greater alertness. In addition, cafes have numerous conveniences that attract *kagongs*. Cafes offer comfortable sofas, socket-outlets, bathrooms, and wifi. Some features are optional, depending on which cafe you visit, but it sure is a perfect place to study.

Many study cafes targeting *kagongs* are emerging. They provide plenty of single seats and light stands, a study zone for team project, and separate areas to enjoy beverages. But they are usually concentrated in downtown areas, so many *kagongs* prefer to visit regular cafes. However, there are quite a few unfavorable views toward them because of the selfish behaviors of some *kagongs*. The media has identified five types of rude customers.

The first type is called a 'hopscotch.' This means a person who takes two or more seats for themselves or a group who take more seats than their numbers justify. For example, a group of three people might occupy five or six chairs. Cafe owners say it's okay when it's off-peak hours, but some of them won't even blink an eye when other customers are having trouble finding a seat. As a result, the owner can lose customers because of the hopscotching people. It certainly is a worrying situation for the owner.

The next type is very sensitive to noise. As everyone knows, a cafe is a place where you can enjoy tea and desserts and share conversations, but they act cranky like if they're in a library. We can easily see these *kagongs* giving the eye to other customers. When it's exam season, there are so many *kagongs* in cafes that it tacitly turns into a study room, resulting in other customers finding it hard to feel comfortable.



There's another type called 'Pikachu,' from an animation character in the cartoon *Pocket Monsters*. If you know this creature, you might wonder why this adorable character's name has been used to refer to rude *kagongs*. But if you think a little more about this character's peculiarity, it won't be hard to guess why. Pikachu can shoot electrical energy from itself and attack the opponent. However, *kagong* Pikachus absorb the electricity by charging their electronics, which cafe owners have to pay for it on their electricity bill. To avoid this enormous electronic bomb, some cafes have blocked the entrance of their socket outlets.

The fourth type *kagongs* are people who leave their seats for a long time. They take the seats and use them like as if they're their private seats. They are usually the ones who study from early in the morning and go out for lunch and study again. In this case, other customers can't use the seats, and since peak hours are during lunch time, it affects the sales of the café. It's also easy to lose one's belongings if you're leaving the seat for a long time. If there is an emergency and you must go out for a short while, it might be okay, but if it isn't, then it's absolutely selfish.

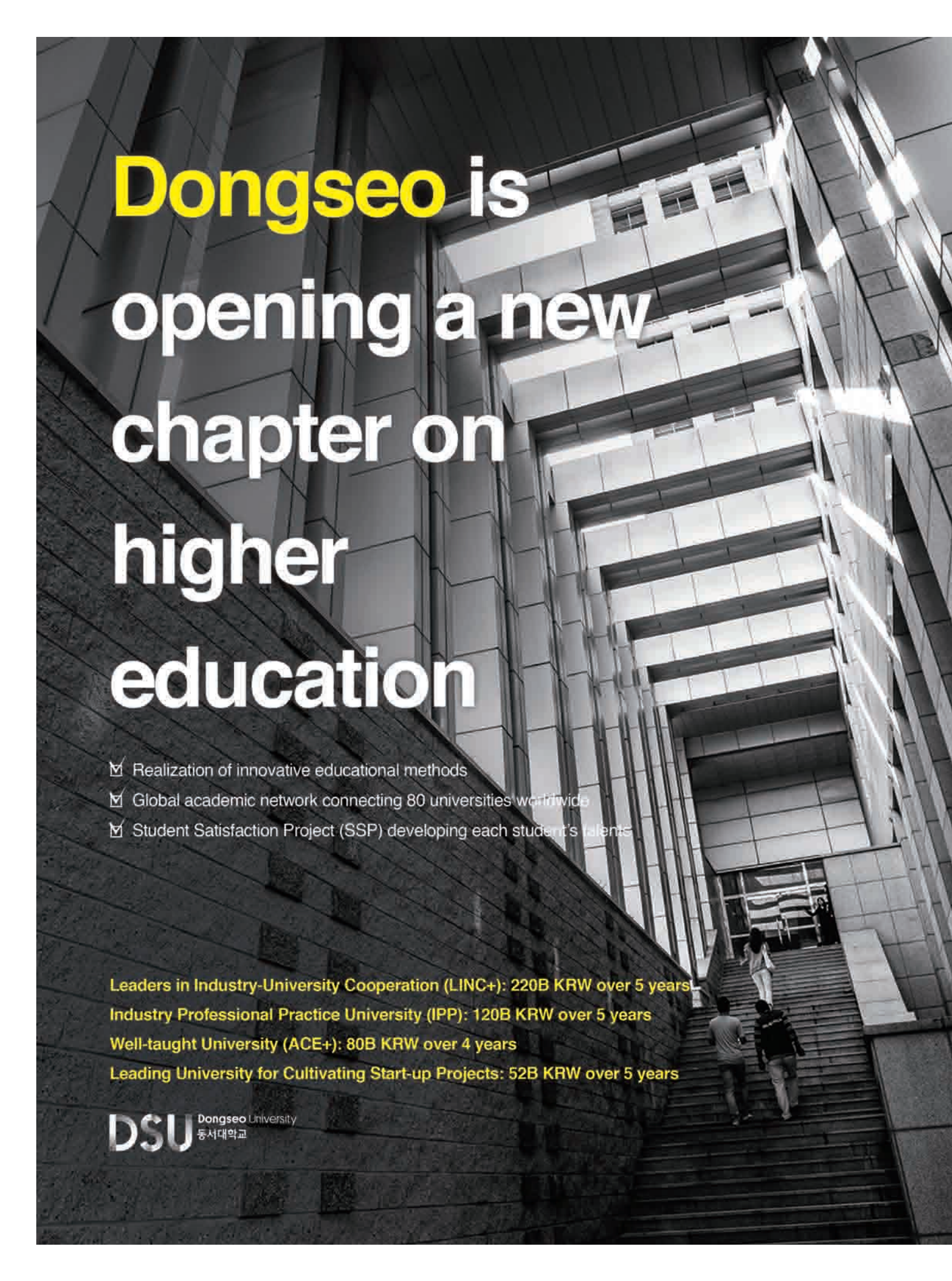
Besides these, there are other cases of questionable behavior. Some *kagongs* will order a cup of coffee and use the seat for six to seven hours, or they will stay all day long without making additional orders. The worst case is when they pretend that they ordered a drink by using invisible tumblers. There are also people who ask for extension of cafe hours just because he or she hasn't finished their work. They're making themselves at home in a cafe at the expense of others. Their behavior is causing many cafes to turn against *kagongs* by hanging 'No Study' signs

along with 'No Kids' and 'No School.'

We have looked at so many bad cases of *kagongs*, but are they really the public enemy? Most cafe owners and users don't have a negative perspective towards *kagongs* as most *kagongs* are considerate and see two to three hours to be a reasonable time to stay for the price of one cup of coffee, making additional orders if they plan to stay longer. Most *kagongs* understand the difficulty that cafe owners are having.

As you can see, *kagongs* are very much the same as other customers. They have rightfully paid their price, and they should enjoy their rights. Just because of a few rude people, we can't denounce the others as well. The word *kagong* does not mean rude people. Many *kagongs* suffer from this prejudice. However, they are often students or job seekers, and it's not easy for them to find an alternative place suitable to study or gather.

Then what are the solutions? The first thing to keep in mind is to visit only franchise cafes to study. Franchise cafes show higher turnover, but local cafes do not, so the local café's sales might be more affected. The next advice is not to take so many seats. We have talked about this matter before, and it would be more effective if cafes provided more single seats. The third is to use only one socket outlet, and consider both the owner and other customers. Whether you've come to study or to meet a friend, order regularly. Most of the arguments are made between *kagong* and owners because of the sales.



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