At Dongeo University, I dream of my future self.

DSU declares its goal to become Future University. Actualizes future-oriented curriculums and teaching methods, implements innovative fusion and convergence education, and prepares for a new future based on each student’s potential.

“T.H.E. Only O.N.E. Education” fostering individual development

DSU helps students develop their own self-brand through support and customized education based on individual competencies, and provides diverse educational experiences through field study and convergence education.
Welcome Message to 2020 Freshmen

President of Dongguk University
Dr. Jeokul Chang

To our beloved freshmen of 2020,
I am eager to meet you all in person, and I realize that you have long awaited your entrance to our university, but it is with a heavy heart that I have to say the entrance ceremony was cancelled because of the recent coronavirus issue. I am sorry for this, but I am happy to speak to you now by video, and I very much look forward to seeing you on campus soon.

I am also happy to congratulate you on choosing our university. As president of DSU, I know that you have made a wise choice. This is because DSU provides you with the most important lessons and virtues you will require in your future.

First, our university will educate you to find, nurture, and develop what you excel at. You may be as of yet unaware of what you are really good because of your spending so much time preparing for the university entrance exam when you were in high school. These unique abilities you've possessed since birth but which are still to be fulfilled are called 'talents' in the Bible. It doesn't matter whether those talents are big or small; the process of discovering and developing them is more important. Helping you in this process in cultivating your uniqueness is one valuable lesson DSU provides.

Second, our university offers an excellent global education. As you are well aware, DSU is widely-recognized as a global university. It is the only university in Korea with local campuses in the United States, China, and Japan, and, every year, over 1,000 DSU students gain overseas experience. So, upon entering DSU, your stage is neither confined to Busan nor even only Korea, but is really the entire world. Let us help you take the lead on this global path before you. Please actively take advantage of and utilize the many global programs offered by our university.

Third, our university very much advocates "learning with the head, feeling with the heart, and working with the hands." In this vein, first go out into the world and learn necessary knowledge with your head; our excellent faculty will help you to grow as an intellectual. Next, you will also learn warm humanity armed with the love of Christ. While the world outside can be stressful and cruel sometimes, the "education felt by the heart" you will receive at DSU will help you to face it with courage. Finally, in addition to gaining knowledge and having a warm heart, practical skills are essential. Through our emphasis on hands-on education, you will gain the real-life experience and skills that will allow you to demonstrate prominence in your chosen fields, not just what is applicable for passing tests and working at a desk.

Ladies and gentlemen, DSU is well known as a new, prestigious academic institution; it is also one of the fastest-growing. Four years from now, those of you standing on the stage at your graduation ceremony will realize that you have changed and grown a lot. That is the realization of our ‘BDADDY’ philosophy, which stands for ‘Before Dongseo After Dongseo.’ It means that compared to before entering DSU, by the time you leave you will have been reborn as a completely different person.

Dongseo University will continue to do its best for you, to ensure you keep savoring throughout your lives and careers. "One of the best choices I made in my life was to graduate from DSU." Dear newcomers to DSU,

We extend you a warm welcome, and again we congratulate you on your admission.

Let’s meet on campus soon.

Thank you.

The Crisis of Community

When a crisis is at hand, two groups of people invariably form. One group blames the other one, and divides into millions of pieces, while the other group unites as a counter reaction to the crisis. Unfortunately, humanity has evolved to solely respond to negative issues in order to survive. Positive news can’t do any harm. However, from a faulty bias to natural disasters, one needs to respond quickly in order to avoid a crisis. If the situation is deemed not to be serious or is based on false information, one can just ignore it. Nevertheless, it’s challenging to suppress the negative awareness that has settled in one’s mind. The instant that negative issues are verified as false, people lose interest in them. Since it is no longer the issue no longer poses a threat, there’s no need to care about them. But people unfortunately pass over the fact that that stigma cracks society apart.

Human beings are social animals who exist through endless numbers of relationships with other members of the community. Continuous communication is essential for the unity of society. However, mass rumors can produce mistrust between social members and create the wall of prejudice, misunderstanding, and animosity. This can encourage one group to slander and make false or misleading accusations to its opponents. A crisis can be a threat to a society, but can also be considerably more dangerous if it acts as the cause of social division. A serious crisis can shatter a divided community. If it turns itself apart to the point where it is rendered into an uncontrollable state, coexistence within the community will cease due to a serious absence of trust and understanding. Reacting sensitively to negative news is a common human reaction, but people also have the ability to reject that news as well. However, it is clear that society’s true characteristics are revealed during a major crisis.

To reiterate, when a crisis is at hand, two groups of people invariably form. One group blames the other one, and divides into millions of pieces, while the other group unites as a counter reaction to the crisis. But there are more responses available too, and how we choose to react is ultimately up to us.

―First, they came for the socialists, and I did not speak out‖ —
―Because I was not a socialist.‖
―Then they came for the trade unionists, and I did not speak out‖ —
―Because I was not a trade unionist.‖
―Then they came for the Jews, and I did not speak out‖ —
―Because I was not a Jew.‖
―Then they came for me—and there was no one left to speak for me,‖

Martin Niemöller
CONTENTS

GLOBAL CAMPUS NEWS
06 Certification Received as Educational Internationalization Competency University
07 Warm Welcome Given to International Students
07 K-Move School’s Continued Success: Opens-up Further Opportunities for Overseas Employment
08 Design Workshop Held in Milan
09 K-Move School Opens Doors for Overseas Employment: Second Tourism and MICE Professional Management Course Completed

SPOTLIGHT ON DSU
10 President Chang Elected Chairperson of Korean Association of Private University Presidents
10 Outstanding UNIC Students Receive Awards and Scholarships
11 O’College Fosters Creative Convergence Talent
12 Work-Learning Project Provides Practical Opportunities for Students
12 New Stage of Specialist Maritime Port Logistics Training Program Begins
13 Science Program’s Quality Acknowledged Through Busan Student Dream Center Certification
13 Advertising & Public Relations Students Win Grand Prize in Marketing Competition

COVER STORY
14 Let’s Habitate Reading

STUDENT COLUMN
18 Can One Little Voice Change the World?

REPORTER COLUMN
19 The Evolution of Disney’s Heroines

EZINE OPINION
20 Korea’s History Education Curriculum
22 Assessing the Influence of Advertising

EZINE INTERVIEW
24 Ezine Interview With International Logistics Graduate Ahn K-su

PROFESSOR’S COLUMN
26 A Very Brief History Of English

CULTURE
28 Korea’s Mega-hit Movie Parasite
30 Parson, the True K-pop!
Certification Received as Educational Internationalization Competency University

Dongseo University was recently certified as an Educational Internationalization Competency University by the Korean Ministry of Education and Ministry of Justice. Dongseo University obtained its certification by meeting the Korean Research Foundation’s evaluation criteria for the 2019 International Education Capability Certification System and the Recruitment and Management of International Students. The Educational Internationalization Capacity Certification System is designed to manage the quality of higher education institutions and to expand the recruitment of excellent foreign students by certifying universities with outstanding internationalization capabilities. Selected universities benefit from simplified visa issuance procedures for foreign students, additional points in selections for government-sponsored scholarships, preferential participation in holding overseas Korean study fairs, and autonomy in foreign student selection. The program list is available in 11 languages on the official website of the Korean Ministry of Education and is provided for use by the Korean Ministry of Justice and foreign governments.

Dongseo University has obtained its new certification by satisfying all the necessary indicators, core conditions, and internationalization support indicators. DSU has been recognized as a leading university in internationalization by maintaining certification since it was first selected in 2014 under the Educational Internationalization Capacity Certification System. The new certification period is for two years, until February 2022.

Dean of International Affairs Kenneth Hahn said, “We are pleased to have once again been officially recognized for the internationalization capacity of Dongseo University through this recent selection. Based on our innovative education program, we will attract excellent foreign students and raise our status as a global university through systematic education.”

Warm Welcome Given to International Students

Coming a long way from overseas to achieve their dream of learning in Korea, international students at DSU have been given a warm hand of welcome to our university by the DSU Student Association. On March 2, the DSU Student Association prepared 90 boxes with sets of various daily necessities and treats such as face masks, packets of instant ramen, candy, potato chips, and soft drinks, and then delivered them to international students.

This warm welcoming gesture was made in light of the recent difficulties many international students in particular have with the purchase of face masks and other daily necessities while living in a new, foreign country, and also to offer encouragement for their continued studies at DSU. One participating DSU Student Association member said, “Through this gift of daily necessities, we hope to help in a small way with your overcoming of the difficulties of living abroad, and to help you better focus on your studies.”

K-Move School’s Continued Success Opens-up Further Opportunities for Overseas Employment

With this new spring comes great news for students in regards to the opportunities DSU provides through the K-Move School, which is an overseas employment project.

On March 2, the Ministry of Employment and Labor and the Korea Human Resources Development Service of Korea announced that, in light of the outstanding success of DSU’s operation of the K-Move School so far, it would be the only university among four-year academic institutions nationwide that would be able to offer the maximum of six courses in 2020.

In particular, five of the six courses have been noted for their excellence given DSU’s wide experience and excellent results previously in those five areas. Those five courses include United States Fashion Specialist Training, U.S. Industrial Graphic Design Training, and U.S. Trade Logistics Frontier Training, all to be offered to 20 students each; Japanese IT Engineering, to be offered to 15 students; and a general training course to be held in Vietnam, also to be offered to 15 students. Add the 15 places being offered for a planned sixth course, and a total of 115 K-Move School places will be available to DSU students in the first half of 2020.

The DSU Student Employment Office will hold a briefing session in April to recruit interested students. Once selected for the K-Move School, participating students will receive intensive language and job-specific training in Korea, before leaving to be placed in jobs in companies in the countries of their respective training courses for eight months from July 2020 to February 2021. Participating students will also receive many additional benefits from DSU, including having all their Korean and overseas educational and visa-processing expenses provided for.

The K-Move School is well recognized as a systematic overseas employment path for students, and for the opportunities it provides students to obtain the practical skills needed to succeed on the global stage. As a result of its efforts, it received the Prime Minister’s Award in 2016, as well as the 2019 Youth Dream Best Practice award at a ceremony hosted by the Ministry of Employment and Labor and the Dong-A Ilbo. In addition, it has received an ‘A’ grade for two consecutive years in the Overseas Employment Training Courses and Operating Institution Evaluation conducted by Korea Human Resources Development Service.
Design Workshop Held in Milan

Leonardane Museum provided many learning experiences. Of particular interest was a visit to the Castiglion Foundation, as well as to the Triennale Design Museum, which was concluding a major exhibition dedicated to Achille Castiglioni to celebrate the 100th anniversary of the birth of one of the greatest Italian designers of all time. Now being exhibited at the Seoul Arts Center, it provided a valuable opportunity for students to experience living design history.

On the final day of the workshop, the students’ results were praised by Professor Ico Migliore and other members of M+S Studio for expressing the individuality and characteristics of each team well, and joked that they were of such high quality that they wanted to take their ideas and use them for themselves. Professor Park Bu-mi, who led the students at the workshop, said, “Despite such an intensive and tight schedule, which led to sleepless nights and even nosebleeds, students’ increasing hard work right up until the end of the workshop produced a successful outcome for all. And perhaps most of all, the students will surely also take home with them some of the confidence and pride that comes with experiencing Milan in person, the world’s design Mecca.”

Towards this end, DSU provides participating students with scholarships of a million won each, and two students will later be selected for the opportunity to gain employment at M+S Studio after three-month internships from May to July 2020.

The results of each team’s work will be available for viewing in the Design Hall Exhibition Hall after the semester opens in March, at which point students interested in experiencing the workshop themselves will be able to apply for the next session.

K-Move School Opens Doors for Overseas Employment

The Educational Internationalization Capacity Certification System is designed to manage the quality of higher education institutions and to expand the recruitment of excellent foreign students by certifying universities with outstanding internationalization capabilities. Selected universities benefit from simplified visa issuance procedures for foreign students, additional points in selections for government-sponsored scholarships, preferential participation in holding overseas Korean study fairs, and autonomy in foreign student selection. The program list is available in 11 languages on the official website of the Korean Ministry of Education and is provided by for use by the Korean Ministry of Justice and foreign governments. DSU has obtained its new certification by satisfying all the necessary indicators, core conditions and internationalization support indicators. DSU has been recognized as a leading university in internationalization by maintaining certification since it was first selected in 2014 under the Educational Internationalization Capacity Certification System. The new certification period is for two years, until February 2022.

Dean of International Affairs Kenneth Hahn said, “We are pleased to have once again been officially recognized for the internationalization capacity of DSU through this recent selection. Based on our innovative education program, we will attract excellent foreign students and raise our status as a global university through systematic education.”

Second Tourism and MICE Professional Management Course Completed

From February 19 to February 20, the DSU Division of Tourism held its second Tourism and MICE Professional Management Course. In total, 124 people from over 58 companies and institutions participated in a variety of ways in the course.

The course consisted of a wide range of customized lectures tailored to needs of professionals in the tourism and MICE fields. They included: Crafting Tourism and Media Contents, taught by WeveBusan representative Jeong Min-joon; Trend Korea 2020: Focusing on the Implications for the Tourism Industry, taught by Professor Kim Nan-do of Seoul National University; Current Conditions of and Trends in Customized Recommendation Systems, taught by DSU Professor Gwon Jang-sook; and Trend 2020 in the ‘Phenomena’ Era, taught by Professor Choi Jae-bong of Sungkyunkwan University. The course also included lectures on life wisdom in the works of author Chae Sa-ryang. On February 20, a completion ceremony was held for the 64 participants who had undergone the two days of training. This represented an increase of 100 percent from the 32 graduates of the first course held last year. After graduating, participants gave the course a very high satisfaction score of 4.88 out of 5. Their comments on their experience of the course included: “It was an invaluable experience being able to attend the lectures of professionals who are so prominent in their fields.” “I am very grateful to my company for the privilege of participating in this course,” “I also completed the first course last year, and am delighted to receive my graduation certificate again. I look forward to attending next year also,” as well as “The Tourism and MICE Professional Management Course has given me such a passion for the subject, that in fact I now intend to pursue a Master’s degree at DSU.”

HONG JUNG-IWA, Dean of the DSU Division of Tourism and Head of the MICE Centum Industrial Campus said, “The contents and lectures of the second Tourism and MICE Professional Management Course were based on current trends in the industry. The course makes a great contribution toward nurturing and developing talented people and further developing Busan as an international tourism city.”
Outstanding LINC+ Students Receive Awards and Scholarships

On February 3, the 2019 LINC+ Outstanding Student Awards and Scholarships Receiving Ceremony was held at the LINC+ Business Center’s Education Room, which is on the 8th floor of the New Millennium Building at DSU’s Juye campus.

The ceremony was held to acknowledge students who have developed and expanded their core competencies and skills and have achieved outstanding academic results through their participation in the third year of the LINC+ (Leaders in Industry-University Cooperation) Project. In total, 36 students received awards: 1 Grand Prize, 5 Outstanding Excellence Prizes, 10 Excellence Prizes, and 20 Encouragement Prizes. With combined associated scholarships of 15.5 million won.

Grand Prize winner Cho Sung-pil, a junior studying in the Division of Leisure-sports, participated in many programs and events of the LINC+ project, including Class-selling, Capstone Design, the DSU Living Lab, the Youth Health Network, the Sason Water & Leisure-Sports Festival, and the Healing Bonus Health Share Project. Many of these projects may make great contributions towards improving the health and lifestyles of local residents.

Upon receiving his award, Cho Sung-pil said, “From the outset of the project, it felt significant to be able to personally participate in such programs and events as Capstone Design, Class-selling, and the DSU Living Lab, and it was also very meaningful to have the opportunity to participate in community-related projects that went so much back to the local community.” He added, “The LINC+ project provides students with a strong support group, from which we can draw upon to help us further develop our professional skills and pursue our career goals.”

Heung Si-hyeon, Vice-Chairperson of the LINC+ project, further explained, “Students in the LINC+ project can participate in various events and programs in order to maximize their self-development and obtain good results. This will provide a firm base of practical skills and expertise for them to advance in their studies and careers.”

Q College Fosters Creative Convergence Talent

With the aim of fostering creative convergence talents to lead the Fourth Industrial Revolution, DSU has launched the ‘Q College’, a future-oriented university system to promote and manage convergence education. It began operation in the first semester of 2020.

From the ‘Q’ of the College’s name stems the keywords: “questioning,” which in turn derives from “curiosity” and “creativity”; the provision of a “quality” convergence education; and ensuring students receive the “qualifications” necessary to lead the Fourth Industrial Revolution. In addition, students at the spearhead of this educational development will be known as ‘READY Q’ talents, the term stemming from “revolution,” “empathy,” “all-embracing,” “design,” and “youthful” respectively, and which was formulated to reflect that they will be given the opportunity to develop into talented young people who can innovate based on a combination of design-convergence and empathy.

The main roles of Q College are to analyze and respond to new demands for convergence education, the operation of new convergence courses and majors, the management of convergence education, and the wider promotion of convergence education. In 2020, Q College will establish and operate a variety of convergence courses to promote and provide experiences with convergence education prior to launching convergence majors. The convergence courses offered will include those in the form of inter-disciplinary convergence, co-teaching, and problem/project-based learning.

Regardless of their choice of major, students taking advantage of the new convergence curriculum will receive credit for their major, and absolute assessment will be utilized to reduce any potential credit burden.

Kim Tae-wan, Dean of Q College, further explained, “The focus of convergence courses is on students dealing with problems and projects through empathy and collaboration with students of different majors. In particular, it is expected to provide students with opportunities for pushing themselves to achieve excellent results, as well as offering possibilities for patent registration, entrepreneurship, and the publication of academic papers.”
Work-Learning Project Provides Practical Opportunities for Students

On January 21, the DSU IPP (Industry Professional Practice) Work-Learning Parallel Project Group held the 2019 IPP Work-Learning Parallel Project Performance Report Meeting at AVMI Central Hotel in Busan. Industry Professional Practice is a type of work-learning tandem education system under a field-oriented industry-academic cooperation education model administered by the Ministry of Employment and Labor and the Human Resources Development Service of Korea. This project is a new industry-academic cooperation education and training system with the aim of alleviating Korea’s youth unemployment problem, and it is particularly focused on addressing the mismatch between industry demand for human resources and university supply.

In 2010, the DSU IPP Project enabled 100 students to work and gain practical experience on field trips to 51 companies. A further 36 students were able to work for extended periods of time in 15 more companies.

The January event was attended by more than 70 guests, among whom were some of the 2019 student participants, new company officials who will participate in the project in 2020, and on- and off-campus steering committee members.

Among the companies that participated in the DSU IPP Project in 2010, 10 were noted for their enthusiastic participation in the project and for their high levels of student support: Geotech Engineering, SMIC, Tosco Korea, Ademo, Koosoo Shimun, Ecomine, Aisen, KMA, Doo Implant, and Kyungsung. In addition, 14 of the total 138 student participants were presented with awards in recognition of their excellent performances in the companies they were embedded in. In 2018, DSU was selected to be the fourth university to participate in the IPP Project by the Ministry of Employment and Labor and the Human Resources Development Service of Korea. This selection was based on its “A” grade obtained and designation as an “excellent operating university” in the most recent round of university performance evaluations.

Science Program’s Quality Acknowledged Through Busan Student Dream Center Certification

In recognition of its excellent science career experience program, DSU has been designated as a ‘Busan Student Dream Center’ by the Busan Metropolitan City Office of Education. In particular, DSU’s science and engineering career program for middle and high school girls, run in collaboration with the Korea Center for Women in Science, Engineering, and Technology (WISET) and based on the “Industry 4.0 Lab,” was noted for its high quality and excellent educational results. Last year, more than 2,800 middle- and high-school girls participated in the program.

The designation of ‘Busan Student Dream Center’ is a certification mark awarded to academic institutions in the Busan Metropolitan region that operate the program to high standards. The certification period is from 2020 to 2022, and DSU was the only four-year university in the region upon which it was granted.

As well as providing participating students with practical career guidance and lectures on science and engineering, the program also includes various creative engineering experience programs such as 3D maker engineering, robot engineering, drone engineering, hologram production, acoustic interface production, and hydrogen electric vehicle production. In addition, more in-depth programs that provide more support and guidance for students’ potential career paths include Girls’ Engineering Weeks, the Youth Animation Camp, the Salkin Einstein Camp, and the 3D Maker Challenge Camp. Also noteworthy is the direct involvement of mentors with science, technology, and/or educational expertise and experience.

Yang-yeong, Head of the DSU WISET program, said, “Through the boost of our Busan Student Dream Center certification, we will continue to expand our career guidance and creative engineering experience programs, and endeavor to continually further design and present our vision of science and engineering education.”

The Korea Center for Women in Science, Engineering, and Technology operates various programs, such as capacity building education. The specific DSU WISET program is operated under the additional support of the Science and Technology Promotion Fund, the Busan Metropolitan City Council, and DSU.

New Stage of Specialist Maritime Port Logistics Training Program Begins

Dongseo University has been selected by the Ministry of Oceans and Fisheries to offer the 4th stage of the Specialist Maritime Port Logistics Training Program. A five-year program running from 2020 to 2024, it will be financially supported by a total of 88 million won, 540 million won of which will be provided by the Ministry, 160 million won by the Busan Metropolitan City Council, and 160 million won directly by DSU. The Specialist Maritime Port Logistics Training Program is an ‘industrial internship course’ that assists in youth employment by arranging internships in various domestic and foreign companies in order to provide participants with professional training in shipping and port logistics.

In particular, DSU’s operation of the program is of special note for its organization of the “In-Field School System,” through which on-site shipping and port logistics expert training teams develop students’ practical capabilities by implementing additional industrial components into DSU’s educational environment. Professor Han Cheol-hwan, director of the program, explained, “This project is an industry-academic program that combines DSU’s differentiated education program with an internship education experience through its extensive network with domestic and overseas companies. Not only will it enhance participating students’ employment prospects, but it will also contribute towards the community through the development of future talent in the regional maritime industry.”

This 4th stage of the program will be overseen by the Department of International Logistics, and it is intended to further cement the department as one of the leading institutions of its kind in the Busan region. Previously, the Division of International Studies oversaw the 3rd stage of the program from 2015 to 2019.

Advertising & Public Relations Relations Students Win Grand Prize in Marketing Competition

Kang Sung-woo, Jang Hae-jin, Choon Min-ju, and Hong Yae-jin, all senior students in the DSU Department of Advertising & Public Relations, have received the Grand Prize and two million won in prize money in the fourth Parkland Student Marketing Contest. The awards ceremony was held at the Seoul National University Business Center on January 18.

The Parkland College Student Marketing Contest is a nationwide contest for university students. The fields and themes covered in the fourth contest included Parkland Integrated Marketing Strategies, Retail, and Digital Contents. Dongseo University’s Advertising & Public Relations team’s winning entry was under the theme of “Parkland’s Brand Repositioning and its RVC Strategy,” proposing a young designer project with the goal of good brand repositioning. Its aim was to give young designers the opportunity to connect makers of clothes who incorporate ethical manufacturing processes into their production with socially-conscious consumers, and to suggest appropriate marketing plans.

Reflecting on receiving the Grand Prize, Kang Sung-woo said, “Reducing one’s level of consumption has recently become a big trend in consumer culture. I have long been interested in corporate social contribution, so I looked forward to coming up with a proposal focusing on this development. I have participated in many project contests previously, but with limited success, so I am so happy to receive such a big prize before graduation. Above all, I would like to thank my fellow team members for their trust and dedication.”
Let’s Habituate Reading

Humans are developing animals. This development is accompanied by the accumulation and inheritance of knowledge, and, thanks to it, human awareness and understanding has passed through the ages beyond simply the human lifespan. Once, a tribal elder learned their history and gained the knowledge and wisdom of their ancestors, and this information was passed down orally. However, the history of humanity was completely changed by the birth of letters. Letters were more precise and could be accessed over time and space much more effectively than word of mouth. This became even more powerful with the birth of books following the discovery of paper and typography. Therefore, a book composed of letters and records is a gift from God to humanity. However, with the passage of time, reading volumes are decreasing. Books might be considered too heavy and sometimes boring, the library might be considered inconvenient or annoying, and buying them might be considered expensive if you are only going to read a book once or twice. In addition, the world is turning so quickly that time is waiting to be filled with mixed calls and messages. In spite of all the excuses, there are people who read books. How are they different from us? And what is their future?

The average amount of reading done in Korea has fallen to its lowest level, with 4 out of every 10 adults not reading even 1 book a year. In 2017, Korean adults read an average of 8.8 books each year, but 60 percent of adults read only one general book (excluding textbooks, magazines, cookbooks, etc.) a year. Moreover, 60 percent of adults do not think their reading is insufficient. According to the 2017 National Reading Survey, published by the Ministry of Culture, Sports and Tourism, the proportion of people who read at least one general book over the year from 2016 to 2017 was about 60 percent of adults and 90 percent of students. This is a decrease of about 6 percent for adults and about 3 percent for students compared to the 2015 survey, the lowest level since the survey began in 1994. The reading volume for adults reading paper books averaged about 8 books over the year, down from the 2015 survey result, while the student reading volume was about 29 books, much lower than 2 years ago. The reading rate for e-books was about 14 percent for adults and about 30 percent for students, which had increased compared to 2015. However, despite the overall decrease in reading levels, the percentage of adults who think their reading volume was "not enough" has steadily declined from about 75 percent in 2011 to about 60 percent in 2017, highlighting a reducing awareness in the need for reading.

The number of students who used public libraries at least once during the survey period had more students than adults, but each decreased compared to 2015. The most common places for reading books were at home for both adults and students. About 5 percent of adults chose a cafe as a place to read. The overall reading rate and reading volume decreased, but reading time for adults increased, but only slightly from 2015, spending 24 minutes on weekdays and 27 minutes on weekends. For students, reading time was much longer than in 2015, spending about 50 minutes on weekdays and 68 minutes on weekends. As can be seen, the amount of reading and reading rate have decreased, but there are few people who think their reading volume is insufficient.

The most difficult factor for reading such books was that both adults and students had no time because of work or study. Adults replied, "I don't have time because of my smartphone, the internet, playing games, and doing other leisure activities." The students similarly cited factors that hindered reading such as that they "do not like reading books and do not get into (such) habits...because of using smartphones, the internet, and playing games." In order to create an active reading society, it was determined that "creating a local reading environment," "supporting reading activities as part of one's lifestyle," and "activating various reading clubs" were required factors.

As the survey shows, the lack of reading comes from the lack of awareness of the need for reading. People feel that they know that reading is good, but don't know what to do about it specifically, so they can't do more reading. Yet if you know that thirty people can sell well, the benefits to and meanings behind reading may add to your interest in it.

The first of all, is that reading improves language skills. Books go through a rigorous review of spelling, vocabulary, and sentence structure before they are published, so that is an insatiable aspect of them. Reading is the accumulation of knowledge and the discovery of wisdom. Knowledge is a clear perception or understanding of something learned or practiced, and wisdom is the mental capacity to quickly grasp the object of things and to deal with them accurately. Accumulation of knowledge is not a requirement of wisdom, but the human brain accepts even indirect experience as one's own experience. Thus, by reading, we can go beyond the limits of time and space to have a richer experience and on the basis of this experience we can mature.

You can also gain wisdom from multiplying the information you have acquired through reading with your own. Reading also enhances creativity. As you gain indirect experience from things you yourself haven't actually seen or heard, your brain suggests the context based on the information given. Movies and cartoons have no choice but to provide images, but, when reading books, it is up to us to draw within the undefined margins. Reading also serves to stabilize a person's psychology. You may be comforted by reading when you are psychologically struggling or thin or when you are stressed by a busy social life, at work, at school, or with human relationships. As time goes by, people's relations are becoming darker and they become indifferent to each other and more selfish. If you develop the habit of having quiet time alone, you can think about developing yourself, relaxing your mind and recovering your self-esteem. This process will also
There are many cases for knowing the effects of reading and enjoying some of its benefits. Now everyone can read the publication they want, but there were times when even these basic rights were not recognized. For example, before the Civil War in America, slave owners suppressed freedom in various ways, one of which was the prohibition of reading by slaves. They knew well about the influence of reading and wouldn’t even allow slaves to learn to write either. Because of this, many black leaders said that they learned writing secretly and fought in the Civil War by teaching other slaves when they were away from the eyes of their masters.

Korea also endured a strict cultural policy when it was a Japanese colony. At this time, the Korean language was denoted and Japanese was used solely. Newspapers were closely controlled and critical articles on Japanese colonial rule were removed. These aspects did not simply limit the exposure to knowledge. Books are more than paper and ink. It is also a cultural compLex of knowledge and wisdom. Like idioms and proverbs, we can see that the Korean language contains its own culture. This culture is reform as a form of life and is an essential element in the growth of Koreans. The blockage of information sources encourages only limited or selective development of culture.

There are two main types of reading. One is that which we read under the pressures of others and the other is based on one’s own will. Real reading is spontaneous and something that can be enjoyed, but when we are told to read, many people who are especially not used to reading want to run away from it. We have been asked to read various recommended books since we were young. As a result, most people are reputed with the idea of reading. The way to overcome these problems is to read what you like. You can read magazines that spark your interest or you can enjoy exciting comic books. Fairy tales composed mostly of pictures are also a good choice if you like them. Anything in the form of a book is acceptable; it doesn’t matter. This process is necessary if we are to have a positive view toward books.

After choosing your favorite type of book, take time with it, looking closely and carefully. These days, most of our time is spent in our small digital world. Everything happens in a flash in this tiny world. When we’re looking at a cell phone, we don’t spend more than a second on the information. As we get used to this rapidly, it seems hard to stay still. However, reading a book is a different dimensional learning process. We need to pay attention to every single word to do proper reading. It may be awkward to do so at first. You might feel like you are reading your time. However, when you take such a close look at the books you’ve already chosen, you will soon understand both how easy and how rewarding it is.

After reading a book, it is helpful to write a short review. Reading itself is an investment of your time, for you can think over who you are and what kind of life you should pursue, while following the experiences of others in the book. When we take it one step further and write our abstract considerations of the book, we can develop ourselves that much further too.

Our life is not a simple plot with a few lines. Every moment of our lives is a continuation with conflicts and choices. For the best results, we need the ability to think for ourselves and define ourselves. This ability naturally improves through the process of reading and organizing our thoughts. If you set your own standards for reading through these after-reading activities, it would also be a lot easier to find a next book to read. This leads to a virtuous cycle of reading.

It is also a good idea to consider the text or content you encounter while reading. There are many sayings in the world, but I would say that the writings which are collected throughout one’s life are more valuable. From time to time, we are stressed out. At those moments, your collection of experiences gathered through reading will give you support. The moment that you might have tumbled into a hole of despair could become a turning point in your life.

Thus, if you need to look over professional books or want to organize your understanding of a book, the table of contents can be used. The table of contents is like a map that guides the reader to a new world. Besides, you can see only what you need with the table of contents and can easily understand the direction of the book because the table of contents show the key points.

By the end of this process, you will find yourself a professional reader. You should keep in mind that reading will prove itself when the reader is enjoying the process. So, if what you’re reading right now is boring, you can just close it. There are countless books in the world so you won’t have enough time all the ones you like.

Depending on the advancement of technology and the flow of time, it is possible to read through various media. E-books are typically 30 percent cheaper than paper books. In addition, when sales events, discounts, and accumulated points are added to this, you can often save more than 50 percent. You can also read more cheaply through borrowing or renting instead of purchasing.

You may also want to read a book right away. In this case, a paper book can take a few hours to get when one has to visit a bookstore, and longer if ordered from an online bookstore. However, e-books can be downloaded and read immediately after payment and are available not only in Korea but anywhere in the world. Furthermore, e-books are strictly weightless. You only need to consider the weight of your smartphone or other reading device. For less than the weight of one book, you can have tens of thousands of e-books on your device and yet they still don’t take up physical space. You don’t have to worry about taking a book when you commute or travel. Therefore, it is not inferior to an entire library. E-books provide an opportunity to provide the same experience across devices. The pages, underlines, bookmarks and notes you read are linked over all of your devices and the ability to gather underlines at once is considered one of the best advantages of e-books over paper books.

I have not used audio books yet, but they have been well received by consumers in that they allow convenient reading and reduce the burden of physical books. First of all, the advantages of audio books are that they are much less straining on the eyes than paper books and e-books, and therefore they can enjoy more casually. Along with this, audio books allow you to listen to them for short periods of time, such as while travelling and/or while you are busy doing other things. Overall, the big advantages of audio books are that they increase your access to books through multitasking and ease of use in any situation. In addition, the audio book is valuable to people who have difficulty reading, such as the visually-impaired. One of the few bad things is that there is a limit to the content available in this format, compared with books or e-books.

Yet can still be best to read physical, paper books. A few years ago, an article about the differences between reading and reading on paper received a lot of attention. According to the research it discussed, those who read a notebook PDF document remembered the specifics and information well, while those who read the paper version of the document said that it was better to deduce the story from the context. In other words, digital reading provides a kind of narrow visual acuity that concentrates the information itself, so that the longer the digital reading time, the less developed the ability to grasp the overall flow. In this sense, analog reading is more comprehensive than digital reading. It also helps you to think more creatively in order to help solve problems. Also, it said to activate long-term memory for high-level understanding and thinking. The article authors concluded that because computers, laptops, and smart phones cannot insist by reading analog forms of information in today’s modern society, researchers suggest that they supplement the weaknesses of digital reading by reading printed digital documents in order to accommodate the benefits of understanding and creative thought processes.

Reading is the storehouse of knowledge and the foundation of wisdom that has been proven over many centuries. How alarming it is that it is now in decline? Consider that it doesn’t matter how good the food is unless it is actually eaten. This holds equally true for reading. Just as the record has greatly contributed to the development of humanity, we need to listen to the voices of those who were first to advance themselves, to play our parts in the future development of humanity.
When people hear the word “change,” they may think that some things don’t change much. For example, in a world of infectious diseases, wearing masks can help prevent the rapid spread of them, but nonetheless the viruses remain. However, one change, such as washing our hands well with soap, can indeed help prevent the epidemic from spreading so rapidly and drastically reduce the number of confirmed cases. I think that like this, small changes can bring about big changes.

If you look around the world, we can see that just a little power can indeed change the world, such as NGOs for example. Because people gather in specific places that are damaged to help, they can heal people’s minds and give them power to recover. When catastrophes happen it’s the governments that try to manage things, except for volunteering. We can volunteer, encourage people who are in need of help, listen to them and help heal their minds. If someone asks me, “What factors can change the world?” I will answer: “The people.” Therefore, the power of the individual is most important in living life.

In general, people may think that small changes cannot change the world, but there are cases where small changes have caused a big stir. A few months ago, it was brought to our attention in Korea that children from low-income families didn’t have money to buy sanitary pads. It has been the same in foreign countries as well. Recently, Britain has had a serious social problem with this menstrual poverty. According to a report by the British newspaper The Daily Independent citing a survey by a sanitary products company, 137,000 girls were absent from school in 2017 because they could not afford sanitary pads while they were menstruating.

Amica George, who is a high school girl in the UK drew attention to the issue, emphasizing it as a matter of learning rights. She explained, “the right to education is a basic human right. There shouldn’t be a single person denied this right because she can’t afford to buy sanitary pads.” In 2017, British girls created the hashtag #Reproseperiod and shared it through social media. As a result, 2,000 people participated in a protest held in December 2017, successfully turning the issue of sanitary pads into a widely recognized social issue. The government announced a plan to make sanitary products freely available in schools and colleges. Scotland, which started the world’s first free sanitary pads policy last September, has now spent about $7.5 billion won to provide free sanitary pads to more than 365,000 girls and women from elementary school to college students every month.

Currently, the price of sanitary pads in Korea is up to two times higher than those in Japan, France and Denmark. In addition, prices of sanitary pads have risen 24.59 percent during the last five years, while the consumer price index has only risen 9.81 percent. In other words, while sanitary pads are not at all expensive overseas, they are even more expensive in Korea. Actions are taking awareness. For example, a sanitary pad was glued to the wall of a construction site in Insa-dong, Seoul, with a red liquid representing blood. The protestor said sanitary pads are a necessity for half the population and that the government should control prices. Also, a video was uploaded on a portal site displaying the lack of general knowledge about menstruation – notably, one man thought menstrual blood was blue. There is clearly a need for better awareness and price controls for necessary products.

Change begins with a yearning for different results. However, it takes a lot of courage and mental resilience to change the present situations. The most important thing in change is that there are moments when questions are needed for change and moments when actions are needed. We recognize the need for change and we act on it because change does not happen just by thinking. People don’t think that the world changes with one person’s efforts. However, just as a seed blooms new shoots, one’s efforts only remind us of our capabilities to make a better world. I hope all those brave individual efforts will continue to change the world progress and protect basic human rights.

Can One Little Voice Change the World?

Written by An So-yeon
International Student
soyeon9928marie

The Evolution of Disney’s Heroines

Written by Lee Seung-ahn
English, Co-ordinator
lees171@naver.com

Every child dreams of becoming a main character in a fairy tale. Their eyes twinkle like when they’re listening to stories or watching movies. They beg their parents to wear the characters’ costumes, follow their actions, and sing along to their songs. Fairy tales soon become their lifelong wandering, full of hopes, adventures, and dreams that are beyond reach in the real world. By becoming a hero or heroine in their imaginative world, children also dream of their own “happily ever after.”

When talking about that happily ever after, we can’t leave out Disney princesses. They are representatives of characters of Disney, and also the most loved ones of all. More than 60 animated movies have been made by Disney, but not every heroine or princess can be a Disney princess. To wear the crown, a character needs to pass an assessment based on lineage, box office general, number of songs, and particularly whether she had been hand drawn. Only after meeting these criteria can a character become a Disney princess. Then the new Disney princess has to hold an online ceremony that confirms herself as a Disney princess. It usually takes place in Walt Disney World’s Resort Magic Kingdom in America. They carry out the ceremony with an understry. When the event is over, Disney launches the princess’s individual goods. To date, there are only 12 characters that have been officially announced as Disney princesses.

The 12 Disney princesses show the evolution of the heroine. The first six Disney princesses—Snow White, Cinderella, Aurora, Ariel, Belle, and Jasmine—are relatively dependent characters when compared to other six princesses. Princess Cinderella is the one to the ball by herself to meet the prince, Princess Ariel is curious about the outside world and has the bravery to explore it, Princess Bella is intelligent enough to stand up to the male character on an equal footing, and Princess Jasmine breaks out of the frame of Cinderella story by marrying to the poor. However, Snow White and Aurora are passive, even though other princesses show their own characteristics, and they can’t be considered active characters.

The other six princesses are relatively independent characters. Pocahontas is an internally mature character who can show different prospects towards the world. Mulan earns the general title by herself, by proving her physical ability is equivalent to men. Tiana is the heroine of the plot, and she and the prince have a complementary relationship to achieve their goal. Rapunzel sacrifices herself to save her lover. In Merida, Disney steps ahead by leaving out any romance. A similar step was taken in Frozen, where the sisterly love took between Elsa and Anna superheroes over love interests. These sisters, though satisfying all of the criteria of Disney princesses, have not yet been crowned into the Disney princess brand.

Although generally beloved, Disney princesses have not avoided criticism. The Swedish sociologist Clara Uppal asserts that Disney’s animated movies have a negative affect on a child’s confidence because they allegedly give children a distorted awareness. She conducted a survey over nine years, from 2009 to 2018, involving 638 girls from five-year-old girls from America, China, Fiji, India, and Sweden.

The questions included: What does a princess look like? What kind of person is a princess?

When was the first time you saw a Disney princess movie?

Do you think you can be a princess yourself?

The results were striking. 61 interviews out of 63 thought real princesses looked similar to Disney princesses, and they had all light skin. Nobody from Fiji, China, and India draw Asian or dark-skinned princesses. And a few children replied that they cannot themselves be princesses because their skin is too dark. Even though the test had a small group of subjects, there’s no doubt that their self-attachment has been built. This was not the first time Disney had been similarly criticized, and starting in 1992 the company presented princesses reflecting various races and cultures. However, traditional white princesses are still dominant. Many children preferred white princesses, and many haven’t Mulan or Moana, while they have seen Cinderella and Snow White and the Seven Dwarves. Assigning blame for this prejudice is difficult, and Disney should be considered within the context of its history.

Now it is obvious that fairy tales are not only children’s property. The reason we look for fairy tales even as an adult is because they do not only remind us of our childhood, but they also present heartwarming messages within beautiful stories. Therefore, fairy tales should be more than a fantasy. Only then can they shine in our hearts forever and ever.
Korea’s History Education Curriculum

Written by
Choi Hye-yeon
Department of History, Sogang University
hyeyeon@109nkrave.com

An So-yeon
International Relations, Sogang University
sayeon@109nkrave.com

How well do you know history? In a National Security Consciousness Survey of 1,000 people aged 19 or above conducted by the Ministry of Public Administration and Security in June 2013, over 50 percent were unable to even tell surveyors what years the Korean War took place. Many also didn’t know the history of Daldal Island, the reasons behind national holidays, and, most shockingly, the deeply upsetting history of the Japanese military’s sexual slavery. History is constant conversation with the past, and it needs to be both understood and talked correctly to the youth of today. Korean history was an elective subject for the CSAT until 2016, when the government mandated that Korean history be taught as a requisite course to promote a more well-rounded education. As a student that has been taught history here, I am of the opinion that this otherwise well-meaning idea has not been properly implemented. Korean students are not taught to understand history; rather, they are taught only what will appear on the entrance examination. A look at the high school education curriculum shows that Korean History is not valued to the same degree as other compulsory subjects.

It has been proposed that Korean history should be taught in depth regardless of its value for the College Scholastic Ability Test. I agree with this proposal as a citizen of Korea. Students should be presented with a chance to learn about history and how it has served to shape the country that we live in. It is important, however, to closely monitor the textbooks that are being used to teach history. History should not be rewritten by governments with agendas. The use of state-authored textbooks is troubling. There is no room for meaningful discussion or alternate opinions. The lack of diversity is troubling as it presents only one totalitarian, uniform viewpoint.

How does the Korean education of history compare with that of other countries? In Western Europe after the Renaissance, history gradually came to be introduced as an independent subject in school education. Earlier, in the aftermath of the Crusades, awareness was raised in various areas around Europe and an interest in history was sparked. Germany has always been a country that has had a keen interest in history. Strongly nationalistic in the past, it was expected that the study of history in Germany would foster a sense of attachment to the country and engender a loyalty to the king.

In the present day, Germany is teaching its 20th century history, including Nazi-era history, as a required subject over two years before students can enter college. It is also mandatory for German students to take a field trip to a museum located in former prison camps to remind students of the wrongs of history. In addition, history books are not made by the German government but compiled by using local teachers to ensure the autonomy of education and provide diversity in history education. These textbooks must meet the guidelines set by the Ministry of Education. Germany values openness, individually, and current relevance in its textbooks and those are reflected in the books that they use in class. The openness is reflected in the numerous viewpoints that are presented, and also in the understanding of history’s current relevance in today’s Germany. It is history that is important to the country’s national identity.

Russia teaches world history before tackling its own national history. They believe that a greater understanding of world history is important before focusing on a deep understanding of their own country’s place within a broader historical context. I think that Korea would be wise to follow a similar path. Understanding world history and the place that Korea occupies within that framework would be beneficial to students. Korea has long held its place in the world, and students should realize that moving forward. As a broad base is a stronger base, we should not limit ourselves to only studying Korean history for the sake purpose of passing a test. The United States is yet another example of how to teach history. While each state tackles History education slightly differently, history is still an important subject in every state. States in the southern part of the country prioritize direct experiences through projects, hands-on learning, and historical plays. Students can act as historical figures so that they can experience the emotions and situations of a particular era. Field trips are also popular, with students visiting the locations that they have read about in their textbooks. This method is similar to the Korean learning experience, which not only enhances students’ learning skills but also expects their active participation.

These diverse methods in which history can be and is taught serve to emphasize the importance of the subject. History is an important subject that has a higher purpose than a merely passing a test. It is used to educate people about their country’s identity, their place within the global community, and aids in the solving of future problems too. Countries that don’t look to the past or address past wrongs perpetuate problems in current times. Historical wrongdoings should not be concealed, and history should not be rewritten. History needs to be taught in an open and honest way. Countries that don’t follow this commonsense approach increase the likelihood of disputes of the past and carrying on the violated international law, etiquette, and morality. The denial of the past only serves to Assadic that are not in tune with the globalizing era.

Although the world is getting smaller and far more globalized, it is essential to know where you came from, the history of your nation, and your nation’s place in history. It is a point of pride to have a positive attitude about the community that you belong to. Pride in your history is not an attack on other countries. It is an important step in moving forward. It is vital to teach history as more than just a subject for a test.
Assessing the Influence of Advertising

Advertising is one of the major parts of life in the 21st century. We are inundated by images, sounds, and ideas aimed at making us purchase things. Advertising in the modern era is a pervasive form of mass communication that utilizes mass media in all its platforms. Advertisements reflect society, and are certainly affected by the social group that is being targeted too. That is why the history of advertising is so dynamic. If we consider that advertising is an act of conveying and persuading information, we can also surmise that the history of advertising is also one way to look at the history of communication. Moreover, the type of advertising used mirrors the society it is aimed at influencing.

If one looks at ads as messages that help with material exchange, the history of advertising reads like the history of the market in society. It is part of, and also expresses the development of media platforms. It is interesting to see the differences between Korean and Western ads. Korean ads are much more message-centric manner, while Western ads focus more on images. North American and European ads also have far more videos and music-based than ones found in the Korean market. They are noticeably more image-centric.

There are three types of advertising, each with various characteristics. The first type is media advertising. This naturally covers a wide array due to its multiple platforms. The medium used affects which type of method of advertising can be effective. Effective advertising must use the medium that reaches that group in the broadest way. In Korea, the major media outlets of the 1960s were television, radio, and newspapers, and hence ads effectively reached the vast majority of people. Moreover, across the board, the ads that pop up on internet sites and other social media platforms now are strikingly similar to those presented on TV and radio.

The second type of advertising is far less direct. Subliminal advertising is a very effective method in reaching a broad spectrum of society. Product placement in shows or movies has proven to be effective and is often used. In the United States, an experiment was conducted in the 1960s. This was a time when many people were interested in ways to improve methods of advertising products. One advertising designer asked the question “How can I make an ad more effectively?”, after some thought, an idea sprung to mind, a simple and elegant method was to make an ad that was not an ad. Something that was subtle and effective, with the product being pithed imprinted on the brain. This new idea of subliminal advertising was tested not in a laboratory, but a movie theater. The target market was hungry viewers, and the product being pitched was popcorn. Popcorn appeared on the screen, and sales of popcorn rose dramatically compared to previous days. The image of popcorn was imprinted on the viewers and proved to be an effective method of advertisement. This method of advertisement was a new way in which products could be pitched and was widely adopted.

The last type of advertisement is broadcast advertising. Broadcast advertisements are research-based commercials. They air during and between programs both on the radio and especially on television. This type of advertising is effective as the people being targeted are invested in the program and are a captive audience for the ad. This type of advertising is appealing both on radio and on television. The transmission power, or reach, of this type of advertising is extremely broad in range and presents the advertisers the ability to utilize various tools—far more tools than can be used in the more traditional print media. Print media tends to focus more on product information, while broadcast advertisements can depict lifestyles and create an illusion of need. Television commercials are also the most effective form of advertising because they are easy to repeat and often have nationwide exposure. Commercial adsk tell us what is and are a faster method of persuasion. It is such a wide-reaching platform that advertising fees are set according to the popularity of the broadcast programs, the most extreme example of the being during the Superbowl in America. Advertisers spend millions of dollars for 30 second spots throughout the game. Whereas radio advertising is effective in strengthening brand awareness and helping to sell products by repeatedly approaching target consumers at a low cost.

The impact of advertising can be both positive and negative. The positive function of advertising is that it exerts at making people purchase products. It stimulates the economy, which benefits the society that it is aimed at. It helps ease economic stagnation by increasing the desire to consume and serves to increase production levels for popular products. Advertisements act as the lubricant to the economy. They serve to grease the wheels for society. The economic functions of advertisements extend not only to increasing purchasing and moving the financial needle, but also to introducing healthy competition in the marketplace with companies striving to make better products and new products. Through advertising, we decide whether to buy the product or not. This helps us enjoy goods and services. Not only do we get involved in our services, but we also get interested in the ads themselves. It gives us pleasure to watch them.

On the other hand, there are definitely negative factors that advertising has on us. False, exaggerated advertising fosters consumers distrust of products and brands, and has the negative effect of an erosion of trust in advertising. The constant type of advertising confuses and dulls our senses, ensuring that we require bigger and better ads to attract our attention; when these bigger and better ads don’t live up to expectations, we start losing interest. This makes the bias against advertising stronger and pushes out potential consumers. We start to believe that ads are often false. That they do not correspond to the product, and that the reality of all ads and think that ads are simply aimed at exploiting society, violating social norms and in some cases even laws.

We are living in a society where the ads of economic structure, previously centered on production and supply systems, is shifting to consumption and demand. A demand that is created by advertising which plays a key role in creating it. Mass media is a fact of life, and with the explosion of mass media we are faced with the constant bombardment of ads. We are all consumers at every level, and I think that we have the responsibility and mission to expand the scope of advertising as a means of improving our quality of life. We must develop the ability to weaken out the false ads and improve our rational thinking when picking products. We should not be swayed by the bigger and louder ads. This will make the advertisements better and more truthful.

Advertising has expanded and developed. Social networking sites are an easy, fast, and cheap way to produce enormous effects. These effects used to require a great deal of time, and a structure that generated profits in a manner proportional to the money invested in advertising. Now we can get detailed, truthful information and views across platforms such as YouTube, Facebook, Instagram, and Twitter. These new platforms are different than the advertisements of old. They are no longer a one-way street where we just sit, listen and watch. We are now able to interact, give our opinions, and effect how we are advertised to.

We must embrace the new era of advertising that includes immediate feedback. We feel that we are entitled to a new and better advertising culture. The history of advertisements is the history of communication. New mediums ensure that this will continue to be dynamic and a reflection of the society that we are part of. Social media is the newest powerful tool, and this time we are directly involved. It is a dynamic time for advertising and communication.
Ezine Interview with International Logistics Graduate Ahn Ik-su

Ahn in 2017, I participated as a sophomore in the DSU SAP Europe program conducted by the Korea International Exchange and Cooperation Project, which has the aim of fostering professionals in the fields of shipping and port logistics. Through visiting the global ports of Rotterdam Port in the Netherlands and Antwerp Port in Belgium through the program, I became especially interested in the marine environment. Following up on that in Korea later, I became aware of and researched KOEM, and resolved to join it one day. Ever since then, I was preparing for that.

Ezine In what other ways did your international experience help you?

Ahn As the term ‘shocked in a wall’ implies, when you confine yourself to just your home country, you cannot see the world from a variety of different perspectives because you are immersed in just one country’s sentiments and thoughts. My international experience helped me to overcome this. The diverse perspectives I gained through the SAP-Europe program and others were of enormous benefit in helping me find a path to a career that I can excel in, rather than just a career that others like but is not necessarily suited to me.

Ezine Could you tell us about your university life?

Ahn I have to say that DSU life is the crime de la crime of Korean university life. Ultimately, our tuition fees are for the provision of various services, so I think it’s only fair that students have the right to use those services as much as they can—and DSU goes above and beyond in what it offers in this regard. Indeed, I think one of the best points of DSU is the huge number and wide variety of various programs available for students. Personally, I first gained confidence by participating in a program conducted by the Student Employment Support Agency, and later gained related knowledge by joining the Global Port Logistics Research Association. After that, I participated in the SAP-USA program and I was able to expand my horizons, which further helped me greatly improve my capabilities.

Ezine It seems like you have participated in a lot of university programs. What advice would you give to current students on how to find and apply for the opportunities that are available?

Ahn There are a lot of empty hours between lectures for your campus life. Whenever I had the free time, personally I made sure to pay attention to all the posters all over the university. At DSU, no matter what kind of program is being run, a poster is made to promote it. So just a short time making sure to pay attention to what’s around you at DSU, rather than just passing by in between classes, is a little change that can ultimately have a big impact on your life.

Ezine How do you prepare for your job?

Ahn I made sure to get a lot of work experience by doing public promotional activities and taking advantage of internships offered by various companies, rather than only working on getting various licenses and studying foreign languages. In particular, the advantage of getting work experience is that you can build relationships with the people working in the company. They too went through the same hardships as I did in the job preparation process, so I was able to get a lot of advice and practical tips from them. Moreover, those personal connections can give you quite an advantage not just in for preparing for a job, but for your working life after you’ve gotten a job too.

Ezine Finally, can you please tell us any advice you’d like to pass on to your juniors?

Ahn When everyone starts, they have a goal they want to achieve. However, as time goes by, we tend to give up on or lower our goals, excusing our doing so by saying to ourselves that we’re only compromising with reality. But I reckon we mostly do that only because we’re trying to achieve our goals through other people’s methods instead of through our own. This why I think it is so important to make active use of the various programs available at DSU to build your specs. Even if you do go for the same goal as others, through what you gain from these programs you can forge your own path toward it. I believe that if you walk your path without being too concerned about others’ opinions, you will be much more likely to reach your goal.
“A rose by any other name would smell as sweet.” So said William Shakespeare, but is this true? Do the words we choose to describe things matter, or are they arbitrary, unimportant things? Why does one buy a “house” but inherit an “estate”? If these two items are the same? Or, why is an hour “time” but a century an “age”?. And really, does a “rosa bankiae” smell the same as any other rose?
To understand the answers to these questions, we need to consider the history of the English language.

References

Andrew Wilcox
Assistant/Principal
EFL Office

Origins
The Celts

Old Angles

Middle English
King John lost Normandy, but there’s more to it than just that. For instance, there were factors like his having fallen in love with the beautiful Isabel of Angouleme, and there were also attacks, betrayals and other threats. The important thing to keep in mind is that King John, a French king ruling in England, was forced to choose between England and France. Indeed, all aristocrats had to make a similar choice, and they typically chose England because that was where they had been living for the past 150 years or so.

And here is where the language fun begins! At these aristocrats were suddenly committed to learning English, which they did. Yet they often introduced their own words from French. Sometimes these adopted words described new things, sometimes they reflected a nuanced difference, and sometimes, well, no one really knows why they were adopted into English.
We can see these transitions when we note that an Englishman lived in a “house”, whereas a Frenchman lived in a “mansión”. (After all, the latter were of the ruling class.) Commoners had “wishes” but aristocrats had “desires”. These are a few of the words adopted at this time.

The French dominated the government, so many of our government-related words today are also taken from French: “government”, “administrator”, “state”, “slander”, “royal”, “authority”, “majesty”, “steward”, “oppress”, “court”, “assembly” and “far” are just a few.
Religion was another area strongly influenced by the French. That list of borrowed words includes: “religion”, “sermon”, “baptism”, “communion”, “prayer”, “lesson”, “clergy”, “cardinal”, “diets”, “chaplain”, “parish”, “friar” and “hermit”.

And law is another logical place for French words, including this indicative list: “justice”, “equity”, “judgement”, “crime”, “attorney”, “fine”, “punishment”, “trespass”, “assault”, “slender” and “estate”.

The Renaissance

Finally, we jump forward to the 15th and 16th Centuries. It is in that time when we see an overt attempt to improve the English language. Many new words were adopted straight from Latin. In fact, one of the greatest borrowers of Latin words was the famous playwright William Shakespeare. A very short list of his borrowings includes: “agne”, “catastrophe”, “dire”, “emphatic”, “extract”, “medicine”, “modest”, “wast”, “mutiny”, and “taxation”.
This brief history of the English language may help you understand the difference between “cow meat” and “beef” or between “sheep meat” and “mutton”. These terms resemble their Old English predecessors and French replacements, respectively. Like the old saying goes: “Cow meat by any other name would taste just as sweet.”
CULTURE

of think about the people who represented our country and were unrecognized. In the music industry, we can say that there is Psy and BTS. Likewise, it is not an exaggeration to say that Parasite is a representative movie of our country. There are many other films, but I think that Parasite is an amazing piece of work that has made the quality of Korean film recognized throughout the world.

The director who gave birth to Parasite is Bong Joon-ho. His films from various genres include Memories of Murder, Monster, Mother, Snowpiercer, and Okja. He is famous and is already recognized in our country as a director who puts a lot of meaning into the contents of his films. By paying attention to every detail of his work, he has earned the nickname ‘Bongtai’ in Parasite, his message is that poor families struggle with capitalists, but when unemployed are eager to be workers. The father, who never fails to work in the movies, is supposed to see his son again. Because planning always has been something ominous in their lives. But he thinks it’s different this time. A ‘scholar’ is a kind of a rich fool, which is said to bring wealth and fortune, inspires his son. Beginning with his son, who was hired as a tutor in the house of CEO Park, the rest of the family are also employed. But ultimately, the ‘scholar’ doesn’t want this family to higher ground.

Parasite is a family drama, thriller, comedy and horror. But the coolest feature of Parasite is the reality of the trauma that rich children encounter when confronted with people from a lower social class. It’s a city where no symbiosis is possible lasts long enough, anxiety and fear without no recourse for an outlet seeps into all aspects of one’s life, regardless of status and class. Whereas Bong Joon-ho’s focus in his films has always been on chasing rather than fighting, Parasite is fundamentally about a struggle for steals and self-defense. The underlying pursuit an finding of wealth and position, as well as the dialog, shuffling foot-steps of the protagonists who endure even in their present position, are the main themes explored in the film. Parasite can be viewed as the epitome of class society, but Bong Joon-ho’s capture of a footlong and irrational humanity that does not serve its purpose is his special insight that he provides. Moreover, the film should also be considered as part of a huge realistic mural, not as a miniature. Indeed, the vanishing point of Parasite is the black square at the entrance to the underworld. Opened like a keyhole in the center of the frame, this abyss is a dreary sewer that swallows the world’s contradictions with a temporary right hand strike. Therefore, Parasite can be said to be all about glowing before giving its characters the opportunity to hope.

There are many reasons why the film Parasite has been released in the United States. This film highlights the gap between the rich and the poor. Nevertheless, the members of the American Academy of Motion Picture Arts and Sciences selected Parasite as the best film of the year, saying it was realistic and convincing and with something to tell about American society also. This comes from the perspective and attitude of Bong Joon-ho, who wanted to focus on looking at the gap between the rich and the poor.

The film has won more than 160 awards at 57 film festivals and 11 awards worldwide, including The Grand Palm Award at the Cannes International Film Festival. At the Toronto International Film Festival, which is the largest film festival in North America, it has received an audience award. At the American Academy of Motion Picture Arts and Sciences-AMPAS, it won four overall awards, while at the Academy Awards it won for best director, screenplay, and best international film. It was the first time that the award was given to a foreign film. At the American Actor Combination Awards Award-SAG, it received a huge number of awards, including an ensemble award for 21 years of foreign language films. In addition, as CNN reported, a number of famous actors from Parasite will appear in dramas on the US HBO channel. Parasite also exceeded the ‘one-rich barrier’ of subtitles and transcribed screens. A meme is a phenomenon in which an impressive or interesting element quickly spreads and becomes popular on the internet, and Parasite has become one by crossing the boundaries of culture by way of its associated images, photos, and food. There is now ample parodying of it through reality TV shows; copping lines of dialogue, facial expressions, and gestures from it, and now everyone clamoring to try the food in the movie, which, ironically, is now being sold at very expensive prices at restaurants worldwide.

The film Parasite is not only highly recognized and popular in Korea. Despite the fact that it is based on the Korean language and Korean society, it is very meaningful that it has been recognized in many foreign countries, and is a true reflection of its overcoming language and cultural barriers. I was so proud of it that I wanted to write an article about this movie. Therefore, if you haven’t seen it yet, I recommend watching Parasite at least once. After viewing it, take the opportunity to consider how the story could apply to the society of your own country.

Korea’s Mega-hit Movie

Parasite
PANSORI, THE TRUE K-POP!

The real K-pop in Korea is pansori. Literally meaning reading dramatic songs, pansori is a Korean traditional genre that expresses its unique sadness and joy by adding vibrations to its voice, and it is music that comes only when it is lifted from deep inside the body. This music contains the life of the Korean people, so if you don’t sing with your heart, it will be nothing more than a deaf vibration. The origins of pansori date back to the 18th century, after the French Revolution and also during the War of the Throne in Austria, and when Watt completed the steam engine in Scotland. In Korea at that time, society was sympathizing with the people’s sadness and happiness with the Korean musical-lyrical performance of pansori, which included playing the drums and janggu (double-headed drums with a narrow waist in the middle).

In the old days, Koreans often performed pansori under 12 different themes. Among them there were Chosunhyang’s Story, Simcheongga’s Story, Rabite’s Story, Janggyeong’s Story, Onggyogi’s Story, and Chosunhyang’s Story, which is similar to Cinderella if compared to famous fairy tales. It is a story of a prince riding a white horse who is saved by a young lady who or who meets a rich young woman and falls in love. Simcheong is an example and a story about a blind person that is important in Korea. It is a story about a blind father who sacrifices himself to the sea, but lives by the grace of the Dragon King and sees his daughter become a bride of a prince from another country, meet his father, and live happily. What these two stories have in common is the love that people cannot achieve. So much so that the identity society was deeply rooted in Korea in the past, and the people’s hearts couldn’t be expressed and love stories could not be achieved (due to the difference in status or class) and remained as stories and pansori to appease their hearts. Therefore, pansori would have given people vicarious satisfaction by telling them the stories of the things they wanted or dreamed of.

There is another story besides the love story of the people, which is about poverty. In Janggyeong’s Story, a couple of hungry birds look at the beans on a lip and wonder whether to eat them or not. In this part, the first bird is hungry and will live long, but the last bird has a face of a bird, and even if he is hungry, he insists on not being humiliated. However, the first bird ends up eating the beans and dies in a trap, and the second bird meets a new bird and lives his life. In this story, people like Korean aristocrats say that it is more important to keep the face of the aristocracy, whether they are hungry or poor, but on the contrary, if the public thinks that selling hunger by poverty is more important, the person who eventually died of poverty is the first bird, the public. This is because no matter how poor the nobles are, they will not be as poor as the crowd. The powerless masses would have satiated their impoverished society as a story, closing their hearts in the sound and calling for Janggyeong’s story. I am impressed that as a current Korean, I have been able to hear the sorrow of my ancestors through pansori until now.

Why is it called pansori? The answer lies in how it is not a difficult genre to sing because it contains sorrow. If you just know how pansori feels, you can use vibrations to mimic pansori. For example, you can think of “Ah” as adding weight to the sound and adding vibration to the emotion while continuing the sound. So, how do Koreans now accept pansori? Korean pansori masters have inherited pansori from the past in various regions. They teach their descendants how to make people cry, how to emphasize and express their feelings, but many Koreans do not seem to appreciate pansori. On the other hand, the new K-pop acts go wild and try to promote their songs more and more to the world. Each region has its own pansori in Korea, and, just as there were famous composers from every region in Europe and their styles were all different, so Korea also has a variety of styles. Now, however, the heir apparent has been cut off, leaving nothing but sound, and even the last pansori singer is on the verge of dying soon.

Why are the two sounds different in progress? Even though pansori is an older K-pop, is it the only K-pop that fits the present era, that attracts people’s attention? I think the difference between them is ignoring pansori’s perspective and pioneering from the current K-pop scene. From pansori’s point of view, it would be the result of ignorance that began with neglect not to look at Korea’s history properly, whereas from K-pop’s point of view, it feels more interesting to create and develop new things than to see the old ones. Frankly, no one is blaming themselves for those who are crazy about K-pop now because if they don’t have affection for traditional music, it would be better to buy new things and songs than to rewrite old ones. However, just as the old sound of pansori has family, ancestors, and history to them, if many people listen to our history a little more, the successors who will continue pansori will be able to make pansori a new version of the present mind. Then we can draw an ideal picture of two K-pop spreading around the world at the same time. Therefore, our efforts are to pay attention to pansori and to promote or inform various people that pansori is truly K-pop. I really hope that our true song will be a K-pop song that contains the voice of the people who have come down from the past through various movies, musicals, and videos, and it will be a song that anyone from all over the world can recognize as soon as they hear the chorus, ‘Hey Lee Amenables.’ In order to become such a song, you have to be proud of pansori first. As I said earlier, we need to modernize with the confidence and pride of our songs. Just as Spaniards love passionate Flamenco and love their songs so much that they do street performances on the streets themselves, it is the first way we should go. Too. With such pride and confidence, the next step will be promoted naturally enough to be left to the passage of time, and the world of Korea will now see more street Korean dance than busking. Then foreigners who travel to Korea can see the exotic scenes that blend the country’s modern background and traditional culture for free without having to pay for it. Also, if foreigners feel such performances and post them on numerous SNS channels themselves, there will be no better publicity than this. Thus, we must find the beginning in the pride of our own culture. And the next thing you can see is that it is a country of culture in the interest of the world, as it is now globalized just like BTS and the award-winning film Parasite.