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Hello, to all the readers of our magazine. Thank you for taking the time to read it. With the recent lifting of the mandatory indoor mask, the era of the coronavirus is showing its end. What did you want to do first when it became endemic? I think most of us thought of traveling. You can easily find posts about those who have traveled just by looking at the social media of the people around us. However, at times like this, I think we should work with moderation no matter what we try. This is because it is easy and simple to do what everyone else does, and it is difficult to repent and differentiate if it is too stereotyped and easy to fall behind. If you want to find yourself different from others in a routine that rolls like a wheel, why don’t you try a little more caution, but more boldness than usual?

Last year, because I was impatient to do this and that, I was busy trying to deal with the situation somehow rather than completely doing the various things I participated in. Of course, I learned a lot in the process, but I was overwhelmed by the feeling that I didn’t finish my work as well as I wanted because I didn’t have enough time to recharge my energy. I searched to get out of that emotional dilemma and found that my tendency comes from pursuing perfectionism. Perfectionists are said to have a psychological defense mechanism to withhold criticism or criticism that may be directed at them by doing everything they do perfectly without a single error. And interestingly, in order to do everything perfectly, I’m rather seen as a lazy person who procrastinates with the work given to me by pouring out the energy I’ve collected at the best time.

If you’re going through a difficult time because you think you’re falling behind, for example, I hope you’ll get out of that thought for a while, while reading this magazine. This is also just a moment that passes by, assuming that you live to be 100 years old, aren’t you living only a quarter of your life? So now is the time to straighten out your shoulders that have been shrunk by the coronavirus and face it proudly. And I wish you guys would be encouraged by this famous quote from Reddit:

New York is 3 hours ahead of California, but that doesn’t make California closer.

Someone graduated at the age of 22, but waited 5 years before securing a good job.

Someone became a CEO at 25, and died at 50. While another became a CEO at 50, and lived to 90 years. Someone is still single, while someone else got married. Obama retired at 55, and Trump started at 70. Everyone in this world works based on their time zone. People around you might seem to be ahead of you, and some might seem to be behind you. But everyone is running their own race, in their own time. Do not envy them and do not mock them. They are in their time zone, and you are in yours. Life is about waiting for the right moment to act. So relax.

You’re not late.
You’re not early.
You are very much on time.
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Inauguration Ceremony Held for 10th Dongseo University President Chang Jekuk

On February 21, 2023, the inauguration ceremony for the 10th president of Dongseo University, President Chang, was held in the Shinyang Art Hall. In his inaugural address, President Chang said that he felt a heavy burden on his shoulders by being flanked at such a difficult time. To ensure DSU would remain a university with a solid foundation that would continue to successfully navigate the future, he pledged that he would dedicate everything towards DSU’s continuous forward movement in this era of artificial intelligence.

To this end, President Chang will emphasize differentiated education through thoroughly pursuing characteristic education based on the leading idea of Christianity, by pursuing diversification to meet the changing needs of the times, and by developing specialization fields. He further emphasized that he would do his best to achieve the vision of being “Aasiswa No. 1” in the field of human cultural contents, to further expand internationalization, and to continue to make DSU an exciting educational institution.

Finally, President Chang concluded his address by thanking all members and friends of DSU, saying, “I truly hope that there are all of you who cried with me when times were difficult, who hugged me and patted my shoulders when times were difficult, but who also shed tears of joy when good things happened.”

About 400 people attended the event, congratulating the president and pledging to join him in his focus on innovation for DSU. Attending professors and staff included Park Dong-Soon, Chairperson of Dongseo Academy; Jang Je-Won, National Assembly member; Kim Dae-Sik, President of Kyungnam College of Information and Technology; and Choi Won-il, President of Busan Digital University.

The inauguration ceremony was followed by a rewards ceremony, a retirement ceremony, the introductions of new appointments, and finally the provision of business reports.

Memorandum of Understanding Signed with University of Economics Ho Chi Minh City

On February 24, 2023, a ceremony was held in the Global Room of the New Millennium Building to mark the signing of a Memorandum of Understanding between DSU and University of Economics Ho Chi Minh City, Vietnam (UEH). In attendance from DSU were: President Chang Jekuk, Vice-President Kim Jeong-Soon, Dean of International Affairs Han Byeong-jin, Dean of the College of Media Contents Lee Dong-Hoon, and Dean of International College Kim Heung-won. Attending from UEH were: President Su Dinh Thanh, Vice-President Nguyen Khac Quoc Bao, and Vice-President and Honorary Dean of College of Technology and Design Park Young-Joon, who is also a former Vice-Minister of the Korean Ministry of Knowledge Economy. Also in attendance from Vietnam were Ho Chi Minh City Power Corporation President Pham Duc Bao, as well as Vice-President Nguyen Day Quoc Viet.

The memorandum of understanding, officially signed in the ceremony by Presidents Chang and Su, marked a correspondence to make efforts for various cooperation, not only in education but also in academic and cultural fields. In particular, the two universities decided to hold practical consultations regarding the establishment of a joint curriculum for digital media design majors, in which they have a common interest, as well as to accelerate practical cooperation.

After the ceremony, the visiting group was guided on a general campus tour and faculty tour in specialized academic fields.

President Su said, “I am glad to have gotten to know and understand UEH’s excellent programs, and I look forward to our mutual cooperation in various areas, including the implementation of a joint curriculum.”

In response, President Chang said, “We greatly look forward to various forms of educational cooperation between DSU and UEH, and the opportunity to build a mutually beneficial future-oriented education model centered on DSU’s specialized fields.”

University of Economics Ho Chi Minh City, established in 1976, is one of Vietnam’s key national universities. It currently has an enrollment of over 20,000 students, and is widely regarded as the best university in Vietnam for economics and business.

Delegation from International University of Ulaanbaatar College of Nursing Visits Dongseo’s Department of Nursing

From February 8-9, 2023, a delegation of professors, students, and staff from the International University of Ulaanbaatar College of Nursing visited the Department of Nursing at the DSU Biobehavioral Convergence College. With the support of the Korean Nursing Christian Society and the DSU Office of International Affairs, a total of 14 people visited and conducted an educational experience of the department. They included 2 professors, 5 graduate students, 2 undergraduate students, 1 interpreter in Korean University doctoral students, 1 leader (International University Emeritus Professor Lee Won-cheol, and 3 further people from Bethesda Gospel Hospital in Yongon.

On the first day of the visit, the delegation was guided through the curriculum and department programs of the Department of Nursing, and then witnessed a demonstration of basic nursing skills conducted by nursing students in order to experience the training skill level of students at DSU. In response to the five practice items demonstrated by the DSU students, which included intravenous injection, blood transfusions, vital signs, blood sugar check, and ortho-tactical suction, the delegation praised the high level of practical skills of the DSU nursing students.

On the second day of the visit, the delegation participated in the ALSI113 cardiopulmonary resuscitation course. First, they observed the theory class, and then, in the practical class, taught by professors Lee Yoon-bak and Yoon Jih-won, they experienced the cardiopulmonary resuscitation process through direct practice.

While there are many various international programs underway at the Department of Nursing at the DSU Biobehavioral Convergence College, this is the first exchange with a Mongolian university. All participants welcomed the mutual learning experience and opportunity to introduce the DSU Department of Nursing to the International University of Ulaanbaatar College of Nursing, and an academic exchange agreement is anticipated to be secured in the near future.

SW Centered University Project Group Holds Seminar on Education Program Results

On January 18, 2023, a seminar was held by the DSU SW Centered University Project Group to report on the results of its Consumer Electronic Show (CES)-centered 2023 ASTN Overseas Education Program. Taking place in Room 161 of the UH Building, about 40 students and professors from the College of Software Convergence attended. Students at the seminar had engaged in two kinds of missions for the program. First, was to individually visit exhibition booths at CES2023 in Las Vegas related to their research fields of interest, to meet with company officials to collect data and information about their technologies of interest, and to return to Korea to present ideas for research and development. At the seminar, students presented their ideas on self-driving car-related technology, artificial intelligence (AI) and software technology, metadata and web3.0, receiving high interest from attendees.

The second missions were group missions, in which students teamed up to create videos and blogs during their time in the United States. As part of the program, the students had a production briefing session on visiting Apple campus and companies in Silicon Valley, which further involved visiting Stanford University, visiting the CES2023 exhibition in Las Vegas, and sightseeing nearby attractions. It was a good opportunity for students who had not experienced an overseas education program to have an indirect experience.

Professor Park Seung-min, the professor in charge, said, “The experience of seeing, hearing, and feeling the latest trends in the AI SW field provides an excellent opportunity to open up a new world to students, shake off the vague barrier of English, gain confidence, and learn about American culture and cultivating a global mindset. It is rewarding to think that it has served as such a great means to enhance participating students’ capabilities. I am already looking forward to discussing new technologies related to SW majors with students in classes.”

The DSU SW Centered University Project Group conducts a wide variety of overseas education and exchange programs every year, and provides support to DSU students in gaining overseas student life and work experience. In addition, scholarship support and "Stirring Up" scholarships are provided to validate AI intensive tracks and convergence-related majors, and the group also helps students to strengthen their AI SW capabilities.
K-Move School Awarded ‘A’ Grade for Fifth Consecutive Year for Providing Overseas Employment Opportunities

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On January 26, 2023, President Chang Jeok announced that DSU had again received the highest grade in the K-Move School Operating Institution Evaluation, an ongoing overseas employment training project hosted by the Human Resources Development Service of Korea (HRDK). On January 20, the HRDK Korea announced the evaluation results through the World Job Plus site. This evaluation was conducted for a total of 70 operating institutions and 263 training courses that participated in the overseas employment training project in 2021, with 29 of the 79 institutions receiving the highest ‘A’ grade.

In particular, DSU achieved the splendid achievement of being selected as for an A Grade for two consecutive years from 2017 to 2021. It has been promoting overseas employment projects for almost two decades, has dispatched about 1,600 students to 26 countries in that time, and was the first university in Korea to be selected as a K-Move School Operating Institution. Currently, it operates the largest institution in the country.

Dongseo University Graduate Wins First Prize at Isola Design Awards in Italy

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The K-Move School is well recognized as a systemic 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 has received numerous awards, including the 2013 Minister of Education’s Award, the 2014 Busesan Mayor’s Award, the 2016 Employment and Labor Minister’s Award, the 2018 Prime Minister’s Award, the 2019 Korea Employment Information Service Director’s Award, and a Presidential Citation in 2021. In addition, the Ministry of Education recognized the K-Move School as being ranked first in the country for overseas employment.

Song Kang-yeong, head of the Office of Student Employment Support, said in reaction to the announcement, “As the leader in overseas employment, we will continue to actively support students who wish to work abroad so that their dreams can be realized,” the current turmoil and chaos due to the Ukrainian-Russian war and the ongoing North Korean nuclear issue.

Dongseo University graduate Lee Yeon-soo and her team Aaa have won First Prize at the 2022 Isola Design Awards held in Italy. The Isola Design Awards are an annual international competition whose purpose is to bring attention to design studios in the fields of architecture and interior design, as well as to highlight individual architects and designers who produce inspirational works from around the world. The Isola Design Awards aim to showcase designers who experiment with craftsmanship and innovative techniques and approaches with an emphasis on quality, originality, and sustainability, and to provide a space for celebrating outstanding works in the context of the internationally recognized Milan Design Week.

Winning team member Lee Yeon-soo obtained her undergraduate degree from DSU’s College of Design with a major in environmental design in 2017. In February 2018, Ms. Lee obtained her graduate degree from the Domus Academy in Milan, Italy. While attending the Domus Academy, she co-founded Team Aaa in collaboration with Korean furniture designers who were themselves Domus alumni.

Team Aaa’s winning project was a work called ‘Wiggle Wiggle.’ It was entered into the 2022 Isola Design Awards in December and was selected as one of the top three entries. It finally went on to capture the coveted First Prize.

As finalists at the 2022 Isola Design Awards, Ms. Lee Yeon-soo and her team have been invited to present their work at the 2023 Milan Design Week. Currently, Ms. Lee is also preparing for an exhibition in April 2023.
Q College Students Take Part in SAP Global-USA
United Nations Project

On January 8, 2023, eight DSU students selected through Q College for the United States to work on a United Nations project called SAP Global-USA. SAP Global-USA is a global UN project unique to Q College, with earned credits given to students at St. Mary’s University in Texas. The project tasks students with presenting ideas to achieve the UN’s 17 Sustainable Development Goals. Q College has been promoting this project since last year.

In addition to their work on the project, the dispatched DSU students will participate in local activities such as receiving special lectures by global leaders every Tuesday, engaging in interactions with local students at the King Sejong Institute jointly operated by DSU and St. Mary’s University, experiencing mutual mentoring and cooperation with KIS teachers, and benefiting from various internships.

Q College Dean Kwak Joong-shik said, “Through this program, students from both universities will build good mentor-mentee relationships and understand each other’s languages and cultures. In addition, students who perform well in the internships will receive a plaque of appreciation.”

Dongseo University’s Q College was established in 2021 as a future innovation component of DSU. It was designed as a character education challenge college, selecting students from various majors and awarding them academic credits for entrepreneurship, creativity, and social problem solving. Q College students receive university support through online and offline coaching and mentoring as they carry out a self-directed project for one semester each in one United States city, one overseas Asian city, and Busan.

Pastel Entrepreneurship Club Final Performance Report Held

On February 13, 2023, the DSU LINC 3.0 Project (group) held a performance briefing to look back on the first year of its project and to encourage participating students. This performance briefing provided an opportunity to evaluate the results of the startup club activities over the past eight months, to exhibit excellent contents, and to provide time to evaluate and award the activity processes by participating teams and individuals.

In 2022, 288 students split into 44 teams associated with the PASTEL Entrepreneurship Club of the DSU LINC 3.0 Business Group Startup Education Center, performing various startup activities such as making prototypes, participating in startup contests and events, and mentoring. For these participating in the project, the process of club activities was reviewed and the degree of participation in the startup club program, such as the result report and mileage points, was evaluated, with awards being given on this basis. PASTEL Entrepreneurship Education is DSU’s own customized entrepreneurship education, which subdivides the criteria for each startup club and establishes and supports creative programs suitable for the specific characteristics of the students’ departments and majors.

Participating students achieved excellent results such as winning various competitions and starting a business through participation in the first year LINC 3.0 Business Start-Up Education Center Program. In this final performance report, a total of 10 excellent teams out of 44 PASTEL start-up club teams were awarded various prizes, with the Smart Aiot team taking the Grand Prize.

Hwang Gilhyun, head of the LINC 3.0 Project Group, expressed his gratitude to the students who actively participated in the first year of the program and achieved excellent results. In addition, he said, “In 2023, we will provide students with various additional programs to increase interest in entrepreneurship and inspire entrepreneurial activity, and through this, we will continue to strive to nurture innovative talent full of entrepreneurship.”

Department of International Trade Students Win Grand Prize in B. SORI Project Season 3

On March 3, 2023, Lithuanian Ambassador to Korea, Rokas Erkulesis, along with Economic Counsellor Astrita Staviatke and Andrius Sankauskas, paid a visit to DSU. There, they were received by President Chang Jeok and Dongseo Academy Chairperson Park Dong-soon.

During their visit, Ambassador Schlepewicz toured DSU’s facilities on the Juyeong Campus and Comsum Campus related to its many specialized fields. Much impressed, the ambassador looked forward to DSU taking a lead in research and cultural exchange cooperation with universities in Lithuania.

As part of his visit to DSU, Ambassador Schlepewicz also hosted a pizza lunch party with 14 Lithuanian students enrolled at DSU, giving them encouragement in their efforts spent in studying in a distant country. All the students present are majoring in Game and Video Animation, part of a joint curriculum program run between DSU and Mykolas Romeris University in Lithuania.

President Chang said, “Dongseo University is operating a joint curriculum in the field of digital content with Mykolas Romeris University, a prestigious national university in Lithuania, and is also jointly operating the King Sejong Institute in Vilnius, the capital. We have been working closely together for several years, and we look forward to the possibility of even more diverse cooperation with Lithuania.”

Design Project operation
Raw in Season 3, the number of participating universities has expanded to 11 universities (DSU, Tongmyong University, Donga University, Dongju University, Dongbu University of Science, Dongju University, Ipsan National University, Ipsan National University of Science and Technology, Ipsan Women’s University, Iksil University, and Korea Maritime and Ocean University), and is organized by their respective LINC 3.0 Project groups. Through it, an environment is provided for students to solve problems by discussing topics held by KCC or affiliated companies within their universities, with students from all 11 universities being randomly mixed together to form separate teams in order to create and enable a truly authentic atmosphere of sharing and collaboration of meaning. A total of nine students from DSU participated. Among them, in addition to the team with Kim Go-yeon who won the Island Prize under the theme of ‘Integrative Promotion Method for Local Cultural Tourist Sites,’ also receiving Excellence Awards with their team were Department of Artificial Intelligence Application students Yoo Tae-jong and students Lim Seo-hee and Hwang Sung-Iman from the Department of Business Administration.

Hwang Gilhyun, head of the LINC 3.0 Project, said, “Through the process of collaborating and competing with students from other universities in the Busan area, I became interested in local problems, and, in the process of finding solutions to them, I expanded my perspective on society and worked with my colleagues and students.” He added, “It will be a valuable asset for our students to experience the process of achieving our common goal,” expressing his will to “continue to support industry-university research cooperation in the future.”

Lithuanian Ambassador to Korea Visits Dongseo University

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Department of International Trade Students Win Grand Prize in B. SORI Project Season 3

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Spring 2023
Dongseo University LINC 3.0 Project Group Corporate Collaboration Center Performance Announcement and Corporate Exchange Meeting Held

On February 13, 2023, the DSU LINC 3.0 Project Group held the Corporate Collaboration Center (CIC) Performance Presentation and Corporate Exchange Meeting at the Nogosung Hotel to discuss the future direction of industry-university cooperation. The event was also held to share the achievements created by companies and faculty members from universities which participated in 2022, and to building a future cooperation ecosystem through networking between industry, academia, and research institutes. In particular, DSU Design Council Buseun Design Director Kang Pil-hyen, Busan Federation of Textile and Fashion Industry Association Vice-president Choi Hoon-suk, Busan Animation Association President An Yong-ju, and Art Mailing President Kim Myeong-ho attended and made the event shine. The keynote speech, under the theme of ‘Meet Metaverse Industrial Innovation to Prepare for the Future’, were given by Professor Kim Yong-ahn of the Big Data Artificial Intelligence Lab at CHA University, Professor Cho Sung-woo, head of the XR Content IIC Center, and Professor Kim Kyung-woon, head of the CV Design IIC Center, all of whom have achieved outstanding results in the business so far. SIX Tourism IIC Center Director Professor Seong Un-hee then continued, followed by representative achievements of each corporate collaboration center being shared through exhibitions at the venue.

Hwang Eui-hyen, head of the DSU LINC 3.0 Project Group, said, “We want to thank everyone for participating in and showing interest in the industry-university cooperation program operated by our project group, and we will do our best to create a new leading model for industry-university cooperation that can win between universities and industries.”

Marine and Port Logistics Professional Staff Training Project Group Selected as Top Project Group Nationwide

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On February 13, 2023, DSU’s Marine and Port Logistics Professional Staff Training Project Group was selected as one of the three groups ranking in the top 30 percent, along with those from Chung-Ang University and Korea Maritime & Ocean University. As a result, it is to receive an annual total of 178.36 million won, comprising of 112.1 million won from the national budget and 66.26 million won from the Busan Metropolitan City Council, enabling it to operate more diverse programs for students.

For this mid-term evaluation, the Group was assessed based on its dispatching of trainees and interns and for its organization of a systematic education program consisting of special lectures on industries, nationally recognized certification training, employment camps, field trips, mentoring for outstanding graduates, case analysis contests, and short- and long-term internship courses. It also received high marks in internal matching based on a preliminary demand survey for companies and high student satisfaction and employment rate.

Q College Signs Business Agreement with Korea Franchise Association

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On February 17, 2023, DSU’s Q College and the Korea Franchise Association’s Busan Gyeong branch signed a business agreement to nurture marketing experts.

The signing ceremony was attended by DSU’s Q College Dean Kwak Jun-sik and Professor Lee Seong-gyeong, and Korea Franchise Association Busan Gyeong branch President Oh Myoung-sook and Secretary General Jeong Jae-geung. Through this agreement, the two organizations agreed to actively cooperate in marketing expert training, franchise marketing consulting, and industry-university cooperation to strengthen the capabilities of local franchise brands. The Korea Franchise Association has 177 member companies. Dongseo University Q College Dean Kwak said of the agreement, “As students are interested in franchise and marketing, we hope to provide a good program with the association. Just like McDonald’s and Starbucks started with small stores yet ultimately became global franchise brands, we will continue to work with the association to create a program to create a global franchise brand that represents Busan.”

On February 20, 2023, the DSU SW-centers University Project Group held the Dongseo AI Networking Day in Room E5F of the HP Building, under the theme of ‘A Workshop for Quantum Computation and Quantum Information.’

Dongseo University’s SW-centers University Project Group has been working for many years to continuously develop the university’s innovation by seeking solutions to local industries’ issues and problems, and by supporting the successful commercialization of cutting-edge technologies derived from university research results. In that vein, networking events such as these are held regularly.

At this particular event, research institutes and institutions such as the Korea Institute for Advanced Study, the Electronics and Telecommunications Research Institute, and the National Institute for Mathematical Sciences, as well as professors from various fields such as physics, mathematics, and computer sciences from universities across the country, including Seoul National University, attended the event and participated in heated discussions for mutual technological exchanges.

Of special note were the presentations, ‘Quantum Beyond Nano and Digital’ delivered by Kim Jae-woon, Vice-president of the Korea Institute for Advanced Study, ‘Quantum Cryptography: Key Wired and Wireless Transmission Technology’ by Professor Wai Yong-woon of Myongji University, and ‘Quantum Image Processing:’ by Professor Sang-moon Youn of Konkuk University. In addition, the event provided a networking venue that maximized interest in quantum computing technology, and reminded everyone of its importance once again with detailed explanations conducted so that participants could check the phenomena being described with their own eyes.

Department of Computer Science and Engineering and College of Software Convergence Professor Kim Nam-woon, who acted as host for the event, said, “We are glad to have provided a networking opportunity that provides opportunities to benefit local industries through creating a leading technology research environment for next-generation ICT technologies such as quantum, or ‘Quantum’ computing. We will further develop it as a model case for the next event.”
In 2020, the WHO declared COVID-19 an official global pandemic. Its impact can be seen in the reverberations we’ve all observed in global politics, in the economy, and in the society around us. Examples of some of the massive changes that can be seen are those taking place in the workplace and in the corporate environment. Prior to the pandemic, the concept of the workplace was a place where corporate members work together and interact with each other. After the pandemic, the workplace was transformed into a spectral place where we feel each other’s absence, because so many of us work from home. After a few years, habits newly gained and the new paradigms that have arisen for the workplace are hard to dislodge.

The pandemic is organically causing changes in various industries such as housing and clothing, following the new paradigm of telecommuting. In the past, the home was a place mainly for resting. However, due to remote work and the social-distancing requirements seen during the pandemic, the home has transformed from a mere resting space into a complex living space. The radius of action in daily life has for many been reduced, and many activities that previously had been done outside the house have now moved into the home. The basic foundations expected of a home have extended beyond being a basic living space and has come to embody something more like a multi-functional living space that can simultaneously accommodate various activities outside the home.

Furthermore, the new generation’s culture of pursuing a work-life balance makes changing the culture at workplaces a new variable to consider. Additionally, given the disappearance of lifelong jobs in the workplace, people are beginning to logically give priority to personal growth and comfort, where perhaps previously many workers might have identified with the organizations they worked for, and identified themselves and their own growth with that of their employment and the businesses they worked for. What we increasingly see is pressure to change the role work plays in our lives, identifying actual needs for creating a better organizational culture, and actively moving to make positive changes in the office environment.

Organizations and their members were suddenly confronted with a new paradigm: the telecommuting environment. But now that the pandemic seems to be ending, companies in the IT industry, which introduced telecommuting in its wake, have issued a ‘return order’ this year. Telecommuting, which became the new normal for two years, has ended. This sudden change has led to friction everywhere. There seems to be no broad consensus among employees that telecommuting is ‘essential.’ This is because unnecessary company dinners and emotional labor were also considered while saving commuting time to have more personal time. Among the ME generation, who are familiar with non-face-to-face culture, some even said that telecommuting is worth 10 million won a year. Office workers in their 30s, who started going to the office in the second half of last year, complained of the ‘endemic blues,’ saying their evening lives had disappeared again.

Currently, American companies are actively abolishing or reducing remote work. As the number of office workers increases, the rate of return to the office of U.S. workers is increasing for the first time since the pandemic. This marks the first time that the figure has exceeded 50 percent since March 2020, when offices began to temporarily close due to the pandemic. Now, workers are being encouraged to show up to the office. Some employers are attempting to make the demand more attractive, less onerous by offering hybrid work that mixes home and office work or by providing free snacks in the office.
But with the restoration of daily life and the disappearance of mandatory masks, one way or another companies are increasingly demanding employees simply stop showing up to the office in the new year.

Employees of the U.S. company Apple are rejecting the company’s blanket demand to return to the office. They are protesting by arguing that during the height of the pandemic, they had achieved successful results as remote workers, but their productivity under the flexible work system implemented over the past two years. Furthermore, Apple’s staff group “Apple Together” distributed an internal petition calling for a “flexible workplace.” Managers responded to the situation by ordering employees of Apple’s headquarters to return to the office three days a week for a five-day work system, thinking that a suitable compromise for Apple’s CEO firmly expressed his desire to preserve the spirit of “face-to-face collaboration, which is the core of our company.” However, work- ers continued to protest, complaining that the working environment is an infinite regress of counter-productive “approval of senior managers” and needlessly “complex procedures.”

Employees at Apple seem to have a point. Apple grew rapidly during the pandemic. The company grew significantly from $1.4 trillion before the pandemic (Feb 2020) to $2.8 trillion now. Therefore, employees’ resentment that working at home does not hinder their productivity would seem to hold some validity. More than 19,000 employees have joined Apple’s internal messenger app called “For Remote Work,” an anonymous space employees use to vent their common gripes and issues. Employees asked employees to come to work Monday, Tuesday, and Thursday, but allowed individuals to decide on the rest of the days. As a result, Apple has become a flexible working environment by creatively adapting to the remote work options and the preferences of their workers, adjusting to the changes induced by the pandemic. Tesla however has pushed ahead with a return to face-to-face work. CEO Elon Musk demanded that employees show up to the office saying that remote work will no longer be allowed. Musk even went so far as to say that employees who did not show up to the office except for special exceptions, would be considered leaving their job and forfeited their job. In contrast, Apple CEO Cook is constantly making efforts to call employees to his office, although not as forcefully as Elon Musk has done.

There are various reasons why office workers are opposed to showing up to the office to work. The biggest reason is likely the convenience of hybrid work. Before the pandemic, people felt that they wasted quite a bit of time and money preparing and getting to work. Expenditures such as clothes and shoes go to work are not trivially cheap in many instances, and the burden one endures via the preparation for work and the travel time is not trivial either. Employees who have adapted to remote work schedules may have difficulty re- turning to their full daily lives where pandemic restrictions have eased and where they might be expected to work in an office again. According to a Job Korea survey, 62.3 percent of domestic office workers experienced telecommuting. While working from home, they talked about the advantages of reducing commuting time and improving efficiency by focusing on their work style, or saving commuting time to self-development. Younger employees in particular tend to prefer working at home. They said that they think a home office is a type of welfare because they can save commuting time and do what they want during that time. Even from a corporate standpoint, remote work home can also be defended in that lower office space requirements can reduce rental costs by about 95 percent, and also reduce electricity and heating and cooling costs typically used by employees when shows up to work.

On the other hand, not all companies can carry out a hybrid work scheme, despite its popularity. There are some work areas where it would be difficult to create a working environment apart from a traditional office space, and companies that use collaboration tools and video conferencing are burdened with those additional costs. Of course, bosses and employees have very different perceptions of hybrid work. Bosses considered worker productivity difficult to assess, and further reported that they felt uncomfortable with the new communication required in a remote work situation.

Work, many claims that working from home is just as or even more productive than previous work discipline regimes centered on the office. This is often mentioned that working from home had had for them a positive, concentrating effect, pointing out that their commute takes work time away from their overall productivity and that therefore they are more productive if they work from home. Additionally, they express a certain amount of resentment about being forced into what they perceive as a purposefully inefficient work regime. The culture that shocked this system up over the past couple years shows that older office workers and beginners sometimes have very different perspectives.

While there are many industries where telecommuting is infeasible, there are also places where digital infrastructure for video calls is as practical. It will be a major task for our future to think about how to further develop these work models and how to apply the new work style and the shift in mindset brought by the pandemic. Due to the expansion of working from home, it is necessary to re-think our attitudes towards changing workplace, workplace learning, and a proper work-life balance. Reestablishing the concept of the workplace in a new time requires a new understanding and a renewed promotion strategy for workplace learning. From a traditional point of view, the essence of workplace learning is not formal learning content on the classroom and curriculum, but experiential learning in the form of informal learning. Practical activities for work and social experiences that occur in practical contexts including various relationships, objects, and structures scattered in the workplace are the main sources of experiential learning. In addition, the existing distinction and balance between work and life should also be explored anew.

Therefore, the demand for a new understand- ing of work, workplace, workplace learning, and work-life balance needs to be informed by a new consideration of social activities in virtual spaces, such as workplaces, offices, lecture rooms, and workshops, and social activ- ities formed by members of the organization. Based on these interests, it is necessary to better understand the process of creating and learning outcomes in residential and virtual spaces, and to derive practical strategies to promote them. Furthermore, it will be a major task in our future to think about and develop what work models will be applicable amid the transition of new work patterns and the new mindset brought about by the pandemic. Even in changing times, we must respond to new changes and make sure that thoughts and val- ues can change and keep up with the pace of change.
Finally, the Indoor Mask Obligation Has Been Lifted!

Three years ago, after the outbreak of COVID-19, it was a war to buy masks. Even if I had money, I couldn’t buy a mask, so I lined up in front of a pharmacy to buy a mask. I also forgot a mask many times, having to return home for one. However, after the obligation to wear an outdoor mask was lifted in September last year, and wearing an indoor mask on January 30 at this year, it felt like I was returning to my life before the pandemic.

Currently, Korea’s indoor mask regulations (as of February 2023) leave indoor masks an option except for public facilities where everyone is still obligated to wear them, but it is still strongly recommended wearing masks for high-risk groups such as dense environments and for the elderly. In addition, it is mandatory to wear it in medical institutions, but there are exceptions depending on the facility environment and users. For example, you do not have to wear a mask in offices, research labs, and dormitories where only medical staff or medical institution employees enter and patients and guards do not enter.

People in funeral halls with separate spaces, such as using separate buildings or one floor as a whole, are also not obligated to wear masks. In the case of pharmacies in a large market, which is the most confusing part, they should be worn if the space is separated. However, if it is available in the public passage of a market, without entering the pharmacy separately there is no obligation to wear a mask.

However, when using public transportation, the obligation to wear a mask remains as before. The quarantine authorities explained, “This is necessary as public transportation is an essential facility that even the high-risk and vulnerable groups use as a universal means of transportation, which means inevitably staying in a closed and narrow space for more than a considerable amount of time and being in contact with an unspecified number of people.” However, the obligation to wear an indoor mask only applies if you are on board, so you can wait without one.

Although the mandatory wearing of indoor masks has been officially lifted, many people are still wearing masks indoors. Partially because, to me, it seems that many people have not yet escaped the fear of the pandemic. But also because in some Asian countries such as Korea and Japan, relatively-speaking it was difficult to not wear a mask even before the pandemic. The New York Times noted that Koreans and Japanese experienced wearing masks due to SARS in 2002 and MERS in 2012, with the pandemic over the past two years only further strengthening this habit. Many people in these countries also regard wearing a mask as a courtesy and sign of consideration for others.

Some people say that wearing a mask is undeniably good because it prevents not only COVID-19 but also other respiratory infectious diseases. However, it also causes problems such as delayed language development in children. Children begin to intensively train and acquire social expressions and language development at certain times, and it is pointed out that wearing masks can interfere with children’s language development and emotional cognitive ability.

Put all these together, and I think it’s time to take off your mask and resume your daily life rather than have an excessive fear of the pandemic.

Modern societies around the world are experiencing various problems such as labor disputes, human rights abuses, and environmental degradation. Last year was an even more difficult year due to the war in Ukraine and inflation. In addition, big problems for a long time have been low birth rates and aging populations. These can cause big problems not only at the individual level, but also at the national level. While these are problems all over the world, the situation in Korea is a little more serious.

Korea’s fertility rate began to decline sharply in the late 1970s. During the baby boom of the 1960s and early-1970s, the Korean government strongly implemented Family Planning, and the total fertility rate fell to 1.52 in the 1990s. Until then, the decline could be seen as the influence of family planning, but the rapidly falling fertility rate after that is due to rapid changes in Korean society. A ‘Two birth rate standard’ concept was introduced by a scholar named Kohler in 2002, and is a term used when the total fertility rate is less than 1.3.

Yet Korea already entered a period of ultra-low birth rate in 2001. Since then, it has become known as the world’s lowest birthrate country, with a total fertility rate of 0.98 in 2018. It was predicted that the fertility rate might increase with the expectation of the 2019 Golden Pig Year, but in fact the fertility rate fell further to 0.90, and it recorded 0.84 in 2022, continuing to renew the record of the world’s lowest.

The causes of Korea’s low birth rate include a rapid economic growth and increased child-rearing costs due to fierce competition, increased women’s education level and increased possibility of social advancement, and finally old-age preparation. If the low birth rate continues, some people say that the population will decrease and we will live in a more pleasant environment, but this is a wrong judgment. This is because the population of all ages does not decrease evenly, but only the population of young people decreases, and the elderly population rate increases. Then the economy will stagnate, and welfare costs will increase. Korea’s welfare system is maintained by the tax paid by the working populations between the ages of 15 to 62. However, if the production population decreases due to the low birth rate and the aging population, and the elderly population (aged 65 or older) who need to receive welfare benefits increases, the tax burden on young people will increase. That would reduce consumption, increase the national debt, and reduce welfare benefits.

It was around 2002 that the issue of low birth rates began to emerge. Since then, numerous policies have been made over the past 20 years and more than 200 trillion won has been invested, but the fertility rate has fallen further during this period. We think it is now a more important time to change the perception of the general public than policy. We also think the most important thing is to have expectations that “the world is worth living in even if you have children.”
You may have heard of the emerging GPT technology. Why is it getting so much attention? It’s because it’s a significant sign of artificial intelligence (AI). With it, papers and assignments can be written at a high level, and from a wide range of fields, including speeches, novels, poems, and music, as well as applications being developed in programming language. AI has already become so extensive that humans cannot control it, and now it exists unconditionally in our daily lives. In order for us to use AI in smarter ways, we need to understand GPT.

How did GPT come about? Chat GPT is a technology developed by leaders who represent current future development industries, including Elon Musk of Tesla, Peter Thiel, formerly of Clarion Capital, Reid Hoffman, formerly of LinkedIn, and Sam Altman, formerly of Y Combinator. They established Open AI, with the aim of developing ‘digital intelligence’ to benefit humanity, rather than endanger it. In theory, this sounds plausible, but the question remains, when AI surpasses humans, will it only be of benefit to us? Scholars in various fields are constantly arguing about the dangers of AI, but with GPT technology, the AI industry is able to counter the concern, highlighting its human-friendly benefits.

So far, AI has been good for predicting and classifying in various specific tasks. However, due to its limitations, it could simply be seen as a human aid. For example, using AlphaGo, it would analyze a specific game and play it to its greatest ability, in accordance with the rules, but if you asked it to read a book or to think about it, it couldn’t. In such cases, AI provides answers within fixed constraints, but Chat GPT’s expertise is far greater, and its ability to keep up with conversations is particularly noteworthy. For example, when asked to answer realistic questions, or when asked to explain a CSAT question, it would give a detailed explanation, similar to one if being tutored by a teacher. In addition, Chat GPT not only goes beyond answering simple questions, but also admits mistakes, has the ability to raise objections if there is a false premise, and can reject requests if deemed inappropriate. GPT technology can also give constructive human-like answers.

When a request is to create something from a single keyword, traditional AI would collect information about things already created from that keyword, while Chat GPT actually creates, whether it be poems, lyrics or pictures. Furthermore, when asked to “tell the differences between three philosophers,” traditional AI would find information about each philosopher from the Internet, but Chat GPT learns even from information not on the Internet and compares it, in order to point out the differences.

Chat GPT has been confirmed as an evolution of existing AI, with proven capabilities, but there is also friction against it in certain fields. In education, likes and dislikes for Chat GPT are sharply divided. There was a case of a student copying Chat GPT to submit homework, and at some schools in the US and the UK, its use has been banned. A number of schools have also increased oral tests and group evaluations so that AI cannot be used. This response came about following news that a thesis made by Chat GPT, which referred to various other theses published in medical journals, was sophisticated enough to deceive even experts. Researchers at Northwestern University in the U.S. recently released a study showing that “51% abstracts of medical papers written by Chat GPT have passed all plagiarism testing programs, and even medical experts have failed to filter out 32 percent of the submitted abstracts.”

Can Chat GPT replace humans? I want to look at several examples. On January 17, 2023, Christian Terwiesch, a professor of the Wharton School, Marshall Innovation Management Research Institute at the University of Pennsylvania, published a paper titled, “Would Chat GPT get a Wharton MBA?”, and got Chat GPT to take the final test of ‘Operation Management’: a required subject. The resulting grades were between B- and B, and were considered a very acceptable score, at the level of most students. Professor Terwiesch explained, “Chat GPT was especially good at explaining, and it was also excellent at correcting when a person gave a hint about the answer.” Chat GPT also passed the law school exam. According to NBC News on January 24, Professor Jonathan Choi of the University of Minnesota Law School had Chat GPT take the same test that ordinary law school students would take, with 86 multiple-choice questions and 12 essay questions. Chat GPT received a C+ overall score, the score required to complete the course, but this was all written in an instant. A recent study also found that Chat GPT passed the doctor’s degree, the US Medical License Test, with more than 50 percent accuracy for all tests. The speed with which Chat GPT produces its answers is one of the most alarming factors. When asked to “explain the solution to climate change in 3 sentences, in terms of technology,” or to “write HTML in JavaScript,” Chat GPT does so in less than five seconds. In response, a Professor of Computing Information Science at Rochester University of Technology, said in an interview with the New York Post, “AI is replacing humans in white-collar jobs, including the education community,” adding, “no one will be able to resist this trend.”

If the coming GPT-4 is capable of inputting and learning data such as text, images, and audio, it will operate in almost the same way as humans do to gain information. In the future, we will accept a much larger amount of AI-generated content, which will become so sophisticated that it cannot be distinguished from that of human beings. What do you think about all of this? What do you think about Chat GPT replacing people’s jobs in different fields? In any case, it was Abbe Naqle who said, “of course, stability isn’t nearly as spectacular as instability.”
A Look at
the Different Generations
in Korea

Generation Alpha
Generation X
Generation Y
Generation Z

Baby Boomer

Gen X is often thought they were "difficult to understand" and there was no suitable term to define them." It was widely used as a term referring to the younger generation in the early 1990s. Following X are generations M and Z which can be said to be the main consumers of today. Generation M refers to those born from 1981 to 1994. They are proficient in information technology (IT), using the internet and mobile, but have also experienced the analog era. Generation Z refers to the generation born between 1995 and the early 2000s. Members of this group are called "digital natives" because they have been exposed to the digital environment since childhood. They are familiar with the internet and IT, and prefer videos and video content on smartphones rather than TV or computers. In addition, they are used to sharing their interests and producing content, so they fill the driving role of consumers and producers of culture today. Finally, Generation A is the alpha generation, and refers to the generation born between the early 2010s and the mid-2020s. Since they are the first generation of 21st-century births, and the first group to experience only the digital age, the first letter of the Greek alphabet was used for them rather than the existing Roman alphabet.

The term "M generation" is currently used only in Köré. While the characteristics and concepts of each generation division comes from the United States and the United Kingdom, Generation M is unique to Korea. The current age of Generation M is 19 to 39 as of 2023, and Generation Z refers to 15- to 23-year-olds. If you look at it separately in this way, the gap is quite different. For one thing, Generation Z has just started working. Twenty-one years old is the age most people go to college, but if you don’t go to college, it’s highly likely that you’re already employed.

In the case of Generation Z, this group accounts for the largest portion of online luxury platform sales. Not only that, but they are also very active in selling products as well. On the other hand, Generation M looks at Generation Z’s consumption tendency very critically and even considers them to be "out of season." These generational distinctions can cause conflicts between the groups which can be attributed to media differences and a lack of communication between the groups. According to the 27th Press Reception Survey conducted by the Korea Press Foundation in 2020, the higher the age group the higher the utilization rate of traditional media, and the lower the age group, the more Internet-based media is used. Almost all people in their 70s and older use television (98.8 percent), while almost all people in their 20s use the Internet (98.0 percent). In particular, those in their 20s tend to use online video platforms such as YouTube (93.2 percent) and Netflix (48.2 percent) more often than those in their 30s (76.0 percent on YouTube and 39.9 percent on Netflix). The recent gang series M.O. Office is gaining popularity by comically portraying conflicts between M generation and conflicts with other generations. For example, in the show a new employee asks a lot of questions, such as: "Can I wear AirPods (headphones) at the office?" "Who should grill meat when we go to a company dinner?" "Who should order food at the company?" "Can I film a vlog at the company?"

The fact that M.O. Office became such a popular show demonstrates that similar conflicts are prevalent in our society today. The media maximizes such generational conflict to increase their viewership. But are those, however, that say that it is desirable to blame different generations for the many problems prevalent in society. It has been suggested that to solve these problems by seeking consensus and finding solutions that suit the characteristics of the organization having the trouble. Winter Lim said, "Even in the same generation, there is bound to be different issues from person to person and from organization to organization. Since it is true that conflicts arise in reality, opinions on how to solve them, rather than using 'generationalism' to criticize one another is much more helpful." In addition, he noted, "recently, many organizations have agreed not to take issue with the attitude of the M generation and to resolve generational conflicts, rather than simply say 'do not do this because this is the nature of the organization,' or 'do not take issue with specific actions.'

So what solutions are there to separate generations and that will help stop causing conflicts? The first is to acknowledge the differences in communication styles and methods. Most younger generations these days communicate online and through SNS. Bosses who are not accustomed to receiving reports or communications through e-mail or SNS at work may experience frustration. However, their employees are familiar with smartphones and think comfortably through non-face-to-face communication rather than traditional face-to-face talks. If supervisors want to work or communicate effectively with the newer generations these days, they need to learn how to frequently check their email or SNS and try to communicate by giving feedback right away via the same methods.

On the other hand, if the newer generations want to work or communicate with the older generations, it is necessary for them to make more efforts to have direct face-to-face communications, rather than simply expecting the older generations to quickly adapt to the newer technical, non-face-to-face, communication styles. A little understanding by both groups would go a very long way in resolving communication troubles.

In addition, traditional one-sided, top-down, conversations are becoming less tolerated by younger employees and can lead to communication problems and disconnections. More modern methods of communication have evolved and are more horizontal in nature than the traditional authoritative one-sided, top-down style. Top-down conversations are meant to show the power and prestige of the speaker, and simply do not work well in the newer, interconnected economic systems that have evolved over the past 20 years, and as such younger employees are less tolerant of it. It is also necessary to have manners, be polite, and to speak to each other with a sense of respect, regardless of age, status, or power. Interactive two-way and horizontal conversations are a good solution in that these express a desire to acknowledge and learn from each other. It is possible to communicate far more effectively when the older generation communicates with the attitude of knowing understanding, and learning new things, rather than simply an attitude of teaching unconditionally.

In other words, communication is possible only when we can communicate in a manner that recognizes, respects, and allows us to learn from each other. Currently, various generations coexist, but only five major ones have been mentioned here, but there are various other generations which have not been discussed. These generations are mainly manifested by consumption and behavior patterns, and due to the rapid development of digital information and the recent pandemic, generations are beginning to be classified at a faster rate. What generation do you belong to? After reading this article, I would like you to think about how you can look at dividing generations for a better understanding.
Under that, on the fourth floor, there are special archives containing valuable Japanese studies materials that were donated by a Japanese professor. Facilities not seen in other universities include the multipurpose seminar rooms and conference halls located on the sixth floor, which are equipped with simultaneous interpretation facilities for international conferences; many VPs such as former prime ministers use these rooms when they come to give special lectures. There is also the recently-created Royal Aisle Gallery. Prior to the pandemic, events such as donated art exhibitions were held there every year. Indeed, since the entire Library is in many sense also an art museum, the library itself can be said to be a special facility. Many other related facilities are located here and there. For example, the library is supporting the Japanese Research Center. In addition, the Design Library is also a place that was designed with great care by many professors, and is often used for filming videos and advertisements. Finally, the Multimedia Library, the Library of the Centum Campus, is a building built from the beginning for film and drama departments, which specializes in video materials.

**Professor Kwon, Hye-gyong**
Department of English and Former Director of Miseok Library

**Interview with Kwon, Hye-gyong**

What can be used as digital content is e-books. While for some it can be difficult to visit Miseok Library due to its location, the possibilities for and ease of borrowing e-books are growing. In addition, professional librarians are an under-utilized human resource for helping to gather academic data and thesis data.

**Interview with Eunice**

Now that social media and other sources of information and entertainment are competing for students’ attention, do you think students are reading for pleasure less today than in the past?

**Eunice**

We were surprised to see that despite the challenges of the pandemic, 161 people in 21 teams participated in the Book Club. Can you tell us how it is organized?

**Kwon Hye-gyong**
The Book Club recruits members through public notices at the beginning of every semester, and teams of about ten members are set up within the club to do the book club activities. These involve valuing visual images, which concerns me.

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Makeup Puts on a New Face

It wasn’t that long ago when the cosmetics industry had very well known and established brands that catered to the prescriptive and set beauty norms of the day. Everyone knew the labels of Estée Lauder, Revlon, Dior, Maybelline, and the requisite perfect red lips and defined brows that they could bestow, at every price point, and in every guise of the ideal feminine image. But, ideals change, and if some remain that are considered classic, the classical arbiters of such norms have completely shifted. In less than a decade, the cosmetics industry has undergone a stunning makeover, from the few long-established, monolithic, corporate entities to diverse, small independent businesses, started by single-moms, women of color, transgender makeup artists, and anyone with a vision and highly-pigmented color swatches. This article will take a closer look at the small independent upstarts in the cosmetic industry as drivers of change, diversity, and wealth creation for a group that was historically missing from the classical images of previous generations. It will examine how the “looked over” became the most “looked at” in the eyes of the industry, and the conditions that enabled this reversal.

First of all, when we speak of the global cosmetics industry, we need to speak in numbers. After a slight dip in numbers during the first onslaught of COVID-19 (people hiding behind masks, economic uncertainty), numbers are rallying again with a projected 5.5% to 10% percent growth. “In 2017 report on the cosmetics industry, Deloitte found that, "small is the new big," noting that, "global brands are losing share to small brands and disruptions are gaining." Fortunately for incumbents, the global cosmetics-market is expected to reach $585.61 billion by 2023, up from $532.43 billion in 2017. It grows 5.5% in 2023 with niche segments rising northwards of 10%.

Much of what has been driving this meteoric rise in the indie brands has been the power and visibility the internet has afforded small business owners and creators. Through the generational divide of the Internet, new methods of branding, marketing, and income-generation have been born. Through the rise of influencers and digital media habits of millennials. The era of expensive, glossy magazine advertising and glamorous commercials are not as primary in driving demand anymore. The YouTube influencers with a huge following can put a small indie brand on the map, and Instagram allows independent brands to reach consumers directly. These two factors alone have changed the industry significantly, and perhaps forever.

Some of the first big indie brands that achieved iconic status in this way have grown into billion-dollar businesses with powerful name recognition in their own right. In the color cosmetics world, Huda Kattan has become synonymous with quality and luxury and is recommended widely by makeup artists and influencers alike. She left her job in finance to become a makeup artist and blogger, and with a 6,000 USD loan from her sister, started her now billion-dollar company with handmade false eyelashes. The buzz from her internet presence created such a demand, that her first venture with Sophia sold out in hours, and literally caught the eyes of Kim Kardashian, who became a customer. Kattan now has a personal net worth of 500 million dollars, in just a decade since that first launch.

Another high-flying achiever in the color cosmetics world is Pat McGrath. Her makeup is synonymous with luxury and high-fashion quality, because indeed, she is from that world, as a makeup artist. McGrath, who is the daughter of Jamaican immigrants to the UK, rose to prominence as a makeup artist for top brands and photographers such as Prada, Dior and Steven Meisel, and who is now her very own top brand. In 2017, after releasing small limited-range collections, McGrath launched her first extensive line of makeup products. That year, she won the Founder’s Award at the 2017 CFDA Fashion Awards. Her line Pat McGrath Labs was valued at 1 billion US$.

These are some of the more well known indie brands that became widely successful in a relative amount of time. Of course, in the wake of their success, there are now so many others. One such indie brand is Juvia’s Place. Started by Nigerian-born Chick Ebubu, she grew tired of never being able to find glamorous cosmetics for deeper skin tones. "We are a colorful people. Our makeup should reflect the richness of our culture, our beauty, and our history," she states. She was a mother with two small children and 2000 dollars to her name when she started selling makeup tools. In 2016 she expanded into color cosmetics and named her fledgling company by combining the names of her two children. Her products are known for their deep, rich pigmented palette colors, and accessibility to all complexion hues. She is a hit all over the internet, and influencers of every complexion sing her praises. She has been featured in Harper’s Bazaar, and earned exclusive product placement in 300 of the UK’s Superdrug stores and in Ulta online and in stores worldwide. Today, Juvia’s Place has a revenue of at least 6 million USD, and has recently started her own business grants for black-owned business ventures.

There are so many others who could be mentioned within the scope of this article. There are indie K-beauty brands that got their launch through Oliver Young and the publicity trail of individual bloggers and Instagram users. One notable K-beauty brand is LAKA, the first K-Beauty brand to create and market makeup products for all genders. This is a revolutionary step for a self-identifying conservative country. There are also brands like Glamnetic, started by Giselle Hernandez, a Dominican-born woman in New York, who was bullied as a girl for her weight, and who wanted to help change the narrative around beauty and food.

Indeed. Beauty has become, well, beautiful.
Recently a Korean drama on Netflix has generated interest on the important topic of school violence. The drama, The Glory, depicts a girl that has devoted her life to enacting revenge on those that torment her in high school. The way that the bullying she experienced was shown in the drama became a hot topic on the peninsula. Why was this show so popular?

Most likely, because school violence is a significant problem in Korea. The tormentor of the character Moen Dang-yoon, played by Song Hye-kyo, went far beyond ridicule and simple childish pranks with his friends to actually committing a crime. Victims of school violence often take the most drastic of responses. Youth suicide rates in Korea are always right at the top of the most terrible lists.

It is true that according a study by Professor Hwang Ji-tae of the seriousness of school violence, it was found that the level of school violence in Korea is considerably lower than the level of school violence is presented in the show, indicating that the social perception of the seriousness of school violence may be exaggerated to some extent. Yet when it does occur, the damage lingers and fosters, eating away at mental health, scholastic performance, and personal relationships. According to a thesis by Moon Soo-youn on the impact of childhood school violence on depression in early adulthood, 5.61 percent of the victims complained of anxiety, 11.3 percent refused to go to school, 2.2 percent of the students exhibited extensive mental health problems as serious as requiring psychiatric treatment, and 0.5 percent attempted suicide.

In response, a movement arose called ‘School Violence Me Too.’ Its goal was constantly expose to the school violence perpetrated by celebrities, athletes, YouTubers, and others by writing and exposing the damage caused by their public school violence through online community discussion boards. The start of the movement began in the sports world and then spread to the entertainment industry. Many public figures were frequently called. While most people responded positively to the movement, there were quite a few people who responded negatively, calling it a witch hunt. False accusations and less than altruistic motives damaged the movement and called its efficacy into question. Is it possible for this type of disclosure to work well?

I personally feel that more objective perspectives and methods are required. Allow me to introduce a method to respond to school violence organized by the Youth Cyber Counseling Center. First, if you have been physically assaulted, you can inform your homeroom teacher and counseling teacher of this fact and request security support before retaliatory school violence takes place. In the event of extortion, it is necessary to check the exact damage. After checking whether there is any damage such as physical assault, active support from parents, from the homeroom teachers and counselors, and request preventive education and patrols for the entire school. In the case of reporting to the police, the damage can be proven regardless of the amount of extortion of money and valuables, and criminal charges can be laid when they are warranted.

In the event of bullying, it is necessary to understand all the details. Why did it occur? What was the reason? How long did the situation continue? How was the person affected? List the damages in detail, be factual and truthful, and remember to seek help from a professional counselor if the victim's emotional and psychological damage is serious. Since the initial response is important in cases of bullying, preventative intervention (if possible) and the responses from the homeroom teachers are vital. It is necessary to support the victims so that feel safe enough to directly talk about the fact that they have been victims of school violence. This builds the trust that is required so that homeroom teachers or counselors can act in the early stages. In addition, in the case of bullying, since it is difficult to secure specific and factual evidence, e-mails, scribbled notes, diaries, etc. should be kept so they can be used as evidence. Based on this, it is necessary to create data by describing the situation in detail and factually, and even recording the feelings of the victim at the time. In the event of cyberbullying, the victim can actively respond to it by himself/herself, such as refusals or changing his/her ID and password in a cyber space where he/she meets the perpetrator and making active primary attempts such as warning the perpetrator and closing the space. If you know the perpetrator, you need to actively deal with the victim by presenting specific damage facts and evidence, preventing recurrence, asking the cyber investigation team for help in case of threats. School violence can be a lifelong trauma for victims and should be addressed as such. Supporting the victims alone would be a great help. Do not be complacent. Do not be indifferent. Be watchful and be proactive.
Korean Sam Culture

Korea has developed various types of lettuce, or sam, that reflect seasonal changes throughout the year. Sam is an important part of our food culture. As the normal and distracting offline activities have waned and disappeared due to the recent pandemic, more attention is being paid to K-food. K-food has often been a rather overshadowed but important part of Korean culture.

The long-lasting Korean Wave introduced Korea to a global audience on a much broader scale with the primary focus being aired at K-pop and K-dramas. The pandemic had people staying indoors and global providers such as Netflix exploded in users. Korean culture and Korean cuisine benefited from the countless hours that people suddenly had to spare.

One result was unexpected but not surprising to anyone that has enjoyed sam, it increased in popularity with the increase in exposure. Several famous restaurants in the United States are now including versions of it on their menus. Clark Street, a luxury restaurant in Chicago, offers a Korean-style sam menu called dimsum, and sam also graces the menu at Momofuku Ssam Bar in Manhattan. Let’s find out the origin and characteristics of sam, Korea’s unique food culture, and various types of sam.

Along with kimchi, bulgogi, and other more globally renowned Korean dishes, sam is a staple of Korean food culture. Korea was once primarily an agricultural nation. While our ancestors worked in the fields, they enjoyed various types of sam using the wild vegetables they found and the vegetables they cultivated which included lettuce, perilla leaves, and cabbage.

Where did this Korean sam culture originate? The records of Korean sam date back to the three Korean ancient kingdoms. Han Ch’i-yen, a practical scholar in the late Joseon Dynasty, says that (oguroyoo people brought lettuce and radish from China and cultivated it in his work Haedong History. Additionally, in the Chinese work, Cheonmokjyeo, it is stated that the lettuce brought by the envoy of Gu-rnyoo was called chwiehugjolie, a vegetable which cost a thousand pieces of gold, because of its high quality and price. Lee Il’s Seonghe Private Theory and Jeong Hak-yi’s Gongsawol-nyeonggwa from the King Heongpyung reign in the Joseon Dynasty, also depict how our ancestors enjoyed Sam sam in various ways.

Sam has evolved from utilizing fresh ingredients that were simple to procure in nature to a medium for winning good luck. A representative example is bokssam. Bokssam is eaten on the fifteenth day of the first lunar month. ‘Bok’ means ‘fortune’, so the term bokssam literally translates to ‘fortune sam.’ When eating bokssam, one should widely open their mouth which is how one allows the luck (fortune) to fully enter the body. Bokssam was also called myeongssam (brightening sam) because it was believed to brighten eyes and prolong life.

One theory is this is because of the ingredients of bokssam, which includes rice for carbohydrates, as well as meat and ssamjang, which are protein sources.

Finally, bokssam was also an offering made to prevent pleural fluid. This custom varied slightly in different regions and even different households often bokssam was placed all over the house, except the kitchen. Bokssam was also used as an offering made to the Dragon King. When bokssam was an offering, heavy hanji paper was used as the wrapping material, so that it did not float on the water but sank to the deep water where it was believed that the Dragon King resided.

Today, most variations of sam start with common ingredients such as lettuce, crown daisy, perilla leaves, cabbage leaf, seaweed. There are also types of sam that utilize water parsley leaves, muli leaves, red pepper leaves, pumpkin leaves, bean leaves, and burdock leaves. Seaweed and kelp are also eaten as sam ingredients. With the development of various seasonal ingredients that can be added to types of sam, many restaurants have started to specialize in the beloved dish.

Take gwamegi, for example, which is a unique sam that can only be enjoyed specific areas in Korea. It is easily accessible in Guryongpo-exp, Nam-gu, and Pohang-si, in Gyeongangbuk-do. Guryongpo and Hangang-nyeon, use gwamegi, which is made by naturally drying blue fish such as saury and herring in winter. Guryongpo-exp, in Pohang, is perhaps the most famous area for gwamegi sam.

The popular Korean drama When the Camellia Blooms was filmed at that location which also houses the Guryongpo Gwamegi Cultural Center. The Center shows the origins, history, and process of making gwamegi. Hahoe-gyeong-yeon, another Gwamegi sam hotspot and popular tourist destination, has been featured in the drama SongSaeng’s Hand.

Through this article, we have learned about the various types of sam. Keep in mind that there is no right or wrong way to eat it. Discover the combination that suits your palate. Some people like to wrap everything with rice, while others say that adding rice just makes you feel full. There are many ways to enjoy sam. Find the one that works best for you. Sam is as diverse as the many types of Kim-chi’s that can be found all over the peninsula.

Whether you enjoy the pumpkin kimchi in Hwang-hoe province, the watermelon kimchi in Jeolla province, or the abalone kimchi of Jeju Island, there is a version that will delight your taste buds. Remember that Korean food is more complex and varied than you might believe. Our nation has far too many dishes to cover and regional specialties to mention. “A journey of a thousand miles begins with a single step.” I hope I have inspired you to travel and savor various Korean foods that may even Korean people have yet to taste.