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Hello to all readers of this magazine, and thank you for taking your precious time to read it!

The hot summer is approaching. I heard that there are going to be more rainy days this summer. Please take your umbrella with you. Is there anything you want to do in your profession or something?

I grew up in such a poor family, so had a strong desire to make money. I’ve been working part-time since I was 14 years old, earning my own pocket money. These days, I have to get a job ahead of graduation, so I think I have a lot of worries. I think I have more worries and thoughts about life than most other people. I chose my Tourism Management Convention major because I like to come up with ideas and plan with people, but I think I’ve been losing motivation and facing reality since I’ve been studying my major for four years now.

They say that working comes easily when you have a job that you are good at, but what if you don’t seem to know what you are good at and like? I also had negative thoughts about whether I could do well even if I got a job.

According to the University of California Neuroimaging Information Institute, people think of up to 70,000 things a day. More than 80 percent of them are negative, limited, and frustrating thoughts. People tend to pay more attention to the negative. It’s like you’re thinking about negative filters in your head without even realizing it.

So, I just decided not to think more deeply. If there is a negative side to something, like both sides of a coin there is a positive side too, so I’m consciously trying to change the flow of thought or stop thinking about it. Through such perspectives, we can fill our hearts with happiness even in difficult times.

Why don’t you think about what you’ve been thankful for, what you love, or the people you love?
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Academic Exchange Agreement Signed with Moholy-Nagy University of Art and Design

On April 28, 2023, József Fülöp, president of Moholy-Nagy University of Art and Design (MÔMÉ), which is located in Budapest, Hungary, visited DSU and signed an academic exchange agreement.

In attendance at the signing ceremony from DSU were President Chang Jeuk; Vice President Kim Jung-sun; Director of International Affairs, Han Kyung-ae; Division of Design Dean An Byeong-jin and Asia Design Center for Future Director Chang Ju-young. In addition, accompanying President Fülöp from MÔMÉ were Director of International Affairs, Györgyi Falvai; and Dean of Animation, Viktória Szabó.

As part of the agreement, both universities will strive for various cooperative initiatives in academic and cultural fields, and in particular in the field of design major education, which is a specialization of both institutions. Also, of special note is that both DSU and MÔMÉ agreed to participate in a joint workshop in the design major field, which is a common interest, as well as to hold practical consultations related to student exchange and accelerate practical cooperation.

After the ceremony, the visiting group from MÔMÉ were given a campus and facility tour, focusing on mutual specialized academic fields.

President Fülöp said “I have come to greatly respect the excellent programs available at DSU, and I look forward to our mutual cooperation in various fields so that we can nurture future talents needed in this changing global and technological era.

In response, President Chang said, “Dongseo University and MÔMÉ have various similarities and strengths, so we both look forward to developing various forms of educational cooperation centering on the specialized fields of DSU, including the field of design.”

MÔMÉ was first established in 1880 as the Hungarian Royal Academy of Arts and Crafts. As a university with a long history in the field of design, it is a university with renowned professors and at the highest level of design education in Hungary.

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Dongseo University Approved to Offer Fully Online Bachelor’s Degrees

On March 23, 2023, the Ministry of Education announced that after rigorous screening, it had approved DSU for accreditation for its four-year general university program under the “Third General University Online Degree Program.” Seven universities had applied, but only four were granted final approval for the operation of their proposed programs. The Ministry of Education explained that it formed a judging committee with experts in fields such as distance education, internationalization, applied AI, and smart factories, and the committee comprehensively reviewed the remote class quality management systems submitted by universities before granting final approval.

The four accredited universities will begin enrolling students in their various programs from 2024. This will be the first time that any Korean university other than a cyber university will operate a fully online bachelor’s degree program.

Starting in 2021, Korean universities were permitted to apply for accreditation for fully online master’s degree programs and joint bachelor’s degree programs with foreign universities. Then in 2022, Korean universities could also apply to operate fully online bachelor’s degree programs, either exclusively or jointly with other Korean universities. However, while 27 master’s programs from 22 graduate universities made it through the screening process last year, there were no applications from Korean universities for fully online bachelor’s degree programs in 2022.

Currently, fully online degree programs can be set up by Korean universities after being approved by the Ministry of Education. Korean universities operating fully online bachelor’s degree programs, either independently or jointly with other Korean universities, are limited to 21 high-tech new technology fields such as AI. There are no restrictions on the field of study when online degree programs are operated jointly with foreign universities.

Among the four accredited universities, DSU will operate its program jointly with Lithuanian’s Mykolas Romeris University. Likewise, Woosong University will run its bachelor’s degree program jointly with Indonesia’s Swiss German University. Dong-Eui Science University and Sunan University, which are professional universities, will run their bachelor’s degree programs in high-tech fields without joint operation.

Professor Kwak Jun-sik Inaugurated as the 31st President of the Korean Marketing Management Association

On May 1, 2023, Dongseo University Department of Business Administration Professor Kwak Joon-shik took office as the 31st president of the Korea Marketing Management Association (KMMA).

Established in 1981, the KMMA currently has about 1,000 domestic and foreign members nationwide, and promotes marketing researchers who integrate theory and practice through the organizing of various conferences and seminars in winter and summer. In addition, industry/university cooperation is closely pursued, such as through awarding marketing grand prizes to CEOs and companies with outstanding marketing achievements.

Professor Kwak said upon his appointment, “I will endeavor to make the KMMA jump (J.U.M.P) into an organization that is joyful, that is Useful to society, that commands the high loyalty and respect of its membership, and that gives high Performance. In particular, I want to contribute to the growth of local brands into global brands by supporting local brand marketing at the academic level.”

Professor Kwak has published papers and books related to brand and behavioral economics while serving as an account executive at Koreal, as Director of R&D at Marketing Research Institute, as DSU Business Administration Department Director, as Student Employment Support Office Director, and as Korea Marketing Management Association Editor-in-Chief. He also serves as Dean of Q College.

Dongseo Selected to Provide Three New Courses in 2023 K-MOOC Project

On June 26, 2023, DSU announced that it had been selected to provide three individual courses in the “2023 Korean Open Online Course K-MOOC Opera-tion Project” contest hosted by the Ministry of Education and the National Institute for Life-long Education.

The selected courses are: “Introduction to Art and Design,” taught by Professors Yun Ji-young and Chang Ju-young; “Business Stories in Everyday Life,” taught by Professor Gong Hee-suk; and “Three Classes for Math Beginners,” taught by Professor Lee Min-ah.

In the introduction to Korean Art and Design course, students will additionally gain an understanding of Korean culture through various comparisons between: East and West; between Korea, China, and Japan; and between East Asian formative arts; as well as through various examples of works and visual data. It is also configured for participants to experience field trips and/or virtual trips.

Meanwhile, students participating in the Business Stories in Everyday Life course will focus on wise consumption activities, rational decision-making design, the branding and appearance of companies and managers, changing companies and environments, and international management strategies through newspapers and broadcasting in daily life.

Finally, the Three Classes for Math Beginners course helps participants who lack basic math skills to solve problems in many different mathematical areas, and to learn the appearance of numbers through storytelling, the background of formulas, and the history of mathematical terms. It is designed to develop mathematical thinking skills, approaches, and the ability to solve problems mathematically. All the selected new lectures can be taken for free on the K-MOOC platform (www.kmooc.kr) starting this September.

These new courses will build upon the many valuable K-MOOC courses in various other fields DSU has been providing since 2018. Currently, two courses are in progress: “Practical Topography,” taught by Professor Kim Kyungs-un, and “About Love: Learning Sexuality and Gender through Science,” taught by Professor Park Hye-yoon.
Dongseo University Cooperates with EBS to Provide World Intelligence Lectures

On April 24, 2023, DSU and the Korea Educational Broadcasting System (EBS) announced that, together, they will create a global educational content-sharing ecosystem by jointly attracting lectures by world intellectuals from Busan and producing them as quality online educational content. Earlier on April 21, the two institutions signed an MOU on the joint production and utilization of high-quality global educational contents in the DSU Global Room. This MOU will involve: the joint hosting of lectures by world intellectuals in Busan and the production of related contents; the utilization of high-quality global educational contents in the DSU Global Room; and the agreement to closely cooperate on R&D and human resource development related to cultural contents, which is a specialized area of DSU.

Under EBS’s proven high quality education production capability, which has created more than 5,000 premium lecture contents; combined with DSU’s direction as a future-oriented university, through which its global network has undergone much innovation, and has seen many advances in specialized infrastructure in the fields of film, video, content, design, and IT; expectations are high for the mutual joint development and sharing of online educational contents upon the implementation of this MOU. Indeed, by the end of this year, the two institutions plan to have designed classes through collaboration between world intelligence and domestic experts, to have produced online luxury educational contents, and, furthermore, to have started building an ‘open academy’ that will be used for both university classes and global open lectures.

Dongseo University President Chang Jekuk said of the MOU that, “Through cooperation with EBS, internationally renowned scholars and domestic experts will continue to be invited to give lectures and various contents to be produced to create a global open education platform service online, and open premium quality lectures. In pushing through this initiative, we vary much hope to continue to contribute to the development of education in Korea and beyond.”

DSU Students Win at the Golden Award of Montreux

Students of Dongseo University won a Talent Award at the 23rd Golden Award of Montreux International Advertising Festival in Switzerland for their work “Fake Boss.” This is the second consecutive year that Dongseo University has been honored with the award.

Since its inception in 1989, the Golden Award of Montreux has been considered the first international competition to honor outstanding work in the fields of advertising, media, digital, film and events. The jury of the 23rd annual Golden Award of Montreux in Switzerland is a prestigious international panel of judges comprised of CEOs, creative directors, global marketing managers and directors of global advertising agencies from 24 countries.

All winners will be included in Swiss and international ranking lists, promoted through international press releases and publicity campaigns, and showcased to key international experts using the Talent Award as a platform. The win resulted through work done in an “Ideation Convergence Practicum” class (Department of Advertising and Public Relations + Department of Software), one of the convergence education programs of Dongseo University supported by the University Innovation Support Project, SW-centered University Project Group, and the LINC 3.0 Project.

Dongseo Department of Chinese Student Wins Grand Prize at Prestigious Speech Contest

On April 1, 2023, it was announced that Park Hyen-ju, a DSU Department of Chinese student, had won the ‘Content Grand Prize’ at the 17th “Korea Chinese Speech Contest,” the most prestigious Chinese language contest in Korea.

The Korean Chinese Speech Contest, which was held at the National Assembly Building in Seoul this year, saw the attendance of the finalists who had made it through the preliminary rounds. Among the 12 finalists from various university departments in Korea were students attending Seoul National University and Korea University, indicating that DSU’s Department of Chinese’s efforts to project its students to the pinnacle of Chinese language education in Korea are without dispute. Unlike the vast majority of other Korea-based competitions testing Chinese language ability, the Korea Chinese Speech Contest is distinguished by being conducted in a question-and-answer format, in which the level of ability to listen and speak in actual Chinese is directly scored through a question-and-answer format immediately after the participant’s prepared presentation on stage.

As a result of her winning entry this year, DSU student Park Hyen-ju has been offered numerous opportunities to receive training and further study, as well as offers to interview at large Chinese and Korean companies such as the People’s Daily and the Bank of China, and to further participate in the “Chinese Story Contest” and “Korean Language School Contest.”
In April 4, 2023, the 19 students of the Japan Study Abroad Program (Japan SAP+) Training Group departed for a semester at the Fukuoka campus of the Japan University of Economics.

The students are pursuing a wide variety of majors, studying in the Department of the Police Administration, the Department of Accounting and Taxation, the Department of New Materials and Chemical Engineering, the Department of Animation, and the Department of Social Welfare. During their time in Japan, they will not only study the Japanese language and experience Japanese culture, but will also carry out a local startup project in order to understand and assess the Fukuoka region as a special global startup zone.

Here are some early impressions of the Japan SAP+ from two of the participating students:

Gu Na-hyeon, Department of Tourism Management and Convention, Senior

While considering my possibilities for Japanese study during COVID, I came to know of this good program. It seemed to be a great opportunity for me, and the application process was easy. Now, it has been a week since I have arrived. Before the first class, I was as excited as if I was on a school trip, but now, I am trying hard to understand all the classes conducted in Japanese. Because I need more work on that, I am also studying really hard by myself outside of class. I recommend that if you want to join the Japan SAP+, it would be a good idea to study Japanese hard in advance to ensure that you can go, and to make the most of the opportunities it gives you.

Han Seo-gyun, Department of Japanese Language, Senior

Now that I am in Japan, Japanese is used everywhere. Many students have studied Japanese before I graduated. I did not waste this opportunity DSU granted me before I graduated. To view DSU Japan SAP+-related materials, please visit YouTube at https://www.youtube.com/watch?v=8QZTjRbKBkc at the ongoing blog at https://blog.naver.com/PostList?categoryNo=90.

Q College SAP Global USA Completes First Stage of UN Project

In April 5, 2023, Q College’s Class 11 students, who had left Korea for St. Mary’s University in the US on January 8, conducted a UN project under the guidance of St. Mary’s University Professor Lim Seong-bae. For the project, an interim presentation was held in front of UN Centennial Initiative Chairperson Ramu Damodaran, who worked for the UN for 30 years and once served as Deputy Director in Charge of Public Affairs.

After the interim presentations, Chairperson Damodaran said, “The students’ work was very impressive, so I am greatly looking forward to the final presentations.”

The next day, the students had a special meeting with former Prime Minister Jeong Rae-gyeon, who earlier held a special lecture at St. Mary’s University on the theme of “The Changing International Order and the Future of the ROK-US Alliance,” at which many foreign leaders and dignitaries were in attendance.

With the goal of becoming a “Training Challenge School,” DSU’s Q College supports students in their pursuit of solving various social and entrepreneurial challenges in Busan, Asia, and the United States. Specifically, they carry out a self-directed project for one semester in a city in the US and Asia in addition to Busan, while being supported through to completion with online and offline coaching by mentor professors in their chosen fields. For their efforts, participants receive credits towards their DSU degrees.

“Come to Da Vinci Pizzada” Convergence Art Exhibition Held

Ok Dong-ho, a freshman in the Department of Webtoon who is participating in the exhibition, said, “Through my work titled ‘Random Drawing,’ I tried to emphasize the strengths of each team member, focusing on unity and cooperation. I think its creation was more meaningful because I was able to cooperate with my classmates and get closer to them.”

Kim Jeon-ah, a freshman in the Department of Visual Animation who is also participating, said, “Due to COVID-19, I spent my high school days disconnected from my classmates, and struggled with communicating and living before coming to DSU. So now, I have come to realize what a valuable experience it has been to be able to collaborate and show off my creativity through this exhibition.”

2023 Fintech and Digital Financial Security Technology Seminar Held

On April 21, 2023, the DSU SW-Centered University Project Group co-hosted a seminar on the theme of “Fintech and Digital Financial Security Technology” with PuKyung National University (PKNU), held at the latter’s Academy Hall. More than 30 exports from digital finance and security related industries attended, including professors from DSU, PKNU, and Dong-Eui University.

In this seminar, digital technology trends in academia and industry and various service innovation research results were presented and discussed, along with the hosting of academic discussions on trends and development directions of fintech and digital financial security technologies. In particular, Professor Song Jong-gyu, head of the Software Education Center of the SW-centered University Project Group, gave a presentation on the theme of “Analysis of Problems in Financial Security,” and said, “The seminar has been a meaningful forum to share and discuss the importance of evolving cyber threats and digital financial security at a time when the domestic fintech and digital finance are dramatically advancing in importance.”

Moon Kyung, head of co-host, the DSU SW-Centric University Project Group, said, “I hope that there will be more opportunities like this seminar to share the results of research and development of digital financial security technology using AI and big data, and we will continue to actively support educational innovation in order to nurture digital finance convergence talents.”
Entrance Ceremony Held for 25th Graduate School of Business CEO Course

On March 21, 2023, an entrance ceremony was held at Lotte Hotel in Busan for the 25th CEO Course, which is supervised by the DSU Graduate School of Business.

About 50 key figures from the Busan-Gyeongsang-Ulsan region’s economy, society, and culture are participating in the 25th CEO course, the contents of which consist of high-quality teachings about professional knowledge of corporate management and successful asset management techniques, as well as lectures related to health. From DSU, the entrance ceremony was attended by President Chang Jekuk, Vice President Kim Jung-sun, Graduate School Dean Lim Hyo-taek, and many professors. The ceremony was also attended by students who had previously completed the course, as well as President of Kyungnam College of Information and Technology, Kim Dae-sik.

Dean Lim said in his congratulatory speech, “I will continue to try to prepare opportunities for self-development and innovation to understand and prepare for the changing environment with new knowledge and information.” Meanwhile, President Chang, who gave the first speech at the entrance ceremony, took the lead in responding to and preparing for the changing Korean society and higher education environment by introducing the vision of DSU under the theme of “The Challenges and Future of Korean Higher Education in the Population Cliff Era.”

Dongseo University’s 25th CEO course is held every week at the Dongseo University 25th CEO Course, which is held from March 31 to April 1, 2023. This camp was held for 2 days and 1 night with a total of 72 students, with 14 teams being formed by mixing students from various majors. Students from Video Animation, Global Management, Software Convergence College, and the Design College all participated together.

Participating students presented their ideas under the theme of “Creating Public Jobs in Busan.” In addition, team building was conducted first so that members could get to know each other better, and, through this, they developed their ability to share their roles and solve problems through cooperation.

This camp also helped participating students gain experience solving problems with colleagues from various majors and backgrounds. Students shared different views and ideas and presented creative solutions to problems. It also played a big role in enhancing collaboration and problem-solving skills.

For the teams that passed the camp, more advanced ideas will be presented through a second presentation event later. In this second presentation, new ideas, presentation skills, and teamwork will be comprehensively evaluated and awarded.

Through this camp, the SWI-centered University Project Group plans to continue to enhance students’ creativity and collaboration skills, and foster talents who can use software and artificial intelligence technologies more efficiently.

Busan National Innovation Cluster Workforce Training Project Established

On March 28, 2023, DSU and HIGROUND signed an industry-university cooperation business agreement to develop new content items and nurture talent.

In attendance at the signing ceremony from DSU were Vice President Kim Jung-sun, Head of Industry-University Cooperation Hwang Gii-Hyon, Im Kwon-taek College of Film and Performing Arts Dean Kim Dane-sung, Q College Dean Kwak Joan-sik, Media Contents College Dean Park Mi-seon, and Im Kwon-taek College of Film and Performing Arts Professor Yun Tae-sik. Attending from HIGROUND were CEO Kim Hwan-chul, CFO Shin Hye-young, CMO Song Hye-sung, and DSU Park In-hye.

This business agreement was prepared for the joint planning and development of new contents and mutual cooperation in related education and research activities. In particular, it was decided to actively cooperate in jointly operating educational programs to nurture human resources in the field of planning and developing new content items, in jointly operating industry-university projects, and in item pitching through industry-university projects.

Dongseo University Vice President Kim said, “Through this business cooperation agreement, we will do our best to lay a ground-work for Im Kwon-taek College of Film & Arts students through the opening and joint operation of industrial school courses tailored to companies, and to nurture the professional human resources necessary for competitive film content creation.”

HIGROUND CEO Kim said, “We expect that the industry-academic cooperation project with DSU will not only give us an opportunity to secure excellent talents, but also contribute greatly to the quantitative and qualitative development of the media market by discovering novel contents.”

Industry-University Cooperation Agreement Signed with HIGROUND

The SWI-centered University Project Group successfully held an Idea Building Camp for AI and entrepreneurship at the Gyeongju Teacher’s Dream Center from March 31 to April 1, 2023. This camp was held for 2 days and 1 night with a total of 72 students, with 14 teams being formed by mixing students from various majors. Students from Video Animation, Global Management, Software Convergence College, and the Design College all participated together.

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It is not easy to deny that human scientific progress is accelerating. Comparing the 100 years of the 20th century with the 100 years of the 19th century, the difference between the density of scientific development is truly remarkable, from which the story of “deep learning” cannot be left out.

Human beings have always been instinctively hungry for knowledge. This is directly related to the human survival instinct, and intellectual improvement is one of the desires that mankind cannot give up. Also, this has gone beyond just not being able to give up, and the subjects affected by this desire have expanded from “machine” to “myself.” As deep learning has begun to be easily accessible through various media in recent years, it can be taken as a new term, but interestingly, the origins go back to the 1940s. The technology sector, which has a long history, is facing a renaissance today. So, we would like to introduce deep learning, which is already familiar to the 21st century’s public, who generally encounter media frequently, but rarely understand it in detail.

In order to know what deep learning is, it is necessary to understand the upper fields of artificial intelligence (AI) and machine learning (ML).

First, AI generally refers to copying or reproducing the structure of human behavior through machine or computer programs. AI-based systems utilize various methods such as statistical algorithms, heuristic procedures, and artificial neural networks (ANNs) to imitate or model human behavior or decision-making structures.

Machine learning is a subfield of AI and consists of automated procedures for deriving general rules from multiple example data. That is, the rule is learned from the example data. These tasks are performed by applying predefined and easy-to-understand algorithms and rules, or in the case of deep learning, using ANNs.

As deep learning is a field of AI and it is a technology that learns complex patterns from large datasets using ANNs. Deep learning is classified as a type of machine learning technology and has high accuracy and predictive ability.

The emergence of such deep learning has brought great innovation in the field of AI. Traditional machine learning techniques require models to manually extract input data, but deep learning can automatically extract and learn important features from data. This allows ML models to better cope with the size or complexity of datasets. The reasons why such deep learning technology has brought about great changes in the field of AI are because it enables the processing of large amounts of data, overcoming the limitations of existing machine learning algorithms. It also enables end-to-end learning, reducing the complex process between input and result, and enabling learning only with input and output.

Deep learning is an important technology that can be used in various fields such as image, voice, and natural language processing by learning automated feature extraction technology.

With the advent of deep learning, machine learning is becoming commercialized, and the area of AI is also expanding. Deep learning-based technologies such as more advanced preventive medicine, movie recommendations, and driverless cars are being used in our daily lives or will be put into practical use.

AI and deep learning are used in various fields ranging from smartphones we use in our daily lives to massive factories. For example, in smartphones, AI technology automatically adjusts our screens or uses facial recognition to safely unlock our devices. Additionally, it is also utilized in the financial sector. AI-based financial services can exhibit excellent performance in asset management, risk management, financial transactions, and more.

As a specific example, AI and deep learning are actively used by the American company Tesla. Applying deep learning technology to vehicles, Tesla is improving autonomous driving performance. Tesla’s autonomous driving technology, as the name suggests, uses itself to drive on real roads, trains deep learning models, and controls the vehicle instead of the driver by utilizing the models.

Through this, Tesla enables more accurate and safer driving than existing autonomous driving technologies. By continuously training the deep learning models, Tesla is improving the vehicle’s performance over time. With this, Tesla is attracting significant popularity in the US car market and is investing in the future of autonomous driving technology. In this way, in the US, deep learning technology is rapidly being developed for autonomous driving, allowing for even safer and more efficient driving.

AI is rapidly affecting human life and evolving to create a new world with smartphones, home appliances, and machines. It has become essential in various fields such as corporate management, health care, defense, finance, welfare, and security as well as automobiles. In addition, AI is competing with humans in the field of culture and art, which was considered a unique area of mankind. Like this, AI is also included as a coin. Depending on how it is used, it can be helpful or harmful to humanity.

Deepfake technology is the most problematic case of AI abuse in recent years. Among the recent videos distributed through YouTube, you can often see videos using the deep fake technology. There are examples of them simply for fun and humor, but they cause serious consequences such as spreading fake news in the political and social fields, causing confusion, or using certain people as content to abuse them. It has already been a long time since AI, which maliciously edits female photos on Instagram to nude, has emerged, and there have been many cases of human rights violations that edit celebrities (Trump, Obama, BTS, etc.) to other people. Recently, a fake video featuring a Ukrainian president Zelensky, who is going through a war with Russia, has made headlines. As such, image synthesis technologies are causing social and national confusion due to malicious deception.

The development of AI has deeper and deeper in our lives. In the past, AI could only replace speakers, but AI we are facing now is our secretary in smartphones. Through conversation, you can listen to news and music, and know the desired information such as weather and traffic information. I rely on a chatbot when I’m bored and semi-autonomous vehicles when I drive. When you call insurance, banks, and credit card companies, you have to deal with AI first. With the development of AI, life has become convenient and safe, but human rights are abused everywhere. Ethical issues are emerging. This is the case with the recent controversy over the AI conversation service “Iruda.” The service, which officially started on December 22, 2020, taught an AI character named “Iruda,” a female college student in her 20s, according to the conversation data shared by real lovers in a deep learning manner, and the amount for extremely natural conversations compared to the previous one, had more than 400,000 subscribers in just three weeks. However, AI, which was learned through actual conversation, ended the service in less than a month because it spout hate expressions toward sexual minorities or
became the subject of sexual harassment by men. When the name, address, and account number of a specific person who learned during the conversation appeared, suspicions of personal information leakage were raised. In the past, “Tay,” a chatbot developed by Microsoft, was also a chatbot made by AI, but Hitler terminated the service in 16 hours due to Jewish hate and racist remarks. It is also a chatbot made by AI, but Hitler in the past, “Tay,” a chatbot developed by Microsoft, who has long studied technology and computation appeared, suspicions of racism were raised. However, considering the ability of AI, some say that it is different this time. Unlike robots in the past, which largely replaced defined routine labor, AI can replace implicit and complex unstructured labor. Therefore, as scholars such as Eric Brignorfson and Daniel Susskind argue, the impact of AI in the future can be very great. It report published by the White House Economic Advisory Council in December last year also points out that AI can threaten various white-collar labor by replacing them. Ordinary people, who are consumers of AI, have both opinions that we will be getting better when this AI is developing, but AI will be threatening and cause confusion. The first one said that many AI technologies like chat GPT, AI assistants, guidance robots in a restaurant and public places, AI interviewers, and AI services in the field of medicine are making life more comfortable, faster and more rational. For that example, “K Health,” will be one of the kinds that provide automatic medical treatment services based on AI. This application not only connects with doctors and patients, but also has a conversation with an AI chatbot for free. (Like “Since when did you have a stuffy nose?,” “Doesn’t it hurt anywhere else besides the nose?”, etc.) If the user answers about 20 questions, they can see the results (Like “81 per cent chance of upper respiratory tract infection”, and “21 per cent chance of sinus inflammation”) and information about people handling these symptoms. So, the user just has to decide to do self-care or telemedicine from a doctor. However, others are worried about a mess because rules or systems for AI aren’t established yet. Also, they feared losing jobs to AI which have better abilities than us. For that example, AI ethics problem from chatbot “Lee Luda,” There are many that consider that, AI and AI, as the latest trend of Chat GPT, may push them out of competition with AI in creative fields such as poetry and novels. On the other hand, K Health will be the kind that has the ability to help people to discuss the results with the AI. The application is popular among Japanese, and the usage rate is 10 percent. However, some AI healthcare systems are made by AI, and some are made by human doctors. We should have the ability to discuss the results with both AI and human doctors.
Majority of the pandemic is now once again a vibrant commercial district. Myeong-dong, which was once a ghost city during the majority of the pandemic is now once again a vibrant commercial district. Myeong-dong, which was once a ghost city during the pandemic, has now become a bustling area again. The focus of the dramas, for example, even when theMyeong-dong, which was once a ghost city during the pandemic, has now become a bustling area again. The focus of the dramas, for example, even when the majority of the pandemic is now once again a vibrant commercial district. The Korea Tourism Organization (KTO) said that about 479,000 foreign tourists visited Korea last month, up 379.3 percent from the same month last year. Why are so many people coming to Korea again? According to an analysis by the KTO, the first is that there are many things to enjoy in Korea in terms of culture and other experiences. This includes K-pop and Hallyu (Korean-Wave) star-related entertainment. The second reason was “because there were many things to see.” The third reason was equally “food” and “because of a good experience visiting Korea in the past.” It can be said that the greatest factor influencing foreigners to choose to travel to Korea was K-pop and other K-content.

Korean dramas encourage people to come to Korea for many reasons. First, viewers want to see many places from the K-dramas in person. Also, the dramas indirectly introduce Korean culture. For example, even when food is not the main focus of the dramas, Korean food appears a lot, which makes viewers want to eat Korean food. Historical dramas also enhance the landscape and culture, encouraging tourists to visit a Korean palace and wear a hanbok for example.

In addition, K-pop cannot be excluded. Not only is K-pop already famous around the world, but the fashions worn by K-pop idols in music videos and during performances are sought after too. Accordingly, the K-pop content industry is having a boom as well. The Korea government has now placed emphasis on “convergence,” utilizing K-pop, K-content, and the ensuing increase in tourism as strategic, long-term projects that will lead to a national leap forward.

There are two reasons for this. First, in the case of K-content, the outflow of intellectual property rights, which is most important in the content market, is intensifying. This is due to a lack of funds, despite the competitiveness of the content industry. In addition, the tourism boom has emerged as a convergence with the unique charm of K-culture, which people around the world are now very enthusiastic about. All of this means that it is a good opportunity to further promote Korean culture to the world during this time.

Korea is a great country. It is amongst the top countries in so many positive categories. But Korea is also at the top of another list, that of countries with declining birthrates and dropping populations. Low birth rates are common in developed countries in the modern era. Nowadays, increased economic pressures and responsibilities, changes in family dynamics and forms, education, employment, later marriages, and staying single to list but a few of the choices women have to weigh and measure before even deciding if they wish to have children. It is understandable that with all the uncertainty and pressure, freedoms, and opportunities, the birthrate has declined. The number of babies in maternity wards has fallen.

Korea is not unique or alone in this regard. But why have the numbers dropped? There are two primary reasons for the drop in the US and UK, which likely also apply to Korea. The first is “the decline of love and sex life.” British and American newspapers are pointing out an obvious problem. Statistics show that the NL generation has a lower rate of dating and sex life than the previous generation.

There are many articles stating that marriage and childbirth numbers have been decreasing because love and sex life have decreased. The second reason is “the pursuit of external perfection.” Hirschman, a sex therapist, said the ties between the internet and sexless relationships are very deep. They use filters or connections that do not actually exist to completely package themselves on social media, and as a result, body complexes about their real bodies affect their bedrooms and marriage. According to Relate 2018 data, 37 percent of those in their 30s and younger who do not have frequent sexual intercourse said they were not confident about their bodies. What are the pros and cons of low birth rates promoted by these factors? Let’s look at the advantages first. Some economists say that low birth rates can provide economic stabilization. It is also argued that population decline can provide economic benefits in many ways, including price stability, labor market liquidity, social security, reduced government budgets, and real estate markets. In addition, in terms of environmental protection, it is easier to maintain the natural environment when the population is small. The low birth rate can also contribute to improving social stability by reducing the crime rate, stabilizing the family unit, and reducing social conflicts.

Are there any negatives with a low birth rate? To begin with, as the labor population decreases due to the low birth rate, the supply of labor for economic growth decreases. As a result, wage increases and productivity decreases in the labor market, and social security costs increase as the proportion of the working population decreases due to aging. In addition, consumption decreases as the number of people per household declines. As a result, sluggish consumption may occur, and economic growth may diminish. The Korean government invested about 300 trillion won from 2004 to 2021 to solve the low birth rate problem, but the total fertility rate has continued to decrease from 1.19 to 0.81. So, perhaps it is time to consider more open immi-

What are the Pros and Cons of Korea’s World-lowest Birth Rate?

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Japan is Korea’s closest geographical neighbor, and the two countries share a long history rich in socio-cultural, economic, and diplomatic interactions. However, various periods in their shared history have strained the two country’s international relations. For instance, from the 13th to 16th centuries, wokou (Japanese pirates) raided the coasts of Korea from islands in its East Sea, leading to counter-invasions by Korean forces. Also, during the Imjin War of the late 16th century, Japan invaded Korea and occupied large parts of the Peninsula before eventually withdrawing.

In modern times, the period from 1910-1945 has been most damaging. During this time, Japan deprived Korea of its national sovereignty, prioritized Korea’s Japanization, and oppressed Korean citizens through administrative, legislative, judicial, and military means. Two atrocities in particular weigh heavily on the collective Korean conscience: Japan’s wartime use of forced labor and “comfort women.”

Regarding forced labor, on March 6, the Yoon Seok-yeol government announced a compensation plan based on “third-party reimbursement.” This involves paying victims through a foundation set up under the Korean Ministry of the Interior and Safety rather than directly from companies such as Nippon Steel or Mitsubishi Heavy Industries.

President Yoon explained that, “As a result of respecting the position of the victims, we have sought ways to meet the common interests and future development of both Korea and Japan.” He added that, “Japan has gone from a militaristic aggressor in the past to a partner who shares universal values with us and cooperates in security, economy, science and technology, and global agendas.” Mindful of criticisms raised regarding the Korea-Japan summit held in Tokyo on March 16, President Yoon said that the two countries “should move forward, beyond the past,” and that, “The relationship between South Korea and Japan is not a zero-sum relationship where one side’s loss is the other’s gain.” I strongly agree that Korea-Japan relations need to improve, and I think the current measures being taken are appropriate.

At the heart of the current debate over resolving the issues of forced labor and “comfort women” are matters of apology and direct compensation. Opponents to President Yoon’s plan insist that it lets the perpetrators off the hook by requiring neither an official apology from the government nor direct payment from the perpetrating companies.

In fact, many people do not know that Japan has repeatedly apologized. One example is the “Kono Statement” of 1993, which recognizes that women “were recruited against their will...and that, at times, the administrative/military personnel directly took part in the recruitments.” It also recognizes that women “from the Korean Peninsula accounted for a large part” of those who “lived in misery at comfort stations under a coercive atmosphere.” The statement continues, “The Government of Japan would like to take this opportunity once again to extend its sincere apologies and remorse to all those, irrespective of place of origin, who suffered immeasurable pain and incurable physical and psychological wounds as comfort women.” Another apology was made on the 50th anniversary of WWII’s end by Prime Minister Tomiichi Murayama, who acknowledged that “Japan, through its colonial rule and aggression, caused tremendous damage and suffering to the people of many countries, particularly to those of Asian nations.” He then went on to “express...once again [his] feelings of deep remorse and state [his] heartfelt apology.” And on the 60th anniversary, Prime Minister Junichiro Koizumi officially expressed “deep remorse” and offered a “heartfelt apology.”

Regarding direct compensation from Japanese companies, the government of Japan considers the issue resolved based on the 1965 Treaty on Basic Relations Between Japan and the Republic of Korea. Conversely, in 2018, the Supreme Court of Korea ruled that Nippon Steel & Sumitomo Metal Corp. are liable for compensating four surviving victims of forced labor. In my opinion, it seems unreasonable to expect Japan to repeatedly apologize and offer further compensation. Instead, we should focus on our shared interests to strengthen our international relations. I see three key areas where progress can be made.

The first concerns security. The U.S. has often encouraged the strengthening of Korea-Japan relations to further its Indo-Pacific strategy since this would facilitate trilateral cooperation between South Korea, the U.S. and Japan. For situations such as the threat posed by North Korea and the geopolitical struggle between the U.S. and China, improved Korea-Japan relations would be beneficial.

The second is about the economy. The Korea-Japan trade dispute that began in 2019 caused great losses on both sides. Japan restricted trade in key materials for semiconductors and displays, and Korea initiated a “Boycott Japan” campaign with the slogans of “I’m not going; I’m not buying.” Now, as relations improve, Korea has restored Japan to its “whitelist” of countries granted preferential treatment in trade, and Japan is also soon expected to restore Korea as a favored trading partner.

The third is about sharing cultures. In Korea, the Japanese animation “Suzume’s Locking Up” had a cumulative audience of 4.8 million (as of April 22), and “The First Slam Dunk” was a hit, selling limited-edition goods, comic books, and even the characters’ drinks. In Japan, Korean dramas such as “The Glory” were among the most viewed series on Netflix, and BTS won four gold medals for a limited-edition goods, comic books, and even the characters’ drinks. In Japan, Korean dramas such as “The Glory” were among the most viewed series on Netflix, and BTS won four gold medals at the Golden Disc Awards. With relations improving, tourists are again lining up to visit each other’s country.

In conclusion, although I believe that no number of apologies nor amount of compensation could fully atone for the atrocities committed, if we consider the future we want, it seems essential to move forward with improving Korea-Japan relations.

Korea-Japan Relations

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Currently, countries around the world are restricting the use of TikTok, a Chinese platform. On December 30 last year, US President Joe Biden told up to 4 million federal officials not to use TikTok. The US has banned TikTok from being used on mobile devices paid for by the government in 19 states so far, and other states are ready to join. Members of Congress, especially Republicans, are actively moving to ban all Americans from using TikTok. In addition, it was explained that in Europe, the use of TikTok was prohibited not only for the work of all employees of the EU Parliament, but also for personal devices that receive parliament-related e-mails or have access to other networks. Denmark, Japan and others made the same decision on government-owned devices, and the Danish parliament reportedly sent an email to all lawmakers and employees on the same day strongly recommending that they delete the TikTok app from their work devices.

Why is there such a movement to ban the use of TikTok in countries around the world? America’s strong distrust of TikTok dates back to the days of the Donald Trump administration. One of the reasons is that TikTok’s data collection ability is unique. TikTok provides customized feeds by analyzing users’ tendencies based on the time they watch specific videos and whether they post comments. Some even say, “TikTok knows users better than themselves.” Sam Sax, a cybersecurity expert at the think tank New America, told the New York Times that TikTok may decide to expose content that will threaten or destabilize the US as a priority. Based on this, the Chinese government can possibly collect data from Americans and use it for espionage activities and political incitement against the US.

The US Department of Defense and the Justice Department are discussing ways to force the sale of TikTok’s US division. The Pentagon and the Justice Department, which attended the CFO’s meeting of the Treasury Department’s Foreign Investment Review Committee, which has been negotiating with TikTok for more than two years, reportedly insisted on a “forced sale” of TikTok’s US division to a US company, saying that the Chinese government may use TikTok’s data and videos to manipulate public opinion.

Why is the US facing a setback in the forced sale of TikTok? It could cause a backlash from average Americans, especially young people. According to the Pew Research Center, TikTok has an estimated 100 million American users. In a recent survey of TikTok users by age, a mobile device use analysis company, AppAnge, found that teenagers accounted for 32.5 percent of users, and those aged 20 to 29 accounted for 29.5 percent, accounting for almost 60 percent of young people.

Why is TikTok so popular among young people, not only in the United States, but around the world? Forester, a global market research firm, cited TikTok’s three strengths last year. The first is entertainment value. Generation Z enjoys a fun and simple experience, and TikTok has satisfied it well. In fact, if you go into the TikTok app, you can see that you are following the “success equation” of the past. The operation method is simple, too. If you push it up with your finger, the next video will come out immediately. You can also click “like” or “comments” immediately. Professor Jean Sung-min said, “If you look at the dating app Tinder run by the match group with a market capitalization of 47 billion won, the operation method is very simple like, ‘dislike,’ and ‘chat window.’” Simple manipulation leads to immediate feedback and interaction, causing more activity. Professor Jean also added, “YouTube also has ‘like’ and ‘dislike’ that can deliver reactions right at the bottom of the video. The second is a short form of diversity. The endless scrolling of short video clips makes Generation Z stay in the app for a long time. Forester described the TikTok videos like an endless river.” As for how diverse videos can be in less than a minute, he said, “We put the ‘context’ in 15 seconds,” adding that numerous videos contain their individuality.

Finally, it is “positive self-expression.” In the Forrester survey, Gen Z respondents cited TikTok’s positive use as the reason for using the service. They said, “The ability to express oneself freely in the app is important.” TikTok is also coming up with countermeasures whenever there are these issues. TikTok has been in constant negotiations with the US government on US security issues and has been struggling to stop security concerns. In the process, it was agreed that TikTok’s subsidiary TikTok US Data Security would take charge of American user information. It has decided to store user data through a server of the US technology giant Oracle and be supervised by a committee of three US security experts. It also came up with a series of measures, including installing barriers to block the accessibility of data by ByteDance employees and Chinese government officials. It also claimed that it is immediately deleting harmful content as a way to prevent exposure to harmful and extreme content. TikTok said it deleted 85.1 million videos, or about 1 percent of all posted videos, in the second quarter of last year alone due to violations of community standards and terms of service. Of these, 94.1 percent were removed through TikTok’s own monitoring before users reported it. In addition, TikTok explained that they removed 87.5 percent of the offensive videos without them being revealed to anyone after posting. This figure is slightly higher than the previous quarter.

So what is the public’s reaction to the US TikTok ban? According to a survey conducted by a US broadcaster, 2.117 US adults were evenly arranged for gender, race, age, and academic background. They found that 56 percent of respondents said “yes” and only 22 percent said “no” to whether they believe that user information secured by TikTok could flow to the Chinese government and harm US national security. In other words, more than half of Americans agree with the government. At the government level, 61 percent of respondents agreed to blocking TikTok’s services in the US, while only 39 percent of respondents disagreed. About 4 out of 10 Americans are found to be supporting the plan to ban TikTok services.

The opposition also found that only 39 percent of young people between the ages of 18 and 29 who are classified as Generation Z voted in the 2020 election. TikTok users said they believed that TikTok was providing them with a platform for freedom of speech. In other words, TikTok is the example of the 1st Amendment concerns. Jamil Jaffer, director of the Institute for Constitutional Advocacy and Education, also told Reuters that limiting access to apps used by millions every day could set a dangerous precedent for expanding the regulatory scope of the digital public domain.

TikTok has brought a big turning point in our SNS lives, and we have no choice but to prove that these TikTok issues are innocent. Generation Z, who uses SNS a lot, thought that they would know how to filter fake news and harmful information given by SNS and use it healthily and informatively. They should be able to boldly unfollow famous influencers who only pursue provocative things, and not proscribe opinions or blindly believe in bans, evaluations, and fake news, but actively report posts that they don’t want to see.
Ezine Interview with Webtoon Department Dean, Lee Seung-hee

Ezine Is it true that webtoons originated in Korea? Please tell us a little about their history. Lee Seung-hee Lezhin Comics, the best-known source, started its service as a paid company in Korea, reported that the average annual income of 700 writers in Korea was 280 million won (as of 2021), and that there were many writers who earn 20 million won per month. The first-place writer earned 12.4 billion won, which is more than the first prize in a lottery, and the average annualized earnings of writers who after one year were also said to be around 150 million won. However, not all webtoon writers make a list of money, with 20 percent earning less than 30 million won per year.

Ezine What are the related fields that graduates of the Webtoon Department can enter? Lee Seung-hee After completing the program, students can become webtoon writers, webtoon story writers, illustrators, character designers, emoticon designers, webtoon content planners, webtoon producers, and so on.

Ezine Where can people see the works of the students of the Webtoon Department online or offline? Lee Seung-hee Last year, we gathered and exhibited the works completed by the first batch of students during their classes. We held an exhibition called ‘Hanbatang Exhibition’ in December last year at the Webtoon Studio on the 2nd floor of DSU’s Global Village. It was an opportunity for us to look at our achievements over the year and gauge how much we have all grown. At the same time, it was a chance to show off and promote the potential of our students and the growth they have achieved to the many various companies, organizations, and acquaintances that are working with us. Due to its success, we plan to continue to hold the Hanbatang Exhibition every December.

Lee Seung-hee The Webtoon Department was established in the 2022 academic year, and welcomed its second batch of freshmen this year. The entire curriculum, which runs for four years, is closely linked to the industry. In addition to fostering webtoon writers, we are also nurturing talents needed in the current era, such as story writers, digital illustrators, and character designers. To this end, we operate a convergence curriculum designed based on a complex analysis of trends and developments in the webtoon industry. In addition, our faculty consists of webtoon writers, story writers, digital illustrators, and character designers who have been published on webtoon platforms and/or are actively working on them.

Indeed, most of the faculty members have a wealth of experience in the industry as writers in addition to their educational backgrounds. This brings students the great advantage of being able to effectively implement living education that can quickly and directly be applied to their careers.

Ezine What skills do you need to create a successful webtoon? Lee Seung-hee Webtoonists need to be able to create a story using a series of pictures and characters’ dialogues that can attract and sustain people’s interest. In addition, if you have the writing and story skills to create a theme, set up a situation, and draw pictures to match the characteristics and mood of the characters to create an interesting work, you are more likely to become a successful and creative webtoonist.

Ezine What are some common business models in the industry, and how much do successful webtoonists earn? Lee Seung-hee The main source of income for most webtoonists is manuscript fees, and other sources of income include previews. Recently, the high earnings of webtoon writers have become a hot topic. Naver Webtoon, the largest webtoon platform company in Korea, reported that the average developer. For this, a love of content, an active attitude toward new technologies, and a self-directed and enthusiastic learning attitude are important.

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An American’s Love Affair with Korean Food

As a kid growing up in a smallish American town in the late 20th century, I didn’t have a lot of exposure to what you’d call “foreign” food. My mother was a stay-at-home and had a precious family of six almost every night, and our routine was limited to mostly Elizabethan white bread fare (spaghetti, meatloaf, and pork chops figured prominently). On those rare occasions when the family would go out and dine on something “foreign,” it was usually the twice-a-year pilgrimage to our local American-Chinese restaurant, where I had generally muddied to try any of the dishes due to their wildly varying colors, but the more I tasted inexperience, the stranger, viscous sauces I was an extremely picky eater.

Looking back on this aversion to new food as I got older, and when time to be a healthy teenager and leaving home, I became downright adventurous, seeking out hole-in-the-wall eateries in a quest to sample unknown dishes from around the world. I felt the pull of wanderlust but was a bit too young for that, so I wouldn’t afford to be a plane ticket and travel the world, I’d have to settle for the next best thing: tasting the world as offered in the international neighborhoods of the big city I was in.

There were many Koreans living in these places, though they tended to serve an Americanized version of their cuisine rather than the dishes from their homeland. There were, of course, some restaurants serving more authentic fare but often the signs were only in English, and I felt confused and intimidated to order from them. After all, I was a toddler still learning to speak English, no less.

Since this time Korean food has largely taken off in the USA and other places, but in those days, I think there was a general belief among Koreans living abroad that their cuisine was just a bit too much for the Western palate, that the heaps of garlic, gochujang, spicy peppers, and dankness of fermentation may be a bit too much for the American tongue.

What this means is that when I arrived on the rocky shores of Korea during the scorching summer of 2004, I had barely even tried Korean food, despite being solidly versed in other Asian fare. I was a baby in nearly every way, and the city’s countless restaurants—with their neon, technicolour signs—were almost overwhelming in their number, scope, and fact that English was rarely offered on the menu.

Fortunately, I was up to the challenge and didn’t waste any time getting into the mix, food-wise. The night I arrived in Busan I was met by a few coworkers from my new job. They escorted me to an outdoor table in front of a barbecue restaurant, where we immediately sat around a hot grill covered in slabs of sizzling samgyeopsal, along with an array of side dishes. The cool crunch of ssam (lettuce) and sourness of the kimchi perfectly complemented the succulent pork, and as I leaned back in my plastic chair, took a swig of ice-cold beer, and breathed in the sultry August air, I thought to myself: I could get used to this.

Across from my one-room apartment was a traditional market. The next morning, I arose early and wandered into the rabbit-warren of a complex, only to find myself in a tiny, humble restaurant where everyone else was at least seventy-years-old, including the owners. possessing zero Korean-language skills, I just pointed to the dishes on the adjacent table and mimed eating. Soon I was digging into a proper jeonbokpil breakfast of fried fish, soup, and veggie side dishes, which made me question the health benefits of the sugary cereal and bacon salt bombs so standard back in my homeland.

This restaurant sign featured a cute anthropomorphized octopus fried up in a pool of gochujang sauce, and the cylin- der of rice cakes smothered beneath were a complete mystery to me. Were they chunks of meat? I thought: Noodles? Sea worms?

Soon, a restaurant sign featuring a cute anthropomorphized octopus caught my eye. Stomach now growling, I felt its pull, though with a hint of trepidation. While I grew up eating a lot of seafood, octopus was never on the menu, as most Americans (at least at the time) had an aversion to its rubbery texture. In fact, I wasn’t sure if I’d ever had it before, but here I was in the Land of the Morning Calm, where I swore I’d get down with the food, no matter how seemingly strange.

Before I knew it, I was seated at a low-rise table on the floor, staring up at a wall menu whose items were wholly composed of the alien circles, blocks, and right angles of hangul. I had wandered into a nakkol bokkeum joint, which specializes in small octopus fried up in a plate of onion, peppers, garlic, and gochujang. Soon a big pan of the fiery mixture was bubbling over a stove on my table, which I generously scooped onto my bowl of rice, and began to take down. The flavors and textures were nothing like I’d ever experienced before—rasty, sweet, and slightly salty—with a fresh burst of green onion. It was a sweltering August night, and as I dove into the dish, the spice began to cone me. Sweat dripped down my forehead in fat beads, and my face turned into a bright tomato.

It was hot, but also so satisfying, as if my blood was set afire and cleansed my body of impurities. I punctuated spoonfuls with sips of icy beer, and as I went up for air, I saw that the entire kitchen staff—a group of middle-aged women—had emerged from the back to take in the sight of this American going all-in on one of Korea’s most beloved (and peppery) dishes. They smiled and laughed as I perused as I did in a sauna, which was oddly refreshing, as the nakkol bokkeum had the unexpected effect of actually cooling me down.

As I left the restaurant and made my way back into the maze of the market, I realized just how far I’d come since refusing to eat at the Chinese restaurant of my youth. That meal—alone and on a whim—was a transformative experience. It made me reassess just what food could be, while also giving me my first glance into Korea’s bold and sometimes fiery character. I was immediately smitten, and knew then that I’d be staying here for a very long time. After all, it was simply too delicious of a place.
The Korean Zodiac

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2023 is known as the year of the rabbit. But what does this really mean? Rabbits symbolize wisdom and come to us as familiar animals from ancient times. The rabbit is an animal that suggests many positive aspects, such as longevity and being within a harmonious family.

In actual fact, 2023 is the year of the black rabbit. Why is this? To answer that question, we first need to know the origin of the so-called “Chinese” zodiac. The zodiac refers to a narrative that explains the principles and meanings of the twelve animals chosen and arranged. The names of the years such as Gyeongja, Sinseong, Eulsa, and Gyeongjae are called Gapja, and 60 Gapja are decided with 10 and 12 Ganji. Tengar refers to a word used to count dates, months, and years in the past, and is also called Cheongang. And 12 Ganji indicate time or direction. It also means twelve gods or twelve animals that protect the land.

Historical relics and records show the origin of the twelve zodiac animals, which is different to what is portrayed in folk tales. The zodiac originated in China, and was expressed by imitating the shapes of stars to observe natural cycles, such as constellations and seasonal changes. The zodiac is based on the state in which all things change from spring to winter. The zodiac as we know it, with twelve designated animals, was widely used in the Eun Dynasty of China, and in the middle of the Han Dynasty.

According to legend, God asked the animals to come to race on New Year’s morning and gave prizes up to 12th place. The cow, who was not confident about it, started the night before. However, the quick wit of the mouse prevented it from heading straight to the finish line. The monkey fought with the sheep and therefore arrived late, and the chicken cried for a while in the morning and then started, while the dog barked after hearing the chicken crying, and the pig ran without a break and entered to claim the last prize.

There are so many different zodiac types according to the year the person was born too. As for the fundamental personality of each however, the mouse “is careful, diligent, and has a strong sense of righteousness. There are also many interesting people because of their excellent wit.” Cows are “blunt and have no unique charm, but they are patient and have a warm heart.” The tiger is “independent, brave and quick to seize opportunities, but they have a rather rough personality.” The rabbit “has a soft impression. It is agile, clever, and friendly, showing various erudite aspects.” The dragon is “patient and brave… but also an outgoing and very straightforward personality.” The snake is “has a clear brain with a meticulous personality and… is sociable, so human relationships are generally good.” The horse is “honest, plain, pure, and friendly, but has a characteristic of being clumsy, (but) relationship are generally good.” The sheep is “kind and gentle, and has a delicate personality that looks at the other person’s mind well. There is also a lot of understanding.” The monkey is “witty, speaks well, has leadership, and has various talents in various fields.” The chicken “has a creative and rich imagination. There are many people who are meticulous, thorough, and have excellent thinking and insight.” The dog is “straightforward in expressing affection and shows a loyal side due to a strong sense of responsibility and loyalty. It is characterized by brains, brilliance, and a sense of justice.” Finally, the pig “is loyal, honest, and sociable. He has a diligent personality and is active in everything, but greedy.”

When comparing Korea with other countries, there are cases where the animals that appear in the zodiac are different, but around the world, six animals are common: the mouse, the snake, the horse, the monkey, the chicken, and the dog.

Interestingly, Western zodiac signs are similar to the twelve zodiac animals, but they mostly derive from Greek mythology, so each has a Greek myth story. Most of them are stories of Olympus gods, and there are heroes who represent each constellation. Therefore, the Greeks were deeply related to constellations and life. Depending on which constellations appeared in the sky, the activities of daily life would follow, whether that was sowing seeds, harvesting grapes, going out to sea, or preparing for the coming season.

Another difference in Western culture is that the constellations are decided based on the solar calendar. The constellation is not determined by the year of birth, but roughly by the month of birth, once again with 12 designated animals.

Through this brief examination of the Korean zodiac as well as Western constellations, we have looked at some of the characteristics of the 12 animals, comprising the mouse, cow, tiger, rabbit, dragon, snake, horse, sheep, monkey, chicken, dog, and pig. It is also said however, that there is another “hidden in each person’s heart.” 2024 is not far away—it is the year of Gappi, the year of the blue dragon. Why don’t you analyze the luck of each year’s zodiac sign to mark the Year of the Dragon next year? 
What is Korean Youth Culture?

The youth of Korea are caught between a rock and a hard place. Gone are the days of rapid growth, a fact compounded and extended by the COVID-19 pandemic. The pandemic has also seen opportunities drop and there is a high level of unemployment. This phenomenon has strongly affected Gen M, those born in the early-1980s to early-2000s, and Gen MZ, people born in the mid-1990s and early-2000s.

Sadly, while these people should be in the beginning or middle of their working lives, there exists a growing recent phenomenon of early retirement. Members of the MZ generation are choosing to give up on their work lives and simply quit. The term MZ is one that divides the generations and has increased in usage. The wide-spread use of this term has intensified the conflicts between this generation and the previous ones. One reason for the souring of the relationship is that the perception of the term is often rather negative. Those born in the early-1980s to early-2000s, commonly referred to as MZ, are often seen as lazy and only interested in doing easy work. They also complain that the MZ generation tends to criticize the MZ generation as inconsistent, lazy, and only interested in doing easy work. They also complain that the MZ generation tends to create and share on their own rather than just thinking from the consumer’s perspective for existing products and services.

The conflict between the MZ generation and the older generations needs to recognize the MZ generation’s initiative and abilities, and the MZ generation needs to recognize the older generation’s experience and traditional values. The older generation is not only limited to the older generation’s experience and traditional values. The older generation needs to recognize the MZ generation as inconsistent, lazy, and only interested in doing easy work. They also complain that the MZ generation tends to create and share on their own rather than just thinking from the consumer’s perspective for existing products and services.

The differences between the generations are stark, but both sides have much to offer and learn from each other. The differences between the generations are stark, but both sides have much to offer and learn from each other.