



The Argus

First Issue Published
July 1, 1954

HANKUK UNIVERSITY OF FOREIGN STUDIES

Vol. VI No. 394 한국외국어대학교 NOVEMBER 2, 2005

Experience the world in center of HUFSS



Cover story

International Summer Session, International Student Office, HUFSS International Model United Nations, the World Folk Festival, and numerous foreign languages and people... There exist many chances to meet the world in HUFSS. A lot of students are also dreaming to spread their wings toward the world. With HUFSSans' ability to speak foreign languages, the door to go abroad is widely opened.

As HUFSS prepares for the upcoming challenges of globalization, how much are the student body in-step with this movement?

This month's cover story is on Global Quotient.
Let's jump into the world!!

photographed by
The Argus & News Photo Club (JMC)
written by The Argus
continued on 4,5 pages

Upholding international arena in HUFSS

There are two international programs at HUFSS. One is the International Summer Session (ISS), and the other is the International Student Office (ISO).

The ISS was first founded to offer a unique opportunity to students who want to broaden their understanding of Korean society and to enhance their Korean language proficiency. Since then, the session has provided students with a planned curriculum and courses taught by some of the most prominent scholars in the field of Korean Studies, many of whom are invited from prestigious foreign universities to teach for the summer session. The session is open to all undergraduates, graduates and also to everyone who is interested in the field of Korean Studies.

The ISO was established in order to facilitate international students' organization into campus life at HUFSS in September of 2003 under the general supervision of the Dean of the External Affairs Office. The organization has provided programs which contribute to the general welfare and integration of international students and foster interaction between international students and domestic students at HUFSS.

ISO is headed by a faculty director,

Marilyn Plumlee, an associate professor of English and Linguistics at HUFSS. The organization consisted of graduate students and multilingual students. However, each semester both Korean and international students who volunteer their time and efforts to enhance the international, multi-cultural and multi-lingual atmosphere on campus can participate in the activities of ISO. "Since it was first implemented three years ago, ISO has grown from an idea into a reality. Major ongoing ISO activities are mostly from the first thought," said Jung Jae-hoon (E-99), the first chief of ISO.

The organization has offered monthly social events and cultural activities where international students and domestic students can meet, socialize and learn about cultures of one another. ISO Information Center in the International Lounge on the second floor of the International Center is also staffed by multilingual students to serve at "Help Desk" and provide immediate answers to international students' questions regarding university formality, daily living in Korea and ISO-sponsored activities.

They also have supervised and monitored the "Foreign Language Zone" in the International Lounge where everyone is

encouraged to use a foreign language. By providing an opportunity to build friendships through informal contacts outside the classroom, the ISO Buddy Program, which matches local students and international students, benefits both the domestic students and the international students. Language exchange can be an additional benefit of this program. "We could meet a lot of foreign students from various countries through the ISO programs. Sharing the culture as well as language among each other, we have a chance to be acquainted with other people from all around the world," said Kim Hyung-jun (C-04), a member of ISO.

On Wednesdays of every other week, ISO prepared for "ISO Movie Night" which shows internationally featured films with a special food of the country which the movies were made in. In the last week of October, a horror movie, an American film "Frankenstein" was played in Room 2407 of the Audio-Visual Education Center. "I was so scared through the time while I was watching the movie. It is very helpful for the students who like movies as well as study foreign languages," said Song Na-eun (G-02). They also prepared "ISO Halloween

Party" at the Student Cafeteria on October 28, Friday night. There are some tables with big pumpkins and the ISO members are dressed up in halloween costumes. "I was so excited to be able to join this party on campus. I was pleased to meet new and foreign friends from various countries through the ISO events," said Lee Hyun-jeong (F-02).

What's more, the group has published its first edition of Oasis, the Newsletter of ISO from last year. They represented another stage of the growth of ISO and contributed to an awareness among all HUFSSans with opportunities to participate in international activities both on and off campus. All HUFSSans can view the contents in the website of ISO and apply for the organization each semester regardless of their ages.

"ISO benefits not only international students but also domestic students and foreign and Korean faculty members at HUFSS. But, we've been feeling lack of informing students of ISO until now. We are at an early stage to grow an organization. In the future, we will make more effort to be a representative group of HUFSS," added Jung Jae-hoon.

Editorial

Money is problem?

Recent days, there is a popular lecture for HUFSSans. The name of the lecture is "Very special lecture," which is planned and progressed by HUFSS Development Promotion Committee. Before entering the school, students might think they would be able to attend and select the lectures that they really want to in campus but in reality, they realize that it is just a dream. Different from their imagination, the lectures are limited for the reason like the number of professors, supporting fee, digital system and so on.

Especially in the case of cultural studies, registering for the popular classes is finished early and the number of acceptable students is limited. Resolving these problems and students' dissatisfaction, these "Very special lecture" are receiving a great welcome from the students as a valuable choice. "Very special lecture" started on October 5, and continues to November first. Celebrities with different professions, such as photographer Lee Young-nam, writer Lee Yu Myung-ho, English teacher Lee Keun-chul, entertainer Kim Jae-dong, and announcer Son Suk-hee are the ones who came to the school for HUFSSans.

As a student of HUFSS who has much interest in journalism, the writer also took one of the lectures in the series. The sixth lecturer was the famous anchor Son Suk-hee. The lecture's point was the relation of the capital and public broadcasting system, in other words, the effect of the money to make a program. Current public broadcasting program depends on the advertisement money from the company, from the money the program is made, and recent days, the public program greatly affect people's thoughts and actions. For that reason the contents of a good quality program is important. Fund, capital, money are the problem of this capitalism society.

Much less, this "Very special lecture" also has gone close to canceling the lectures. The main reason was also related with money. Such event progressing fee, or casting fee are all needed money. However, HUFSS Development Promotion Committee did not get enough event supporting fee from the school authority. The school said that already all the estimated costs are fixed, so there is no margin to support the expenses to open the lectures. In this course, HUFSS development promotion committee requested supporting money to each department's student leaders. Some accepted the proposal and helped them; others did not support them for they did not have enough allowances or had some other reason.

Anyway, the money was one of the main problems that held back the special lecture. In this situation, the most popular lecture, anchor Son's speech theme was related with capital of the public broadcasting. Audiences, especially HUFSS Development Promotion Committee members maybe were deeply touched.

Recent day, some criticisms like present university students do not have serious interests such as on political issues come up. Different from 70s to 80s university students, nowadays students are sensitive to course credit and employment. The writer does not think that such characteristic is something to be just critical about.

Past university activists were considered as upper class in society, who had the duty to adjust the wrong and help the victims of society. Nevertheless, these days university students can be also considered as one of the victims of society, especially related to capitalism.

HUFSSans need to take some time off and give an another thought about the "money" issue. Why they are trying to get high credits, why they are trying to enter the conglomerate, and why they want to earn a lot of money. The writer also wants them to reconsider, whether they are not missing something really valuable for that reasons or not.

Where public education goes?

Education Ministry introduces bill making national universities into corporations

By Yang Eun-ae
Associate Editor of Campus Section

There are a lot of controversy surrounding a policy that concerns a national university becoming a corporate body. While the Ministry of Education & Human Resources Development is promoting the special law for transferring national universities into corporations, over a thousand professors of such universities, students, and other citizen groups have staged a demonstration against it since September 24 in Seoul. Changing national universities to corporate bodies means a system that guarantees their self-control about finance, personnel management, and incorporation instead of the government supports.

In the debatable issue, The Argus met the president of Korea Federation of National University Professor Associations, Kim Song-hee, and asked his opinion about this bill.

Reporter : Would you explain current condition to the readers in detail and why do you object to the bill?

Kim Song-hee : Well, it requires consideration from several aspects. First, Korea does not have economic power. In terms of Gross Domestic Product (GDP), Korea is now near at the bottom of the world in supporting education. But if national universities become corporations, they aim at profit-centered education and the government will also enhance quality of profitable universities. Does the Education ministry give up the public education?

While private universities were made for the purpose of special education, for instance HUFSS, the national universities were established to backup public education, and higher education exactly. The present president Roh stands at the principle of equality and insists well-balanced



The professor Kim Song-hee is explaining the bill.

community development. But the Ministry of Education goes in the opposite direction.

Reporter : What will be more realistic problems when the government accepts the bill?

Kim : Above all, the most sensitive problem is rising tuition fees. National universities in Korea are fully dependent on what the government supports and students' payment because there are not yet frequent contributions like other private colleges.

Next problem is on basic learning. Until now, national universities have been taking efforts to promote basic learning and studied it for a long time. But if they are actualized to body corporate, it is natural that they will be more concerned about not basic learning such as human knowledge, philosophy, natural science but profitable learning.

And as full-time instructors decrease because of the lack of money, the number of irregular lecturers will increase, then it will spoil the quality rather than help the higher schooling.

Besides, the direct university presidential

election will change into an indirect election. But I think that, professors must vote to the election and board of directors should not disturb it.

Reporter : Many other countries are trying to corporate national universities. Doesn't Korea have to reform that to strengthen competitiveness? What other solutions do you think of?

Kim : China made a great success of promoting national universities by operating "211 process" from 1996, and announced later "985 process" to found another first-class university. And Japan also obtained a certain results by "Do Ya-na plan" which designates restructuring of the national universities. It got rid of many bad practices of public education under the slogan of "When the universities change, Japan will change, too."

However, it is inappropriate for Korea yet. Discrimination in ability to support national universities financially between the metropolitan area and the provinces remains and will do as well. Even a local community

can not afford to help the local national universities in finances below 20%.

Of course, we need to reconstruct the national universities, so I suggest that we can take system to evaluate professors when they get promotion and appointment again. And we should resettle registration unit into a school and a college of a university.

Reporter : What do you think the government should do to normalize public education?

Kim : Making national universities to body corporate is merely one of the solutions. And it can not raise the equality of higher education but change management system. If national universities become corporations, directors of the Education Ministry will intervene in their internal affairs more than now.

And if we do nothing about it, the meaning of education will also change into competitive logic. Soon we will see education as a consumer product.

To reinforce given educational conditions, the government has to invest more in higher education from both administration and finance. It has to have professors operate school and fit an educational budget to proportion of the number of college students in Korea.

The national universities have their mission that presents moderate tuition fees, provides equal opportunity to learn higher education through well-balanced local arrangement, and fosters basic learning. And they need abundant financial resources. If the government think of the object of the national universities, it should not decrease active support for them. As of today, making national universities into body corporate would be premature to carry out. With more time and conditions, it would be promoted from members of national universities.

bonobono86@hufs.ac.kr

Blue Print

Cheonggyecheon Restoration Project of Reinterpretation



Pak Gea-gwan

Under the main notion of accomplishing 21c advanced environmental Seoul City, the Cheonggyecheon Restoration Project is focused on as well as renovating the image of Seoul, defining a new city management paradigm and its competitive industrial potential. To be more specific, the 600-year-old history and culture of Seoul will regain its dynamism and Seoul citizen will be given an environment-friendly and human focused urban space. Moreover, by streamlining the central public transportation system, it is also expected that Seoul will be more developed as a center of international finance and a new commercial sphere.

However, since Seoul City planning is always followed by economic and financial dilemma, which all need to be balanced. Of all the controversies on the Cheonggyecheon restoration, one prevailing idea, so called, "Dominant Discourse" may well appear. Whatever concept or idea of the discourse, according to the city mayor and the people surrounding, clearly, it is characterized as a restoration of the environment or that of the historical ecology.

The project set up a significant example of "Paradigm Shift" from the quantitative growth oriented city paradigm to the preservative and managerial. In order for it to be done, the main people leading the restoring process should consider its social-ecological quality and also create a better process for its own unique identity in a very open and democratic way, as there has existed ever-lasting interactions between the natural ecology and society of Seoul.

Having said that, throughout history, the stream has been incessantly controlled, connected to social power and governance structure. For example, looking back on its historical changes, Taejong in 1411 when the stream flooded Changdeok palace released a population of 50,000 for the riparian works

and had the stream straight, the way it is now. And 300 later, King Yeongjo in 1760 it flooded again and took many lives. He finally gathered his 20,000 people for far larger scale riparian works.

Consequently, the stream needed more positive managing and controlling which now culminated in the restoration. The debate on restoration first appeared in 1905, according to Namdaemun market demolition policy of the Residency-General during the Japan colonization. As a part of their plan to make Seoul their imperial capital city, Japan in 1935 proposed to cover the stream up with a new street, but it came to nothing, because of a financial problem and so on. Despite all this, the attempt finally came true 3 decades later in 1960 under the Park dictatorship.

During his time, Seoul was a leading city of the Korean economy development project and many facilities was built here and there, all over the city. Especially, the Cheonggyecheon restoration and the elevated highway became representative examples of all those. But ironically enough, while they represent our rapid economic growth, it does also represent the nature that we lost all that time. In addition to that,

explosive increase in population caused it full of wastes much like an enormous dumping ground, which shows us that the stream back then, reached a negative climax as nature controlled by human beings.

Due to its unfortunate location in a big city, the stream had lost its fundamental natural identity through all the continuous interferences and controls. But now, in that we restored the environment and have the fresh water back, which all adds up to our better living standard, Cheonggyecheon restoration has an important meaning. The stream altered into an artificial structure still stands a natural flow but more importantly takes a city managing role that also stands the flows of humans and materials. Therefore this reveals how the nature has been changed along Seoul citizens' lives. In conclusion, Cheonggyecheon Restoration Project, and further restorations such as natural surroundings, history, ecology, water supply combined, should also be specially carried out further with a voluntary attitude of citizens and constant care.

This writer is a lecturer of Department of Public Administration

In remembrance of the warrior who fought for "Democracy"



Sir. National Security Law

Kim Sun-woong / Cartoonist of The Argus

The Argus

ESTABLISHED 1954

Published monthly except the school holidays by and for students of Hankuk University of Foreign Studies. The Argus, the oldest campus English newspaper in Korea, pursues the highest standard of campus journalism.

- President, Publisher Ahn Byong Man
- Editor-in-Chief Lim Hyo-jung
- Planning Director Yang Sun-young
- Editor Lee Sang-hee
- Associate Editors Yang Eun-ae, Kim Han-sem
- Reporters Lee Jin-woo, Kim Ah-reum, Chea Dea-chul, Kim Jung-ho, Lee Eun-young
- Professor Editor Zang Bung-ik
- English Advisors Kang Ji-hae, Park Kyung-sun

270, Imun-dong, Dongdaemun-gu, Seoul, Korea (Postal Code 130-791)
Tel: 969-8886, 961-4153 Fax: 969-8886
San 89, Wangsan-ri, Moheyeon-myon, Yongin, Gyeonggi-do, Korea (Postal Code 449-791)
Tel: (031) 330-4113
Printed by HONG DESIGN Tel: 464-5167 Fax: 464-5168

Letter to The Argus



The purpose of the posters was probably to prevent the so-called "cunning", which is academic cheating. However, most students seemed to brush it away. Frankly speaking, the posters did not get their attention, in spite of the seriousness of the academic misconduct including not only "cunning" but also plagiarism. In the U.S. and European countries, academic communities recognized the problem, and tried to stop the delinquency by setting up strict regulations and sanctions. In addition to this, there has been a program educating students about the problem. However, in Korea, most universities openly tolerate these dishonest actions in classrooms, even with no policies against them.

The official mid-term for this fall semester started from October 17 to 21. Posters saying "A+ for those who are cool" were easily found on campus.

As cheaters write in tiny letters on a small piece of paper or even on desks, while also plagiarizing, they earn high-scores and even scholarships. On the other side, honest students lose grade points and confidence. It is true that such misdeeds make innocent students victims, and they might get on the wagon as well, without much consideration. We can see that academic dishonesty can have negative effects on the student's integrity and creativity. There is no doubt that a school campus should be a place where students realize their hopes with correct knowledge and creativity, while it also confronts the rampant misconduct. We have a huge responsibility, which is to address the wrong acts. Above all, academic settings should make a stronger alternative plan concerning the issue, instead of putting up posters.

Also, with proper education on academic cheating, teachers and students should come up with appropriate solutions to keep this persistent syndrome away from the academic sanctuary. Society wants honest human beings, not cheaters.

Son Hyun-yong (E-01)



I understood that the school committee is trying to keep our school competitive by making students achieve more in academics. Students need to study to be ready with the language skills and knowledge of the field, for the Hufssans are the ones who will meet face with the world. However, inefficient over-hourly studying system is something that must be re-considered. Studying a language requires time and it is not easy for most people to acquire the skills on the first run. When too much is required of the students it will bring a bad effect. Students will not fully hold the capability of the things studied and will I have to keep on overloading themselves with more and more. What can we expect in the future after 4 years of non-stop stress? In some cases, students have already finished their required studies for

graduation but lack some hours in order to graduate, so they go on looking for some classes that they can take to fill their time. They don't necessarily need those classes and don't have much interest, either. However, there is no other choice but to take the classes in order to graduate.

This on-going problem needs to be fixed and reforms should take place. Classes should not be set as to be filled for graduation but for effective use of time and useful, deep, intensive study. Also, classes need to be changed to fulfill the satisfaction of students with knowledge that will reinforce students to be more creative and competitive. I look forward to an improving HUFSS and HUFSSans who will use the things studied to make good changes in their work fields and the society.

Shim Yoo-ju (C-02)

Fettered plan for law school

Law school, great opportunity about which nobody cares

By Lee Jin-woo
Reporter of Campus Section

The issue of law school has been under spirited discussion for several years among schools which have law departments. Recently, they have entered more fierce competition because this year would be a momentous time to decide whether each school has an advantageous position in the rivalry.

The Dean of college of Law, Choi Wan-jin said, "Now, HUFs has law school ad hoc committee, which was formed one year ago and the Dean of law college is the chairman of law school ad hoc committee. Law school bid committee was organized in 2005 and the vice president is the chairman of the law school bid committee. The three critical requirements are over 200 new students in law college, twenty or more professors, especially twenty percent of whom have been involved in the legal field for more than five years, and the building for law school. The number of freshmen increased by 33% to meet a standard after 2005 and appointment of seven new professors were accepted on October 6." However, it looks as if HUFs showed no signs of law school because the construction is not moving on smoothly in spite of the fact that setting up the building is a crucial thing.

The meaning of law school and necessity for it

It is time that HUFs bridged the gap between language and social science. The president of GSC, Park Jong-won emphasized, "Among social sciences, law is at the core of social sciences and a front-runner for a graduate school making specialists like a medical graduate school. In a narrow sense, there would be a risk of producing only auxiliary legal experts without law school. In a broad sense, HUFs would lose opportunities to gain a firm foothold toward a valuable university again. At this time, bringing law school means high school competitiveness, reputation and good image."

"But HUFs can educate students as

specialists in international law with combination of language and law, and it can also restore previous considerable stature if law school is in HUFs."

The troubles attracting law school

The building for law school, which has not been constructed, is a major obstacle to the attraction of law school. The Dean of college of Law questioned, "The structure should have been built much earlier with the board decision. However, the real situation is serious. The empty site has been left for almost one year."

"Above all, reaching the settlement of constructing the building was a very difficult process. At the early stage, the school made a proposal to remodel a building which was next to Social Science Building and is now demolished. But the law department was opposed to its determination and insisted that the building be set up as fast as possible. That resulted in making the school promise to put it up and levelling a building for ROTC. The final decision was to make the building between Social Science Building and the Administrative Offices because the place where a building for ROTC lied was not suitable. However, the construction has not even been begun."

Having more rich-experienced people in the legal profession than others could guarantee strong chances to attract law school. That is why now there is a lot of fierce competition between schools for making people who have much experience in the legal ground, especially judges and public prosecutors, their own law department professors. However, the chronic financial difficulty and unsatisfied activities by the law school bid committee made HUFs have trouble drawing them, in sharp contrast to other schools which have done their best to do it. For example, Sungkyunkwan University (SKKU) has made all-out efforts to recruit new professors who have been involved in the legal field for more than five years based on strong funds.

The chairman of the law school bid committee is the vice president of HUFs. However, such a system would have limits on conducting business. In urgent need of



Kim Sun-woong / Cartoonist of The Argus

reaching the final decision quickly, it is worried that too much decision-making process will cause delay in carrying out affairs effectively because the final decision by the chairman in the committee cannot put into action immediately before the approval of the president. That reflects a weak organization of the committee.

Measures for establishing law school

Above all, starting construction of the building is the most urgent business in November. For instance, Hanyang University has already made a building for law school and also declared that it would set up both the second and third building. The Dean of college of Law said, "It would be completely useless to introduce unique curricula which only HUFs can provide for students and to attract the professors if infrastructure were not furnished. Since the board of foundation agreed to build it, there is a growing need for solving the dormitory problem quickly, which is the key to building the new structure for law school and taking the lead in setting it up."

The president of GSC strongly demanded, "As a representative in the school, the president should be chosen as the chairman of law school bid committee to give it a more important rank and make system more effective. Also, alumni, professors, and students are required to focus attention on

the law school issue to form public opinion for it among the school members. For example, either president or a director of foundation is the chairman of law school bid committee in most of the schools in Seoul preparing for the law school. Universities in the provinces emphasize that they need it for the balanced development among universities. Moreover, provincial governors and mayors in the local areas regard a law school attraction as a matter of life and death, and so is the chairman of law school committee."

The school should make curriculum which can produce synergy effect and train students as specialists in international law by combining languages with law. The next thing the school must do is to publicize such a special quality which other schools cannot have. But HUFs has to overcome the chronic financial difficulty and a narrow site with its human network.

The future of law school in HUFs

Exchanges with various cultural areas have frequently occurred as globalization has progressed quickly. So there is a growing need for mediating disputes among countries or for cooperating closely with one another. The head professor in the department of Law, Lee Hoon-dong said optimistically, "It is very important to train experts on international law as a part of national work. In this point of view, HUFs has great potential for attracting law school."

"The government would examine each school next year and decide which school is suitable for law school by the end of 2006 if the bill is passed within this year." However, not establishing infrastructure would detract from the chance to bring law school to HUFs which has high potential. Also, most of the students have yet been half in doubt about constructing the building for law school. In the response, the school declared that a competitive bid is scheduled on November 16 to decide finally which company builds it. As law school is critical to HUFs, setting up the building for law school and attention from school members are strongly called for.

interpreter2010@hufs.ac.kr

Campus News

President of São Paulo comes to HUFs

President of University of São Paulo (USP), Adolpho Jose Melfi from Brazil visited HUFs at Faculty Office Building in Inun campus on October 11. The room was filled with students and professors from department of portuguese. They were eager to listen to his speech with a simultaneous translation. USP is one of the most prestigious and famous universities in South America. USP receives full support from its state's government. It has almost 78 thousands students and 48 hundreds professors. It has so big campus that forms a university city where it has shuttle buses. The president started the speech with the thank for the hospitality and some jokes. He compared economic development in Korea and Brazil to point out that education is the key of the difference between two countries in his speech. HUFs had agreed on as a sister university with USP in 1984 which was outdated after three years later. However, even now our homepage indicates that USP is our sister university. President Adolpho Jose Melfi have visited not only HUFs but the other universities to make an submit the draft for cultural exchange between universities. Lee seung Duk the professor from department of Portuguese commented "When I studied in USP I could not imagin this day. We are working on the draft which Adolpho Jose Melfi gave and we will submit to the our university's organization."

By Chea Dea-chul / The Argus

Wangsan warms up



Lee Eun-young / The Argus

On October 25, the 26th General Student Council (GSC) of Wangsan held a general meeting for starting the new semester. About 2,400 of 7,000 students came to the Open Air Theater. The president of the GSC, Zoung Seung-hwa (ES-99) declared that the meeting is accomplished and announced about their activities last semester. He explained their results of the work in each fields. Also, he explained their matter for the second half of the year. The General Women Student Council, Lee Yun-mi (P-01) announced that women students in Wangsan can have absence slip for menstruation from this semester. After traditional performances of each department, Psy had a mini-concert and made the audience wild with enthusiasm. Many students enjoyed the celebration. However, there were some voices that say they are recognizing GSC's efforts but the meeting is going the easy way. They said the meeting looked like it was only for Psy even though it is one of the important HUFs occasions.

By Lee Eun-young / The Argus

Session for right choice

The Open Major held the first session to help the new students choose department on October 11 in the New Building 402. They can select any department which they want to enter except for college of education before they are in second year. The aim of this session was to give them information about each department. In the day, both the head professor and president of student council in Chinese and Arab department participated in the explanation meeting. They appealed to the freshmen for applying for their department by advertising unique and best characteristic of the department and had the question & answer time with the new students. The students considered it very important event for them and took active parts in the meeting. Another purpose in opening this session was to advise them to make the right final decision about which department they should go before choosing department. There were three steps to decide which department to take part in the session. At the entrance moment, the students were asked about the choice of which department they want to go. In the previous semester, the survey was conducted by the Open Major with them once more after interviews with the head professor of Open Major. The final survey was conducted in the beginning of the second semester. After going through them, fourteen departments were decided.

By Lee Jin-woo / The Argus

Lecture with celebrities

On October 26, in the Social Science building, "Media story told from Son Suk-hee" started. The lecture hall was full of over 200 students which showed the high interest on this lecture. "Very special lecture," one of the projects for making good classes, promoted by HUFs Development Promotion Committee is a goal to make classes that the students want. "Very special lecture" started from October 5, and continues to November 1. Celebrities from different field are invited to this special lecture. Photographer Lee Young-nam, Writter Lee Yu Myung-ho, English teacher Lee Keun-chul, Entertainer Kim Jae-dong, and Announcer Son Suk-hee have come to teach. There was enthusiastic interest to each class and especially entertainer Kim Jae-dong and Announcer Son Suk-hee's lectures were crowded with student. On 26th, he began the lecture named "Media story told from Son Suk Hee" and soon over 200 seats were filled with students. This day, he started the lecture at 6 o'clock to 8 o'clock p.m. One hour for the explanation of the media and another one hour to receive questions and answer them. On the lecture, students of HUFs, showed great interest in Media and raised high-level questions. After the lecture Son Suk-hee said "Many questions have stimulated my brain." Students Choi Yoon-jin (C-04) said, "On TV, Son Suk-hee looks somewhat cold and sharp, but actually he is very funny and he tried to come nearer to the students in a very friendly way." She also added, "To be frank, Liberal lecture in school could not meet the students need. This lecture was a chance to satisfy many students." Lee Sang-ho (L, 04) from OeбалChu said, "For the high-quality lecture, we invited celebrities with a lot of effort, but with lack of supply form school authority, the lecture could have almost been canceled."

By Kim Jung-ho / The Argus

By Yang Eun-ae
Associate editor of Campus Section

About two weeks ago, all posters were torn off at the wall of the Administrative Offices and Language & Literature Building and others as well. Students wondered "What happened?" and asked each other "Where are our dongari's ad-posters?"

It was right from a part of the program of university evaluation by Korean Council for University Education. HUFs prepared for this significant event for three years and was evaluated for three days, from October 17 to 19.

To improve the image of HUFs, the self-rating committee of HUFs was founded last year. Each department did its best to enhance efficiency and responsibility of university education and made efforts for

school surroundings. The committee took care about from clear environment all the corners of the HUFs to professors' past records and curriculum of graduate school. So it tore off all the posters in campus buildings. And it also e-mailed all the students to notify this event.

However, right before this event, the whole HUFs buzzed with the labor union's strike news. Although the union did not go out on a strike eventually, the act itself was fatal to the HUFs' external image, and also to

university evaluation this time. Besides, some employees are on a strike partially and disagreement between Professors' Council and labor union also remained.

Meanwhile, The JoongAng Daily released an article about their own evaluation for universities on the 4th of October, and HUFs ranked 14th. HUFs was elevated to a higher rank than before. Of course, we do not believe one private newspaper completely, but our external image maintains its steady rise to the top. Related

personnels are worrying that such unsavory rumor might depreciate HUFs' achievements overall.

The problem with the first evaluation was lack of cooperation from the students. Remember, it's not just the school persones who need to bear the burden of cleaning up the school. The evaluation relates to us student in most direct way. Take your time and check your e-mails. There will be a message from school, asking students' cooperation.

The results will be opened to the public in few weeks. HUFs should make the effort doubled for this week's second evaluation.

bonobono86@hufs.ac.kr

This writing is related to HUFs' portal site, www.hufslife.com

Pandora's Box

It is up to student body

Visiting

"See what no one else can see"

By Lee Jin-woo
Reporter of Campus Section



Lim Hyo-jung / The Argus

Seo In-sun is explaining her philosophy.

The image of HUFs reminds most people of foreign language-studying students, but one of the HUFs alumni got excellent results in a non-foreign language part. Seo In-sun (L-92) was the first female prosecutor at Special Branch in Seoul Prosecutors' Office. Supposedly, an atmosphere of tension filled the room and she looked very stern before meeting her because of her job. Actually, she is a warm-hearted graduate and had lots of unforgettable memories of her life in school.

She was an active member in the department. She wrote scenario by herself and participated in a moot court by a criminal law academy as a prosecutor when she was a sophomore. The subject was whether the court found an infected-AIDS woman who had sex intentionally guilty of murder or not. Also, she was absorbed in books. She knew the limit of making direct experience. She wanted to experience as many things as possible indirectly. Actually, she made lists based on the books recommended by a university and the classics, and she erased them whenever she read them. Such an effort led to today's

success. She began preparing for the exam in the third grade. She took each step exam twice, passed it in 1999 and entered The Judicial Research and Training Institute in 2000.

At first, she worked for Juvenile Department. In 2003, She was told to transfer to Special Branch, where women were denied until the unexpected decision was made.

The decision was so shocking and unprecedented for people in the administration of justice. She thought she seemed to have a lot of good luck. Then, the Minister of Justice was Kang Kum-sil and her appointment followed a general trend which was the principle of the equality of the both sexes. She had heavy burdens, but she wanted to overcome prejudice against women. Actually, she tried to make a lot of effort. During the six-month period in the Branch, she faced very serious matters for states such as World Trade Organization agreement in Mexico, labour union by public officials and candle demonstration in person. So, she was too busy to have a private life. However, it was very helpful for her to

handle social issues which cause a lot of tension all over the country.

The fact that a prosecutor's decision has an enormous influence on people involved put her under a lot of stress and strains, and it needs to make a quick decision. In addition, only one fault could result in very negative consequence.

She feels comfortable when dealing with matters which give her thrills and moderate stresses because she has a real aptitude for prosecutor's affairs. That is the attractions of this job. Her motto is "Act as a thinking human being, think as an acting human being." This means thinking without acting and acting without thinking is completely useless behaviour. In other words, keeping your balance between acting and thinking is very important.

What she strongly recommended to HUFs, especially to female HUFs, is to have merits which nobody can have except for you. She thought it was very important to succeed in a contemporary society as a female.

interpreter2010@hufs.ac.kr

Exchange students share their visions

Currently there are many foreign students on campus. They came to Korea to learn the language and culture and are on the exchange students scholarship supported by HUFSS. HUFSS sends many of our students abroad through this system also. Among them, The Argus interviewed to four exchange students. Each with his own dream. Let's find out what they wish to become to play an important role between Korea and their nation.

Mickiewicz University in Poland. When I was a freshman, I won an exchange student scholarship for HUFSS, and that is how I came to Korea. I stayed here for six months then went back to my home land. And, before graduating from the university in Poland, I came to Korea on an exchange student scholarship on more time.

Jakub : I am really happy to meet you. I also lived in Poland. I went to the university in Poznan, and I've completed my master's degree there. I am much interested in history, especially the Korean history since it is much similar to that of Poland's. The Korean colonial period is resembles the time when Poland had no land but only composed of the people scattered. Anyway, Korean history is interesting enough to keep me here in Korea.

Kaoru : I am also interested in Korean history, because it relates to Japan for a long time although the two still haven't solved the problems. Ah! I am Murakami Kaoru, I am from Japan. Our nation is not far off from Korea. My mother is interested

in everything about Korea for a long time. She has been studying Korean language and its culture for seven years. She likes Korea so much. In accordance with my mother's direct influence, I have learned to speak Korean from my mother, and my mother and I have visited Korea several times. And I began to study Korean more earnestly when I became a college student.

Chris : I was astonished by how much your mother loves this country. I am Chris Mckina. I came from Australia. I learned Eastern language by the merest chance. Among the rest, Korean is rare. I came to Korea on an exchange scholarship sponsored by HUFSS. I don't have my plans for the future here. But I have time to learn Korean step by step, and if I would come to Korea, I want to become a secretary interpreter. The job I am looking

forward to is leading the trade between Korea and Australia. But I still don't know well. Olra! Why are you learning Korean? What's your dream for the future?

Olra : Is your dream really becoming an interpreter? I think you can do it. You can establish a bridgehead between the Korea and Australia. My university can select an Eastern language between the Chinese and Korean. I made my choice in the Korean language. I will graduate from the university this year, but I still can't speak the language well. I speak better English and French. I came to Korea on an exchange student scholarship, but I don't know what is the best thing to do between the Korea and Poland in the future. If I would work in Korea, I want to be a translator.

You speak Korean well. You speak it the best among us. You need to be confident in speaking Korean, I think. You would be a wonderful translator.

Jakub : That's right. Poland is lacking Korean books, and it is rare for an university to teach Korean in Poland. Also Polish is only available at HUFSS in Yongin, out of the entire country. If there was better cultural exchange between Korea and Poland than now, it would be a good opportunity the students of both sides to understand each other.

Olra : Thank you for advising me about my future. I have to think more and more about my future. If I could work for cultural exchange between Korea and Poland, there wouldn't be nothing better! Anyway, Kaoru is influenced by her mother, and you are falling in love with Korea. Are you planning on finding your job in Korea?

Kaoru : Of course. My mother loves Korea very much. Through her influence, I have visited Korea for over 10 times. I traveled in Korea, and I learned about its food cultures and life-style. The more I learn about

Korea, the more I get to like it. For the first time in my life I am learning Korean completely. After this I want to be a Japanese teacher in Korea. Now, the relationship between the two countries is going from bad to worse and both do not try to understand each other. I want to build cooperation between Korea and Japan, because I love both countries. So I will teach Japanese with its culture and history. I think if students could understand the difference of each country, it can lead to unity of the two.

Jakub : I know well about the relationship between Korea and Japan through studying world history. I hope that you would break the wall soon. You can do it. Please make people to understand each country's history so that the repetition of painful memories can be eliminated.

Chris : I think that you are interested in history very much. Are you going to be continuing with studying history?

Jakub : Of course, I love history. Especially, Korean history really fascinated me. I want to do some

more research on Korean history after my doctoral degree, and I want to be a professor of Korean history back in my country.

Korea is putting out much effort to jump in the globalization movement. The exchange student scholarship program is founded by this opportunity to become involved in the world society. For HUFSS to be the world class, the exchange student program needs more attention, not only on the scholarship issue, but also in other places such as giving them a good impression of Korea.



Chris Mckine



Jakub Paprocki



Murakami kaoru

Dive into the world with UNEP

This article is about Kang Seo-young (F-01), who is the most hard-working volunteer of the HUFSS in international organizations. She was originally interested in environmental issues of the earth and activities in international organizations. "A friend in the same department strongly recommended the United Nations Environment Programme (UNEP) to me. I decided to join UNEP and took part in activities from October 2004 and was accepted as one of the official members of this organization in March 2005," she said clearly.

UNEP is an environment organization in the United Nations (UN). The main aim of this

organization is to inform people of environmental information and make its importance public. Finally, it wants to have the desired effect on environmental issues as much as possible. Actually, it had a major influence on signing the United Nations Framework Convention on Climate Change in 1992. UNEP Korea is the 13th committee. The organization she belongs to is UNEP Angels, which is a volunteer service party consisting of university students under UNEP Korea.

She participated in many memorable activities. The members in HUFSS wrote a thirty-page report on how pulling over the fences which had surrounded HUFSS affected

neighbors in the second semester of 2004. They submitted it to UNEP Korea and acquired very good reputation from it. In the first semester of 2005, so called chocopie project was done. The plan started with curiosity about what material marks on chocopie wrappers mean. This campaign gave her chances to have greater knowledge about the environment. Earthday was held in April 2005. She participated in a performance for kids. The main theme was the earth war against pollutants. They acted as devils and afflicted earth which was shaped into a cylinder. She played a role of car exhausts. This impressive experience made her become aware of the

importance of environmental protection and a member of an environmental organization. She participated in many environmental events and seminars which dealt with international sensitive issues. She met a lot of foreigners who shared the interest with her. She thought that such activities were very helpful to make her an international person. Additionally, UNEP Korea is supposed to expand their range of activities to establish close relations with other UNEP committees in foreign countries such as China and Japan. With its special chances, UNEP members can just increase their own international index more easily without going abroad.

She could gain much advantage from UNEP. The most enjoyable thing was to make plans by herself and get results. She realized she was a highly responsible and willing person. UNEP activities are done beyond the range of just one university because many universities unite to engage in as many activities as possible. They give her good chances to meet a various of students and broaden her mind. Moreover, she became aware of the importance of environment as she faced serious environmental subjects and UNEP paved the way for the entrance to international organizations.



Kang Seo-young(F-01), third from the right, is participating in a performance at Earth day.

The 36th Cheongrangje

When: Friday, Nov 4, 2005, 7 p.m

Where: HUFSS Mohyeon dormitory

Special guest: Rumble Fish



Events: Group Jumping rope

(150,000 won gift certificate to Outback Family Restaurant)

Jumping Rope-double jump

Couple Jumping rope

Ping-pong Tourney

Women's Arm Wrestle Tourney

Men's Arm Wrestle Challenge to the Champion

International language, Esperanto

How many languages are there in the world? For start, you can presume at least 16 from the languages taught in HUFSS. All over the world there are many countries, races and languages. When speakers of each language gather, how can they communicate? What language can they use? One solution was by making an international language. Esperanto, which is one that was made for such purpose, was invented by Dr. Ludwik Lejzer Zamenhof (1859~1917), a Polish oculist and linguist in 1887.

The trait of Esperanto is as the following.

First, Esperanto is useful for communicating among people of diverse nations who do not have a common mother tongue. This language is based on the Indo-European family of language. Many countries of East-European can learn it easily. However, thanks to the simple structure and easy pronunciation, it is easy to learn for other countries which are not from the Indo-European language family. It is usually much easier to master than other foreign language. The alphabet and grammar used in Esperanto is easy. For example, "I love you," translated to Esperanto is "Mi amas vin," and the past form is "Mi amis vin." The termination of verb is simple, "-as" is the present tense, "-is" is past tense and "-os" is future tense. Also there are only 16 basic rules to follow.

Second, it doesn't belong to one people or one country, so it works as a neutral language. In Poland, there were many races and each had their own language. In the late 1850's Dr. Ludwik Lejzer Zamenhof felt one

language would diminish conflict between the people occurred from frustration in communication. Esperanto was set to bring peace and ease the relationship of the many people in Poland through clear communication. The emblem shows its' intention, the green star meaning peace.

Third, Supporters of Esperanto in non Indo-European language family advocate "One nation and two languages." When a common language is learnt, it can be helpful in many ways. As mentioned above, through clear communication cross-cultural understandings could be possible. In Korea, Esperanto had significant meanings. When she was under the Japanese rule, Koreans were prohibited to use mother tongue so they used Esperanto to save the

language would diminish conflict between the people occurred from frustration in communication.

Fourth, the expansion of English and Chinese are based on the country's dominant power over the world, without a neutral language more burdens will be put onto people when having to communicate using the new prominent language. Famous linguist Umberto Eco insists, if China becomes much stronger on world stage, Europeans will face difficulties in learning Chinese language and understanding Chinese culture. So, there will be bigger demand for an internationally official language.

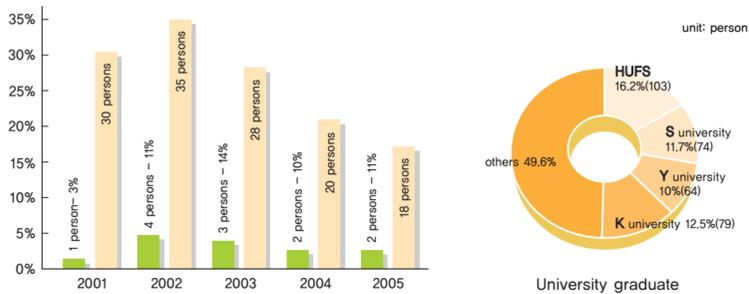
Last, Esperanto evolves and lives just like other languages, and it can be used to express all facets of human thought and emotion. This year on July, In Lithuania the World Esperanto Congress was held, 23,000

people from 70 countries conversed without interpreters. It was a special case, for many people from many countries to converse without any inconvenience. "Nowadays the number of people who want to learn Esperanto is increasing. Using the internet site 'skype,' a free telephone service program, anyone can easily chat with Esperanto users abroad," said Lee Jung-kee, a professor at HUFSS, chief of Seoul Esperanto Culture Association. Hong So-ra (F-01), who went to the World Esperanto Congress and the World Esperanto Youth Congress in Poland, said, "I was so impressed about how I could talk to many foreigners with the language. I had studied in France for a year, and at that time I felt like a stranger, but this time I felt intimacy."



The World Esperanto Congress was held in Lithuania last July.

HUFSans' power over the world



HUFSSans have special advantages that other university students don't have. That is, HUFSSans have more chance to learn about languages that other university do not teach. In HUFSS, students not only learn just the languages but also learn about Politics, culture and Economics. In a word, HUFSSans learn the whole society itself.

The department of Poland, Indonesia and Malaysia can be a good example. They are one of the unique departments in HUFSS which cannot be found in other universities. Not only the students of Poland, Indonesia and Malaysia, students from other departments can also attend the classes if they want to. With these advantages, HUFSSans now jump into the world. Let's take a look at KOTRA and exams for foreign officials for instance, following the strong steps of HUFSSans.

KOTRA

KOTRA is a representative public trade enterprise of Korea. To trade with the country of each part of the world, a person who can meet the qualification is

needed. That is, person who can understand the policy, culture, economy, and fluent language skills as well. That is exactly HUFSSans.

Therefore, for a long time in KOTRA, many HUFSSans have been working, and they work enthusiastically in Korea and abroad. As you can see in the graph, members of KOTRA from graduate school, Seoul University (11.7%), Yonsei University (10%), and Korea University (12.5%) are lower than HUFSS (16.3%). For example, all members from Yonsei university are less than the KOTRA members from the department of Spain of HUFSS. That can be a measuring stick to conjecture the power of HUFSSans in KOTRA.

In fact, HUFSSans' power in KOTRA is grand and they passionately work to trade success. A member of KOTRA, Yoon Sun-min (E-97) said, "HUFSSans are doing their work within the country and abroad, and especially they take an active part in foreign language part." He also said, "Because KOTRA is a public enterprise, there are almost no

discrimination due to the achievement. I always remind the pride of HUFSSan whenever I deal with foreigners."

Exams for foreign officials

Compare to the other exams, (exams for private law and public administration), exams for foreign officials select relatively few members. Nevertheless, HUFSSans pass this examination continuously. As seen in the graph, there was one successful candidate in 2001, 4 successful candidates in 2002, 3 successful candidates in 2003, 2 successful candidates in 2004, and 2 successful candidates in 2005. From year 2002, HUFSSans continuously passed the exams over 10%. As HUFSS has less students than other universities, it is absolutely not a low numeral value, and students and school authorities have high interest in the exams.

The chief of the office of treaty in Ministry of Foreign Affairs and Trade, Park Hee-kwon graduated the department of Spain in HUFSS. He also passed the exams for foreign officials.



Follow your dream

Every morning I wake up around six o'clock and realize where I am is not where I was. Nothing changed except not living with my parents. Now, I am familiar with waking up, totally depending on an alarm clock and preparing breakfast alone. While attending the University of Delaware, I should overcome loneliness and difficulties in studying. However, since I know that I am on my way to my dream, I will never give up.

I have been here in Delaware for almost a year. Before I came here as a dual-degree program student, I never visited the U.S. When I first heard there was a dual-degree program between our school, Hankuk University of Foreign Studies and the University of Delaware, I thought that it would be worthwhile applying for the program. When a student is sophomore or junior in the Hankuk University of Foreign Studies, the program provides an opportunity to finish the rest of academic years in the University of Delaware. At that moment, I was thinking of studying abroad, so the program was exactly what I was looking for. After I got accepted as a dual degree program

student, I imagined how nice studying abroad was. Every time I saw some pictures of the University of Delaware, I dreamed of walking around the campus with American students. I could not wait until I began the first semester here in Delaware.

After beginning the first semester here, I understand how fanciful my thoughts were. As soon as the semester began, I struggled with finishing a lot of homework and following the lectures. I could not make a room for looking around the campus or appreciating the moment of spring. Even, I did not notice the change of season until I saw beautiful cherry blossom withering. Everything was new to me, so I had to adjust myself to completely different environments. I was often surprised the amount of homework and things to do before taking a class. Though I was not a native speaker, the assignment given by the professors was the same as other students. I did not hesitate to visit the professor's office to get advice or ask classmates to help me go over the class assignment. As time goes by, I felt that I was accustomed to studying here.

Now, I can have a little time to sit down on the bench and look at the beautiful autumn scenery and feel autumn breeze.

While living separate from my parents, I believe that I have grown up a lot. Since I have never lived separate from my family, how to deal with the loneliness that frequents me while staying here was a big problem. However, after I got used to the life style of American college, I did not have time to consider how I was lonely. I spent almost every Friday hanging out with friends and every weekend working out in the gym. During that time, I felt like I was not alone anymore.

Since my American friends obviously know I am not a native speaker, though I am still lost in some lectures, they lend me their lecture note and help me follow the lectures. I do not have to hide the fact that I am not good at speaking English fast. When I step forward to the professors and classmates, they are willing to help me and allow me not to fall behind in the lecture. I think that I got a good opportunity to expose me to the new world. Sometimes, I was disappointed with the result of an examination, but I perceive

that I am progressing.

When I found falling leaves around a big tree in front of the Morris Library at the University of Delaware, I often imagined how autumn dyed my school, HUFSS, beautifully. I am aware that I grew up more than ever, based on the knowledge that I have built up at the HUFSS. During the rest of the time in Delaware, I will gradually make a progress to come close my dream. Following dream is the first and foremost goal we all have to achieve before late.

from Yoon Ja-won(E-02)



Globalization Quotient

Foreign Policy, an international diplomatic magazine, annually announces "Globalization quotient" on the first month of the year. In the Globalization quotient, 65 countries are evaluated by four criteria- social, political, economic, and technological globalization. Other criteria include the number of internet and telephone use, amount of trade and the number of joined international treaties. Here are some lists to check HUFSSans' globalization mind. Please answer the following questions using "X" for wrong and "O" for right and count your correct answers.

- X Multiple passport is valid for seven years.
- X Portugal and Brazil use the same official language.
- X TOEIC is the abbreviation for Test of English Information Communication.
- X The capital city of Canada is Toronto.
- X Below, there are two countries that are not members of APEC. (Russia, Singapore, Thailand, Spain, Japan, Paraguay, Republic of Korea)
- X Sweden and Denmark use Euro as the unit of their currency.
- X Korea Ministry of Foreign Affairs and Trade issue visas to U.S.
- X The country added to G7 (which makes it G8) is Russia.
- X The EU is composed of 15 countries.
- X Below, there are two countries in the African Continent. (Morocco, Lebanon, Egypt, Syria, Mozambique, Burma)
- X When you go abroad by airplane, in the case of reaching the destination via another country, waiting over 48 hours is classified as "transit," and waiting for less than 48 hours is classified as "stop over."
- X Purchase at duty free shop per person is limited to \$2,000.
- X In an airplane, only the restroom is permitted for smoking.

- X Muslims bow toward Mecca 5 times a day.
- X The majority of creole languages are based on English, Portuguese, French, Dutch, Spanish as the superstrate language.

Answers

- X(5 years)
- O
- X(International)
- X(Otawa)
- O
- X
- X(the American Embassy)
- O
- X(25)
- X
- X
- X(24 hours)
- O
- X
- X
- O
- O

0-5 correct answers - You should try more!

Wow! Is this for real? You should broaden your view. Look around your surroundings, there are many newspapers, TV, internet and books to get global information.

6-10 correct answers - Just lucky!

If you try more, you will be able to become a specialist. Try harder. There is a good chance you will become an international expert, if you get lucky again that is.

11-15 correct answers - You are an international specialist!

You like to read international sections on the newspaper. Keep up the good work.

General Student Council Election

You can make difference.

Imun Campus

Date: November 22~23

Wangsan Campus

Date: November 28~30

Reason why tuition fee increases

Weak government support privatizes public education

By Kim Han-sem

Associate Editor of National Section

What goes up must come down, but the college tuition only rises. Regardless of the fact it is public or private, the rise of college tuition became one of the proven facts nowadays. Many people have wondered why it has to go up so high, yet they have kept their dignity with there-is-reason-for-everything kind of attitude. Yes, there must be a reason for everything, although that reason may be somewhat different from the public expectation.

When an organization raises its membership fee, that means they are running short on budget. Yet it is quiet mind-boggling to see the chart that shows the constant rise in transferred deposit of private schools, along with the 200% rise of tuition fee over the ten-year period. The accumulatively reserved deposit private colleges currently own sums up to over 4,000 billion won, the amount of money with which all college students in country can attend school for free for next five years. It is obvious that the reason for the tuition raise is not in lack of funding (although the case of HUFs is not the over funding).

The Argus looked through the problem so old, yet never solved, to find out what lies beneath the ever-deepening controversy.

Classification	OECD average	KOR	USA	ENG	JAP	CAN	GER	FRA	
Relative expenditure rate on advanced education by GDP(%)	1.4	2.7	2.7	1.1	1.1	2.5	1.0	1.1	
Public funding	1.0	0.4	0.9	0.8	0.5	1.5	1.0	1.0	
Private funding	0.3	2.3	1.8	0.3	0.6	1.0	0.1	0.1	
Relative investment rate on advanced education (%)	Public fund	78.2	15.9	34.0	71.0	43.1	58.6	91.3	85.6
	Private fund	21.8	84.1	66.0	29.0	56.9	41.4	8.7	14.4

KDLP Student Committee

Korea wanted the lowest government funding among the OECD countries.

Why then does it rise?

Why then, does the tuition fee rise? A personnel of treasury department of Ehwa Women's University, a school that has been ranked first in the list of private schools for saving up to near 600 billion won, claimed, "We are currently spending every penny every year for every single student of our school, even the raised part of the tuition." She continued, "The raise had to be done because of many variables which includes the increasing of wage and inflation. Colleges are competing against one another to hire better professors and lecturers, and that is why wage keeps going up. And there are many other elements of which I cannot talk about in my place."

Saving up money seems very wise to many people, because that means the school is getting ready for the uninsured future. But that only applies to humans, not the corporate body like schools. For any kind of financial affairs for a group with a large number of people, it is better to keep the finance tight with a little bit of minus, so do the experts say. It is because that is the only way to prove that an administration has spent all the money collected from the many. Some savings for larger investment like construction of a new building, however, are necessary to manage because using up all of the money collected at every chance they get would eventually keep the school from long-term development. Yet it still is non-sensical to think the need for 600 billion won when it is not like paying

in a lump sum to build a new hall. An expensive spending such as a building is usually payed in installments.

According to the school, 600 billion won is saved up for a reason. Although current law says universities must have a legitimate reason for saving up the money and expose it to the Ministry of Education. But colleges can just argue that the money is there for the better of the school, and nobody can argue with that for long. The law is missing coercion since the schools are privately owned. As the president of Korea University, Uh Yoon-dea, commented, private schools need the tuition of at least 15 million won per semester in order to operate smoothly, and no one can argue with that.

Park Hae-wong, the former president of Korea Democratic Labor Party Student Committee, Gyeonggi Province, said, "The private schools are not the bad guys, because private schools are expensive anywhere in the world. It might be even natural for them to fix tuition undemocratically since they must make profit." He added, "The problem is that we have too many of these expensive private schools in our country. Which means the fault might be found in government spending on advanced education."

Government spending on advanced education

According to the data provided by the Board of Audit and Inspection (BAI), 95.68% of two-year

junior colleges and 75.23% of four-year universities are privately owned. Among all advanced education institutions, 74.09% are of private. The situation that private schools out-numbering the public is completely unusual to be observed in advanced countries, including the US.

Then, is the tuition of public schools as low as it should be? The answer is no. With the GDP three times Korea, the public universities of the US provides the students with two-thirds of tuition Korean public universities. Currently, the tuition of Seoul National University is 2 million won while an average American public university runs at about 1.5 million won, considering the present exchange rate.

The data shows why Korean public schools have highly fixed tuition fee. Among OECD membership countries, Korea marked the lowest financial support for advanced education from the government. Of 2.7% of GDP put into the education, only 0.4% is provided by the government. Rest of the money 2.3% comes from private funding, and it makes the public schools that barely exist in Korea almost private. Other OECD countries have the average of 1% support.

Education is a private good?

Choi Kwang, a professor of HUFs, claims that the education is not a public good, but a private good which has a positive externality, and therefore, Choi argues, education needs to be freely open to market economy. People who believe in this logic emphasizes the need for public schools to become private. They assert that it is the only way for Korean universities to have higher academic standards and facilities.

"Education, because it has both excludability and rivalry, can be considered as a private good. But it is not wise to have education in the open market. Education is a lot like other private goods, yet is a bit different," said Cheon Kang-soo, a professor of Catholic University of Daegu. "Considering that the person who is responsible for the expenditure does not coincide with the one who gets the utility, you can say that the private education is another way of making earnings through property. On the other hand, considering that the education can bring positive externality, for example carry out an election at a low cost in high adult literacy rated country, it is rightful to think the public being responsible for the advanced education."



krakysmurf@hufs.ac.kr



University students are protesting against the additional tuition raise.

Who are we?

By Kim Han-sem

Associate Editor of National Section

The latest issues that ornamented mass media; the criticism over Prof. Kang, the improvement and reformation movement of current military systems, and changing the status of Seoul National University to a corporate body; are not so much of news at the core of the problems. It means, all these problems are actually related to one another by a common denominator called "identity of the state", the old, old dispute that existed ever since the nation was founded.

Speaking of such term, I stress that it took me a considerable amount of time deciding whether to write about Prof. Kang's apprehension, because saying it would make it impossible not to mention "the identity". But at the same time, this deepening of controversies signifies that there is a need for clarification of the identity, and that clarification should and must be able to set a new purpose the entire society would follow.

On a Thursday night talk show, there was a debate on the issue of Prof. Kang. Positions were either for or against the apprehension. What was interesting was that all participants of the debate were arguing with the presupposition of the statement "Korea is the state of free democracy and capitalism", which is inscribed in the constitution, making it the absolute truth and standard for everything that goes on in our time. As supporting side argued Kang's anti-national activity clearly is illegal, the opposition side claimed that he is being misunderstood of what he really argues.

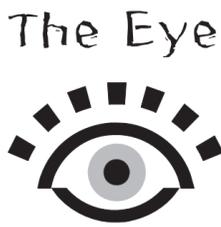
This is, in other words, admitting that the act of assertion which go against the National Security Law (NSL) is illegal. Since NSL is in fact a law, it does make Kang a criminal if he really has the idea that goes against NSL and tried to brainwash his

students. But the question is, what if NSL itself is wrong, meaning what if it goes against the true meaning of the constitution? Or, even before that, what if the constitution contradicts itself?

Therefore, a question in search of our identity must be discussed unavoidably. According to the constitution, the Republic of Korea is a nation of free-democracy and capitalism. No problem with that, so as it seems. The word "capitalism" clearly separates us from communism. But it comes to a problem if the line of the constitution has in itself a contradiction.

Many scholars of our times argue that the term democracy and capitalism does not go together. Worse yet, they say the two even goes against each other. The reason is because while the former must emphasize impartiality, the latter focuses on efficiency. The system of majority vote, which basically is known as the symbol of democracy, is inefficient, therefore not capitalistic. A system of vote that can cope with the inefficiency problem would be giving more voting rights to the ones who want it more, in other words, making people to buy their voting rights. More money you have, more power you get, just like a general meeting of stock-holders. I believe no one would to apply that kind of voting system to the presidential election.

It's been awhile since the ideology on NSL has cooled down. People might have felt the awkwardness of NSL, but most agreed upon the need for such because of the communist nation just across the fence up north. The need for NSL is inevitable because it protects the identity of the state. However, it has killed people, the supposed-to be rulers of democracy. That's a contradiction. It's like looking in the mirror and seeing two of myself. Then I would ask to myself, "Who am I?"



krakysmurf@hufs.ac.kr

People

By Kim Ah-reum

Reporter of National Section

Ra Hun-il, the leader of Unification Volunteers Organization, waits at Hehwa subway station, just in case the reporter has trouble finding his office. A good impression radiates from his dark face. The sky was bright until yesterday, but today, many clouds gathers and rain starts dropping from the sky. Volunteer activity of Unification Volunteers Organization (UVO) begins from today for two days. He is worried about the volunteer activity because of heavy rains. He thinks of the inhabitants damaged from the mines in Demilitary Zone (DMZ), waiting for UVO to arrive. "The volunteer activity will continue through heavy rain fall," says he.

The volunteer work he is involved in is helping out the inhabitants of Mintongseon town. Mintongseon town borders its southern boundary line with DMZ. The town is only 5 to 20 kilometers away from the restricted area of 38th parallel. The town itself is a civilian access controlled region.

However, after The Korean War, the government allowed people to live in this town, along with the heavily armed mines from the war buried all over randomly. The government still has not removed the mines, and thus, many of the people living in the area are damaged, physically. Some have lost their eyesights and others have their legs and hands cut from the mine blast.

Also the mines flow down with the water stream on rainy days. Children who were playing near the river were seriously injured, some even lost their lives. Because of the damage from the mines, the majority of the town are not eligible to work by themselves. UVO, led by Ra Hun-il, have helped these people with their farming and other chores.

On October 7, the three-day-long volunteer activity kicks off in autumn rain fall. Most of volunteers are university students, and that is why UVO meets on Friday nights when the students are finished with their schools for the week. UVO departs for Mintongseon town. First day, volunteers are allocated into groups, and each group is assigned a task so that they

Giving hope to Mintongseon town

can get the job done efficiently the next day.

Second day, UVO works from early in the morning to the evening before dinner. Four groups out of ten work on improving the environment that fits for the injured, for instance, repapering the walls, repairing the bathrooms, and decorating the gardens. Other groups work in the farms, mainly plucking out weeds. After dinner, they discuss what they have felt and learned from the day's labor and what they think about unification of Korea. Also, the residents and UVO gather together and enjoy recreations. It means to harmonize with the people of the town and open up one another's minds. The last day, UVO have a session for lecture which gives a motivation for unification of Korea, and they visit the Typhoon Observatory, a place where North Korea is best seen. Looking through telescopes, the volunteers feel the long-cherished desire about the unification more than ever before. While running this volunteer campaign for several years, Ra says that he could notice the importance of unification and volunteering.

"I am frustrated about the fact that most of people don't even recognize the importance of unification. As a matter of fact, I myself didn't realize the importance until I had started working for the school newspaper back in university," says he, then he goes on to say more about his life.

He was a reporter of English newspaper of Kwang-won University. His first article was about the unification of Korea. As writing the article, he became interested in the unification. And until he joined the army, he held exhibitions about unification and public subscriptions for the victims in The Korean war. This was to help people to understand about the importance of unification. After that, he was recruited to Mintongseon area. It was by accident and good opportunity for him. At that time, he was looking at damaged residents living in Mintongseon town. He felt that other people were indifferent and lacking sympathy for these.

Since he was discharged from military service, he entered World CARP. It is an organization for world peace, and it included the problem of unification between South and North Korea.

Ra continued with the effort to help Mintongseon area while he working for World CARP. He held exhibitions about the victims of The Korea war to collect money needed in managing a volunteer organization on his own. And finally, he founded UVO in 2004 with the help of World CARP and his own efforts and property.

UVO started its work for the first time in Mintongseon area in April of 2004. At that time, he had trouble in discriminating people damaged from mines. So UVO worked for the entire town by planting trees and flowers. Planting meant hope, peace, and love. As time passed by, he got to know the damaged residents and began providing earnest work for them. But UVO had many other troubles remaining.

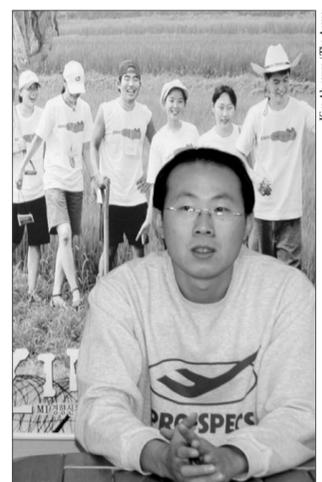
The hardest matter was the damaged not opening their minds to UVO because they were not used to receiving help from others such as volunteers or the government. The damaged were afraid of strangers, often ignoring the volunteers. For volunteers of that time, the hardest thing to do during the whole schedule was to face a resident of Mintongseon.

UVO continually worked and endeavored. They played Samulnori and held village feasts in order to attain the hearts of the people. These efforts finally made damage people open their minds and are derived from UVO's purpose of unification.

"Also there is a problem of limitation, the limitation of my abilities. I want to remove the mines myself for Mintongseon residents, but because of its dangerousness, I couldn't do that. I only hope that the government would help to remove the mines for the residents," he remarked.

UVO is participated by not only the Koreans but also many foreign university students. It show that the division of Korea and the problems of the unification are the problem of only Korea. It is the problem of the world.

The goal of UVO is unification of Korea. UVO wants to be one with the world through helping Mintongseon town. Ra remarked, "Although there obviously exists a language barrier among volunteers, I think it is the open minds that make one



Ra Hun-il, the leader of UVO, is making a comment on peace.

another's heart warm. Language is not a problem in Mintonseon."

Volunteers have to donate 25,000 won each to support the financial difficulty of UVO. Ra Hun-il has nothing else to do but to be thankful because he knows it is some work just participating in farming alone. He thought the burden of donation would be too much for the volunteers. He emphasizes that it is these open minds that plays an important role in getting closer to the goal.

Ra said, "Even though about each time about 70 volunteers participate, but there are many people who still do not know about Mintongseon area. Also many are not aware that the matter of unification is very real and existing problem of our time. We are just careless about the things that does not relate to gains and losses, forgetting completely about the ones who are in agony due to the division of Korea."

"We have to perceive that the problems of divided Korea is our matter. I still believe that there will be a time when our effort becomes reality. Until coming that day, my strife towards unification will continue, never look back," added he, with the eye full of passion.

marryou7@hufs.ac.kr

Busan to be window of changing globalization

This APEC named as "Asia's Power Evaluating Conference"

By Chea Dea-chul

Reporter of international Section

On November 18 and 19 there will be summit meetings of APEC (Asia-Pacific Economic Cooperation) in Busan. Opposition against hosting APEC's summit meetings has risen and about sixty civic organizations will be uniting for a mass rally on the day. While the government gives a full support for preparation of APEC, it does not consider voices against APEC. Some people might think that the globalization is a natural trend of the world so it is nonsense to try to stop it. However, Anti-APEC is also one of the examples of globalization. All over the world their voices exist and are connected to each other. Anti-APEC is not opposed to globalization or growth of economy. APEC has been known as the accelerator of the world economic growth but APEC has limits within itself. There will be something that can be gained from APEC as a host country.

Different views in summit meetings

APEC is a meeting for its member countries' economic growth. 21 different countries are registered in APEC. Those countries are all different in economic status.



Nurimaru is a place for summit meeting.

For one instance, there are U.S.A and Japan and other countries with well-developed economic conditions but there are also countries with relatively bad economic conditions like Indonesia and Malaysia.

Movement from China and Russia

There is conflict between U.S.A and China. Both countries are trying to expand their influence towards Northeast Asia. From August 18 to 25, China and Russia had their armies' cooperative practice under the name of "Mission of Peace 2005." The Chinese President Hu Jintao and the Russian President Vladimir Putin had a China-Russia summit meeting and had a joint declaration for "21 centuries' World Order" on July 1. In the joint declaration they implied to hinder America's international policy. They said, "All disputes and different views must be solved in peace. They must not lean on to dictatorship, threat, or one sided acting toward other countries."

Before this cooperative military practice there was a conference of chiefs of foreign affairs from China, Russia, and India on June 2. They also assured their alliance by declaring, "We have a common interest toward global multi-polar system." The three chiefs evaluated this conference opening as another level of alliance. They also said, "International democracy is based on advancement toward fair international order," which means they oppose to America's view of the world, which is dividing it into two sides, for example, "Axis of evil".

Movement from U.S.A and Japan

America's secretary of state Condoleezza Rice said "Expansion of China's military is excessive." On the day after China and Russia's joint military exercise, America was invited as an observer of this joint military practice but it refused to go. However, it dispatched a reconnaissance flight and a spy satellite to the near the ocean where there was the joint military practice. Around the joint military exercise, America also had joint military exercise with its allies

like South Korea, Japan, and Philippines four times. Especially, there was America and Japan's joint military exercise named as "JASEX 05" for one week from August 13. Kitty hawk aircraft carrier which can carry 80 airplanes, special weapons and tactics, B-2 stealth bomber and other 100 airplanes participated in JASEX 05. These Military Exercises made APEC as "Asia's Power Evaluating Conference."

On October 18, China canceled the scheduled meeting between Japanese Foreign Minister Machimura and Chinese counterpart Li Zhaoxing which will be on October 23 as an act of protestation against Japanese Prime Minister Koizumi's visit to war shrine where war criminals are buried. The Japanese Embassy in Beijing issued a warning, urging Japanese citizens to be cautious. China also complained through the Chinese ambassador in Japan. Furthermore, Chinese Foreign Minister Li Zhaoxing summoned the Japanese ambassador to complain about the issue.

Desperate President Bush

The United States has been a leading country in the APEC summit meetings. Now the U. S. is on the shaky ground with the Iraq war and the hurricane "Katrina." After the Iraq war, weapons for mass destruction were not found and there was no direct relationship with the 9.11 terror. On January, White house said approximately thirteen hundred billion dollars were spent on Iraq war. 2,000 American soldiers were killed by October 25. The number is increasing even now. The hurricane "Katrina" has revealed a buried racial discrimination dispute and brought up the issue on Iraq war expenditure. In the approval rate of presidents of the United States of America, Gorge W. Bush has dropped sharply. Bush can use the APEC summit meetings as a place for asking support for himself.

Since its first meeting in Seattle, 1993, every meeting has not made any distinctive result. From the first meeting, the members discussed the titles about cultural difference. Last year's title was "One Community" and



At fourth exit of Hyehwa, some people are singing against APEC, some are passing by.

this year's title is "Toward One Community." Like in other international organizations, countries have no penalties. There is nothing but making a joint summit declaration. There are possibilities that developing countries in APEC meetings can turn into just guests.

APEC in Korea

Busan's local government insists that APEC will make growth in national brand value. That is a conceptual effect which can not be turned into figures. Busan's local government also makes propaganda for APEC saying it will make about 4 thousand billion won. However, half of that prospecting money had already been spent for preparation of APEC.

Our society is now divided into two sides; those who support APEC and those who oppose to APEC. Neo-liberalism has been prospering around the world with the growth

in economy. Its final goal is to discard every trade tariffs and do free trade. "If free trade becomes reality, the cheaper overseas goods will flood in and threaten domestic production. Anti-APEC and Anti-Bush National Action which consists of sixty different organizations is against that globalization of Neo-liberalism which makes the poor poorer and the rich richer. But some people are saying that we are communists because we are against globalization of Neo-liberalism. This means there is still McCarthyism in our society," said Lee Yeh-song from civic movement organization "altogether," which has its forum in Imun Campus.

"Even though APEC has the limits itself, 2005 APEC could be an opportunity for extension of this six-party talks' good result," said Professor Hwang Sun-hwe. The fourth six-party talks about North Korea's nuclear weapons has come to a conclusion

that North Korea will drop its nuclear weapon program in the condition of a new light-water reactor. It brought a new phase into the Far East tension. Both North Korea and America have backed down for each other. This could be a chance for Korea to inform the world's other countries of our purpose toward peace with North Korea. One of the trends of globalization is existence of powerful leading countries.

Through the APEC 2005 summit meetings that trend will be shown in front of our eyes. Powerful countries might use their power for their own interest. APEC has been of good utility for that kind of purpose. For example, during the Iraq war, there were Bangkok APEC summit meetings and they made a joint declaration against Terrorism. Now, Korea has an opportunity for solidification of peace atmosphere in Far East.

Luke@hufs.ac.kr

Virgin voyage

Volunteering in Morocco

By Chea Dea-chul

Reporter of international Section

This month we will talk with Hong Yeong-jung (C-01) who worked in Morocco for volunteer work camp hosted by UNESCO (United Nations Educational, Scientific and Cultural Organization) during summer vacation.

1. What have you done to prepare for UNESCO work camp and what made you participate in it?

I am a senior right now so I have great concern for my future. I am thinking about working at international organizations or nongovernmental organizations. So I wanted to see their work more closely and that made me participate in the work camp. There was not much to prepare. I submitted applications in Korean and English via E-mail. I took part in a workshop for the work camp for two days. I have experienced indirect cultural shocks and how to communicate with foreigners.

2. Why did you choose Morocco for this work camp? How were Morocco and its people?

I hoped so much to feel Africa. So I chose Morocco but it belonged to Arab culture. This was fine because I did not experience that culture before. I was surprised to see every village has more than one mosque and five praying times per day. At first, loud and noisy siren made me think that there is a fire. However, I got accustomed to it. Since Morocco is between West Sahara and the Atlas mountains, it has high humidity and the weather is burning. That's why at one p.m. and three or four p.m there is not a man around or a shop opened.

3. What have you done during the work camp?

We stayed at one of the high schools in a small city called "Boulmane." We worked on an elementary school beside which we stayed. It was the smallest elementary school in the city. We have painted walls and built its fence. We did gardening, picking some

rocks on the field and bringing them to the bottom of the trees. We arranged the rocks around the trees and painted them into white color. In free time on afternoon we climbed mountains where I could see the clear scenery. The Atlas Mountains were high and had a fantastic view.

4. What did you learn from this work camp in Morocco?

I met a moroccan "Ha-do" who has many talents but can not find a job because the unemployment rate is so high in Morocco. I think with his ability he can get a job in other countries. But he said it is hard to get a passport in Morocco. So I realized that the concept of a "country" has great effect. The class system disappeared, but I think nationality substitutes it in the world society because people are treated in a different way according to it.

5. How did this work camp affect you in your future plan?

When I lived with foreigners I learned that some cultural shocks could be really huge. I really enjoyed making friends with people who are so different from me. I also felt that I need to express my opinion more enthusiastically. I have read a book during the camp. "The children of my life" made me think about teaching children in a harsh situation. When I saw the children of Morocco, I wanted to help them. That made me think of working in the field of education much more.

Luke@hufs.ac.kr



Yeong-jung is gardening for elementary school in Morocco.



BRICs

By Kim Jung-ho

Reporter of Theory & Critique Section

HUFS eagerly started its first step to BRICs. The information about BRICs will be covered monthly.

1. Brazil
2. Russia
3. India
4. China

About India

BRICs' third alphabet "I" stands for India, which has the second largest population in the world following China. Its population is over a billion and it covers an area of 316,641km² which makes India the 7th largest in the world.

India's official name is actually Republic of India and its capital is New Delhi. India is known as the cradle of Asian civilization and the place where Buddhism was born. It was a colony of the United Kingdom for almost three and a half century, but it achieved independence on August 15, 1974.

Now India is a republic. India has a variety of languages. There are 16 formal languages in India as well as Hindustani and English. Many people of big city in India can speak three or more languages on average. When Indians have a chance to meet foreigners they usually speak English.

India's national income is 440 dollars per person. Compared to Korea, whose per capita income is 11,400 dollars, India seems poor, but India has a relatively deep gap between the rich and the poor. One percent of India's population is over one thousand. In big cities of India, it is easy to see those rich men drive Porsche and spend a lot of money.

India is traditionally agricultural country, but in the colony days of United Kingdom, Light industry such as spinning and weaving was developed and through the World War I and II, heavy industry was also developed. Nowadays India is considered as the fifth biggest world market and the second leading country in computer

IT power state ; India



Delhi University is considered one of the best university in India.

software field.

Actually, over 33% of world's computer software engineers, 38% of doctors in USA, and members of Microsoft are Indian. This is not all, 24% of NASA agencies and 24% of scientists of USA are also Indian. World is keeping eyes on India's information technology. India Institute of Technology (IIT) is well known for its high level of technology. Many Indians believe that entering IIT is the key to success. Lots of IIT students easily get a job at big companies such as Microsoft, Intel or Google. There are booms of extracurricular works to enter IIT.

Delhi

Delhi, the capital of India, is the place where Delhi University is located. Placed at the beginning of Ganges River, Delhi is composed of New Delhi and Old Delhi and has been the center of India's politics, culture, and economy. Delhi is 1,483km², and its population is about 9,817,439 (2001). Almost all of India's population is gathered in Old Delhi and New Delhi area.

Delhi University

Delhi University is one of the best national universities in India. It is one of the

top class universities in the world.

About 300 thousands students attend Delhi University. With over 30 thousand professors, it has 81 colleges, 82 graduate schools and 14 faculties. India's president is a supervisor of Delhi University, and vice president is the president of this university.

All of the colleges in Delhi may be considered as part of Delhi University. It is seen as one of Asia's representative universities because of its size and level. Laws were enacted in 1922 to make united education system and good living around school. The Delhi University grounds belonged to the governor-general in colonial times. It was used by the university from 1933. It is especially famous for its Economics department and the English department.

Between Delhi and HUFS

It's been over 14 years since HUFS and Delhi University made relationship. Scholarship interchange movements are also vigorous. Every year before BRICs interactive major, 3 credits were confirmed through language study courses in Delhi University during winter vacation. Through BRICs interactive major, 17 chosen

students, all from the department of India, can achieve 15 credits through this program.

Students from linguistic departments attend social science classes, students from business and science departments are to attend linguistics and learn about India. Also they achieve the license of interactive major. "It will help them to get a job. Students have a chance to work in company in India by the name of internship; it will be an advantage to find employment eventually," said Lee Eun-goo, a professor of the department of India. He also said "BRICs interactive major will give a chance to broad to other majors."

HUFSans are ready to jump

Kim Hyun-joo, one of the chosen students who are sent to Delhi University, is excited to live in India. "I'm much more excited to live with Indians and feel the lifestyle of India than just learning knowledge. I hope that fellowship would be a year not a half year," she said. "6 months can be a long time but I feel like it is somewhat short to master such a field." She feels the miss since it was the first time.

"Because this is the first time the BRICs interactive major is being offered to students, taking a step to go abroad is hard work. Schedules changed often, and curriculum was a little bit strange to me at first. I think overcoming the trial and error is my job. I'm ready to try hard and I'm full of confidence," she said with a smile.

Professor Lee Eun-goo said, "I hope students have pride that they are the chosen ones and that they represent HUFS. I think they should have a sense of responsibility for the school and juniors." He also added, "Through this chance, I hope that students will become not only fluent in language but also have various knowledge and experiences. They can be a multi-player." He also thinks that to live up to the name HUFS, the school authorities will have to plan more programs like this, and give many opportunities for students to have international experiences.

blacksburg@hufs.ac.kr

Advertisements persuade public

Inquire of Public Service Advertisement's change

By Lee Sang-hee
Editor of Culture Section

Generally speaking, many people do not find public campaign interesting. Considering the fact that public campaign is aimed at sending messages to the public, it isn't like the eye-catching and appealing TV commercials. However, nowadays some changes to make a better perceived campaign is taking place. Public campaigns are now noticed and gaining good responds from the public.

Introduction

Let us take a closer look at public campaign's history and process. Korea has a short history of public campaigns. It started in 1981 as Korea Broadcasting Advertising Corporation (KOBACO). Following the Broadcasting Act, mass media like TV and radio should broadcast 0.2% of entire on-air time with public campaign per month.

The process of public campaign is as follows. In the beginning of a year, surveys are conducted to 100 people about the current national issues and then themes are selected. Then advertisement agencies are requested to make the advertisement. All process is taken by Public Campaign Association.

Changing times reflected on the matter of campaign

Throughout the years, Korea's national policy has changed and these changes have been reflected in the advertisements. For example, advertisements on "Savings campaign", "Saving food" and "Patronizing home products" stressed the importance of building a strong economy one of the crucial issues of the early 1980s. In "the Korean version of Scrooge" advertisement, the famous comedian Lim Ha-ryong came out as a father with a woman as his wife and a boy as his son. They were having a dinner with a fish hanging on the ceiling. The family would take one spoon of rice, and then take one look at the fish. This advertisement showed an example of extreme saving as the family would only "imagine" that they were eating the fish.

Another example of an advertisement reflecting the economic hardship of Korea



One of Public Service Advertisements for no smoking, "self torture."

was in 1997 when Korea's economy was in bad shape due to the Asian Financial Crisis. A famous comedian, Lee Kyung-sil would fasten her belt tightly and say "Sparing is the only way to survive." In 1989, the government took action on shedding light on social issues through advertisements such as increasing woman's right; cooperation of management and labor union; transportation safety; prohibition of juvenile delinquency. After year 2000, the issues broadened further into environmental issues, recycling, and global etiquette.

Noticeable works

This year's public campaign is "No smoking." (the first half of the year focused on the smoking as "self torture" and the second half as "farewell to my loved ones.") In the "self torture" advertisements, a man hits his head, a young lady scratches her face on the table and a young man puts his head

into the drainage and inhales poisonous gas. A narration follows, "Smoking cigarette is self torture. Smoking is like tormenting one's brain, skin and lungs." "Farewell to my loved ones" shows a mother and a daughter embracing each other and moments later red liquid is running down from the daughter's ear like blood. It represents a sad early death caused by smoking. This was the winning advertisement for Special Judge Prize 2005 at Korea Advertisement Award.

Recently themes of public campaign are unique and broad. "Same birthday for five people"; an organ donation campaign, "harmony of bottles"; a recycling campaign which shows bottles dancing and singing like humans, like it has gained life again. "Harmony of bottles" advertisement won the TVCF Award in 2004 due to its great idea. Its' message was "Trash never disappears, so it should be recycled."

Reason of change

There are some important facts that made changes in the public campaign. Viewers did no longer correspond with old-fashioned advertising, innovations had to be made. Year 2005 marks the 25th anniversary of Public campaign entry competition, with high interest of public campaign more advertising companies try to participate in the competition. Many creative and unique ways of public campaigns are being designed. As public campaigns are becoming more and more useful and focusing on important issues, it began to interest many viewers. Since the public campaign is viewed, the advertisement company that is selected appeal to many viewers and could leave a good image.

Government supports has risen to raise the quality of public campaigns. On March 2005, government established Policy Information Department, which is different from the former department. It is more practical in that the designated people are editors, professors from journalism who have worked in related fields.

Lee Kwang-hoo, Geumgang Agency consultant, quoted, "When I prepared for "No Smoking- Self-torture and Farewell to my loved ones" ad, I felt the change of government's attitude towards the agency in charge of advertising. Before in the office, there were rigid moods that did not accept our ideas like more liberal advertisement agencies outside. Nowadays the government realize the importance and effectiveness of advertisement and accept our ideas without doubt." Under the slogan "renovation," real changes are being carried out.

Fund support has become much better as the number of public campaign decreased and the quality of it increased. In 1986, 22 public campaigns were produced, in 1996 it diminished to seven and now six ads are being made.

Public campaign reflects the ideas and critical issues of a country. Good qualified public campaign that serves the viewers as guidelines to understanding these issues would promote and encourage the people to make changes for a better future.

carla@hufs.ac.kr



Culture Trip



People's art works are hanging in the nature.

Lee Sang-hee / The Argus

Spend fall as artist

By Lee Eun-young
Reporter of Culture Section

Are you enjoying the season "fall?" Fall has stolen up on us. If you are looking for a place where you can enjoy the last scenes of the fall near Seoul, how about visiting "Yangpyeong Batanggol Art Hall(YBAH)?" Batanggol means a village, which is a place for spirit of people who love art. At this place, you can experience multiple cultural activities. Batanggol Art Hall was originally located in Daehak-ro, Seoul, but in 1999, a woman artist Park Uiso-on opened YBAH in Yangpyeong. Because it is situated near the southern part of the Nam-han River, it has beautiful scenery and many artists go there to do their art works. YBAH also allows the local community, which lives too far away from Seoul to enjoy art facilities and events in Seoul, to experience art close by.

Getting on the bus to the Toichon, you can see you are going to a rural city through metro city and you can feel like you are setting free from the world. Also, through the window, you can see a clear day of fall. After getting off the bus, you can take a bus to the YBAH or hitch a ride. You might think hitching a ride is embarrassing but it could be the most permanent remembrance than taking a bus.

At the ticket office in front of the main gate, a kind-looking old man gives you a ticket with a chicken shaped badge made of ceramics. The place is like a small village with lots of trees and flowers. You can see some sculptures here and there. First, when you go up to the walk, you can

see an art museum, an art gallery and an art shop. They have exhibitions every day and you can see many interesting works. Also, you can see an art work made by video artist Paik Nam-june. Near by, there is a theater that can hold 300 people. They have various kinds of performances every day. In front of the theater there is a coffee shop, where teas and drinks are sold at 1,000 won. You can enjoy great view in good mood. If you go up more, you can see a place for outdoor barbecue. There, you can also see a mini zoo where cows, horses, dogs, hens among many other kinds of animals are housed. Down to the another walk through the forest, there are a Ceramic studio, a pottery studio and a traditional studio. If you pay a fee, you can make things you want; dyeing a piece of cloth in the traditional way or engraving to your t-shirts and bags, making Korean paper, pottery or mug, making an object of metal craft and the others. You can make them by yourself in the way you want. You are in the middle of nature and you can enjoy the time in the studio.

If you want to experience all of these and you don't have time to do all, you can reserve a room at the pension before you go there. The pension is designed like a traditional Korean-style house. You can make reservations on weekends or holidays. If you reserve a room at the pension, you can use the swimming pool, basketball court and many others.

How about spending your fall as an artist?

limited38@hufs.ac.kr

Rendezvous

Finding life in music, enjoying life in culture

By Lee Eun-young
Reporter of Culture Section

In your parent's days, there was no internet and it was hard to get overseas music magazines. The music programs on the radio were the source of information about music and the DJ on the program was the only critic. But with the appearance of Internet, music critics became not only reviewer but also distinguish themselves as professional critic from other people who writes amateur reviews. Now you can see many criticisms in lots of media, but only minor group of maniacs are interested in them and critics became veiled. So The Argus planned to meet Park Eun-seok, a music critic, who distinguished himself from the middle of 1990s.

Reporter: Thank you for coming. First, would you tell us about your job as a music critic?

Park Eun-seok: Many people have a wrong idea about music critics. Sometimes, even reporters are confused when they introduce us. Korea doesn't have any system about the names of music critics. Actually, there are two types of music critics: pop-columnist and music critic. A pop-columnist is a person who writes short articles about private plans or surrounding circumstances in the music society like journalists. A music critic, and I think I belong to this category, deciphers and finds the meanings of music. People need to distinguish these two and any other names.

R: What made you decide to become a music critic?

Park: I listened to the American pop songs when I was an elementary school student and when I became a high school student, I joined a music club in school and began to write critiques about music. When I was a university student, I started writing critiques for a music *dongari* in school. An official at a record company liked my writing and asked me to write for them. That was the start of my life as a critic. 1993 was the year when I got paid for the first time for my writings. While I was writing for the



Park Eun-seok's smile made the interview comfortable.

Lee Eun-young / The Argus

record company, a magazine company also asked me to write for them. From then on, I became well known and finally got a chance to appear on a television program. I did not seriously think about becoming a music critic as my occupation but I saw it as a chance. So I'm still working in this field.

R: How do you criticize a piece of music?

Park: Musical society is like an organism you have to follow hard after it. Instead of repetition, you have to think how to understand the new music style and grasp the trend and change in music. So I buy lots of albums and they cover the three surfaces of a wall in my room. I spend 500 thousand to 10 million in a month to buy them. You might think it is a waste, but I think it is an investment in me. When you are criticizing music, you have to admit the music itself objectively and analyze and judge it subjectively. It is no use if you criticize without subjectivity. A good critique is the writing that has critic's color. In other words, the person who criticize subjectively with objective thermometer is the good critic. And also, when the reader meets on their criticisms and if the reader tries to think of

critic's way of thinking about the music, then it is a good criticism with logical conclusion. It is critic's duty to listen to music and understand the history.

R: I heard that you find lots of uncommon music well, how do you find them?

Park: Well, these days, I use Internet like most people do. When there was no internet I read about 10 abroad music magazines regularly. After the appearance of the internet, to repeat myself, when Populism of information came, monopoly of information is now impossible. It is sure that obtaining information is easy, but you must not damage the intrinsic attribute. So besides whether you have more information, the meanings became more important. You have to analyze, decode music, arrange the information system technically and integrate those to the society.

R: How do you think of Korean pop songs recently?

Park: Korea is well developed in hardware, recording, styles and many fields than before. But still, I'm disappointed that music society is under the

media. It has been over 10 years that media wrapped a feast for the eyes with the name of the music. People says Korean music market is in depression but I think it is weird that one single album sold 2 million compare to the scale of Korean population. Even though people like maniac to some kind of music is increasing and the people's desire to good music is constantly growing, mediums can't keep up with them. There is no medium that could handle minor maniacs and they lack of creativeness. For example, indie is a music that tries to make progressive and experimental songs. Indie in Korea is active than before. But it is true that it is still hard to dream a vision. There is no way to communicate to the mass. Media's aim has to be introducing music to the mass but they show biased singers and selection of music. They do not feel responsibility as a cultural gate keeper.

R: Then, what the mass has to do?

Park: Netizens are cynical about the media. But they have demand to the media about what they want. Straightforwardly, maniac groups are closed and have many things to say but does not live up to action. Not only netizens but the mass has to have their right as the audience and listener. You know that fans of high-teen group Dong-bang-sin-gi demands to the media in their Internet bulletin board. You can do it like that too. Media will be changed if you volume up. I want you to be active.

R: Do you have anything to say to the students?

Park: Listen to music with open mind. Do not be rawn on the media, be ambitious. It is good to study TOEIC and prepare for the employment, but I hope you to take an interest in culture. Korean students do not know how to enjoy their lives. It could be a chance to study humanity. Those students who don't see plays or seek out newly released films on their own are not really taking charge of their lives or taking advantage of all the opportunities. The responsibility is on society. You don't have to turn up for it. You can subscribe to it by just enjoying the culture. I want students to enjoy culture.

limited38@hufs.ac.kr

CHAFS

CHAT + HUFS

It's Fall again...



Lee Eun-young / Reporter of The Argus