



The Argus

First Issue Published
July 1, 1954

HANKUK UNIVERSITY OF FOREIGN STUDIES

Vol. LII No. 397 한국외국어대학교 APRIL 3, 2006

The Argus, a hideous monster with 100 eyes, originates from the Greek mythology. We are running our 52nd race this year.

Our Motto Always be awake
Look everywhere
Diversify views on affair



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GSC gets approval, but Ong not

By Lee Jin-woo

Associate Editor of Theory&critique Section

At the beginning of this month, several students distributed shocking paper to HUFSSans. It told them that Ong Il-whan (E-97), the vice-president of General Students Council (GSC) of Imun Campus, was dismissed and had been suppressing this fact since announcement of final exam results at the end of last December. Colleges was starting to ask for the truth of this situation and to give GSC suspicious look. Student representatives was summoned to participate in Emergency General Student Representatives Council to deal with two agendas.

One was about the lack of confidence in the current GSC. The other was whether the approval of the GSC's vice-president from Imun Campus was accepted or not. The council was held on March 20 at Humanities Building. Ko Young-hyun (KE-02), the chairman of College of Education, suggested the votes against GSC. He stated, "Ong's dismissal means the loss of GSC membership. He did not disclose that he was expelled from the school for two months". He also raised a question about the period of



Lee Sang-hee / The Argus

The representatives are casting a vote to decide the Ong's position.

the current vice-president's running for GSC. At that time, he had been in the 11th semester, so he had only one semester to go because the school is allowing students to have the chance of registering additional four semesters when they do not finish the regular course within eight semester. He said that Ong must not complete his semester to

maintain his term of office. His qualification for the vice-president of GSC will be another problem. Mun Wul-ho (EL-04), the chairman of executive committee, expressed opposition to the non-confidence for GSC because the current GSC was elected by the legitimate vote last year and the agenda was groundless.

He argued, "The rules of the committee show that if both positions of president and vice-president become vacant, re-election must be held, and if only the position of president fall vacant, the vice-president will be the acting president. However, they do not contain the mention of the vacancy of vice-president.

He emphasized that the current vice-president did not try to hide the fact of dismissal. Ong asked a professor to change his score to be exempted from the removal. According to him, the professor mentioned the possibility of altering it, but finally declined it. Therefore, school decided to expel him on February 21 and it was informed to him about it on February 28 and he did not tell members of GSC until March 9.

The first proposal was passed. However, the result of the second vote was not announced. More than 40 representatives did not cast a vote, criticizing the process of meeting strongly. Two days later, the meeting was resumed, but again participants had expressed their disapproval of GSC's attitudes and gone outside without casting a vote before the council declared the second proposal rejected.

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Unique languages in HUFSS



Learning foreign languages is the first step in understanding their culture. Considering this, HUFSS holds the key to accessing the world. Throughout the entire Asia, only HUFSS has departments of unique languages such as Hungarian, Scandinavian, and Swahili. Let's see their real story.

All written by The Argus
continued on 4, 5 page

Career Development Center reborn

By Kim Jeong-eun

Reporter of National Section

From this semester, Career Development Center(CDC) of Imun Campus has been born again as they have moved to a bigger office located in the Faculty Office Building II. Instead of providing information on employment as it did before, the new CDC supports four different categories of operation. The added categories are the support for female student employment, global job placement and career development of the lower classmen. Though more than 50% of HUFSSans are female students, it is disappointing that the support for them had not been achieved well. This new CDC is planning to provide a counseling service from a professional

women consultant. Also starting from this semester, they have opened four general classes, including "Career development for female students" and "analysis information and strategy of employment." They are looking forward to opening up more numerous classes for female students.

Support for the Global job findings is also noticeable. Students are paying attention to the overseas job application and volunteering activities abroad. CDC's support related to foreign firms, international institutes, overseas internship program and overseas training program was enriched.

Global employment needs more attention also. Recently, multinational corporation, overseas internship and training, and international organizations are being aroused in peoples' interests. Keeping up with the international flow, the support to this aspect

was strengthened here in HUFSS' CDC.

We should check out the support for targeting the lower classmen, we are planning conferences for the job application, fairs or corporate visits. That is to help out the youngsters to get ready for their future.

"Even though the preparation for job applications should be conducted earlier, most students don't participate such programs," says the chief of the CDC.

Job application counseling can be scheduled by visiting the center and making an appointment in advance.

For more information, visit the Career Development Center website ; <http://hufs.njob.net>.

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Second - round BK21 Project will start

By Kim Jae-hyuk

Editorial Consultant

Twelve teams of HUFSS, hoping to be included in the second-round BK21 project submitted their applications to the Education Ministry. BK21 is a government project to cultivate top-end researchers in basic and applied sciences and humanities. That covers combinations of academic departments and companies for industrial-academic joint projects, which can receive more funding. The first phase of BK21 was between 1998 and 2004, in which a total of 1.4 trillion won was spent. According to the announcement of government, successful candidates will annually get grants from a fund worth 290 billion won from this year until 2012.

The teams applied for a total of three fields such as Humanities & Social Science field, Science & Technology field and Core Business field. Looking around in detail, the first team of BK21 interpretation and translation for globalization of Graduate School of Interpretation and Translation (GSIT) applied for humanities line at Humanities & Social Science field to get 775 million won. The team of promotion of experts for pioneering BRICs markets & research BRICs regions of Graduate School of International Area Studies (GSIAS) also turned in its application at the union between subjects line of Humanities & Social Science field. The team of sustainable fusion science of a "converged science" department merging chemistry, environment, bioengineering and physics departments in Graduate School submitted

related documents in a bold move at the union between subjects line of Science & Technology field. Concerning Core Business field, a total of seven teams including the team of focus Russia of the department of Russian in Graduate School applied for each line to obtain a fund worth of 786.4 million won.

In the meantime, evaluation on the second round of BK21 project has already proceeded from March 12 to 21, but the announcement of the result of the evaluation will be delayed in early April.

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Be the representative and interpreter in B30th HIMUN General Assembly !

HIMUN(HUFSS International Model United Nations) is an organization that prepares the HIMUN General Assembly.

The HIMUN General Assembly which is based on basic ideology of United Nations :

freedom, equality, and charity, for international peace and human security : is first annual domestic foreign language academic event.

The HIMUN General Assembly provides new viewpoints to help cope actively with the globalizing world, short cuts to understanding the real assembly, and practical knowledge on how to handle international matters in the international community. This year, we will hold our General Assembly at COEX, with Ministry of Environment.

Looking for an organization of passionate students that develop themselves through the HIMUN General Assembly? It's HIMUN!

Selection process

First process- document selection (representative committee : applying paper and report of applying nation, interpretation committee : applying paper)

Second process - interview (interview with secretariate and professor)

Registration Time

4.26 ~ 5.11 applying paper can be downloaded at HIMUN homepage send it to webmaster@himun.org

Interview

May 13th - professor interview
May 14th - secretariate interview Interview time will be informed individually.

Information

HUFSS students hall 323 HIMUN room HIMUN 02) 2173-2776



Editorial

Emergency call for Saemangeum

On March 16, two big events occurred in Korea. The good news for everyone was Korea team winning over Japan in the World Baseball Classic. The bad news was the judicial decision by the Supreme Court which allowed the continuation of the Saemangeum reclamation project, south of Gunsan. A very significant court ruling has been overshadowed in our homeland by the sports games highlights on TV.

Saemangeum is not new, its construction had started from 1991. The litigation to stop the reclamation had started from August 2001 and has continued until recently. On March 16, The Supreme Court voted 11:2 to support the execution of the reclamation. What factors make this project so worthwhile to start? The answer is, simply "money." Two trillion won has already been spent on this project. Despite the environmental costs to be paid, wouldn't it be an awful waste of funds to stop now with only 2.7 kilometer left out of the total 33 kilometers? We are looking towards a land with an area of 40,000 hectares which is 140 times the size of Yeouido.

The importance of mud flats has already been studied from elementary schools. Ninety-seven percent of the construction which has already been completed and this has already brought about disastrous consequences that indicates serious side-effects. It has destroyed the natural habitat of many animals living and using the mud-flats. There would be no more migration birds, shellfish, nor marine resources, etc. This is just the tip of the iceberg. The time of the Tide will be slowed down by 2 hours, 60 millimeters of rain will flood the streams and overflow the banks, and if the rainfall exceeds 300 millimeters, the Kimje breadbasket region will be in water for 5 days.

However, the Supreme Court says there is no sufficient evidence to stop the reclamation, and that the economic benefits of the extra land cannot be overlooked. The Court thinks that it is important to set an example of strong governmental implementation on social projects despite the opposition from environmental groups.

President Roh, who was against the reclamation years ago when he was the Minister of Maritime Affairs and Fisheries, takes a different stand now. He has requested that research institutes to take actions in inspecting all the problems that might occur. The results were supposed to have come out in November 2003, but it has been delayed until June 2006.

What will be the result of the so-called "sustainable economic development" carried out by the government after all has been destroyed? Who will take the responsibility for the damaged ecosystem?

It is easy for the government to implement "big social projects" because it won't cost them a penny. They don't have to live with the consequences, and they can get away with any blame because by the time their responsibility is called to question, their terms will be over.

For them this work is just a symbol of achievement, a thing that they can take as pride that they did "something." It doesn't matter whether it is efficient or environmental friendly. This decision was made without concern for our land, taxes or our future generation. Saemangeum will be disastrous. Without anyone being responsible. Having destroyed it during the last decade is enough.

Man seeking after idea and contents

By Anna
Reporter of Campus Section

Choi Kyu-hyun(P-78) graduated from HUFUS as a Portuguese major, and he also is a graduate School of Global business. After that, he entered into the world of advertising, and now he is a chief of Che-Il Communications, one of the largest advertising agencies in Korea. Let's meet him and hear what he has to say about his school life and stories at work.

Reporter: After entering HUFUS, what was it that you had your passion for?

Choi Kyu-hyun: Entering HUFUS in 1978, I became a member of FBS and was actively involved in the organization until my junior year. I paid little attention to my schoolwork back then. I lived as if I was majoring in FBS. I worked as an announcer and a producer and so on for FBS, in other words as a multi player. Whatever it was that I was working on, if it was for FBS, it was pleasant enough. I was a member of broadcasting department since high school and I also had a dream of having an actual career in broadcasting.

Reporter: Do you have any interesting episode from your memories?

Choi: When I attended school, FBS broadcasted in the morning and at noon for 30 minutes and in the evening for one hour. I found great interest in broadcasting, and it took the main part of my life until my junior year. So I set up speakers with my own hands one by one. That memory still rings in my heart, and I remember that I always felt proud when listening to the speakers back then.

Reporter: What motivated you to be in the advertising business?

Choi: I want to show people



Lee Sang-hee / The Argus

He is standing in front of his campaign work.

Choi: As I have just mentioned, I've always wanted to work in the field of broadcasting. And in the process of searching for work, I found out about this job. I didn't want just an ordinary life. Back in those days, working in the advertising industry was like having an adventure. Because this was a relatively new field, I decided to take the risk. Nevertheless, I don't ever regret the choice I have made then.

Report: What exactly is it that you do at work?

Choi: To sum it up, I plan advertisements. I get the orders from different enterprises, and I project the general idea, set up strategy and mobilize the plans. In other words, I do the things related to making the TV commercials that you see on TV everyday.

Reporter: Do you have your own philosophy on advertising?

Choi: I want to show people

advertisements that they never expected to see. In addition, I believe in the need of a more humane element in advertising. I would like to make some ads that can make the viewer cry in front of his TV.

Reporter: What is the most troublesome thing at work?

Choi: When there is no idea that comes across my mind, that is the most critical. Planning how I am going to make this certain brand's image into a design and thinking about how I am going to progress the strategy is the most difficult thing. In addition, it is also difficult for me not being able to spend time with my family for a long time due to my busy schedule.

Reporter: And any words to the viewers?

Choi: Recently, people are being too much exposed to visual aspects. They are the so-called "digital generation." They are

familiar with images from the media such as PDAs(Personal Digital Assistant), digital cameras and so on without seeing the printed media. Therefore it makes my heart distressed to meet the people losing their depth. Even though I make the advertisements, I think that it is not good to be dazzled by image media too much.

Reporter: What kind of advice would you give to the students who want to step in the advertising business? Any special qualities needed to attain their dream?

Choi: Above all, I think it is very important to be interested in the work itself. Speaking from my personal experience, perseverance and the ability to react quickly to a given situation are the two qualities that can be useful.

Reporter: At last, anything you would like to say to your juniors in HUFUS?

Choi: Do any thing and everything in accordance with your convictions. Your background is not the important thing when you have what it takes to achieve your dreams. The merit HUFUSans have is the global mind. Acknowledge your strength and make it yours, then you will certainly be a competitive person in society after graduating.

Like his words, the ones who are not afraid of adventure, who would do any thing to attain their dreams, are the ones who will be successful at last. Keeping that in mind, let's carefully follow his example in overcoming the hardships of life and his challenges of the future.

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Blue Print

Why a Korean approach to learn American studies?



Prof. Park Eun-jung

"My research specialties are American Literature and American Studies, but now I am interested in "how to teach." I've started to study gifted education in order to reform the teaching method in the set of classroom. As you may know, the goal of gifted education is to cultivate all the students' talents and giftedness with creative and critical thinking. Therefore good teachers should set up their classes creatively and critically."

In this semester I have requested US Embassy Cultural Affairs to help me to develop a workbook and teacher's manual,

"A Korean Approach to American Studies." So they accepted it and offered me to hold 5 digital video conferences with American domestic scholars to make sure my angles of interpretation and ways of teaching American Studies make sense. By organizing international digital conferences with 5 American speakers, I can develop a curriculum of Koreanized American Studies including ways of interaction between teachers and students, classroom activities with many critical questions, and creative future discussions about America and global issues from the Korean perspectives.

I want to explain more why a Korean approach to learn American Studies and English conducting classes are necessary in our educational systems at HUFUS in Korea. Through my teaching experiences of American culture and society, American Studies, or American literature for the last more than 7 years, I realized many students have two goals: The first one is to learn some knowledge and understanding of American Culture and Society; Secondly they want to improve their English proficiency. However, almost all 90.0% classes deliver lectures in Korean to teach

the US culture and Society and American studies. The English proficiency of Korean students is relatively high in terms of reading comprehension, but speaking and writing is not as good as reading part. Therefore teaching American studies by conducting English proficiency is quite necessary.

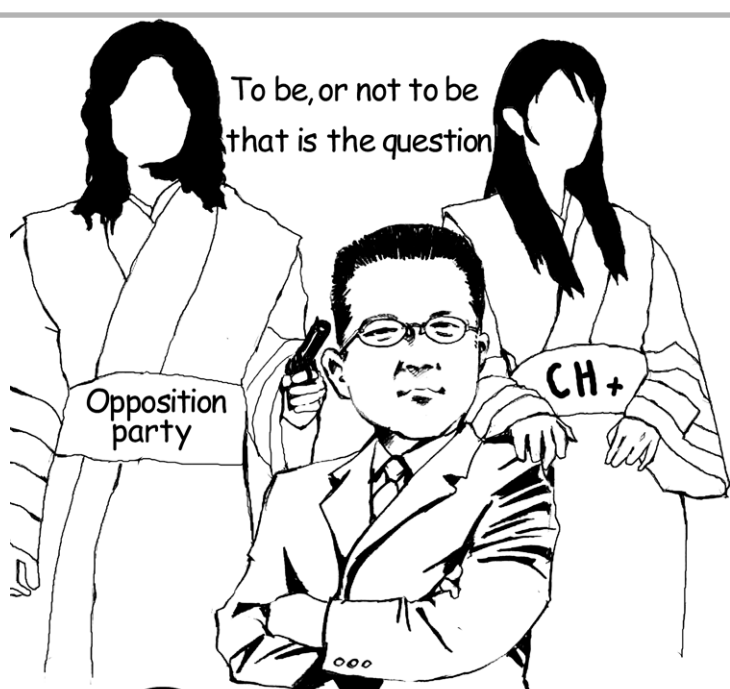
Korean students are not accustomed to interact to critically discuss in the class, but to be lectured by the professors. Students can learn quickly to grasp knowledge on American Studies, but they are not trained to think creatively and critically in order to interpret American culture and society not only as the outsider of the USA but also as members of global village when they learn for American Studies.

Therefore setting up a workbook of "A Korean Approach to American Studies" has three major purposes as follows: First of all is to trigger students with many global issues and critical questions on American Studies from the perspectives of Korean students. The second is to set up a model of interdisciplinary class teaching because American studies is very inclusive to relate many professional areas of studies such as history, sociology, literature, philosophy,

media and film studies, anthropology, political science, economics, business, and international relations, etc. Classroom discussions may give students some relational and synthetic big pictures among areas of studies. The third is to be a model of teachers' workshop or teachers' training in order to accelerate teaching methods of American Studies for undergraduate students and high school students who wish to go to the US college abroad directly when they finish Foreign Language high school in Korea. HUFUS has more than 60% part time lecturers to teach undergraduate students, so does other standard university in Korea.

English is the only the best global communication way nowadays. My design to provoke the critical and creative thinking from the Korean way of seeing on America is that students would establish Korean identity and would enlarge their perspectives to be a global leader.

(Institute of British & American Studies, HUFUS)



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.

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Printed by HONG DESIGN Tel: 464-5167 Fax: 464-5168

Letter to The Argus



Technology and etiquette

As science and technology advances, we are enjoying various mobile services and numerous contents on the internet and the portable devices like cell phones, MP3s, digital cameras and PMPs.

What is better is that those mobile devices are combining into one small gadget, which you may recall as the result of "digital convergence," making our lives more liveable.

But the etiquette of the people we see in the libraries, passenger trains, and buses doesn't seem as good as the technology.

We see people listening to music so loud from their MP3 players, talking on the phone in the library; I guess they think they are not interrupting others, because they are "whispering" and even watching DMB TV shows in the train with the speaker, not using earphones.

You may recall the line from an ad, that says, "Please remove text message services

from our cell phones, so we could write more letters to our loved ones. Please remove phone book function from our cell phones, so we could remember the numbers of our loved ones."

With the development of the technology, we're experiencing moral hazard, although there are much more benefits we can get.

Technology should be followed by proper ethics. The reason Dr. Hwang woo-suk failed and defamed in his project was because he had the technology without ethical conception.

As we see more people holding doors for the next person at the gate, we will be more warm-hearted. As we see more people stand up and give way to elder people, there will be more respect in the air. And I'm sure these little kindnesses are far much better than the technology itself.

I hope our community to be a better and liveable place with people who know the "etiquette."

Kim Dong-kyun (I-99)



About smoking in HUFUS

Recently, I heard the news that smoking will not be allowed at public places in Scotland.

Those who violate the law will be made to pay a fine. However, the case is different in Korea. I don't like smoking.

In spite of this, I have to start everyday with the smell of smoking which is exuded by many smokers in the street. It is getting worse around the school. Many students enjoy smoking by the corridor window even though there is a sign that this is a non-smoking area. The cigarette smoke is blown to other students passing by the corridor.

Whenever I enter a classroom, I have to pass through the smell of cigarette smoke. Sometimes, I get a headache because of the cigarette smoke during class. However, most smokers don't seem to care about non-smokers. The School administration designated a smoking zone that is on the 6th floor of the library. The corridors of the buildings are not the places that students can

smoke, but smokers ignore it. Some smokers say that they have the right to smoke freely like non-smokers' right to breathe fresh air. I agree with that.

However, smoking is basically bad for health and smokers don't have the right to threaten other people's health. Please understand me that I am not saying smokers' right to smoke should be criticized or denied, but I think they should also respect non-smokers' right to breathe fresh air at least in school.

Therefore, smokers in school should observe the rule set by the school administration. Also, it is necessary for the students' association or school administration to take a stronger action about indoor smoking. Students who could place themselves in others' shoes are the students we long for.

Kim Sun-ja (E-02)

How to deal with problems of FLEX

Need more promotion and development of its system

By Anna
Reporter of Campus Section

B egun on May 1999, the first FLEX (Foreign Language EXamination) was not the test designed for students. The FLEX was first designed for business enterprises to be used as an officially approved examination. Primarily, the test involved types of questions related to business, which is different from that of TOEIC. Now, it is divided into two different types of tests: the business type and the student type. It is operated and managed by the Foreign Language Training and Testing Center (FLTTC) of HUFs.

At present, FLEX has little participants, and many HUFsans just think that it is an alternate way of filling credits. Beginning with the HUFsans who have entered the school in the year of 2004, all students must score at least 601 in FLEX, 700 in TOEIC, 200 in TOEFL to be eligible for graduation. However, it is doubtful that students will choose to take FLEX as their choice of English language certification.

In spite of the fact that the FLEX and TEPS have started almost at a similar period, the name value of FLEX is incredibly lower than that of TEPS. Let's look into the cause for this and find out what changes are needed for further improvement.

TEPS and FLEX start and present

TEPS and the FLEX was founded almost concurrently, but the TEPS far exceeds FLEX in external name-recognition. Fundamentally, the lack of funding and marketing support could be stated as a reason for the cause of this difference. The initial TEPS had the firm support of Chosun Ilbo (now separated). And TEPS had a formal official researcher to provide questions for examination, oversee, and to progress. It has been administered systematically during all this time.

On the other hand, the FLEX has depended on volunteer teachers of each language department and received poor facilities investment and managerial support.



Anna / The Argus

Materials to study for FLEX were released on march 2006.

Jang Tae-yuep, the professor of English Education, said, "Each language professor has invested much of his time and effort in the development of the FLEX, yet it still was not enough when I took charge of this test." It says much of the FLEX when the faculty had to be responsible not only for the making of questions and supervision, but also for the making of simple corrections such as numbering and drawing lines. This vividly holds up a true mirror to an imperfect managerial system.

Limitations of FLEX (External & Internal)

Enterprises such as Samsung and other major administrative offices of different states have adopted FLEX and reflect the score for promotion and dispatching the employees abroad. In addition, in 2005, FLEX concluded an agreement with The Korea Chamber of Commerce & Industry to run the business together. What all these fact say is that FLEX has a pretty good outlook in the future in terms of name recognition. However, for FLEX to increase the participation of the business world, its authenticity it needs to be receive approval

from various people in our society, just like TEPS. Then FLEX will have the authority to persuade enterprises to utilize the test when recruiting new employees.

Strangely, the recognition of FLEX is even lower in the HUFs campus in that the outside society. However, since the school has been trying to introduce FLEX as an English certification test for entrance examinations and a graduation examination at school, it is expected that name-recognition will be increased steadily on the campus. Nevertheless it cannot be assured that the students will choose FLEX for graduation examination instead of TOEIC or TOEFL. If more enterprises starts to introduce FLEX and confirm the authenticity of FLEX, then the name-recognition and authority will come along automatically on campus.

Finding development directions of FLEX

TOEFL is an examination with specific purposes for testing people who want to study abroad. Generally, most students study the TOEIC which evaluates international English communication abilities in business.

However, recently, TOEIC has been evaluated as useless in evaluating the actual language abilities of the testers and many other problems have also been pointed out. It can be said that FLEX is in a good position to take off. It is time for the student body to begin taking more interest in FLEX, and HUFs, expanding the usefulness of FLEX by making various efforts for the improvement of the testing process.

FLEX will become more systematic means of language evaluation from now on. Park Seung-hyun (FLTTC's faculty) said, "Currently, the professors who have bachelor's degree in each language give questions for the examination. Starting this year, more than 30 examiners will be selected. Moreover the database of questions will be constructed to improve on the qualities of questions at least by the end of this year."

Basically, the infrastructure like that of TOEIC, TOEFL, TEPS must be built by maintaining a pool of professional researchers, storing up questions and so on.

Further efforts needed

Jang Tae-yep remarked, "Now the FLEX system must constantly make more efforts to become the best English certifying examination within the country and need the firm support of all members on campus." Similar to tests such as the Spoken English Proficiency Test (SEPT) of Japan and College English Test (CET) of China, the FLEX have to secure its place as the standardized English certification test for Koreans.

Therefore FLEX, having the traditions and know-hows for oral evaluation of language, will be approved as an international English certification test in due course of time.

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Dating on Sunday

Steps to real actor



Kim Jeong-eun / The Argus

By Cha Hyun-jin
Reporter of Culture Section

M any singers and actors enter university easily thanks to their fame. However, Kim Ji-suk (GE-00), his real name is Kim Bo-suk, is different from those other actors. He studied very hard like other HUFsans in order to enter university. He is proud of HUFs and his major.

At our first meeting, he asked, "Did you have lunch? I didn't have a chance to eat yet." We went to the students' cafeteria in the Humanities Building and he told that he enjoys having lunch at school. "It is cheap and delicious." He does not look like a TV star. He said he was interested in language. He was good at English, and wanted to learn a second language. The pronunciation of the German language sounded attractive to him. That his father was working in the field of translation was another reason for him. When he had to choose a university and a major, he chose HUFs and German Education as his major.

In fact, when he entered HUFs, he was a singer already. He did not have time enough to enjoy campus life. When he was a freshman, he was a member of HUFs Dovy, a hiphop *dongari*, for six months. That was the extent of his extra-curricular activities. So, he had an unsatisfied feeling. He has also felt disadvantage in his profession compared to other student actors because HUFs is a special university that does not have artistic majors such as Theater, Film, or Dance. When he couldn't come to class, he tried to persuade the professor that he could do homework or report as a substitute. However, he experienced some difficulties because many professors did not like that. Despite some problems, he got enough grades for graduation and does not need to take summer semester courses.

As well as studying very hard, he is doing well in the entertainment world. His eyes became very bright when the conversation turned to his acting. "I think acting will be the only job throughout whole my life. And I want to be a real actor who is able to influence people. My acting is not to end up as simple passion. I want it to mean continuous self-improvement for me."

He said that he met many fine people who helped him become a good actor. He especially respects Ryu Seung-soo. Ryu gave him much advice about his acting. Acting is learning to wait, he said. It is identical to a Buddhist monk cultivating his moral sense. Kim wants to be experience various things in order to become an experienced actor. The actor Cha Seung-won who started as a model, took many roles in comic, action and historical movies. He also hopes that he will experience various roles like Cha Seung-won. Like other actors, he wants to resemble Sul Kyoung-gu, Song Gang-ho and Ahn Sung-ki. He has respect for Ahn Sung-ki particularly as a great actor and a HUFs alumnus.

"When I see their acting, I am satisfied with my choice. I have pride in my school. I used to say that I am a student of HUFs. I think my life in HUFs helps my performance. In April, I will go to my high school, Kyungbock High School, in order to teach students for one month. I will teach English and German. I would like to teach them some interesting classes. I will prepare more helpful materials for students in my class. My teaching practice will be a special experience for me. Even though I don't think I'll be a teacher, it will give help to me when I act the role of a teacher in a drama or movie."

In his interview, he showed his enthusiasm about both studying and acting. "I am so happy because I am doing my favorite thing." Now he is the main character in the morning drama, "I Want to Fall in Love." He is doing his best to become the best actor he can be.

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By Kim Jae-hyuk
Editorial Consultant

I t is difficult to find a "smile" in university politics as it is difficult to a pin in the grass. Politics are so bloody that many students go to school under considerable tension. The Imun campus is suffering from unseasonable fatigue concerning the ex-vice president of the General Student Council (GSC), Ong Il-hwan (E-97). The origin of confusion was that he was removed from the school register as of Mar. 9. As soon as the list of the expelled students was released, some presidents of collages including the Social Science College announced their position that the 40th GSC was automatically deprived of the capacity as a students' representative body. To make things worse, the fact that he had already known of his removal was revealed and a moral dispute over whether he had concealed his removal or not has been the heated issue among HUFsans.

Those kinds of arguments has been always in existence. The seriousness in this case lies in the fact that the arguments over a simple controversy have reached the level of slander. Even though we come in contact with the reports in the media about such abuses through mass media to the extent that we feel a kind of inertia about it, we cannot restrain the shock that such unreasonable affairs are being committed without any shame on campus. Especially, it is very undesirable situation in that the presidents of non-mainstream groups were the ones who allegedly disseminated stories that could be seen as character defamation.

We must search for a more constructive way to solve the "Ong Il-hwan Case." First, it is difficult for him to avoid some

blame for his removal. He is a student of HUFs, prior to being a managing staff of the GSC. No matter how difficult his situation was, he should haven't let his register be removed due to the accumulation of a scholastic warnings. On the contrary, he should have set an example for other students as the students' representative. And some presidents of the colleges must observe the rules of the GSC, and stop making false accusations. There are no rule that stipulates that the GSC body should resign when a vice president is absent from the member list. Many students only think that the opposite group which failed to win the election consecutively had an ulterior motive to hurt the reputation of the current GSC without never questioning the means they used. We suppose they have, of course,

their own sincere motives, which is to cherish and develop the reputation of our school. However, it is difficult for us to understand the methods they used to express their wishes. We also want to point out the fact that the two groups need to talk with an open mind. It was very

sorry sight to see that a representative who were denied a voice shouting during the students' representative conference. A dialogue table without any preconditions should be basically guaranteed in the sanctuary of learning.

Professor Park Chul has taken office formally as the new dean of HUFs and the atmosphere of the school is changing toward a positive direction. The actions of some students which to discourages HUFsans from taking this cheerful direction should be criticized. It is requested that the executives of the student council serve our school so that students may laugh as much as they like.

dreameo@hufs.ac.kr

"Art nouveau of prague" in HUFs

O n 2006 March during 20 to 24, the Department of Czech in the Wangsan campus opened an exhibition at Student Center gallery. The name of the exhibition supported by both the College of Central and East European Studies and the Czech Embassy. The Art Nouveau of Prague presented the art of Eastern Europe and the style of architecture in the early part of the 20th century. This event was first opened and was shown again in the HUFs campus.

You Hyoung-suk (CS-02) the student representative of the Czech Department said "The Department of Czech hold a photograph and picture exhibition, or a concert once a semester. We are all working hard to make this event a memorable one." Since 2004, the Department of Czech have organized these events systematically, working with Masterpiece(the Classic

performance *dongari*) and sending out an invitation to the Czech Embassy. He continued, "We have more plan in development to make this event a bigger one."



Anna / The Argus

By Anna / The Argus



Anna / The Argus

Last March 17, Yun Gang-ro(H-77), who is the president of KR Futures, endowed a scholarship. This scholarship was given to three students in each campus. Mr. Yun has donated total 1.6billion won until now and he is one of the most donors in HUFs.

Slight Peeking

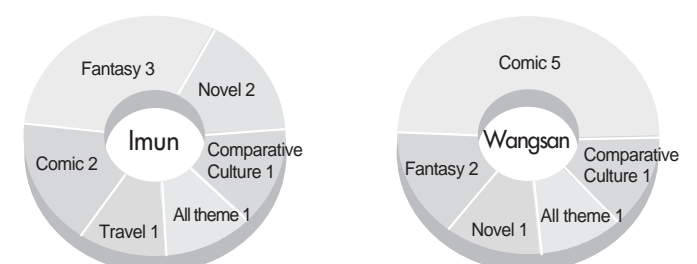
Popular books in HUFs library

Q: What are the top five books borrowed by HUFsSan during last semester?
A:

<Imun library>			
Title	Frequency	Author	Genre
1 Harry Porter Series (Kor)	352	Rowling, J.K	Novel
2 Curious Series	314	-	Travel
3 Toemarak	210	Lee Woo-hyuk	Fantasy
4 Salim Knowledge Collection	175	-	All theme
5 A bird drinking blood	170	Lee Young-do	Fantasy

<Wangsan library>			
Title	Frequency	Author	Genre
1 Harry Porter Series (Kor)	244	Rowling, J.K	Novel
2 Salim Knowledge Collection	228	-	All theme
3 Sippalsaryak Eighteen History Strategies	207	Ko Woo-young	Comic
4 Mookhyang Smell of India ink	207	Jun Dong-jo	Fantasy
5 Sohoji	177	Ko Woo-young	Comic

Q2: Which kind of genres do HUFsSans read (top 10)?
A2:



Aspects of unique language

HUFS has a wide range of foreign language departments. Let's look into present condition and meet graduates and undergraduates showing off their unique linguistic ability. ...ed.

Imun

There are seven language departments called minor language faculties. Each department has special characters. This article is going to focus attention on what they have.

Turkish is spoken not only in Turkey but also Central Asia which had been under the control of the Ottoman Empire for centuries. The 50th anniversary of amity between South Korea and Turkey will be held next year. Students of Turkish Department can get 35 credits for a year in authorized universities. Turkish would be a more important language than ever if Turkey became the member of the European Union.

Department of vietnamese which is going to hold the 40th anniversary of establishment this year, has been popular since the amity between Vietnam and Korea. The effectuation of trade agreement between USA and Vietnam in 2001 has also given this faculty many advantages. Korea is making a good import and export partnership with Vietnam and ranked 4th as its investor. Therefore, many businesses want to employ the Vietnamese-majoring students specially and the rate of employment for them is nearly 100%.

Thailand language is used in Thailand and Laos. Especially, Thailand is Buddhism country, and its culture would

be familiar with Koreans. As the importance of the language has increased, graduates of this department are getting attractive offers. In 2005, Immigration Bureau in the Ministry of Justice employed 13 graduates specially. In addition, graduates have the potential to be employed in Thai Airways International, Royal Thai Embassy in Korea and enterprises which have branch offices in Thailand.

The Malay and Indonesian language is spoken in Indonesia, which is a suzerain state of ASEAN, Malaysia, Singapore and Brunei and ranked fifth language in the world. Of thousand graduates, five hundred had experiences of working in the major language-spoken area and now two hundred is active in there. With the potential power, so many recommendations is pouring from plenty of firms even though the rate of employment from others has decreased for several years.

Iranian, called Persian, is an official language of Iran, Afghanistan and Tadjikistan. This department reached an educational agreement with Tehran National University in 1992 so that language training has been made once a year under the fund of Iranian government. Especially, the students are planning to explore the Persian culture with the help of Iran's state-run airline to mark the 30th anniversary of the foundation.

Scandinavian language is used in Denmark, Norway and Sweden which is located in Scandinavian peninsula. The professors and students has gone to those countries through the educational agreement with Malardalens university. Each Ambassador from Sweden, Norway and Denmark visits our classrooms once a semester to give a lecture on relationships among them and the prospect.

The Netherlands have a remarkable power of marine transportation, mathematical engineering, agricultural industry, and Dutch is one of the official languages in European Union. That reflects the importance of this language. Especially, the Department of Netherlands of HUFS is the only national institute to teach literature, politics, economy and history about this country for four years and foster the region expert on it. Recently, Dutch firms and organizations has been likely to employ the Dutch-majoring students as the demand of specialist has increased.

Even though these departments are having difficulties, these has many special advantages which other faculties can not have. If they develop continually to use minor language effectively, there will more potential found than expected.

Wangsan

In HUFS, there are lots of language departments which other universities don't have. However, students show little concern towards these unfamiliar language majors. Nevertheless, since many Korean firms are recently going abroad to all sorts of underdeveloped places over the globe, the demand for people trained in special languages will increase. Let's look into the future aspect and the affirmative prospects of the special language departments limited in the Wangsan campus.

Department of African language is unique in Korea, and students study three languages mostly. Those are Swahili, Hausa and Zulu. Recently, as many construction companies are making inroads actively into the developing countries, we are setting our eyes on this department with an optimistic future aspect.

There is one department that became an issue because of that country's President's visit. That is the department of Rumanian. The President of Rumania dropped by in HUFS when he was visiting Korea last winter, and he invited students of the Rumanian department to his country. So students are planning to visit Rumania in this summer for both sightseeing and training.

In case of the Czech department, it is one of the most promising departments in trade business. The current Korea-Czech trade business that has become more serious after the conversion of national structural change has hit the top in 1996. Also it is on an increasing trend after 1999 by expansion of exports. Like this, it has a fine view by active exchange with that country.

Polish department has a pride of high proportion of exchange students. The number of the number of students in a year reached as many as 20 students. After the World Cup held in 2002, large enterprises like SK Chemical and LG Philips are targeting the market of Poland. Moreover, as Poland became a member of the European Union (EU), this nation is in the spotlight of many company located in Asia.

Department of Yugoslavijan changed its title to Serbian and Croatian Studies. Students are studying Serbian which was a language of great part of former Yugoslavijan and Croatian in detail. This department is unique in Asia, so it is one of the departments with a strong potential nowadays.

Last year on March, the Prime Minister of Hungary, Gyurcsany Ferenc has made an official visit to HUFS for the first time when visiting Korea. At that time, there was a ceremony for conferment of honor doctorate? to him. Also he received the honorary citizens of Seoul award. Ten

years ago, lots of large enterprises like Samsung, LG, and Hanhwa company were branching out to Hungary. Moreover, like Samsung as well as Hankuk Tire Co., lots of companies are finding a large market in this nation.

Other than those mentioned above, there are two new departments that are established in 2004. Those are the department of Greek & Balkan language and the department of Central Asian languages. In the Greek & Balkan language department, students are learning not only Greek but also Bulgarian. Compared to other departments, there are many foreigners as professors. It is unique in Asia, and due to the fact that there are lots of nation using Greek and Bulgarian in the Balkan peninsula, students majoring in this languages are having a privilege scarcity.

Central Asian language department is also unique in Asia. This department scores a high proportion of exchange students compared to other majors, and development in such exchange programs seem to be in rapid growth.

As you can see, numerous companies are making inroads into the global market. Thus, students majoring specific languages mentioned above are having value of rarity. Accordingly, this requires more attention towards these majors and constructive support by the university.

HUFSan, bridge to the world



I was born in Thailand, my parents are both Korean, they met in Thailand. I went to a local school, not an international school, and actually, I didn't use Korean much in Thailand. So, when I entered HUFS I learned more Korean, my colleagues studied Thai in Korean in class, reversely, I studied from Thai to Korean. And I learned more Thai words that I have never used before.

Related Thai language, I translated many documents and I interpreted for K-1 players from Thailand.

Many people think Thailand as "country of smile," and I hope I can work to bring a friendlier relationship between Korea and Thailand.

Lee Su-zi(05) in Department of Thailand



I studied hard when I was a freshman and a sophomore. And it allowed me to attend a Slovakian University for six months on an exchange scholarship program.

Currently, I work as an interpreter once or twice a year. In Korea, there are not many people who can speak say Serbian and Croatian. So the students of South Slavic Studies in HUFS can work as student interpreters.

Last week on March 14, I worked as an interpreter at the Fiber Export Exhibitions which is sponsored by the Korea Trade-Investment Promotion Agency (KOTRA). Dozens of business enterprises from Yugoslavia, Slovakia, Serbia, Croatia, Turkey and Greece participated in this exhibition. The largest part of my job as an interpreters involves counseling buyers. The experience was so valuable because through talking to the native businessmen, I learned a lot of things.

Serbian is similar to Croatian language, so we usually learn Serbian for grammar and Croatian for conversational use of the language. We could use Serbian and Croatian in few countries without any impartiality.

During this conference, five students from South Slavic Studies took charge of Serbia, Croatia, Slovenia, Macedonia, and Montenegro.

I am not sure if I would be doing this work in the future. But I think that there will be more and more opportunities because the countries using Serbian and Croatian are ready to convert to capitalism and open their markets.

Chung Tae-seung(00) in Department of South Slavic Studies



I lived in Malaysia from 5 years old to 15 years old and I spoke in English and Malaysian. My parents are living in Malaysia and I came to study at university in Korea.

My memorable part-time job was serving at an Indonesian restaurant in Itaewon. I was delighted to meet many people from around Malaysia. I also worked as a guide for the tourists from that country.

Perhaps, to many Koreans, Malay-Indonesian language is strange but, it is used among countries like Indonesia, Malaysia, Singapore, and Thailand. A big population use this language. I hope to work in a field related to this language and I'd like to live in Malaysia if I get the chance to.

Kim Bum-suk(00) in Department of Malaysia



I applied for this position when Anycall, a branch of the Samsung company sponsored this event. I have been interested in sports for a long time, so when I applied for the event, I expressed my personal opinions on the Olympics and my concerns for Greece as a student of Greek & Balkan Languages. I think that being a student of Greek & Balkan had a lot to do with on my being selected for this position.

It was a trip of my dreams. I represented Korea and stood there with the people all around the world participating in the sacred-torch relay ceremony.

Then I became interested in Greece more than ever before and found the pride of HUFS. My long term dream is to facilitate the interchange program among the schools in Greece and Korea.

Kang Sun-young (04) in Department of Greek & Balkan Languages



Now, I am learning Kazakhstani, an uncommon language that differs from English, Japanese and Chinese. After I entered HUFS, I learned Kazakhstani during the first semester and went to Kazakhstan through summer vacations.

Through five weeks, I took a language course. The classes were in the morning at Kazak national university. In the afternoon, I visited famous places in Kazakhstan with professors who accompanied us from HUFS and senior of HUFS in-the-field.

Kazakhstan, which has a small population for its ninth-largest territory in the world, is a land locked country. Buildings and streets are quite big when compared to Korea's. Though we were foreigners there, Kazak people gave us warm greetings everywhere, which made us feel at home.

During five weeks, I had opportunities to be in contact with seniors of HUFS who were taking an active part each, in their fields. Meeting them made me feel proud of myself that I am a HUFSan. One of them were the Korean ambassador to Kazakhstan. It was a real honor to meet him. We were invited to dinner and the ambassador gave us, students, useful advices. He told us to "Be a person who sticks to the principles." Five weeks was definitely not enough to know Kazak and Kazakhstan. However, the time at Kazakhstan gave me the motivation to open my way to the future. Kazakhstan is a land that has boundless potentialities. I felt that I should study Kazak and Kazakhstan more seriously. I hope I can work on acquainting the world with Kazakhstan and its people.

Lee Jin-hyeol(05) in Department of Central Asian Languages



When I was applying for the university, I was especially interested in HUFS. I looked through each webpage of language department, and liked countries in Scandinavian.

Like other minority language department, there are few private institute outside campus. Only in HUFS, I can learn Swedish, so I studied hard during class. And my hidden secret is to hang out with exchange students from Sweden. This is a big merit of HUFS, but many HUFSans hesitate to break the ice.

I learned how to converse in Swedish from that time. When I finished my third semester, I went to Sweden for missionary work through YWAM for six months. After coming back, I did a range of part-time jobs, I worked as an interpreter for 2005 MBC World Youth(U-13) Football Tournament. And many television programs needed translation, because there were frequent broadcasting programs needed translation.

Anyway, I think my language is like the "blue ocean" of language and it works as my merit. I'm proud of my major.

Jung Hyun-ki(03) in Department of Swedish

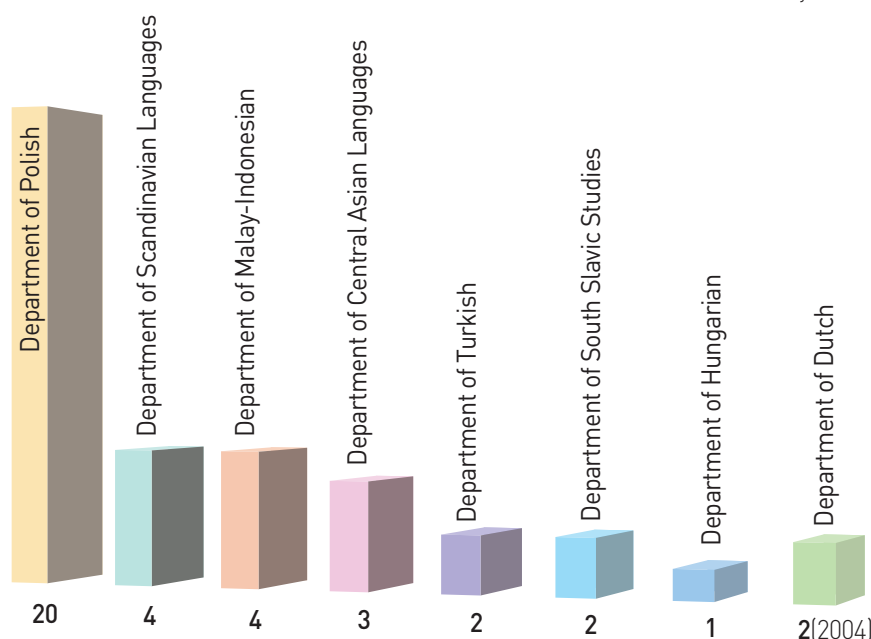
department

◎ Dictionary for various language in HUFS

Title	Year of Publication	The Number of Issue
Indonesian-Korean	1995	12,000
Vietnamese-Korean	2000	8,000
Thailand-Korean	1994	7,000
Turkish-Korean	1998	6,000
Dutch-Korean	1996	2,000
Swedish-Korean	1996	2,000
Polish-Korean	2002	2,000
Swahili-Korean	1999	2,000
Hungarian-Korean	2000	2,500
Rumanian-Korean	2006	1,500
Serbian-Korean	2006, Dec[expected]	
Czech-Korean	2006, Dec[expected]	
Malayan-Korean	2007[expected]	
Greek-Korean	long-term project unfixed publication	
Central Asian-Korean	long-term project unfixed publication	
Arabic-Korean	long-term project unfixed publication	

◎ The Number of exchange students among 17 language departments

from HUFS to each country (2005 data)



Exchange students can get the maximum of 35 credits in a year. Students in other language departments which don't have exchange students program can get about 3 credits during vacation (It is subjected to each department)

◎ The Number of Korean and foreign professors in each department

not counted lecturers (1st semester in 2006)

Department	Korean Professor	Foreign Professor
Department of Dutch	3	2
Department of Scandinavian Languages	3	2
Department of Malay-Indonesian	6	2
Department of Thai	3	1
Department of Vietnamese	3	2
Department of Turkish	2	1
Department of Persian	3	0
Department of Polish	2	2
Department of Romanian	3	1
Department of Czech	3	2
Department of Hungarian	3	2
Department of South Slavic Studies	3	2
Department of Greek & Balkan Languages	2	2
Department of African Languages	4	1
Department of Central Asian Languages	1	1

Real foreign specialist of HUFS alumni

Lee Hee-chul (73) in Department of Turkish

The Turkish Department was established in 1972 and accepted students the year after for the first time. Lee Hee-chul (TU-73) was a pioneer of Turkish. He chose the major with a vision for the new market. However, surroundings at that time were so poor that he couldn't concentrate on studying Turkish. After graduation, he still had a lingering desire for the major. It took him to Turkey for further study in graduate school, and he obtained master's degree and doctor's degree in international relation. He said, "The most distinguished character of our school is to offer chances to study newly introduced languages. There are merits and demerits. The blue ocean has lots of uncovered areas you can find, but it also brings risks to put everything into it. So, students need to study much harder than well-known foreign languages." Then, he entered the Ministry of Foreign Affairs and Trade (MOFAT). Now he is the director of Diplomatic Archives Division whose duty is to discuss and judge whether undisclosed diplomatic documents with no less than 30

years can be released to the public. From 2002 to 2004, he served as a counselor of the Korean Embassy in Turkey. Thanks to his major, he could easily understand history, culture, and society. He likes the following sentence very much. "On the edge of the ravine that's where you can find the most beautiful flower." He insisted, "I hope HUFSan to have such a strong challenging mind. Once you overcome a hardship, you will be able to find your own flower." About 250 million people in the world are using Turkish such as Azerbaijan, Kazakhstan, etc. It's still an emerging market. And he advised, "Students regard foreign language itself as a goal, but language isn't everything. You have to use it as a tool to achieve another goal."



Yu Sun-bee (98), Choi Yong-ki (98) in Department of Czech

Yu Sun-bee (CS-98)
She majored in Czech. Right now, she is a student of graduated school of Charles University, a national university in the Czech Republic. Besides studying Czech language, she used to do some works with translation and interpretation. Until now, she worked for politicians and economists as a translator with an embassy. When Goh Kun, the Prime Minister of Korea, went to Czech, she interpreted for him. And she currently she is taking a part in translating a book which introduces young writers of Czech.

Choi Yong-ki (CS-98)
He majored in Czech, and he is living in Czech. He is working for a company and his job is to manage Plant System plant, physical distribution, and consulting program in Czech. In 1994, He came to Czech to learn the language, but at first sight, he falls in love with its charmingness. He got married to a Czech woman, in Czech. He thanks HUFS and the professors of his major for teaching him about this side of the world.



Choi Jong-jin (89) in Department of Persian

Choi Jong-jin (IR-89), a resident businessman in Iran, would be a good example of someone who utilized his major well. He could meet foreign cultures in high school specialized in foreign languages. With remembrance of the Persian Empire, he selected Persian Department without any hesitation. He said, "I've never regretted about my decision, because I wanted to major in unique language." After completing military duty, he went to Iran for one year to take language course supported by the Ministry of Education. "The one-year course motivated me, and I could learn about Iranian society, history, culture as well as their language," said him. He showed his ability by volunteering. In 1996, he translated for Iranian soccer team in Asian Youth Football Championship (U-19). Also, he helped some Iranian friends who came to Korea to make money. He said, "My friends were exploited by a company owner, but they didn't get enough money for illegal staying. My help didn't work. I was frustrated." After graduation, he was hired by LG Electronics and worked as video

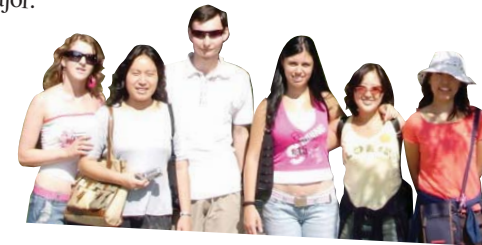
export team targeting the Middle East and Western Africa market. In 2002, he found an opening at POSCO Engineering & Construction for people who can reside in Iran. The company recruited and sent him to Iran that year. His duty was to take over new projects and support Esfaha Steel Company (ESSO) construction project. He likes Iran so much that he got married to an Iranian woman. Iran opened him up a new way. He is very proud of his major, Iranian. He advised by saying, "Even if Iran is in difficult situation for nuclear issue these days, Korean companies are increasing their investment on Iran. I'd like to recommend my juniors to study not only the Iranian language but also its history and culture. It would come in handy later."



Kim Eun-hye (01) in Department of South Slavic Studies

She majored in Serbian and Croatian Studies as an undergraduate, and currently she is studying the same major at the graduated school. When in school, she used to work as a translator as often as she gets the chance. There, she learned not only the language but also the culture, history and the politics of Serbia and Montenegro. She had been to Serbia and Croatia. In 2002, she went to Serbia and studied at Novi Sad University for four weeks. In 2005, she went to Croatia in order to participate in an international seminar in Macedonia. She wants to work for a trade company which deals with Serbia, Croatia, Macedonia and East European countries. Especially, in 2009 Macedonia tried to join the EU. Like

so, she believes that Korea and East European countries will be in friendly relations soon. She wants to help building this relationship using her major.



Imun

Let's get started by finding out several problems that only the departments of unique languages have now. It is first proposed that many students of those departments have been not highly motivated in their studies. Actually most of the freshmen have blindly entered the department of minor languages, following their own test scores without considering their personal aptitudes. They are also unfamiliar with minor languages that most of them did not study in high school. These negative conditions involving the relative poor educational infrastructure have decreased the students motivation for some years. So they are rapidly stepping into the world of other departments, putting their original majors on the shelf, by registering for some practical courses.

However, there are some voices that criticize the professors of the individual departments for their fixed way of thinking. That problem is largely due to limitedness of appointment resources. The number of the professors is usually over ten in the departments of major languages such as the department of Chinese. A large faculty naturally results in competition among them, which directly means higher quality classes. The limited number of the professors of the minor language departments might be their inherent weakness, but there is no doubt that the students are those who suffer the losses in comparison with the others. Going into the details, most departments with the exception of the department of Turkish and Scandinavian have yet to fully develop the exchange student program. Korean-Thailand, Iran dictionaries have not been published in Korea, so the

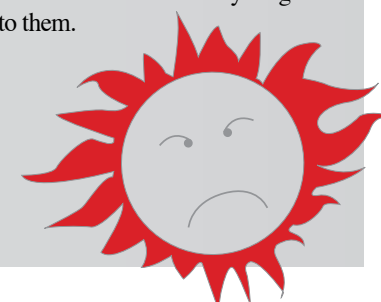
students in those departments have to put up with considerable inconvenience. Students of the Department of Persian have sometimes prevented from travelling to the country because of the unstable political situation. To overcome these difficulties, the dominant opinion is that all the students and the professors must work together to enhance the situation. That is, students should try to make the most use of their majors, and professors should try to get closer to the students and pay more attention to their difficulties. The school authorities also need to do everything in their power to help the students to develop themselves thus providing a win-win situation for everyone involved.

Wangsan

Departments of unique languages in HUFS are the core of our university and have great merits so they need wider support and more concern than any other departments. The Department of Greek & Balkan Languages, the Department of Polish, of Romanian, of Czech, of Hungarian, of South Slavic Studies, of African Languages, of Central Asian Languages are only established in the Wangsan campus. They have a scarcity value and infinite potential value. Let's take a look at the negative side and improvements to develop them. Among departments of minor languages, there are departments having interchange students more than other departments like Department of Polish. However, departments do not establish

the system of interchange student such as Department of Greek & Balkan Languages and of Romanian. That is because the system of exchange between schools has not been arranged. These departments have had opportunities during the summer vacations through summer school. The officials of HUFS have to hurry up to solve these problems. The departments of unique languages use teaching materials by binding books or written directly by professors. Providing various teaching materials would be the way to support students. In addition, there are not minor languages-Korean and Korean-minor languages dictionary in several departments of minor languages so they use minor languages-English dictionary. It takes students too much time to study. The solution to lack of dictionary is to publish as quickly as possible. HUFS must take care of these

departments of minor languages. Especially, Department of Central Asian Languages and of Greek & Balkan Languages these two departments were established newly on 2004 and in progress step to make their traditions. In other departments case, they have many academics and play academic performance at once periodically. Department of Greek & Balkan Languages made academic performance last year but they were insufficient materials about culture of that country. So it was difficult to revitalize their academy. The officials should find the way to give supports to them.



Yet another inequity revealed in media

What the handicapped want is no discrimination, not a donation

By Kim Jeong-eun
Reporter of National Section

The Torino 2006 Olympic Games finished brilliantly. Each broadcasting system was devoted entirely to relay the winning scene during that period. But whenever the International Paralympic Olympic Games was held, they behaved nearly indifferent to the event in contrast to the formal games. Nowadays, the International Paralympic Olympic Games is being degenerated into only a festival of their own.

It is not this fact alone that become an issue from the media. The proportion of programming for the handicapped in 2005 was no more than 39%, in spite of Korean Broadcasting System (KBS 1TV). Likewise, KBS 2TV was only 29%, MBC was 37.5%, and SBS was 37.8%. This comes short of the standard compared with more than 80% in advanced nations. It is necessary to improve programs not only quantitatively also qualitatively.

Illumination was only temporal

Last February, the Digital Multimedia Broadcasting (DMB) program of terrestrial broadcasting was started with the afternoon program of the country's main television stations. But, even though the original plan was to ensure the promotion of welfare for physically challenged by providing more Description Video System (DVS), it was being left off with re-broadcasts of soap operas or other entertainment programs. According to the statistical data announced last January, the program rating of afternoon was only 2.3% (KBS2), 2.1% (KBS1) and 2.0% (MBC). On the other hand, it was up to 60% in case of entertainment programs. It is incurring a censure here in making secondary broadcasts only.

Moreover, the programs considered for disabled person's advantage or about handicapped person's story are only broadcasted on special days like National Day of Disabled Persons.

Discriminating by making a hero of the disabled

It is not this quantitative aspect alone that caused the problem. Lots of programs are attaching weight to sad stories that bring tears to viewer's eyes displaying the disabled as people who need to be sheltered or pitied. That is, they have a tendency to appeal to only paternalism. Furthermore, programs which



www.donga.com

Anchors are reporting news with sign language.

overemphasize their dramatic lives are increasing. These programs could estrange them conversely, by making viewers biased against disorders.

According to chief of The Handicapped Weekly Korea, a newspaper for welfare of the disabled, the most serious problem with the above mentioned programs is the exclusion of "people" when the purpose of the programs is supposed to be all about "people." The question should be approached by being aware of human rights of the handicapped. But, approaching the problem with a shallow understanding of the handicapped, such as thinking that what they need is just some extension of SOC or other forms of social generosity, does not meet their real needs nor does it fulfill the purpose of informing the public of reality.

According to a statistical research conducted by Korea Differently Abled Federation in which 464 handicapped persons participated last September, people who said that information about disabled people is limited in television broadcasting was estimated at almost 70%. Also the participants that said the image of the disabled is favorable on media were only 17.1%, and this is a half of 40.3% who said that the image created was generally negative.

Constant efforts needed for access to information

It is necessary to adjust the time periods of the programs which is being produced on afternoons to make them more accessible, and make it a fixed time. Also, it is efficient to make the best use of approachable media such as internet or cable channels. Recently, the Korea Differently Abled Federation submitted a statement about changing the radio channel related to the disabled. They insisted that recent radio programs transmitted in AM 639KHz is only receivable in certain regions, so it should be converted to FM 92.5MHz. Their proposal is currently going through a discussion.

In addition, Description Video System (DVS) or chirology broadcast should be increased for blind or hearing-impaired persons. In case of America, such programs are occupying more than 70% in terrestrial broadcasting. Furthermore, CNN is offering all programs with subtitles.

In addition, not only the direct monitoring of the handicapped about such programs is a concern, but their participation in the actual producing procedure is needed. In this way, broadcasting can reflect their lives more accurately. These issues are connected with public access, meaning that a change in the existing

passive consumers to active participant as producers would bring on a change critical to media awareness.

Additionally, it is not only the broadcasting that is a problem. There is a newspaper which represents the disabled called The Handicapped Weekly Korea, founded in 1989, with the motto "by the disabled" eyes, by the disabled' body."

"We get frustrated when we ascertain the truth of policies which are not based on any ideology nor philosophy," An Hee-jin, the chief of The Handicapped Weekly Korea said. Moreover, the financial difficulties descending from the first impractical publication 18 years ago with only the passion of a few youths is another example of discouragement. Right now is the time when governmental support for press of such special interests is drastically needed.

Inducing public consciousness by conveying right messages

Problems about the program for second class citizens have been raised constantly. The thing which they want is not a donation or deep sympathy from the public, but a radical change of people's understanding towards them.

It is wrong following the program which regards the disorder as something that should be overcome and the disabled as people who need pity and help. Programs should be produced with the aim to reform distorted views facing handicapped persons. For this, it is necessary to capture their concerns constantly and to consider whether the change would contribute to improving the social perception or not.

Ideal role of media for the disabled

According to the special report of United Nations (UN), handicapped people are expressed as "the ones who are poorer than the poorest, and more alienated than the most alienated."

The influence of press is considerable. Increasing programs for the disabled and establishing the right which guarantee their public access will not only improve the level of welfare but it also will contribute to the unification of society. The media should work as rightful messengers by removing prejudice about the disabled. Furthermore, they must endeavor to convince the public to have a correct understanding of these people.

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World gathered for anti-war

On March 19, the rally to censure of aggressive war to Iraq was held all around the world. There was an anti-war demonstration with more 1,000 peoples in Seoul Station square. On that day, anti-globalization activists shouted to stop illegal war and demanded to withdraw dispatched troop worldwide including Baghdad, Istanbul, Barcelona, etc.

In spite of the cold weather, the big crowd including university students, movie directors and politicians from across the country also participated in antiwar movement. Participants cried out to stop the war and withdraw troops with various pickets saying "Inactivate Zaitun Unit," "Provide medical supplies for Iraq, not military force."

Strong criticism on Roh Moo-hyun administration admitted illegal occupation of the U.S. was continued also. Oh Jong-ryul, the representative of Korean People's Action against Dispatch of Troops to Iraq, said, "There's no reason for Zaitun Unit to be in Iraqi war. We should send the president Bush to the criminal court and take away Korean youth from the unreasonable war."

The protest drew public attention due to participation of movie-related people who actively object to amended screen quota. Byun Yeong-joo, the movie director of "The Murmuring (1995)," said, "Young movie stars and directors know well that FTA will be a disaster to low-income group and farmers. That is why we are against revised screen quota. We will be together to the end."

It lasted about 2 hours and they marched through the street from the square to Kwanghwamun for an hour.

By Kim Jeong-eun / The Argus



Participants are protesting against the war.



Think of environment starting from the forest

By Kim Jeong-eun
Reporter of National Section

According to a research company, there were more children participating in the forest experience than college students last summer. Because, it is uncommon for the collegians to invest their time to protect the environment before preparing themselves for the problems right ahead of them, including the employment and means of living.

Greeting the Arbor Day in April 5, let's look into the reality of our forest and meet a volunteer who is taking part in The Youth Forest.

Recently, forests in our country are threatened by natural disasters as well as by development according to the industrialization and urbanization. Lots of nations produced such results by industrialization. Nevertheless, some advanced nations, like Germany, where it is famous for their dark forest revived by the government and residents, are setting an example to the world.

There is one organization consists of university students that is actively involved in various fields of protecting forests. It is The Youth Forest, a part of the Forest for Life. This organization is consisted of youths who are serious about the environmental problem of the forests and are willing to solve it by starting from their campuses and spreading out into the whole world. Participants are endeavoring to arouse the interest of the public by putting on some colorful events.

Last month, The Youth Forest had a tree-offering event, which is, as it is comprehensible by the name, giving out trees to local citizens. The reporter met the promoter of this event Bang Ae-rim, a student of English literature at Kukmin University.

Her first impression was "busy." It was due to the preparation of an event coming up a week later. She became a part of the organization when she participated in the 2004 Work Camp. She was interested in forests for some time as she once applied for the Forest Resources major at a university. Then, she was fascinated by the Work Camp



Cha Hyun-jin / The Argus

Volunteers are giving out seedlings to the citizens.

and became a regular member of this group.

As the reporter requested for an introduction of The Youth Forest, she spoke out briefly. "The Youth Forest, compared to other voluntary organizations, has the atmosphere more free in activities. If one of the members has an idea about an event, it could be realized after going through the planning meeting." In case of the picnic project which has been continued until now, it has been started from one volunteer's project who desired to show beautiful forest for the disabled and orphans.

As the reporter asked about the best moment working at the Youth Forest, she said that it was the "sharing firewood event." "I've participated in it as a volunteer in both 2004, 2005. It was so hard to carry a lot of firewood, but when I heard a warm applause from a senior citizen saying, 'How can such little hands do such work so hard? Thank you so much.' I felt joy and forgot the pain. Most college students who have volunteered at that time probably felt the same blessedness."

She said that the hardest times were when the meetings, not when they carried the trees. "It is very fretting to have a meeting all

night. We had a New Year's meeting for 14 hours. We suffered spiritually as well as physically because we had to discuss about the new projects we are planning on doing this year."

The Youth Forest was organized in September, 2003 and has been gradually growing still. There are about 36 students of three sessions. Because of its short span of period, they have no clear and specific system constructed yet. "The fact that we don't have a well constructed system does have a positive aspect, for example, the freeness of the activity range. But the downside is that we have to start everything over from scratch every year. So I hope there will be lots of regular events such as Work Camp or the class for experiencing forests."

The reporter also asked about her thoughts on our forests. "I think Korean companies don't consider the environment during construction. It is possible to build eco-friendly, but they do it thoughtlessly and damage the forest in most cases. I once have visited Yosemite National Park of the United States. That place was preserved so well in contrast to our country. That park restricts cooking. What is more, the toilet was not a

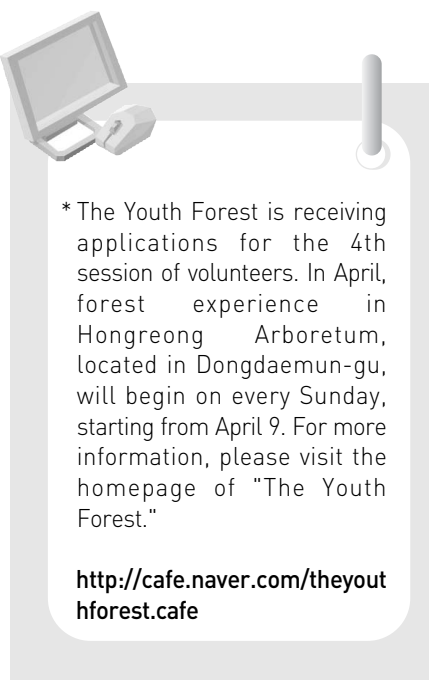
flush toilet."

She said to HUFSSans. "It is possible to preserve forest from trivial practices such as saving wastepaper or synthetic detergent. I wish all HUFSSans would think about the environment in everything they do. And please do take a part in The Youth Forest without hesitation if you are interested in forest protection."

The event "Sharing Trees" was held as a part of the campaign "Plant my own tree" in Seoul Forest on March 31 and at Everland on April 1. Members of The Youth Forest distributed each tree to citizens to allure their interests to forest. In addition, various events like pine tree planting, pine tree foodstuffs, and performances took place. The importance of forest felt more familiar while having a chat with other volunteers about the beauty.

Forest should be preserved as it is. It is foolish to restore it to the original state after injuring the forests by using it for human benefit. I hope there would be more HUFSSans who are willing to dive into the society with The Youth Forest as their first step.

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* The Youth Forest is receiving applications for the 4th session of volunteers. In April, forest experience in Hongreong Arboretum, located in Dongdaemun-gu, will begin on every Sunday, starting from April 9. For more information, please visit the homepage of "The Youth Forest."

<http://cafe.naver.com/theyouthhforest.cafe>

Undeserved present for WBC player

By Park Min-sik
Editorial Consultant

The Ministry of National Defense (MND) decided to exempt some baseball players from two-year military services, thanks to surprising result of the World Baseball Classic (WBC). It is undeniable that Korean national baseball team did an outstanding job and made people very happy. However, the controversial decision is wrong and it needs to be retracted due to following reasons.

First of all, it is illegal under the present military service law. The Olympic games medalists, the Asian game gold medalists and the World Cup soccer players who made to the 1st round tournament are the only eligibles to get preferential treatment. The law doesn't cover the WBC, which is not an official competition with authority but just an event to attract baseball fans. International Baseball Federation (IBAF) holds official Baseball World Cup every two years. Therefore, newly formed competition, an event designed to provide a platform that will increase worldwide exposure of the baseball game and further promote grassroots development in traditional and non-traditional baseball nations, is just an epigone. It means that nothing can justify the hasty determination.

Also, it caused the equity matter against other sports events, non-sports field, and ordinary people. Although some amateur players in non-popular events gained gold medals in world championships, nothing has changed. For example, Lee Ok-sung, an amateur boxer who won a gold medal in 2005 World Boxing Championship for the first time since 1986, weren't offered any benefit regarding military service, but his enlistment was postponed for Asian Game

this year. He will not be getting the preferential treatment unless he comes in first place.

Furthermore, it brings up a question why only the sports have exemption privileges. Notable persons in other fields such as science, economy, etc. could have objection. Actually, there are exemption proposals at the National Defense Committee concerning 20,000 people including professional gamers and bio-technology researchers. Some lawmakers insist that even Hanryu stars

deserve the exemption from the military service, too. Generous atmosphere in admitting exception of military service law would create a incongruity against common civilians. Everyone is supposed to be equal under the law. Once the standard is destroyed, the law loses its power.

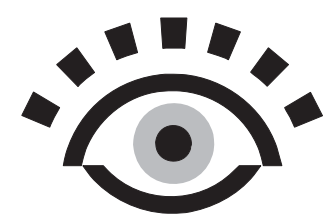
Therefore, the MND must set up reasonable

guidelines on preferential treatment through negotiation with concerned parties. In other words, the regulation should be clearly defined to whom and to which level of international competition it will be applied. And once fixed, it won't be changed or revised by variable public opinions at all.

As noticed in the World Cup and the Olympic games, it's very easy for everyone to be excited by sports since it has absorption power. For that reason, some politicians misuse it. For instance, former president Chun Doo-hwan established professional baseball league to pacify people's complaints and dissatisfactions. It reflects how much effect sports have on people. However, national policy shouldn't be entangled by this magical power, because it must have consistency.

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The Eye



Time to revisit Chomsky's theory

Various different point of view has been arised

By Lee Jin-woo

Associate Editor of Theory & Critique Section

The people who study the science of language tend to look up to Chomsky as the most prominent genius and distinguished linguist without any doubt. However, they do not know much about the weak points of his theories and the criticism on them. Therefore, the necessity of taking a look at both sides is important for those who wish to fully understand his theories.

Who is Chomsky?

Abram Noam Chomsky, who is called the father of linguistic renovation, is the originator of transformational generative grammar. He is the son of W. Chomsky, who was a researcher of medieval linguistics. He learned structural linguistics from the University of Pennsylvania and achieved a Bachelor's, Master's and Doctoral degree in Language Science there.

The title of his Doctoral degree was Logical Structure of Linguistic Theory. He achieved this degree while he was attending Harvard University from 1951 to 1955. He was the professor of department of linguistics in MIT since 1955 and developed his own theory systematically based on Logical Structure of Linguistic Theory. Finally, Syntactic Structures was published and created a sensation in the linguistic field. Now, Chomsky is considered to be one of top 8 intellectuals in the world.

The theory of Chomsky

A book by Chomsky about the science of language released in 1957 made a breakthrough in linguistics. Its title was Syntactic Structures, which was based on Logical Structure of Linguistic Theory, a thesis for a doctorate from University of Pennsylvania in 1955.

Lee Sun-woo, the professor of English College, explained, "The start of Chomsky's work was the book. Before his appearance, the mainstream of the linguistics was structuralism and behaviorism from psychology. These theorists were under the influence of experimentalism. They thought human beings learned languages through



stimuli and response".

However, Chomsky, affected by the famous rationalists Rene Descartes in the 17th century and Wilhelm von Humboldt in the 18th century, argued against structuralism and behaviorism.

They hypothesized that a finite set of rules would create an infinite set of sentences but not formulate certain theories.

After about two or three centuries, while putting forward a hypothesis about the process of acquisition of language faculty, Chomsky developed their idea into theory, placing emphasis on innateness to acquire linguistic knowledge.

The theory demonstrated that all human beings have Universal Grammar (UG) and Language Ability Device (LAD) with whom they could learn all of the languages around the world automatically without any difficulties from birth to the age of two or three.

Lee Sun-woo, the professor of English College, explained, "For example, if infants are born in the United States of America, they can speak English fluently and consider it the native language. Likewise, if babies are born in Korea, their mother tongue will be Korean irrespective of their race, intelligence and sex, etc. When they arrive at the age of two or three, Core Grammar (CG) is formed in their brains. Experience and parameter play a leading role in developing UG into CG, which is a kind of grammar of mother tongue, and human beings have

stable grammar forms of the native language in their brain. Many factors produced after that age could have less influence on language ability".

UG includes two rules and four principles: phrase structure rules and transformational grammar analysis belonging to rules, and binding principle, case principle, bounding principle and control principle.

Lee Sun-woo, the professor of English College, emphasized, "Among those rules and principles, transformational grammar analysis is the central core of UG. For example, the process of changing a sentence phrase like "I like beans" into noun phrase like "beans I like" is called topicalization. The former sentence is deep structure and the latter is surface structure, but deep structure and surface structure are the relative definitions. In other words, the surface structure of the former sentence also existed".

The most recent theory, from about 1995 until now, is Minimalism. This principle recommends reducing as many principles and hypotheses as possible to yield the best method. Chomsky has shortened the process by omitting deep and surface structures and considered the relationships between symbol and pronunciation to be important.

The most recent idea is Merge. In previous years, linguists have used the method called From Top to Bottom. However, Chomsky thought of an inverse method, subsequently named From Bottom to Top.

Ideas different from Chomsky's

Without a doubt, Chomsky is a distinguished and well-known figure in linguistics, but the counter-theory and criticism of his theories also exist.

There was a great controversy concerning Chomsky which is commonly referred to as the Linguistic War. Among students being taught by Chomsky, there were those who were opposed to his theories, such as the fact that he did not consider semantics when studying syntax.

For example, when analyzing the sentence such as "colorless green idea sleep furiously," he ignored the meaning of this sentence and only examined the structure. Surface structure comes from deep structure.

However, theorists who thought semantics was very important factor to study syntax did not agree with Chomsky's theory. They argued that it was meaningless to analyse the structure of a sentence which does not have a clear meaning that is easy to understand. They presented another example such as "I killed her." They thought this sentence is surface structure and the deep structure is "I caused her to die." On the contrary, Chomsky thought that the deep structure called by critics is just interpretation.

Chomsky thought that language faculties did not manifest themselves past the age of two or three, and thought how human beings live after that period does not tend to affect their language ability.

However, other critics insisted that social environment and response after two or three age could have more impact on linguistic knowledge. In other words, they thought language faculty is likely to depend on which social class parents belong to.

Chomsky demonstrated that all human beings have the natural ability to learn language automatically, but did not explain exactly where this faculty comes from and how this ability is constructed.

Attitudes toward Chomsky and attitudes required

The atmosphere of Korean learning tends to follow the mainstream of the United States. Most of the scholars who studied the linguistic obtained the degree in the U. S. A. become the professors of the main universities, and educate the students in the way they were taught.

This process has been repeated over the decades and mainstream study has prevailed among Korean society. New varieties of thinking and philosophic investigation can offer more alternatives now than education when there only exist a few of them. Passive and inert attitudes toward certain theories is likely to direct the trait of Korean studies towards second-rate education, even though the theories of celebrated scholars like Chomsky are outstanding and mostly studied.

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Digest & Focus

What is the alternatives of market-oriented principle?

By Lee Jin-woo

Associate Editor of Theory & Critique Section

A lecture was given to tell students whether the market-oriented principle synonymous with neo-liberalism was suitable for the current economic crisis. The lecturer was Chang Sang-whan. He was a policy chairman in Democratic Labour Party (DLP) and is Progressive Politics Institute from DLP.



Chang Sang-whan at the lecture

Digest

He explained to the audience why the economy faces the difficulties. He emphasized that the Korean Government should have accepted social welfare measures after suffering the economic crisis in 1997 as advanced countries which had already experienced the crisis adopted the Keynesian policies. However, neo-liberalism flowed into the country from Western powers and soon prevailed without any protection. It looked like the country was wearing the wrong clothes.

In Korea, the extreme right wing has overwhelming superiority. All of the people want to be the upper middle class. That is why Korean parents want their children to enter into leading universities and the students want to enter into them. However, the Korean people tend to accept the fact that our society divides into the upper and lower sides and inequality is a natural phenomenon under the capitalistic system without raising any questions about the unreasonable realities. The typical sentence that the people often use is "if you feel like you are treated unfairly, being successful can get you out of that situation, not giving them their rights", which reflects the way of thinking.

He said that alternatives to the market-oriented principle was more strong control over capital and acceptance of Keynesianism. The workers' participation in management of companies would be an example of the powerful control of capital. Wealth tax should be introduced to expand welfare finances. In other

words, using less rights and shouldering more responsibilities are the key points.

Focus

The realistic possibility of the alternatives to neo-liberalism depends on the power of political parties toward the left wing. The mainstream parties in Korea tends to pursue the market-oriented policies, so Korean society will go toward right position if the left parties has no political power. Now, Korea is entering gradually into aging society which can provide the support foundation to the left parties. Surely, it has the potential to realize the alternatives.

He made it clear that opening the door to foreign countries does not mean neo-liberalism, but excessive opening would lead towards the market-oriented principle and cause the economic crisis especially in parts vulnerable to fierce competition with foreign countries. The Korean agriculture experienced what the market-oriented principle was while contracting the Free Trade Agreement (FTA). However, the current Government party is continuing to pursue this principle because the conservative press and enterprises put pressure on them with capital continually. In conclusion, as long as the close relationships between them lasts, this principle will not lose its power. Therefore, the systematization of the social weak who have the same interest is very important to cope with the market-oriented principle.

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Cinema + α

Different views

By Jo Hyun-mi
Editorial Consultant

The Column aims to help readers understand films including historic events better with the background information about history. ...ed.

Japan is Korea's closest country, but one of the farthest one. This is due largely to Japan's aggression of its neighboring countries, and subsequently begging the question of why Japanese are aggressive to neighboring countries. The answer begins with a look at modernization in the latter half of the 19th century. In fact, there is a movie that depicts this disorganization period. That is "The Last Samurai," released in 2003.

This film starring Tom Cruise seeks to explain the different view to Samurai. It shows occidental view to oriental Samurai. Captain Nathan Algren who participated in the Civil War, assimilates the soul and spirit of Samurai through living in their community after being captured by them. Let us look through, view and trace the events of actual history via this film that begins 1876, the latter half of the 19th century.

The background, latter half of the 19th century is a huge disorganization period for Japan. The interpreter, Simon Graham explain Japanese circumstances to Algren saying that the emperor is willing to modernize his nation inviting foreign specialists such as French jurists, German engineers, Netherlandish architects, and American soldiers. In the ultimate, this film shows the feud between the emperor and his followers who try to reform the country and Samurai who fight to preserve their ancient traditions.

During this period, the Meiji Revitalizing Reform is the process of revolution that the Meiji Emperor used to break down feudalism and reestablish imperial regime. After accepting the request to open the countries' gate to America in 1858, they signed commercial treaties with England,

Russia, Netherlands, and France. These treaties were decided only by emperor, excluding vassals. Subsequently, this move bred resistance. At the movie's climax, as a member of the group of Samurai, Algren and the head of the group, Katsumoto battle against the emperor's army. In this battle, all Samurai including Katsumoto die except for Algren and they completely lose. Historically, this quarrel made Japanese feudalism end and reestablish the Imperial regime in 1867.

The forming of a modern unified nation arises from this revolution: capitalism in economy, constitutional government in politics, and modernization in society and culture were established. Gendarmes attacked Katsumoto's son, who is also Samurai, reviling his long hair and having it cut off. At the propulsion of modernization, the ordinance prohibiting topknots was forced to the citizenry. This scene shows one example of the propulsion of modernization and escalated conflicts.

In the film, the Emperor rejects the treaty with U.S., as being impressed by Samurai and Katsumoto's loyalty that was shown by devoting their lives. It is contrary to actual history that concludes every agreement with other foreign countries was accepted.

After all, Japan became an absolute imperialist nation after accepting occidental civilization in half of their own will and in half of another countries' will. It provokes to reuse the invasion way to Asian countries. The representatives are provocations of Cheong-Japanese Wars in 1894, Russo-Japanese Wars, and Merger Treaty to Korea in 1910. Japanese imperialism caused by this modernization continued until their defeat of World War II.

Samurai look quite romantic and sublime to keep their spirit through this movie, but actual history has explained that these struggles were just a rebellion caused by a warrior class that dread reduction of their strength. The distance between the history written by winners and the history described romantically is considerable. This distance should be made up by you because you are living in the present that has continued from history.

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Professor's opinion

Have you ever shop apparel via the Internet?



Prof. Park Ji-hye

in Business Administration division

The objective of the column informs readers about interesting subjects related to theories the professor study. ...ed.

E-tailing of apparel and related products has shown considerable growth over the past few years and apparel has emerged as one of the largest online merchandise categories in the U.S. and several other countries around the world. For example, U.S. apparel sales online during the 2002 holiday season increased 35% over 2,000 figures making apparel the second largest merchandise category after DVDs. Online sales in Europe are gaining even faster than in the U.S., especially in clothing, due to the use of multiple channels. Shoppers around the world are showing strong enthusiasm for purchasing apparel via the internet. Apparel filled up more than 25% of the online shopping cart in the UK, Canada, and Australia. Yet, even though internet shopping is popular across the globe, over 60% of the U.S. online shoppers have not yet purchased apparel online. A recent trade study showed that these non-purchasers perceive risk to exist due to their inability to try on garments, feel the fabric, and read information on care and content labels. Sensory attributes such as fabric hand, garment fit, color, and quality are necessary to evaluate apparel items before purchase, but are difficult to evaluate online. A study by Cyber Dialogue indicated that 30% of online shoppers had not

purchased apparel online because the color of the item was in question. Because sensory attributes cannot be physically evaluated when people shop online, risk associated with online apparel purchases may prevent consumers from purchasing. According to Ernst & Young (2001), over 60% of online shoppers have not yet purchased apparel online because of perceived risk. Because apparel products may be even more risky to purchase online than other products due to the unique nature of the product, it is important for e-merchants to develop the Internet marketing strategies to reduce that risk. A key goal is to provide the quantity and quality of information on their websites that will decrease perceptions of risk and increase the likelihood of a purchase. Furthermore, aspects of visual product presentation may make shopping online pleasurable and may increase purchase intention.

Although Internet shoppers look for more and better information to reduce risk, the current existing apparel websites are limited. One of my past research (Park and Stoel, 2002) found that sensory and experiential related information, including style, fashionability, fabric construction, coordination, and texture/fabric hand, was available on only half or fewer of the websites. The sparse amount of this information provided online may be insufficient to generate purchase of new, fashionable, and/or seasonal garments where physical or socio-psychological risk is a factor. Sensory-oriented and experiential-oriented product information would be a wise addition to websites of apparel merchants.

Other interesting finding from the recent study (Park and Stoel, 2005) is the effect of brand familiarity on consumer purchase activity. Brand familiarity can be used as internal information when making a purchase decision on the Internet. Internet shoppers tend to feel more comfortable with the names/brands through experience with other shopping formats and purchase products from the websites that they are familiar with. Thus, Internet selling channel

appears to be a strong potential distributional strategy for retailers who already have an established brand reputation from their existing retail channels (e.g. physical store, catalog). Multichannel retailers who operate both offline and online shopping stores may be able to derive significant advantages from brand familiarity among their customers. In addition, prior experience purchasing apparel online is another important type of internal information that helps to reduce perceived risk and increase purchase intention. Therefore, pre-established brand familiarity or purchasing experience from the same company may bring a carryover effect to the online shopping setting. It is prudent to persuade online browsers to become online purchasers. Offering a discount for the first online purchase may be helpful to reduce the higher (economic) risk perceived by online browsers and lead them to purchase over the Internet. This purchasing experience, if positive will generate greater confidence for future repeat purchases.

As increases in online shopping and in the number of online retailers have created a competitive market place, the importance of website design and visual presentation has been emphasized. Consumers may reduce cognitive effort and save time through online shopping. For example, website designs that use fast presentations, uncluttered screens, and easy search paths support a pleasurable and effective shopping experience by reducing shopping time and the cognitive effort of shopping. For apparel products, three important visual aspects of product presentation are suggested for success in selling online: Images of the product (a) in its closest representation of end use, (b) displayed in conjunction with similar items, and (c) from various angles such as front and back. Moreover, recent technological advances have added the so-called virtual experience via the Internet that is a mediated experience, a simulation such as 3D virtual online stores or product presentations. Visual inspection of a product may be simulated online with enlargement or zoom functions, or by virtual rotation of the

product. Because the Internet is a limited environment and customers cannot obtain tactile and physical product experiences, virtual experience would be essential online. In addition, through visual presentation consumers may approximate product functionality. Displaying apparel on a three-dimensional form may minimize uncertainties of shopping for apparel online. According to Retail Forward (2001), about 85% of online shoppers identified three dimensional images of products useful for understanding product features and functions. However, even though the importance of displaying apparel on a three-dimensional model or with different angles was emphasized by researchers in the past, in fact, among the top 31 U.S. apparel websites that our study (Park and Stoel, 2002) reported that only one front view was available on 30 of those apparel websites and visual presentations are currently still limited on the Internet.

The recent study conducted with my colleges in the U.S. (Park, Lennon, and Stoel, 2005) provided evidence of an importance of 3D presentation use online. Shoppers showed a positive feeling when they browsed apparel websites with 3D product presentation and in turn, exhibited less risk. Apparel e-tailers may find it useful to attract browsers' attention and create a positive mood by using product rotation, which serves to decrease shoppers' concern about the uncertainties of online apparel product purchase and increase purchase online.

Research in Internet marketing is considered as a hot potato in the US because findings can provide valuable practical implications for Internet marketers. Also, topics for future research are quite open because the Internet environment is dynamically changing over time. For us, it is very interesting to imagine our future shopping methods, but it may not be predictable.

Culture melted into marketing

Culture marketing gives consumers cultural varieties

By Cha Hyun-jin
Reporter of Culture Section

In April 2005, Samsung officially made a guidebook written in Korean for the Korean visitor to the Louvre Museum in Paris. The Louvre Museum is a huge attraction for many tourists from all over the world. Before Samsung made the pamphlet, visitors felt inconvenient in the absence of a Korean language guidebook. To solve the problem, the pamphlet included explanations of many valuable works of art, a detailed map of the museum from the basement to the third floor, including the convenient facilities. It was produced and placed in the Louvre in 2005 with the help from the Samsung-French Coporation. This guidebook was provided by Samsung after the Louvre asked Samsung to produce a pamphlet in Korean. This is a good example of culture marketing, which has already become a new trend.

Meaning of culture marketing

Nowdays, the most important reason for concentrating on culture marketing is that the emotional part involved in selling goods is becoming more important than ever before. If the company does not stimulate consumers' emotions, they cannot arouse the customers' interest. The meaning of culture marketing can be various according to the point of view. Such names like "emotional marketing," "entertainment marketing," "five senses marketing," and "star marketing" are all different names for culture marketing. Therefore, culture marketing can be defined as marketing which is combined emotional codes with cultural content.

Example of culture marketing

Many companies try to give their marketing some kind of emotional support. They try to present cultural contents involving works of art to the customer. After the Amore Pacific search for 10 university festivals in Seoul, "The Play" which



Enterprises provide not only cultural contents but also space for artists.

received the best Korea Musical Award in 2002 was put on stage again. The Laneige branch of the Amore Pacific company sponsored the musical and students could watch this musical free of charge. That musical is a performance which was watched over 10 thousands people during the period of four years. Students who watched the play are excited by this marketing since this is different from other university festivals. Considering the fact that publicity activities was simply a way of advertising in the past, it is interesting to know that now it has become a marketing which begins from customer's needs by helping them experience culture performance from a customer-centered view.

Companies improve their image not only by offering direct culture contents such as plays, concert, musicals but also endeavoring to support amateur artists who have potential. For example, there is "Sempio Space" in the vicinity of the factory of Sempio. Sempio, a stock company, provided that space where young and experimental artists can exhibit a work of art

in order to give them the opportunity to exhibit their works.

This provides a contribution to both the company and the amateur artist. It provides the company with a traditional and modern image and for the amateur artists, who are not popular and do not make a good salary, it allows them to widen their artistic domain. Thus, culture marketing that uses cultural contents and emotional codes helps many companies form a good impression which makes the company more accessible to customers.

Commercial marketing over-packaged culture marketing

However, it does not mean that all types of marketing that resembles this may be called "culture marketing." It is often no more than commercial marketing that simply covers commercial theory with a cultural code.

For example, there is one of the most famous coffee franchise starts with "S." Its enterprise told that "We do not sell coffee but we do sell a cup of image. We are getting more and more customers with being

recognized as the cultural symbol of the urbanite who lives a busy daily life. We differentiate ourselves and use the emotional codes."

Accurately speaking, this is not culture marketing. It just sells images by making the atmosphere of the shop more luxurious. The reason is that the benefits of culture don't come from drinking coffee in a well decorated place but from satisfying customer's cultural desires. If the coffee price includes the cost providing cultural space, the price has to be cut down when a customer wants to take out the coffee. They are merely selling a cup of coffee, nothing more and nothing less. Such marketing problems are not just confined to this case alone. There are many examples of companies blindly imitating culture marketing following this kind of worldwide trend. But strictly speaking, it is not culture marketing.

Desirable direction of culture marketing

Culture marketing is a possible strategy when a company understands the essence of culture and reflects the trends and the codes of contemporary culture. The basis of culture marketing is to satisfy the consumer's cultural desire. Companies have to seek out original methods of doing this. This is the way of achieving the culture marketing's real meaning, which is creating new culture.

Since 2004, the Concert of Love and Hope was held in juvenile reformatories all over the nation. The last concert was held in Busan juvenile reformatory. Last on December 9, an audience of 150 students and teachers gathered in the gym of the Busan juvenile reformatory whose name is now changed to Oryun Technology High School. There were a cappella performances like "Maytree" and "Nanta" for students. This kind of event presents a good example for the future of culture marketing.

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What's what

Find fun from the end

By Jo Hyun-mi
Editorial Consultant

As the ending credit is going up, lights turn on and audience for the movie go out of the theater. Many people do not pay much attention to this ending credit. Meanwhile, there were some campaigns to watch it in Pusan International Film Festival. Moreover, some efforts to let audience watch these appear more and more frequently. In the following, some examples of significant credit sequences can be found throughout several films.

Important scenes often are hiding behind lists in the credits. When the movie, Untold Scandal was released, many watchers protested cutting down its credit. In the end of that scene, So-ok's seizing of the household was shown.

Another movie, Dawn of the Dead shocks its audience. In the end, the heroes are believed to be safe from zombies. Yet, right before the credit line is going up, the circumstances are suddenly reversed. With this ending credit, zombies' attack starts again.

When the reporter went to see the movie, The Pianist, interesting event occurred. This film dealt with life of Szpilman, who is a Polish Jewish pianist in World War II. At the end of this film, he turned back to the front of the piano and the credits started going up. The theater turned lights on, as usual. Nobody went out the theater and kept watching his playing. At last, the

lights were turned off again. Some Films offer images specially made for credit. One of the best examples is "motion pictures" from recently released movie Umranseosaeng. Additionally, King and the Clown showed some memorable scenes which were impressive to audience.

A film distributor of Brokeback Mountain specially asked not to cut its credits. It does not offer any special feature. However, they referred that the background music is part of the film, because these two songs perfectly depict the movie. Considering the most impressive music is from movie's closure, closing music can be also a gift for audience.

A few films' credit appears as a form that no one could imagine. In a French movie, Irreversible, the first scene is the credit which most people have thought would appear in the end of the film. Moreover, its direction is also different_top to bottom, not bottom to top.

Many people seem to think ending credits are just clusters of letters. However, these clusters represent a great effort of all staffs. The director of Untold Scandal, Lee Jae-yong remarked that he wanted to give a "present" for the audience who remained seated until the ending credit finished. Why don't you be an audience like them who can enjoy the last part of the film, these ending credits? It will give the film makers a feeling of worth and offer you additional pleasure.

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CLOSE UP CULTURE

With St. Patrick day

By Cha Hyun-jin
Reporter of Culture Section

In Irish history, there is an honorable person, Saint Patrick, who is called the apostle of Irish for bringing Christianity to the land. March 17 is the day that he died. In remembrance of him, the St. Patrick Day festival was made. This festival has been held all around of the world. Let's enjoy the festival to meet the Irish culture.



Conway Sheelagh, a professor of English who is from Ireland is enjoying the parade with his colleague professor.



Many Irishes are walking with placards.



The Irish wore a green cape custom of St. Patrick.



Two Irishes wearing the hat engraved with Shamrock pattern are holding their national flag. The shamrock is a national flower of Ireland.

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Rendezvous

Colorist; making your life vivid

By Cha Hyun-jin
Reporter of Culture Section

Nowdays, many people on the business world are beginning to take interest in "color". The concept of "color" is different from the existing concept about colors. Their interest is not only on what the most beautiful color is but also on what color is more useful in the business world. There are professionals who recognize trends in color and forecast the future fashion in color.

These people are called colorists. Syn Hye-Young, a professional colorist, is the first generation of this profession in Korea. In this interview, she will talk about the characteristics of the profession and her life.

Reporter: What is a colorist? Could tell us the range of this job?

Syn Hye-Young: The job dealing with color is generally called a colorist. My job is to forecast the trend in color. Colorists research the color trend of the times and select suitable colors according to the needs of the business. The choice of color is very important in the business world. This special job is active in almost all fields of industry. Many industries are introducing "color consulting" in their work because it is directly connected to making more profits.

R: How do you select which color will be the trend?

Syn: Many people think that this job is making use of impulsive and emotional feelings. However, it is a



Syn Hye-Young is talking about good color match with smile.

very scientific work. Every week, Colorists check purchasing behavior of customers in departments stores or large markets. We analyze trends in color use during a long period. Moreover, professionals are analyzing favorite colors in cities of fashion such as Paris, Milano and Tokyo. So, we can see major currents in fashion.

R: Tell us how you predict the color trend of the future.

Syn: There is a government research institute called the Korean Color and Fashion Trend Center (CTF), Intercolor for short. Intercolor has 18 branches in major countries including Korea. Every year, each center has a meeting in June and December and publishes a paper on trendy colors of the future.

The color trends are selected after the centers confer about the trend. In this place, trendy colors which will be in

fashion for two years will be selected.

R: What is your favorite motto in your job and life?

Syn: "Do your best every minute." In fact, the life of a colorist is very busy and I don't have enough rest time. So I spend most of my time in the company because I have so much work. And like me, many other people spend most of their time not at home but in their workplace. Therefore the workplace atmosphere has to be a happy one. If people can feel that the workplace is not just a place for earning money, they would be happier than before. It is my motto in my job and life.

R: What was the highlight of your career?

Syn: Nowadays, Korea is acknowledged as a fashion trendsetter throughout the world. When the colors



Expected trend color for 2006, 2007

selected by the CTF receives favorable approval from other countries, I feel very happy. And my range of work include not only selecting color for fashion but also for the company image. With the government, I work for small and medium enterprises. A large enterprise has influence in various quarters. However, small and medium enterprises do not. I received a very pleasant feeling when I helped them about their enterprise color image.

R: What is "color" for you? And what is your favorite?

Syn: I think that our whole life is "color." People tend to recognize the world around them by color. Also, when we look at people, we recognize them by their color including the color of their complexion, their clothes so on. Our job is based on philosophic aesthetics.

What color is the most beautiful?

I think every color is beautiful. When I see each color, I feel each color has their charm. The difficulty is in making a harmony out of these colors. I like all colors but I would say that my favorite is blue. I love every chroma of the color blue.

R: Could you tell HUFSan about the trend color in this year?

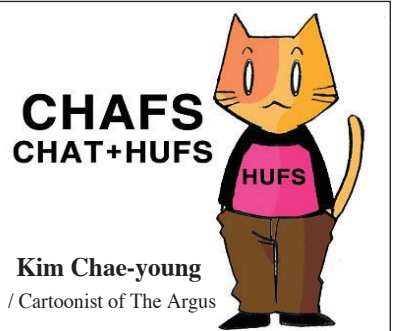
Syn: This year, the basic color is white. In the past, the color white was just a background color. Now it is a trendy color. Various kinds of red, blue and black will be the trend this year.

R: Finally, do you have anything to say to the HUFSan?

Syn: In fact, my husband is a graduate of HUFs. So when I received a request for this interview, I allowed it because I felt the feeling of closeness to HUFs. After I graduated from college, I realized that my university life had greatly influenced me. So I hope that HUFs can experience everything as an adventurous student. I want to recommend travelling to many different places if you have the opportunity since HUFs is famous for language studies. When students do their best to study their major, they will not regret it later.

In her interview, she showed us her passion for life and her love of color. She really loves her job and enjoys her life even though she is very busy. She is a passionate person loving our colorful world.

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Kim Chae-young / Cartoonist of The Argus

