



# The Argus

First Issue Published  
July 1, 1954

HANKUK UNIVERSITY OF FOREIGN STUDIES

Vol. LII No. 399 한국외국어대학교 JUNE 5, 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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## Agreement meeting resumes

By Lee Jin-woo

Associate Editor of Theory&critique Section

After the rupture of the collective bargaining agreement meeting between the university and the labour union in HUFBS this April, conflicts between both of them worsened. Ultimately, the disciplinary committee meeting summoned by the university without the labour union's presence, made a decision to fire three members in the labour union on May 12. The university informed the labour union on multiple occasions that they were not eligible to hold membership in the union and should have withdrawn from it.

The second disciplinary committee meeting was held on May 22 in order to fire four additional union members. The dismissal of those members in the labour union triggered further conflicts between the two parties, as the chairman of the Board of Trustees had not approved the committee decision on firing unqualified members of the union. After the two disciplinary committee meetings, the eight members of the labour union visited Soh Byung-kuk, who is Dean of General Affairs, in order to protest against being fired by the university.



Lee Jin-woo / The Argus

Four members from each party participate in working-level meeting on May 30.

This case forced the conflict into disaster. However, a few days later, both sides realized that the situation was so serious that a solution needed to be sought immediately.

Therefore, on May 25, the 7th main collective bargaining agreement meeting between the university and the labour union in HUFBS was dramatically resumed after the

formal rupture between them on April 25. Both parties agreed that they should hold the committee meeting with administrators from both parties once a week in order to calm the situation for the main collective bargaining agreement meeting. Yoon Byung-ho, the director of propaganda and public relations bureau, said "The atmosphere is better than

before. However, there are still three major issues left. One is the range of the labour union member. Another one is related to the personnel committee. The labour union wants to have a safety device in preparation for the arbitrary right to implement personnel management by the president. Finally, the university should keep its promise to make 43 temporary workers be upgraded to full-time staff." The first committee meeting with administrators from both parties was held on May 30. Four members from each party participated in the first committee meeting with administrators from both parties in Administrative Offices.

Soh Byung-kuk, Dean of General Affairs said, "The university presented five of their suggestions to the labour union. The labour union delivered eleven suggestions to the university. These 16 proposals also include the central issues and will be dealt with in an orderly fashion. The second committee meeting with administrators from both parties is scheduled this Friday. We expect the results of the collective bargaining agreement meetings to be produced in two or three weeks."

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HUFBS is well-known for journalism and many famous journalists come forward in succession for all media. The power of HUFBS journalism is originated from student press. Through various media, student reporters always strive to report sound arguments on campus. Let's meet the leading part, four main press - Korean-language newspaper Oedachakbo, monthly English newspaper The Argus, broadcasting system FBS and school magazine per each semester HUFBS magazine of journalism imperial.

All written by The Argus  
continued on 4, 5 page

## Discussion for fluent translation

Annual general assembly of CIUTI (Conference Internationale Permanente d'Instituts Universitaires de Traducteurs et d'Interpretes) was held from 24 to 26 in HUFBS. With hosting the conference, status in interpretation and translation education of HUFBS got paid attention.

The general meeting has lots of meanings to HUFBS. Ahn In-kyoung, chief organizer of the CIUTI program as well as professor in department of German, said, "CIUTI which is largely formed by European GSIT (Graduate School of Interpretation and Translation), is worked by 33 institutes which are officially approved for their great educational system. In the meeting, professors from 33 schools discussed about the current status, changes, training matters and forums of CIUTI. In addition to the regular work, we have election of new

board."

This General Assembly means much because HUFBS GSIT is the only member in Asia, and the CIUTI general assembly is held for the first time not only in Asia, but also in Korea. The 3-day long conference in Seoul offered opportunity to be able to show level of interpretation and translation education of Korea. It is also the chance to make professors of GSIT feel dynamic energy of Seoul, which is holding city of CIUTI.

Before the general meeting, its opening ceremony was held at Seoul plaza hotel on May 23. Park Chul, Gwak Joong-chul, Dean of HUFBS GSIT, Martin Forstner, President of CIUTI, and many professors from GSIT of Europe and North America and students of HUFBS GSIT attended ceremony.

President Park Chul said in his welcoming

speech in opening ceremony, "As president, I'll devote myself to make GSIT a leading brand of HUFBS. Responding to the ever growing competition, Gwak Joong-Chul, Dean of HUFBS GSIT, will take the initiative in innovating GSIT."

By Kim Ah-hyun / Cub-Reporter



CIUTI

## June for unification

Week of unification commemorative of 6.15 summit talks" was held in HUFBS campus for two days on May 29 and 30. It was co-hosted by Peace 21, an activity group for unification between North and South Korea, Students association of Occidental Languages, Social Science, Education.

On May 30 at the small auditorium a special guest speaker professor Shin Eun-hee from Simpson College was invited to give a lecture on "Conversation with students of Northern Korea through her experience with the N.K. students."

After a short film on the events to promote unification, the lecture continued. She explained the life and thoughts of North Korea students based on her visits to North Korea. She remarked "In a society it

is natural to have various views and perspectives, but in South Korea it seems as if there is wide spreading of opposite opinions towards N.K. Through this lecture I want to show other side of N.K. we did not see, for peace in Korea." After the lecture, Q&A session was followed. She told "South Korea students know too little about North Korea students and their knowledge and interest is low. We should try to consider N.K. students as our friend and understand them, more important, become friends with them person to person."

A question from Nam Seok-ho (S-06) "From your point of view, should South Korea keep on providing food and aid for them N.K.?" Prof. Shin responded, "In my opinion, South Korea should aid N.K on humanitarianism and the peace of Korea

peninsula. It should be done more progressive."

Photo and drawing exhibitions were held on campus. Also, funding events such as selling N.K. teas and other beverages, to contribute books to Pyongyang Foreign Language University were held.

By Lee Sang-hee / The Argus



Kim Ah-hyun / Cub-reporter

## Celebrate good times! - 2006 HUFBS FESTA

### Imun Campus

Under the GSC motto "The students are also the main members in school," the 2006 HUFBS festa, which could show the unique character of HUFBS, was held from May 17 to 19 for three days.



### Wangsan Campus

HUFBS festa "Soraeje" took place in wangsan Campus from June 1 to 2. Let's look through the HUFBSans' energy of joy with the festival.



Editorial

# Think what you read, read what you need

What is the latest gossip that is going around on portal sites? Most Koreans from teenagers to the elderly know the private life of a famous singer. "The famous singer 'A' was a 'Nalrari'; a trouble-making popular student when she was in high school and broke up with famous singers 'B' and 'C.'" Instead of useful information for internet users, stories and gossip on celebrity's private lives cover portal sites.

This might be the result from celebrity-based headline news that are on the portal sites and it is really regrettable to see how it is effecting us. Portal sites are quick in offering all sorts of news for internet users to get information as fast as possible. However, the flood of news have caused many internet users to spend much time on useless information.

When users are using the portal sites, they don't think much about what they read and how their ideas are being flooded with unimportant information on other's lives. Here's are some problems with portal sites that need to be pointed out.

First, it gives more weight on entertainment news. Ranking the highest hits are the news about entertainers or TV stars. Why do we need to know about the entertainer's private lives? How can singer "D" buying a huge house for his father and an actor "E" opening a restaurant be helpful information to our lives? The news on the portal sites should try to help readers to obtain news on important issues that are of principal concern today.

Second, stories on the portal sites have gone even further there is now gossip of non-celebrities with odd stories. There is news on people with shocking or surprising personal interest angles to raise interest of the readers. It does not help readers to gain useful information and reading odd stories can actually be a waste of time.

Third, headlines strongly tempt readers to click and read the article, but its contents in fact are different from what the headline seems to refer to and contain useless information. Just seeing a sensational word and clicking to find nothing, makes many users feel futile. The same things happen on the street stand newspapers, especially the so-called yellow journalism newspapers. However, as for the newspaper a person has to buy it in order to read the news. It's not as convenient as a click on the internet and it doesn't fill our thoughts or flood us with shallow information.

Finally, reading useless information steals our valuable time. Following just fun stuff, users surf the internet without any aim or goal. With a portal site as the starting page it wastes my precious time idling on useless things.

Since there is too much unproductive and unconstructive information on the portal sites and as a result the Dabgeul, replies to the news, are not ideas that are in-depth. Discussions about the news are not developed with various creative opinions. It makes our thoughts shallow and less productive. Writing on such unimportant issues becomes a waste of time.

There is one alternative method to avoid useless gossip on the internet. It is switching the internet site with a portal site as starting page. Users click to the entertainment section without thinking, mostly by habit, so changing the internet starting page with an academic page or a helpful information page may prevent us from doing it. But it didn't take too long to return to the original portal site, because other web pages were much slower. Making a decision between entertainment and good uses of valuable time on useful resource is a conflict that many of us face. The portal sites should provide viewers with productive information and strive to make it more useful and worth reading.

# Wall poster war



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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# Spicy sound makes spicy life

By Anna  
Reporter of Campus Section

Recently, Delispice announced sixth album titled as "Bombom." Choi Jae-hyuk (I-93) who is in charge of the drum and Yun Jun-ho (I-90) who plays bass guitar are members of Delispice and alumni of HUFS. Both of them majored in Italian. Let's give an ear to their stories about their school days and music life.

**Reporter: Can you tell us about your school life? What kind of activities did you do then?**

**Yun Jun-ho:** I entered "Outsider" of the main *dongari* when I was a freshman and learned bass guitar for the first time. The activities of "Outsider" is the greatest part of my memory in my school days.

**Choi Jae-hyuk:** I took lessons on drum for the first time in the "Outsider." At that time, I had to practice so much that I cramped almost all of my school hours in the morning and went to the *dongari* room in the afternoon to practice.

**Reporter: Were there episodes or something that you cannot forget from your school years?**

**Yun:** As you know, HUFS holds a school festival annually in May, and our *dongari* planned to give a performance. Back then, the Open Air Theater was not constructed, so freshmen had to keep an eye on the equipments and the outdoor setting all night. Looking after the equipments, we were cold, so we brought chairs from the lecture rooms and made a fire with them. We were able to keep ourselves warm through the night with it. Fortunately, nobody realized what we did.



Cha Hyun-jin / The Argus

Mr. Yoon and Choi are telling to story of music.

**Reporter: What was your motivation to form a group and publish an album?**

**Yun:** We wanted to do something special before we graduated. So we organized a band and wanted to make a performance independently. Then we were able to make our very own performances nearby the Hongik University where we held meetings on music.

**Choi:** Until publishing our album, we practiced every weekends. New melody was created in the practice room and was performed before our guests right away. Those were the most exciting times we had. One day, some people from a music company came to see our performance, and we were able to publish our music for the first time.

**Reporter: You have written the lyrics for your songs, where do you get the**

**ideas for them?**

**Choi:** The things that I come across in my life are the greatest sources for the words in my songs. I also get lots of help from movies and books especially when I write songs about love stories. They offer me indirect experiences which are most inspiring.

**Yun:** I keep a diary where I write down all the things which are touching and memorable. I put down things that I find impressive from movies, talks, and many other trivial things in my life. When I write songs, my daybook becomes the dictionary for the words.

**Reporter: The music industry has been depressed by MP3s, what are your thoughts on this situation?**

**Yun:** I think the music industry has been greatly influenced by rapid development of the super-highway information network, and

it is undeniable that the music industry has been depressed. However, we can not tell whether it is good or bad. Since it is the flow of the time, we should quickly find a way to solve the problems.

**Reporter: You have been performing across the country. What was the most memorable performance?**

**Choi:** We give performances in various ways, so every performance is special to us. However, if I have to pick one of them, I personally like University performances the most. I can feel the energy and the passion that students have for music. They make me excited and remind me of my old times. I also have great memories for provincial tours. We can meet new people in a new place which refreshes us with totally different atmosphere from Seoul.

**Reporter: Do you have anything to say to students of HUFS as seniors?**

**Yun:** The most important thing is to enjoy, whatever you do. Acquiring skills to conquer its field is a dangerous idea. Doing something out of delight and happiness will let you gain skills and knowledges naturally thoroughly. Only then, you will be able to grab the opportunities.

**Choi:** I didn't know what to do in the future when I was in school and greatly concerned about it. Just do your best under the given circumstances. Your efforts will become your abilities, which will pay off someday.

After The Argus met them, we felt their open mind as musicians. In addition we found out that they were real pioneers in modern rock. Let's look for their unexpected strides in the future.

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## Blue Print

# Listening to what confucius says...



Prof. Mark Nicholson

Confucius says, "To make eggroll, push it!" Back at home, Confucius is typically used as a prelude to a comy joke or to generate clever sayings in fortune cookies. "Korea, it's always the total opposite of what you'd expect," Nollaig said, a comrade of mine in Molyun, soon after meeting him. In a Korean classroom, ask about the differences between westerners and Koreans, typically students look at each other muttering, "yoogyo," looking in their

electronic dictionaries, "Confucianism." How can this be, the last Confucian school closed many years ago and Confucius's books The Analects have long been replaced with books on science, social sciences and mathematics. Confucian styled academic assessment of poetry writing has long since turned to formal exams and internal assessment.

It has been my observation that Confucianism is frequently used as a synonym, in the context of studying East Asian cultures, for collectivism or something to illustrate difference from western individualism. This residue of the aged philosophy of Kung Fu-Tzu still hovers over Korean society and the dichotomy with western individualism can still be seen today. I would like to focus on how Confucianism illuminates some of the differences foreigners find from their home towns. Think of eastern thinking going from the collective to the individual and western thoughts from the individual to the individual. Ample evidence of this can be

seen all over town. The first which becomes immediately apparent are names. Soccer superstar Park Ji-sung is referred to as Ji-Sung Park on the Manchester United website.

The Korean use of family or clan names before individual names demonstrates the focus at the collective to the individual clearly. Moreover, I was always surprised by Korean's habit of calling someone by a title rather than their names. This use of titles over individual names constantly reinforces the collective structure over the individual person.

Bilingual business cards are quickly becoming the norm in Seoul, Korean on the front and English on the back (impressively, often in Chinese or Japanese also). Look at the addresses, the HUFS campus in English, might start at the person's office, then emundong, Dongdaemun, and finally Seoul. But the address in Korean starts in Seoul and finishes at the specific office, here again emphasizing the collective. Western apartments give mention of the apartment

numbers before the apartment building number, Korea vice-a-versa. Standing outside my local wine shop, I was chuffed to see they were having a special. "50 to 30 discount," the sign blazoned. At home the same sign would have read, "30 to 50% discount." Korea again prefers to go from the greater unit to the smaller unit.

Although Josun styled Confucian schools closed generations ago, its roots are deeply woven into Korean society at large. Although rarely spoken about, Confucianism underlies much that makes Korea unique. And for final thoughts, another comy joke:

Confucius says, the best way for a university student to turn his life completely around is to get 90 degrees!

(English Department HUFS, Masters Candidate)

## Letter to The Argus



### The students' point of view

I believe that the strike has gone too far. The library and student service center are not properly being operated and many services are being stopped. All kinds of students from freshmen to seniors who are preparing for job applying are getting nervous. Only The Argus has been reporting articles related to the strike and there are a few demanding messages being sent to the readers in column now and then. But there seems to be no sign of improvement.

Unless you're one of those students who have a lot of interests about what is going around in school, you probably still don't know why the labor union started the strike. Even I don't know exactly why. Everybody I asked about it to, gave me different answers and eventually they all said that labor union is on strike because they want their pay to be raised. So I have no choice but to believe what they say about it. However, I think that there must be other reasons.

The labor union should make efforts on attracting the students' attention and explaining why they had to start the strike and justifying their actions.

Unless they do so, the students' inconvenience and dissatisfaction will be continued.

The labor union's struggle is necessary. It is definitely a good way to express their rightful rights and to protect it. Also, it can make a strong motivation in performing school services sincerely. However, the students are losing their patient by the minute.

The first place where you can experience this inconvenience is the library. Students have to pass through piles of disorganized books. Also, the bathrooms in the new main building make everybody sick. It is so dirty and insanitary.

Last but not least, the scene of the labor union members' setting up tents and demonstrating behind the new main building can not leave a good image.

Soon, the final exam and summer vacation will get started. During this period, it is my hope that the school and the labor union come up with an agreement and put an end to this situation.

Jung Eun-hee (J-05)



### Necessity to withdraw strike

Students' damage was caused by labor union's strike.

On campus, students are complaining about their discomfort as the general strike has been going long. Each department is not operating smoothly. In this situation, students feel the most discomfort at using the library. Because books are not in their right places, students have difficulty finding and borrowing the books they want to read. To minimize students' discomfort, student workers were employed. But due to the lack of labor, it still seems not to work well.

Then, how about the present situations in other departments? First, student service center is not reissuing student's ID card for those who requested it. Also, students who are preparing to study abroad during vacation are having a lot of inconveniences because the department of foreign cooperation is not providing consultation well.

The undergraduate office is also not having a good operation in processing students' requests for a temporary absence from school or a double major. Likewise, the career development center, which is responsible for helping graduating students'

employment, is in a bad situation. Since the information for internships or employments is not notified well, students have disadvantages from it. Especially, the biggest drawback for students would be the lack of information on enterprises' open invitation and special consultation appointments.

In addition, rest rooms in buildings are remained unclean and they don't even have toilet papers. And the noise from the labor unions' demonstration distracts many students. The unexpected long strike caused by the dispute between school and labor union is giving students only inconvenience. The authority of school and union need to compromise the dispute and withdraw the strike as soon as possible, so they could keep students from undergoing many discomforts. School has to be a place for students.

Jang Kyung-jin (S-03)

After reading The Argus, please send us your impressions or opinions.  
Address : theargus@hanmail.net

# Need more systematic LSC's role

## LSC is in name only disregarding their parts

By Anna  
Reporter of Campus Section

The strike of the Labor union in HUFSS is going on for over a month since April 6. Students are undergoing many inconveniences at school. The most inconvenient of all is using the school library, both at Wangsan and Imun campus. Students can not search for the data and publications they want, and they can not check out books efficiently during the period of examination.

General Students Council (GSC) of both Imun and Wangsan campuses serve volunteer work several times a day. There are also students doing part time jobs. However, the shortened service time of the library leaves students' inconveniences not completely solved.

Library Students Committee (LSC) is an autonomic organization which consists students who cherish the library and offer spontaneous assistance. LSC was created to solve problems that the GSC or the library staff could not help realistically. In other words, LSC has the responsibility to settle down specific matters and the complaints concerned with the library. Let's look into the current situation asking how well and how faithfully they are doing their role, in the midst of the strike of the labor union.

### Role of the LSC

LSC is a mediator between students and the library. They play an important role on improving the library environment by collecting suggestions, anything concerning with the library. They have the duty to create academic atmosphere such as installing equipments for robbery prevention and holding campaigns for observing the rules and etiquettes in the library. In addition, they should watch over electric seat system to prevent one person occupying many seats, and to maintain order in the library. By doing all these things, the LSC should offer



Professors replace staffs' task in Wangsan library on the strike.

students with pleasant environment in the library.

Some other things that the LSC should do is to proffer students with convenient facilities supervision. Managing lost articles, taking over lockers, and setting cell phone chargers in rest room are good examples. The Imun campus LSC introduced a new managing method for the distribution of lockers. They give out lockers primarily to students who have checked out many books from the library. The method of giving out lockers to the students is more to the equity than the way they give out lockers at Wangsan. The LSC at Wangsan needs to develop a rational way to give out lockers. In the long run, LSC should endeavor to make process for mature library culture.

### Questions for the system

Though the LSC is an autonomic organization, the chairman position of the

LSC in Wangsan campus has been occupied by a certain department until 2005. Even when the chairman was changed into a student from another department this year, there was no process done openly for the nomination. Moreover, the four members of the LSC are not recruited by proper applications. They were formed privately by the chairman's personal nomination.

The LSC of Imun nominated chairperson in the same way as the Wangsan LSC did. The former chairman selected who would be the next. This kind of nomination have been going on after they found nobody applying for the position.

### Reality of LSC activities

Students of Wangsan campus are not sure what the Wangsan LSC does other than distributing lockers to students. Choi Won-jin (S-01) says, "I think students have difficulties in estimating the LSC activities. It's

hard to tell whether they are doing well or not since we don't know what they do. The management system is not well organized. They may be doing something, but it doesn't seem to be improving the environment of the library." Further more, the use of the application fees which the LSC receives when they give out lockers are kept private, and rouses questions on its transparency.

Up to the present since 2003, some similar complaints regarding the library have been suggested at the free boards of formal library web site, hufstyle, and GSC web site by students. Nevertheless, no actions or measures were taken. The complaints include the discomforts about the way that the LSC give out lockers, the way to use lockers, restrictions on non-student users such as local residents students who are not from HUFSS. Actions to prevent one person occupying lots of seats, indoor smoking, building indoor school store, repairing the facilities, and matter on cleaning were also on the list. These problems mentioned on the web sites can be solved with positive and active participations.

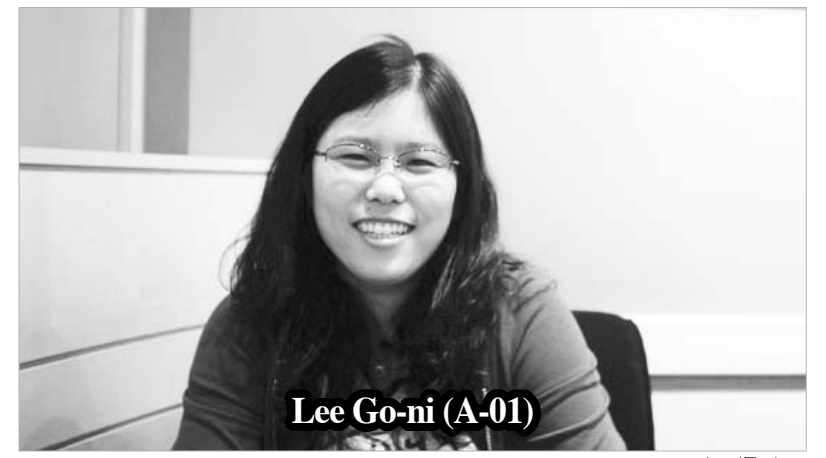
### Things that should be done.

Library is a sacred place for students, so many things should be done to keep it serving our students. First, the school should negotiate with labor union and should purify the operating system. Second, the LSC should provide the expenses to operate necessary programs for students. Third, a route that LSC can quickly accept student's complaints or suggestions and effectively take measures should be developed. Last of all, certificates that testify volunteer services to the library should be issued. An appropriate compensation would be just as good.

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# Dating on Sunday

## Arabic, my exotic weapon



Lee Go-ni (A-01)

Anna / The Argus

By Anna  
Reporter of Campus Section

A HUFSSan recommended herself to The Argus's column "Dating on Sunday." After an interview her, we found out that she was a splendid student with a great potential and ability. Let us introduce this student, Lee Go-ni (A-01) who is slightly aged than other students. Before entering the HUFSS, she studied social science at another university. After two years in the field, she prepared for college entrance again. She said "Many people say that I have come a long way around, but I don't think it that way. I have come step by step in the right route which seems that it is a little bit longer than others." With the long way around, she was able to adopt the right way for herself on how she should manage her assignments. She was also able to realize the ability she has throughout various experiences for two years, and was lucky enough to meet respectable professors who influenced her.

Go-ni was interested in animation publishing. She also served as an intern at an animation publishing company. During her internship, she decided to study animation when she enters a university again. However, she entered the department of Arabic in HUFSS after all. She thought herself that she lacks instantaneous reactionary ability which she thinks is essential to learn languages. "Therefore I was troubled about whether I should go on studying social science which I can do well or choose studying linguistics that I have a lot to learn. Finally, decided to choose the latter," she said.

The reason Go-ni chose to study Arabic was because she wanted to do volunteer work abroad in the undeveloped countries. This idea came to her mind when she was studying for the national scholastic achievement examination for the second time. She thought that it was necessary to learn foreign languages for the work, which was why she decided to enter HUFSS. She blindly chose Arabic for her major since many nations in the Middle East are in need for help, giving her wide range of opportunities to do volunteer work.

"When I was a freshman I came up with wild thoughts such as questioning myself that whether I should study and give a third try to enter university. Studying Arabic was so complicated that it often drove me up the wall." However Go-ni did not give up her major. She copied her thick Arabic textbook for three times through two semesters, and one day realized that her Arabic improvement naturally.

One day, Go-ni and one of her seniors discussed on how to enhance the value of Arabic in Korea. They came up with an idea to teach Arabic to general people in the public. They made an internet club and advertised for students. Far from making profits, Go-ni and her senior started the teaching program just to improve the linguistic position of Arabic in the public.

"We had to study Arabic grammar more profoundly to teach people and grab their interest. I was able to acquire a know-how by researching on and on for effective teaching methods. In addition, my Arabic level was more advanced than before," says Go-ni. She have met about 400 people by teaching Arabic to them until now. Though she was not able to go on a language course abroad because of the unfavorable circumstance, she built good reputations with every senior, junior and her student approving her as a good Arabic teacher.

"Nothing gives me a greater pleasure than when I see people find it interesting to learn Arabic. It is happy just to watch them getting along well with Arabic" says Go-ni. She says that she has learned many things by meeting various people and gets encouraged when she feels their passion. The best thing she gained during teaching Arabic was the great experience of expanding interpersonal relations.

"There are nothing such as 'useless' to learn. Whatever you learn, you will come to use it some time or other. So it is important to enjoy while you are learning, especially when you are studying your major or languages," Go-ni said.

As many wise people say, there is no way to change your situation by complaining. Other than that, you can improve it by making efforts. Go-ni did so. She have found out a progressive way to elevate the value and reputation of Arabic of HUFSS by doing something that someone has to do. Let us all encourage her together with a big applause.

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## NIS requires NI

From this year "national informatics (NI)" will be added as a new subject in the employment test of the National Intelligence Service (NIS).

On May 12, the college of law held a lecture meeting for NIS at the Faculty Office Building. A NIS officer who graduated from HUFSS explained how to prepare.

The NIS officer said, "We acknowledged the importance of information, so you'd better study national informatics." He explained the background that the importance of national information enlarged. He added, "The reason the Mongol Empire could control enormous territory was due to existence of NI. Queen Elizabeth's fleet triumphed over the Spanish Armada thanks to their victory in the information war. During the Cold War, the role of information agency reached a climax. American agencies already had information before the Japanese surprise attack on Pearl Harbor. Similar agencies had also known about the 9.11 terror attacks by Osama Bin Laden before they transpired. However, they could not prevent them because they were operated independently. Subsequently, they have been

recently unified." For example, a new central information agency, the Director of Central Intelligence (DCI) was founded for commanding FBI and CIA agencies in the U.S.A and Federalinaya Sluzhba Bezopasnosti (FSB) was created from the remnants of the KGB in Russia. He emphasized how important human intelligence is. He explained that "90% of information is obtained from Internet or artificial satellites and the remaining 10% consisted of human intelligence. Even though it takes up only 10%, this portion is critical. Therefore, our mission is to have trained specialists acquire information. This also influences on policy decision, particularly with reference to the priority of national information, which must be approached with caution." It is difficult to develop national informatics because it is not easy to approach information as a subject of study. Nevertheless, NIS has a powerful influence on national policy.

By Nam Seok-ho / Cub-reporter

## Event that you can see benefits

"Something to eat and play, give a much treat!"

"Cooperative Members Festival" was held under the auspices of Cooperative Student Committee in front of Student Service Center on May 18. This event was held to provide students having welfare benefits which they couldn't feel in usual time and to let students know more about Cooperative. About 300 people participated in this event and it gave a chance for them to get together and have fun. It was also a chance to inform people that Cooperative is not a system that just has a title but no activity. The event included free tasting of chicken and drink, making special egg and toast, seeking a store managed by Cooperative, treasure hunt in the store, words relay, group rope-jumping, taking cotton candy and so on.

Kim Min-jung (R-06) who took part in making special egg and toast said, "It was more interesting than I had expected. I think Cooperative is good because it gives actual help to students with holding an event like this."

Cooperative is a self-governed

organization based on spirit of cooperation, which students, professors, staff at HUFSS try to make better environment on campus. They make efforts on welfare on campus, realization of reasonable prices, returning surplus and living together through the "Cooperative Members Festival" and "Exploring historic scenes" etc.

Kim Yi-seul (OMD - 06) who participated in a group rope-jumping said, "At first, I joined the Cooperative to receive discount on books. But I think it is a good system because it also holds interesting events like this besides discount on books. I hope festival like this will be held more often. And I feel sorry because it finished so early." She exposed her wish that it would have lasted longer.

Yi Hee-yuel (J-03), the vice chairwoman of Cooperative Student Committee, said that it would be better if the more people had participated in the event, but she was still glad that many people gathered in spite of bad weather contrary to her expectation.

This Cooperative Members Festival provided many events, but many students

competitive power.

There are two issues between labors and the management now. First, they haven't yet come to a conclusion about the range of the entry into the labor union. The school authorities still insists that 48 staffs including the heads of departments, the staffs in charge of personnel and the budget cannot join the labor union under the current labor law. Actually regarding the heads and some department managers as practical management, it is seen as persuasive to the extent that the school authorities would narrow down to the range.

Next, it's the problem of the non-regular workers. Frankly speaking, many people have a tendency to stick to "equity." This trend affects sympathetic mind for the irregular workers. However, the current conditions of our university is not good. The slowdown during this long period allowed other universities to be overtake us. So, to recover competitive power, it is unavoidable that

the school authorities keep a certain percentage of the irregular workers so far. Nobody can forecast the result of the strike, but no one can deny that the students are the ones who are most heavily damaged by the walkout. In the middle of a discord between the management and the labor union, the students' right to receive education has been seriously disturbed. The best solution must be arranged within principle and common sense.

dreameo@hufs.ac.kr

By Kim Jae-hyuk  
Editorial Consultant

Contrary to everyone's expectations, the period of the strike by unionized workers has lasted over fifty days. Perhaps it is the longest strike in the history of HUFSS. Not clue toward the solution of the strike is seen anywhere, and most of the students except the GSC are also still looking indifferently on this serious incident with folded arms.

Instead, the situation gradually proceeds to the extreme. Some violent unionized workers took illegal occupation of the president's office, broke into the conference room and some administration divisions without previous notice. It is even said that they threatened non-union staff with the suspension of their works.

The school authorities, in competition with the labor union, immediately decided to dismiss three heads of departments by holding the Disciplinary

Committee only consisting of the members of the school authorities. The labor union could not agree with the unreasonable decision because the management is not permitted to take steps related to personnel during the walkout and they requested that the school authorities withdraw the wrong decision.

Some people also questioned whether the current number of staff is actually needed to manage the administrative tasks of our university. They pointed out that the ordinary things and outside events were performed relatively successfully in spite of the strike for about two months. So, it would not be too farfetched for the other members to insist that a strong restructuring among the workers is needed at this point. Anyway, such a existing inefficiency seems to produce active debates about the plans to improve

## Pandora's Box

## Eternal rival



could not participate in it because of its short period. (11:30 a.m ~ 4:00 p.m.)

Cooperative gives students many benefits through the events like the Cooperative Members Festival in first semester and a

general meeting in second semester.

By Kim Eun-hye / Cub-reporter



Imun

## Announcing HUFSS daily life vividly, lively

Each day when HUFSSans go to school, they usually leave the school in order to eat lunch. Once outside the academic environment, they can often hear music over the radio. FBS, a Foreign Studies Broadcasting System, prepares broadcasting for HUFSS weekdays. FBS was established in 1961 and this year is the 45th anniversary of the foundation. During these years, FBS has produced many people who are working in press and broadcasting.

Except for the examination periods, they broadcast every morning and afternoon. Even though FBS does not broadcast in the afternoon at 5 p.m. anymore due to lack of manpower, they are in fact planning to broadcast from next semester on. They have seven programs; walking in the morning, FBS today, FBS music parade, new age essay, cine music diary, afternoon with

music, and going out with Koreans.

In order to become a genuine FBS member, one must compete one full semester. In FBS, they are called "Solsolyi." It expresses a sound of brooming. It not only means the act of brooming, but also encourages others to do their best at all times. After the life of a solsolyi, they can choose two kinds of courses; a progress stream or a direction stream. A progress stream includes roles as an announcer and a reporter, while a direction stream focuses on producing and engineering. Students in the first stream collect materials from news and broadcasting with their voice. The second stream students prepare scripts and take charge of machineries for broadcasting.

The road of FBS was not always smooth. In military government, a channel of communication in universities was under

control. Park Ji-hye (IT-04), the chief director of FBS, said that FBS is now called a foreign educational broadcasting system. As such, during broadcasting festivals, there used to be plain-clothes policemen in the past, she added.

Lee Seung-lyul (H-04), a head of the progress stream, said that FBS gives her a sense of responsibility. Even though the work is hard, she is satisfied with her accomplishments. Lee Chon-eun (A-05), a member of progress stream, added that when he joined freshmen orientation, he was impressed on seeing with his own eyes that FBS was acting as a master of ceremonies. Additionally, Moon Young-gyu (E-04), a head of the direction stream, responded to the question why he joined FBS by stating that he wanted to experience something extraordinary in university. He also said that

this experience helps him to foster his own ideas.

Every fall, FBS prepares a music festival. University students can join this festival only with music created by them. All FBS members spend much of their vacation in order to prepare this festival. FBS is continuing their goal to strive for better and more prompt broadcasting.

By Cha Hyun-jin / The Argus

Wangsan

## Pure sounds reverberated in Campus

There are four speeches at HUFSS. One of them is Wangsan FBS. In 1981, Wangsan FBS was separated from Imun FBS. In 2001, FBS held a celebration of the 20th anniversary of the funding in myeongsudang. Since 1981, many things have been not what they used to be. Its members have increased and enlarged scale of broadcasts.

When they broadcasted at past, they used a garbage can to make sound louder. And they had rent a lecture room from the College of Natural Sciences to take events. But since early 1990s, they have used Open Air Theatre so that a lot of students could enjoy the events.

FBS has two big events every year. The first semester has FBS song festival and the second one has a broadcast play. They use the nickname. And there is a kind of apprenticeship in this organization. That is called solsolyi. This nickname means to diligently clean up. FBS receives applications for admission at a new term. They want passionate students.

FBS is organized by twenty five members. There are probational members, regular members, heads of departments, and chief head. Finally they come to "Arpe" which means honorary members.

FBS has four announcer departments, such as press section, production department and engineering. In the announcer department, all programs proceed with live

broadcasting. The press section collects news materials about universities, writes articles on them and gives broadcasts, news or private programs. Production department directs all events, produces music and records with announcer. In the engineering department, the headmen of camera and sound parts plan musics and images. And they transmit a live broadcast.

FBS broadcasts in the morning and at noon. They get together for monitoring at 9 p.m. after clean up eating breakfast. Each department trains each part, monitor every broadcast and hold a meeting at 6 or 6:30 p.m.. The announcer department makes program "walk of a morning". All materials and music are selected by announcers. A announcer Park So-ra (BB-05) said, "I select materials from newspaper, books, internet and actual experience."

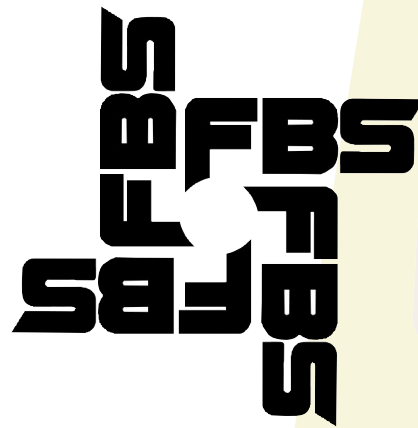
There are lots of episodes, like a tardy for broadcast, blowing away scripts and sometimes they had troubles in protecting event time for audiences because the singer came late for the event.

Among the graduates who passed FBS, Jung In-hwan (C-90) worked at MBC. He wrote and produced "guerilla concert". And Won Ho-seok (YU-90) worked as a radio performer and nowadays act as free-lance. Besides, they are working in various fields, like Traffic Broadcasting System producer, Pyunghwa broadcasting corporation reporter etc..

Summer vacation plan of FBS trains each department and stays in a camp three days two night. Near the end of vacation they have a meeting for organization and work on speakers. They hold the event that the probational members become the members, and the probational members prepare the show for senior and then they become the members by senior.

FBS wants to help HUFSSans but students seems stiff to step up to them. They said FBS was for HUFSSans they would be glad if students took interest in FBS and visited more easier.

By Song Dan-ah / Cub-reporter



# The pr HU

## 외대학보

### A history of 51 years

The Oedaehakbo was published as a form of tabloid in April 11, 1955. At first, its characteristic was more like a literary magazine with students' writings and articles mostly focused on inside-university news.

Such characteristic of the newspaper started to change when the third Renovation of the Constitution occurred in 1969. At this time, it was so hard to publish newspapers as it was the time called as "an age of convulsion." Especially in 1980, university newspaper could not be free from pressure from discussing the government authority issue.

After that, late in the 1980s, it was possible to exercise freedom of speech and make intensive reports owing to alleviation

of the regulation of speech. Thereafter, The Oedaehakbo started to carry many news items related to reunification and the relations with North Korea.

Since the 1990s, The Oedaehakbo became to set eyes on democratization of our school. From then, The Oedaehakbo comes to the present state showing concern for the development of the university.

And The Oedaehakbo consists of three departments - Campus, National and Culture. They recruit cub-reporters twice a year, and the term of office is three years in total.



### Reporters actively on the move

Lim Sun-hyun (E-04), Chief Editor

Q) What do you actually do as the Chief Editor?

A) I believe a Chief Editor is a person who collects and accepts reporters' opinions, not one who just operates a newspaper publishing company. So I exert to respect

our reporters' thoughts. And a Chief Editor does various things such as composing the whole space of the newspaper and planning for training cub-reporters, etc.

Q) What is your goal as a Chief Editor?

A) First, as a leader of an organization, I'm endeavoring to lead actively by heightening the morale of my troops. And I'm considering various changes in the paper size, also.

Q) To HUFSSans

A) I hope the students read our newspaper with deep concern. Starting from the next semester, our newspaper will also have an internet version. Please visit this site and give us feedbacks.

Kim Hyung-min (EC-04), Editor

Q) What was your motive to join The Oedaehakbo?

A) I have been dreamed to be a journalist so I joined in various club from middle school. From then, I was also fascinated by human relations. So I applied in naturally for Oedaehakbo.

Q) During the reporting, were there any memorable episodes or hardships?

A) I'm a Campus section reporter so I covered many occurrence in HUFSS. Last year, there were elections for a president and the president of the student council also. At

that time, I found worth as a journalist in our campus covering them alone.

Q) To HUFSSans

A) Nowadays, students are concerned about themselves rather than occurrence in our campus. I hope students watch with deep concern issues of school, like the recent strike by the labor union.

Kim Tae-hyung (JMC-04), Associate Editor of the National Section

Q) What was your motive to join The Oedaehakbo?

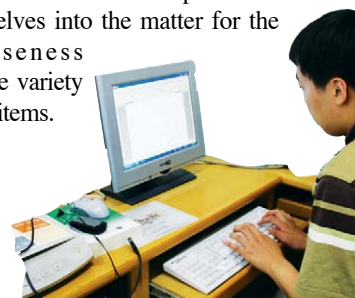
A) I was interested in various events inside campus. Before entering the newspaper office, I hungered to listen to various opinions of students. So I applied for The Oedaehakbo.

Q) During the covering, were there any memorable episodes or hardships?

A) The thing which I mostly suffered from was the irregular lifestyle as a journalist. As a reporter, it is hard to participate in your classes. I think time management is very difficult for a reporter.

Q) What do you think is the most needed aspect of a reporter?

A) There is a saying, "A reporter with restless legs can never be defeated." I don't think the speed or the technique for writing articles is important. The most important thing is how much the reporters throw themselves into the matter for the preciseness and the variety of the items.



### Future launched from Hakbo

Lee In-woo (JMC-79), Deputy Editor in The Hankyoreh

Q) A life as a reporter in Oedaehakbo

A) I saw want ad of Oedaehakbo by accident, when I went to HUFSS for an application. I was interested in composition and

social issues for a long time. So I entered at 1979 and I occupied the Chief Editor after two years. At that time, there were many suspension of a newspaper and Oedaehakbo could not be inspected also. I still have a memory of that time.

Q) Were there any memorable events?

A) The most big incident was a conflict between reporters and the school authorities. At that time, our reporters made constant efforts for securing a freedom of speech. By this conflict, Oedaehakbo came so far as to a crisis of discontinuance. Finally, I was appointed to the Chief Editor despite of dismissal of other reporters. I think that was one of turning point in my life.

Q) To HUFSSans who have a dream of becoming a journalist

A) The most needed temperament as reporter is a sense of mission and efforts for the realization of a just society. Also, balanced sight to the society is essential thing. If you dreamed to be a journalist, I hope you have social maturity and a warm heart.

Lee Jae-won (HU-90), Chief Photographer in Reuters

Q) A life as a reporter in Oedaehakbo

A) When I was a freshman, I once participated to assembly in April 19. At that time, I saw one of journalist in Oedaehakbo who were taking a picture. I was fascinated by reporter who print news and take a picture for informing such event. So I applied to Oedaehakbo in the second term and I learned about photography by various books and asking advice of seniors.

Q) Were there any memorable events?

A) At 1991, the Prime Minister came to our campus for particular lecture. However, some students threw eggs and flours to him. By some reporter of Oedaehakbo who were implicated in that incident, our newspaper was suspended publication during one semester. And there are also many regret things. Once upon a time, reporters of North Korea visited to HUFSS. Even though that event was a big issue as reported in news, I was not in the scene. I feel sorry for that time from now.

Q) To HUFSSans who have a dream of becoming a journalist

A) Above all, do not give up. Most important thing during in the period of attendance at school is to form a plan for your future. If you want to be a journalist, do not abandon and make constant efforts, then it will be come true some time or another.



By Kim Jeong-eun / The Argus

## History of The Argus



52 years have passed since The Argus was established as the first English newspaper on campus. It is thought that the history of The Argus reflects those of Hankuk University of Foreign Studies (HUFS), because The Argus and HUFS were founded in the same year.

For the first time in 1954, there was a newspaper printed by the English Department. In 1960, six years later, it was registered as the official organization of HUFS by Ministry of Culture & Tourism (MCT). Since then, it has been considered one of the central sources of press for HUFS. Once, The Argus was published in tabloid size, but from 1977 on it has been published in a standard newspaper size. This standard form has continued for about 30 years.

In 1982, it started "The Argus Prize," an

academic prize for university students. For this, it was awarded a grand prize by The Korea Herald in 1985. This indicated that The Argus gave careful attention to the trends of public opinion on campus. Additionally, students and press' journalism and academism was reflected in The Argus.

In 2002, many reporters applied as interpreters for foreigners during Korea versus Japan in the World Cup. They also visited Mt. Kumgang to celebrate the 58th anniversary of the Liberation Day. In 2004, the 50th anniversary of HUFS and The Argus, The Argus reporters visited six countries to meet HUFS alumni worldwide and report their lives and memories on HUFS.

Now, as if reviewing the past, The Argus is advancing for the future step by step, becoming aware of what it should pursue. Basically, a newspaper should be made by readers' opinions. No readers' opinions, no newspapers. So, if HUFSans and The Argus get more involved with one another, all of them can make positive steps forward for their mutual development and prosperity.

## Argusians' life

On the first week every month, reporters of The Argus makes an all-out effort to look for items which HUFSans are interested in and are worthy of caring about. There are three editorial meeting during the first week. Reporters and editors enter into discussions until coming to agreements for making better newspapers. Many items can be altered, but it is possible for unsuitable items to be rejected during this time. The reporters should consider whether items are suitable or not and prepare the presentation of them thoroughly by the third editorial meeting.

After making a decision on what to write about, the reporters set out to cover their articles. There are many methods employed to get information about the subjects. The main method used is interviews with experts or someone closely related and familiar with the subjects. Another method is to collect data from books, internet and so on.

After finishing gathering information, they write articles using the acquired information. On the final day of the week, the last step in publishing the newspaper is printing. The reporters go to the printing office for the

next three days. They decide the design and the arrangement of the articles, and check out their articles for the last time. Any erroneous information is then removed.

The Argus consists of cub reporters, regular reporters, associate editors, editors, and a editor-in-chief. There are also Editorial consultants to support other reporters. The cub reporters are employed once a semester. They are a kind of intern, not regular members. During one semester, they receive training, which is a process that instructs them how to be good reporters. Also, during the vacation period, they will receive additional training. Once this is completed, they become regular reporters.

The newspaper is composed of four sections, Campus, National, Culture, Theory & Critique. The International section can be temporarily left out or remade. For this semester however, the newspaper has made a change; the Cover Story is omitted and the Feature is put in its place. It does not just give people facts alone, but focuses on interesting topics, galvanizing readership.

It is likely that The Argus is considered as the eyes and the ears of HUFSans. Without



The Argus, HUFSans might not obtain sufficient information about the school. The essential job of reporters comes laden with arduous tasks, include covering, reporting and so on. They do however, keep in mind the responsibility for journalism as one of the press of HUFS. They therefore will

perform their duties successfully, because they are passionate about their work.

By Yun Ji-hun / Cub-reporter

# The Argus

## Interviews with ex-Argusians

Since the Argus started with the first editorial team with the chief editor, Mr. Gye Tach in 1954, several staffs and reporters have worked hard on the newspaper. Those are called Argusian and currently work in the various fields of our society. In this issue, the Argus reviews the Argus's past vestige through the senior Argusian's interviews and discuss future directions for the newspaper.

"I started the Argus for students who need some improvements for reading and writing in English. When I worked as a department chair in the department of English and as a faculty advisor for students, I strongly felt the lack of reading materials to support English learning. The newspaper was intended to provide reading and writing



opportunities for those students. A senior, Mr. Park Myu-ong-sook (E-57), the president of Pacific and Asian Communication Association said that he is concerned about the fact that HUFS currently is limited in educating and training students to be the global leader. HUFS also does not promote the major strengths of cultural and lingual recognition. He would like the Argus to guide HUFS in a right way.

Mr. Yu Kun-ha, the chief editor of Korea Herald, recalled, "At the time when we released a four-page broad sheet once a month, it required much time and effort. So, I desired the process of publishing a newspaper to be more efficient."

For our question about what would be some positive influences on his current job from the activities of The Argus, he responded, "While working for The Argus, I was getting more interested in journalism, especially publishing an English newspaper. Three years of work experience in The Argus also helped me improve my English skills and get a reporter position at The Korea Herald."



There are many applicants for the editorial team of The Argus who dream of being an reporter or journalist. Ms. Lee Min-A (E-00), currently working at the JoongAng Daily as a reporter mentioned that she also applied for a reporter position at The Argus to be a reporter after graduate. "I hate myself to say this, but to be honest, the most memorable event was drinking. After a long editorial meeting, we went to the bar, drank Soju all night at night, and talk about some most controversial topics of the articles. Also, the cold beer helped us survive in the terrible summer heat. Alcohols enabled us to go through all touch times - Thanks to the drinks." She answered to the question about what the memorable event in The Argus was. Also, she said that The Argus was definitely a big help. The Argus helped her not only learn how to write professional articles, but also broaden the perspective to the world and provide

the reason to love things around her even more.

Dr. Jung Hong-tach, the distinguished professor of Sang Myung University, felt very proud when the U.S embassy called him after reading The Argus, which was published even with the absence of university support. At that time, he presented the self-confidence enough by wearing an armband and badge of The Argus. He said that he would like The Argus to present the latest information and use simple, practical, and trendy words. He did not forget to give a humor that "If you don't know how to enjoy your life, please call me."

The Argus will publish the 400th issue on next September with senior's endeavor. The interview with the graduates is designed not just to recall memories, but to propose future directions. The Argus will continue to move forward for our motto "Always be awake, Look everywhere, Diversify views on affair"

By Mun Hyeon-kyeong / Cub-reporter

## HUFS magazine to drive the opinion in HUFS



Hankuk University of Foreign Studies (HUFS) magazine which is student-governed, was established in 1966 and just published the 6th freshman edited issue this spring from 2000. The purpose of HUFS university magazine is to provide an opportunity for students to think and discuss the major social, political, economic, and cultural issues coming from off and on campus.

When the HUFS university magazine was first published, it was not truly student-governed. Rather, the university magazine was an affiliated organization of Student National Defense Corporations. In 1970's to early 1980's, started as an academic society, HUFS university magazine was able to work with faculty members and incorporate with academic theories and pure literature such as poetry, essay, and novel. And with that the External Literature Award had begun.

However, the diversity of student opinions was presented through the magazine, the Student National Defense Corps placed all student associations under the dictatorial government of Park Jeong-hee in 1984. Since the mid 1980's, different from other affiliated organizations of the Student National Defense Corps, HUFS university magazine began to be fulfilled with many progressive ideas. Because of the fact they

were used as public relations for Student National Defense Corps, they had critical mind, achieved independence, and built their own editorial room in 1988. As an independent student organization, the university magazine was published two times each year since 1989 and finally, circulated three times a year in 2000. With increased circulations, the articles in each issue represented student opinion much more than before. Finally, in 2002, they published a special edition issue No.50. Along with the content and management, the design has been innovated as well.

The editorial team of HUFS university magazine consists of three divisions: The society section, culture desk, and academic post. Each department has their own responsibilities. First, the society section communicates with students about the major issues in our community that may be viewed and discussed from the student perspective. The culture desk deals with cultural issues and diversity on and off campus. The academic post division focus on the problems on campus. All three divisions communicate, exchange ideas, and compile articles efficiently.

The HUFS university magazine starts with a keynote for both summer and winter editions. The content may vary from season to season. After set themselves to the keynote, they device the main subject what they are going to write. The article topic is selected by a member of the editorial team or by students.

Whenever editorial staffs face challenges of writing and publishing a magazine, the professor, Yoon Kyong-won encourages the team and provides valuable advice. Also, the ex-member of the editorial team is always supporting them.



Some part of the HUFS university magazine is designed by an external designer, but the main framework is developed by the editorial team. The editorial team also prepares for the visual images that support the article text. The layout and text is revised several times to complete the magazine.

The editor said that "Through the magazine editing activities, I became more interested in many problems and issues happened around me. Not only agony to seek out social issues, but also meeting with many people who are related to

such issues was a great help for myself to move forward. So, every time I edit the magazine, I really enjoy and feel productive. However, as trade-offs, there are several difficulties such as acquiring relevant stories and sub-topics suitable to the keynote, asking permissions to participate in the personal interview, and so on. And as you may guess, the most challenge is to keep the deadline."

Some senior students who used to be the staffs of the HUFS university magazine editorial team continue to work at present and influence editorial activities. Although the festivals such as home coming day or new year's day evening are not held yet, the editor wishes to organize special events to have an opportunity to meet seniors.

Through the advertisement or the ombudsman system, the HUFS university magazine tries to reflect and represent diverse student opinions. Although the editorial team suffered from a lack of student participation, the HUFS university magazine will try harder to communicate and deliver better information. Furthermore, the HUFS university magazine will try more to improve itself.

By Kwon Eun-jung / Cub-reporter



## 「외대」

### Notice Board

1. Course of study for the teaching profession  
Qualification : Students who are taking third semester classes and get over 51 credits and took or will take(including this summer semester) teaching profession classes

Application date : May 29 ~ June 9

Method : On-on-line webpage, <http://www.hufs.ac.kr>

2. Students who will graduate this August and took teaching profession should submit certain documents for getting a certification of qualification.

Date : June 5 ~ 23

More detail : Office of College of Education

# Problems revealed in internship system

## Discordance between company and student during internship period

By Kim Jeong-eun  
Reporter of National Section

Recently, university students' most preferred part-time job has been said to be the internship program in a large corporation. This is due to the fact that students not only acquire good work experience but also the chance to become full-time employees. However, can internship be a substantial part-time job and also act as a preparatory procedure for actual employment.

The internship program was first introduced by LG Electronics in 1985. This decision was based on a decreasing trend during the IMF (International Monetary Fund) Crisis and from the year 2004, has continued to spread rapidly. As a reflection of this phenomenon and according to statistical research made last year, companies that responded with having plans to hire interns increased from 35% (2004) to 60% (2005).

### Internship system : beneficial both for the company and the students

The reason why the internship system is increasing can be explained by the positive anticipation of the benefits for both the company and the students, if conducted properly. For the company, the internship system offers the opportunity of selecting workers with capabilities and skills that are directly related and desirable to the company. Also, corporations could cut expenses for training a new employee, as if one of the interns was converted to a full-time position, it would be possible to reduce the rate of people leaving their jobs. Moreover, the internship system has the effect of improving the image of company.

According to one of the recruiters of Samsung Life Insurance Company, the expenses for training interns within a definite period of time costs more than three times that of appointing full-time staff. Nevertheless, many companies are introducing this internship system because it is profitable for labor supply. So, in the case of Samsung Corp., business related to intern programs is being dealt with in a personnel division which is actively enforced.

Internship programs cannot help but appear attractive to students. The biggest reason is that there exists a high possibility to switch from internship to full-time staff. In fact, from the survey given to 582 major enterprises conducted by JobKorea (www.jobkorea.co.kr) in January, 42.7% of the



Kim Sun-woong / Cartoonist of The Argus

companies had internship programs. Another 96.1% of the companies with these programs answered that they employed regular staff from those initial interns.

Additionally, 7 out of 10 multinational corporations are making efficient use of interns when employing a new staff member. It is true that through internship, students are able to adapt easily to the new circumstances owing to the experience they had in advance from the organization. Another advantage is that internship programs can provide an opportunity to search for personal aptitude or interests.

### Problems caused by students who lack a sense of responsibility

In spite of the many advantages, there also are many problems with getting an internship. First, students are often not satisfied with some companies which do not offer enough internship programs. Most large enterprises regularly employ intern programs, but in smaller enterprises or business firms such as in broadcasting and culture industries, there are cases where interns merely performed simple chores like photocopying or unimportant errands, etc.

According to Lee Woo-gon, a professor as well as the representative of "Job View Institute," many small-sized companies tend to avoid internship; it is common that they do not state the division of responsibility

clearly. "Recently, the importance of HRD (Human Resource Development) in companies is increasing. HRD is a new field for the development of employees, but it is hardly seen in small or medium-size enterprises. Though internship should be a practical field for talented persons, in most cases, it is becoming just like a part-time job for places that need assistance with menial duties."

Also, interns often complain that they have difficulty in grasping what they should do or how they should do the work. According to Choi Mun-yong (J-01) who participated in an intern program in a well-known entertainment company last winter vacation, he did not even know what he had to do in that company at first. "Companies often prefer interns because they can use identical human resources to full-time staff, and at a cheaper price. However, it is true that training for just interns is difficult for most companies. As such, students should seriously consider what they could do or which company is fit for them."

### Necessity of improvement in ill-controlled administration

The biggest reason why some companies avoid student internships is due to evasion of responsibility and poor performance. It is a serious problem that some students leave the company in a short period

because they focus mainly on gaining job experience. Moreover, there are many students who have no ability respective to their duties. Many companies express the opinion that they are not responsible for trivial training.

Students evading small enterprises is not only a problem in employment. In the case of the internship programs, most students prefer major enterprises. According to the representative of the Career Development Center in HUFs, since most students are only interested in famous companies, it is difficult to have a briefing session for non-major company's internship programs. Subsequently, the saying of the "rich getting richer" appears true, in terms of enterprises seeking help.

### A sense of responsibility is first and foremost

Interns should take a stand on the question of responsibility. Relationships between the company and the intern ought to be one of mutual trust. For this, it is necessary for students to have an active and productive mind rather than working indolently when they participate in internship programs. Also, basic skills for business work are needed.

### Bench-marking some brilliant foreign companies

Not only students, but companies should also make efforts for reinforcing successful and beneficial internship programs. Also, minor enterprises would have to promote HRD constructively. In fact, it is hard to find domestic companies that prepare for systematized internship programs. Some international companies, such as Loreal Korea and Procter and Gamble Korea (P&G), are being labelled "superior," thereby "necessitating" decent internship programs. The bench-marking of these firms could be a solution.

### As a win-win system for both the company and the students

In Samsung Corp., for this summer vacation, they are receiving internship applications of 1,000 non-science major students. This summer's intern recruitment, which is said to be a well-organized one that no other firm has enforced until now, would be a new turning point for Korea. Therefore, companies must work harder on the program, and students must become more responsible with regards to their duties in order to transform the internship program into a successive, win-win strategy.

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## Meeting of each abductee's parents

The relatives of Yokoda Megumi and Kim Young-nam, those who were kidnapped by North Korea and believed to have married in North Korea, met to urge both their governments to step up efforts to bring about the release of the abductees'.

Megumi's father Yokota Sigeru, 73, brother Detsuya, 37, and Kim's mother Choi Gye-wol, 82, sister Kim Yong-ja, 48, met at the National Federation of Fisheries Cooperative main hall last 16 of May. This meeting was held by South Korean and Japanese abduction victims group and abductee. Both family had a talk about sorrow of their lost child and shed bitter tears.

Detsuya said "I don't believe in the North Korean announcement that my sister is dead and there is no evidence to prove my sister's death," and expressed strong will to find his sister. And to make sure of South Korean Government's position, he also urged. "President Roh must choose one side, terrorist Kim Jong-il or human rights, the universal value of mankind."

Kim Young-nam's sister said "If we round up our efforts, we can see our family soon and I will join other assembly for abduction to express my voice." Expressing her willingness to join a protest rally in Japan planned for the end of next month.

South Korean and Japanese abduction victim group and other civic groups issued a statement saying that "Kim Jong-il and North Korea must release abductees including Megumi. And Kim without condition and apologize to the victims of abduction," and "South Korean and Japanese family of abductees and various NGOs should maintain a strong international relationship for the relieving of suffering North Korean residents under the Kim Jong-il's tyranny and the release of abductees without further condition."

By Seo Jin-ho / Cub-reporter



Kim's mother is wiping out her tears.

Seo Jin-ho / Cub-reporter



## Realizing human rights by putting into action

By Kim Jeong-eun  
Reporter of National Section

On May, various film festivals were held at the height of the festival season. Hosted by the Group of Human Rights Movement Lovers (SARANGBANG), the 10th Seoul Human Rights Film Festival (SHuRiFF) was held from last May 6 to 14. This festival has existed since 1996, with the aim of demonstrating freedom of expression and spreading human rights education.

How many students would there be who are all interested in protecting "human rights"? For the answer to this question, let us look to a HUFsians who is defending human rights personally by participating in the 10th Human Rights Film Festival.

Shin Seong-bin is a junior in the department of Political Science and Diplomacy of HUFs. He was fascinated by this festival last year, so he decided to become a volunteer himself this time around. What was the "charm" that made him to voluntarily throw himself into a film festival with such enthusiasm? He says "I have studied human rights publications for three years. I thought that I should give a definition of human rights obtained through research from many materials like the Magna Charta or the U.S. Declaration of Independence. However, I can feel the real meaning of human rights not only in my head, but now, also from the tip of my fingers."

He participated various functions beginning with the liaison of foreign films, such as translation and insertion of subtitles for people with hearing difficulties. Also among the volunteer members, there was a university students' team called "Easy Access to Disabled People," which helped handicapped people safely reach the movie theater.

When the reporter questioned him about episodes during that period, Shin revealed some difficulties which made him suffer before the film festival began: "In fact, though this festival seems to have been held with great success, permanently associated activists used to take great pain to hold this



Volunteers in Seoul Human Rights Film Festival

Kim Jeong-eun / The Argus

At the time of the 1st Human Rights Film Festival, it was impossible to avoid clashing with the government. Many people say times have changed, but some activists were being taken by the police during preparation of the Second Film Festival in Pyeongtaek. The Human Rights Film Festival still faces adverse circumstances; it still is being suppressed by governmental authority."

When the reporter asked about any hardships due to the status as a student, he discussed some of the anxieties of being a senior. "People around me used to ask if I have enough time to do volunteer work, being a senior and therefore also being busy with job applications; I was worried at first. But on the contrary, this burden was reduced as I became more and more involved in volunteering. Nowadays, I sleep only three hours a day, and sometimes I'm even extremely stressed, but I want to accomplish something during the period of my university life."

Though many film festivals are being held every year, it is true that some film festivals have certain problems. The reporter asked if there were any visible problems during participation: "The most serious problem is that the disabled are being inconvenienced. It

is a 'human rights' film festival, making it different from other film festivals. I think for this festival to genuinely represent human rights, it should be approachable regardless of sex, age or status. But the fact is, it is quite difficult for the handicapped to take part in this festival."

For the answer to the question, "Among numerous issues related to human rights, which one do you think should be settled the most urgently?" he chose the issue concerning the movement of the U.S. military base in Pyeongtaek: "I think livelihood is the most important thing to a human being. Seeing human rights being deprived through the exercise of governmental authority is frustrating for me. Especially in Korea, the National Human Rights Commission is not doing their duty well enough. It seems superficial." He lamented on the present National Human Rights Commission of Korea.

He also explained his attitude during volunteering. "Many people asked to me how much the pay is for such volunteering. However, if there be any reward, it could not be called 'voluntary.' I want to express volunteering as a 'zero sum' game. We should consider damage from, for example,

money, time, effort, etc. But if the value attained is meaningful, such damages can be put up with."

Lastly, he left a message to HUFsians. "The 'Crisis of Participation' is truly a serious matter now. Volunteering can be called a narcotic because if one participates in some voluntary activity, that person can be fascinated or addicted to that. It may have more meaning than just adding another line in your resum. Don't worry about diving into such activities. It is not only for the good of others, but also for me; after participating in volunteer activities, I feel great joy."

You can participate in the annual Seoul Human Rights Film Festival for free. Over the course of this year's festival, an average of about 150 visitors came per day. Additionally, and in similarity to popular blockbuster films, some people could not even sit down and watch, owing to shortage of seats for guests.

It is possible for a single movie to change someone's thought. The goal of this festival was to exhume the "film for humanity." However, it is true that the public is rather indifferent to this Human Rights Film Festival. Thus, it was meaningful to meet this university student who was actively engaged in realizing the necessity of protecting human rights. I recommend HUFsians to participate in such significant festivals with as much concern and dedication as Seong-bin.

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Sarangbang is a group for human rights that is hosting Seoul Human Rights Film Festival annually. Sarangbang is receiving applications at all times. It is open to anyone who is interested with civil liberty activities. For more information, please visit the homepage of Sarangbang.

<http://www.sarangbang.or.kr>

## Youth losing activist spirit

By Park Min-shik  
Editorial Consultant

The General Student Council (GSC) of Seoul National University (SNU) has decided to withdraw from Hanchongryon, the Federation of All-Korean University Students. Hwang Ra-yeol, 29, the new student president of SNU, held a press conference on May 10 and announced, "Because of violent protests and the undemocratic decision-making system, the group become estranged from the students. We will concentrate on activities for students

and never make ties with any political groups." The official announcement caused a domino effect and as a result Dankook University, Kyungpook National University and Dongguk University are looking for some proper excuses to leave the group. It reflected that the depoliticization of the younger generation has become more serious. How do people accept the situation? What is the desirable attitude?

Mr. Hwang and student presidents of other universities should have thought of a desirable solution rather than withdrawal, because the student movement played a critical role in the democratic development of Korean society as well as in the anti-Japanese movement during Japanese imperialism. Therefore, it is necessary for the young to succeed it developmentally rather than leave the issue alone or avoid it completely. If the means, method, and objective of the student movement are wrong, they can suggest alternatives which can get public support from university students and society.

It is true that the student movement is at a crucial moment as to whether or not it will continue. Even though times have changed a lot, the student movement has stayed the same as it was before, which is what led the group to fail to reflect on the worries and realities of the younger generation. With the high unemployment rate and

individualization of young people, they are more indifferent to complex matters such as political and social problems.

Former members who led the student movement in the 1970s and 80s said the "new post-Hanchongryon era" has already started. They pointed out "the loss of public support" as the first reason behind the crisis of the group. Therefore, Hanchongryon itself needs to reform the negative points: it has concentrated on political issues too much and also, it was on the violent side.

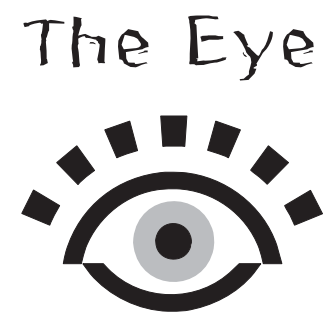
On the other hand, the tendency of being conservative in their twenties is an undesirable phenomenon. The challenge of

the younger generation has been a propelling force to advance society. Chung Un-chan, president of SNU, commented, "It was a very brave decision, but I'm worried that university students have become socially numb. They need to think about national issues as well as study, employment, etc."

The author of the epic novel "Taebaek Mountains," Jo Jung-rae, 63, also criticized the decision saying, "I saw a survey result for the question 'will you go out and struggle for democracy if 4.19 were to happen again?' A total of 52% university students answered 'no.' To succeed a revolution in a society, we need 1% activist and 10% supporters. I hope you will be active supporters."

The "depoliticized" situation of the youth was also clear during the May 31 Local Election. The rate of people who voted in their 20's recorded the lowest level among all age categories. Nobody can criticize them, but at least they shouldn't lose their reformative spirit and passion to challenge, because it will be the driving power to motivate the older generation.

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# Tech penetrates into probation system

## U-probation system designed to help monitor probationers

By Lee Jin-woo

Associate Editor of Theory &amp; Critique Section

The Ministry of Justice announced that the ubiquitous probation system was introduced into 14 Probation Offices headquarters this year and would be introduced into 23 Probation Office branches next year. Field supports for the probation system, a videophone supervising system, and a curfew monitoring voice verification system have already been used for monitoring probationers. This year, a phone-to-com report system, a short message service system and a cyber probation office and a cyber order and execution check system have been added. These seven systems are called the U-Probation system.

### Backgrounds of the probation system

In the past, punishment was the method to penalize criminals for committing crime. The state had the exclusive right of punishment. However, the sharp increase in the crime rate after the Industrial Revolution made states realize that the prevention of crime was more important than punishment. Therefore, states begin to focus their attention on developing the method to prevent criminals from committing crimes repeatedly. At first, when criminals were arrested, they were taken into facilities restraining them by force to reform them with various educational activities.

However, too many side effects were found in this system. The first one was the great difficulty in reforming offenders again. Another negative point was that the correctional facilities in fact provided a place for acquiring criminal skills from other offenders. Also, the noticeable side effects were the increase of marked criminals. Marked offenders were considered as bad persons, so most of the recognized offenders were deprived of getting opportunities to return to society. Finally, the states tended to have added burden of social costs to operate facilities.

Therefore the probation system appeared because of the need for introducing an alternative. The objective of this system is to minimize the side effects of housing



Computer is in Seoul probation office.

criminals in correctional facilities. This system allows criminals to engage in normal social life while living in their own houses instead of limiting the freedom of criminals by putting them in prisons. However, they must be guided by probationers and be prevented from committing crimes again. In Korea, the Ministry of Justice made the research team to introduce the probation system and a few criminals on parole were tested by this system in 1982. The probation system was made into a law in 1988. Now, the probation system is being applied to a variety of cases. For example, when a rapist is released on parole, a judge can rule that a rapist must see a probation officer regularly for a particular period of time.

### The ubiquitous probation system

The probation officers have met with criminals individually with face-to-face contact to guide and observe them until now. However, the probation officers have experienced great difficulty in watching offenders because more than 200 offenders have been allocated to only one probation officer. The shortage of probation officers is preventing them from observing habitual criminals or desperate offenders who have stronger chances of committing crimes repeatedly than criminals charged with a minor offense. Therefore, most of the advanced countries have already introduced the ubiquitous probation system.

With the new probation environment, the ubiquitous probation system can give both the probation officers and criminals easy access to the probation service whenever or wherever they want through various technology devices. The Ministry of Justice

is expecting the ubiquitous probation system to innovate the process of probation and provide the foundations for the new and effective environment that can meet the demands of selecting and concentrating. In the ubiquitous system, to solve a manpower shortage, the criminals committing minor crimes and having little chance of doing a second crime is taken care of by computers instead of adopting a face-to-face method. However, repeated offenders such as rapists are dealt with in both the face-to-face method and the computer method to reinforce the supervision.

### Kinds of U-probation system

Kim Si-eun, an administrative official in Seoul probation office explained "There are two categories of the ubiquitous probation system. One group is called the service innovation, which includes a phone-to-com report system, a short message service system and a cyber probation office. Under a phone-to-computer report system, those under probation are required to report by calling to the authorities' computer at a designated time and date. The computer identifies the probationers by voiceprints. In addition to this system, offenders with grave crimes will also have to visit the probation centers regularly. A short message service system will send offenders information related to their probation, including education schedules and summonses, via cell phone text messages, so they can get the information in time."

Sung Ui-chan, who is in charge of computer office in Seoul probation office, said "The other category is called the process innovation, which includes a field support of the probation system, a videophone supervising system, a cyber order and execution check system and a curfew monitoring voice verification system. In the group of process innovation, a field support of the probation system, a videophone supervising system and a cyber order and execution check system are already in operation. With the field support system, probation officers use PDA phones to look for the previous information on a probationer when he has an interview with a probationer. A videophone supervising system help the

probation officer check whether a probationer under the order of welfare service is present or not more easily than ever. A cyber order and execution check system play an on-line attendance book of probationer under the order of welfare service. A curfew monitoring voice verification system is used to check whether probationers under nighttime curfew are at home. Probationers are ordered to stay home at night to confirm their presence when called from a probation center with the computer."

### The controversial issues on U-probation system

The ubiquitous probation system was introduced under the current trend towards pursuing the technology age. A controversial issue concerning the infringement of human rights arises whenever such a system related to science technology is brought into use for the first time. There are two main points of view on the violation of human rights. One side argues that the criminals' rights would be violated because they are being controlled by computers around the clock under the ubiquitous probation system.

However, the other side states that the guilty parties which need to be cared for by the probation system has continually increased and it has been more difficult to control it than ever before. Therefore, it is time to develop the efficient and effective way to deal with the difficulty. People for the ubiquitous system expect that this system would cope with the current situation in which there are shortages of manpower for looking after the offenders. Also they think that the society security is also as important as the rights of guilty party.

Lee Hoon-dong, who is training probation officials as the professor of law college of HUFs, said "Systems and rules are likely to contain problems within themselves when they are enforced. However, faults caused by human beings that are responsible for systems and rules tend to bring about more difficulties." Therefore, this lesson is what human beings should keep in mind when the ubiquitous probation system is being operated.

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### Digest & Focus

## Development of North Korea and SOC expansion plan

By Lee Jin-woo

Associate Editor of Theory &amp; Critique Section

On May 18, a lecture was planned by The Unification Association under Citizens' Coalition for Economic Justice to explain to the audience about the current situation of Social Overhead Capital (SOC) in North Korea. The lecturer was Ahn Byung-min, who is the director in the Korea Transport Institute center for North Korea Transport Studies.



Ahn Byung-min at the lecture.

### Digest

At first, he explained to the audience what SOC is to assist the audience to understand the subject more easily. SOC is referred as the public capital made by administration and companies investment, which is provided to everyone in society for free. The positive effect of SOC is to produce external economic effect which lasts for a long time.

However, the investment size of SOC is too enormous to depend on the market function. North Korea considers the definition of SOC as the original definition used in capitalistic economy. North Korea thinks that in capitalistic countries, capitalists invest their own capital in the public field such as railroads, high ways, airports and tidelands, which is very useful for companies' activities, but not highly profitable. Therefore, according to them, SOC is not for people's benefits, but for companies' benefits.

He emphasized that railroads and roads are the most important SOC. North Korea has some important distinguishing characteristics. The transportation rate of railroads is a lot higher than that of South Korea and the topographical features resulted in increasing the proportion of the electrification of railroads.

The roads in North Korea before the 1990s had played a lesser role than the railroads and its only meaning was to reduce the burden. However, North Korea has begun to recognize that the road transportation is important, so road

construction has increased to 200 km since the 1990s.

### Focus

According to his lecture, North Korea has experienced difficulties in expanding and improving the public transportation facilities, which are very important factors of SOC. However, as long as the financial difficulties continue, North Korea cannot help abandoning the plan to expanding and improving railroads and roads. He asked the audience a question about how North Korea may deal with such difficulties. Most of the people thought that South Korea could provide financial support actively for North Korea based on fraternal love.

However, the nuclear issues and the budget constraints of South Korea are now hindering the South Korean support for North Korea. Therefore, China and Russia, whose circumstances are better than South Korea, need to take the lead in organizing international consortiums and giving financial support to expand SOC in North Korea such as railways and roads until the nuclear issues are solved. In conclusion, South Korea should make the ultimate proposals to complete the network of railroads and roads between South and North Korea in the long-term Korean peninsula overall view.

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### Cinema + α

## History behind love

By Jo Hyun-mi

Editorial Consultant

There is an old movie made in 1965, which is famous for the snowy scenery and soft melody of Lara's Theme. The title is "Doctor Zhivago" and this is the same as its original novel written by Boris Pasternak. He won the Nobel Prize for literature with this work, even though he had to decline that. Most of the audience watch this film with romanticism, and it leads this movie to be mentioned even in other movies. On the IMDB, a famous movie sites, it added the explanation on this movie saying "A love caught in the Fire of Revolution; Turbulent were the times and fiery was the love story of Zhivago, his wife and the passionate, tender Lara." Here is a suggestion when you watch this movie, pay attention to the historical background too. Because this film is showing the epoch of the Russian Revolution.

In the beginning part of this movie, Lara's fiance Pavel Antipov gives out secret flyers for a peace demonstration, and at that night, he attends the demonstration while Lara is having dinner with Victor Komarovsky in a high class restaurant for high class. People who have dinner in the restaurant jeer the people who participate in the peace demonstration. The poor citizens are marching toward their emperor to ask for the eight-hour day labor system and minimum wage system. However, what wait for them are troops who attack. Attacked citizens scatter and many people are killed. Zhivago is shocked at this cruel holocaust and tries to help the wound, but his attempt is restrained by soldiers. This genocide is called the Bloody Sunday on January 22 in 1905 (January 9 according to the Russian calendar). Until then, naive farmers and laborers had trusted on their emperor, but after 500 to 600 people were killed and thousands of people were wounded, the trust was changed to hatred. After all, this hatred touched off the First Russian Revolution.



Yuri Zhivago married Tonya and they had a son, and he leaves to participate in the First World War as a doctor. In the battlefield between Russia and Germany, he meets Lara who was working as a nurse to find her husband, Pavel was at the battle. Even though they were already married each other person, they were attracted to each other. For this war, so many young men were called to the army and they were killed in the war. As the war lasts longer, nationals' discontent grows and the national economy was on the verge of bankruptcy. This situation leads to the February Revolution which makes the Romanov Dynasty end and sparks to Constitutionalism.

After the First World War, Zhivago comes back home in Moscow and Lara comes back to her daughter cherishing their memory. For him everything was changed; he and his family suffer problems such as house, fuel, and food. They could not stand these circumstances and decided to move to neighborhood of Ural. After his arrival,

Zhivago is informed that Lara is living in the next city. Zhivago and Lara meet again and make love. Yuri begins to languish for his love between Lara and his pregnant wife. In this time, with Lenin's return to Russia from his exile, the October Revolution broke out. It is also called the Russian Revolution and the Bolshevik Revolution. It was the last step to become the first socialist states in the world based on Marxism-Leninism. Love between Zhivago and Lara comes to an end in this revolutionary whirlpool only leaving their daughter whom he could not meet ever.

Although their love could be blamed for its immorality, this love makes a deep impression. Pay attention to the sequence of the Russian Revolution carefully as well as its sad love story. It shows the whole steps of the Russian Revolution which is from Bloody Sunday to the Bolshevik Revolution. Do not miss anything both the sad love story and the history in this film.

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### Professor's opinion

## HUFs-licensed merchandise management

Licensing is the process of leasing a legally protected entity or property such as a name, likeness, logo, graphic, words, signature, character, or a combination of several of these elements. A licensor exchanges a certain tangible or intangible property to the licensee and obtains financial gains, mainly royalties. Licensing creates an excitement and carries an image associated with the existing brand/organizational name or relevant product.

A well-established image-oriented property facilitates success of any licensed products. Consumers identify with the brand or organizational name and add more value to the licensed products. Thus, the strong, favorable, and unique association with an established brand, name, logo, or any other intellectual property is a key basis to create positive consumer responses via licensing.

Collegiate licensing with a university trademark often appears on sports-related merchandise such as sweatshirts or caps and reveals institutional identity. The university trademark, a synonym for a brand, is identified with symbols or words and is regulated, so it cannot be used freely by other parties. Furthermore, a university trademark is the means by which a university communicates an institutional message and posits itself for the future. The retail market for university/college-licensed merchandise was \$2.7 billion in 2002, with the Southeast and Midwest regions the biggest sales zones. North Carolina University, the University of Michigan, the University of Tennessee, the University of Florida, and the University of Nebraska were the top universities that earned sizeable amounts of licensing royalties from the affiliated manufacturers in 2002. More than 180 universities currently have a strong licensing program and work with national manufacturers. Clothing that displays university logos constituted 23 percent of the entire apparel market.

Among university-licensed merchandise, apparel accounted for 90 percent of the products sold. Home decor/lifestyle items, apparel for kids and women's sports items

also have been growing product categories for collegiate licensed products.

University-manufacturer partnerships through trademark licensing may bring significant benefits to both organizations. The profits generated by university trademark licensing are often used to support overall university administration, libraries, college athletics, student affairs, and various scholarship programs. According to the Collegiate Licensing Company (CLC) (2004), well-known manufacturers such as Nike, Top of the World, Champion, Zephyr Graf-X, and Gear for Sports currently are dominating the collegiate licensing marketplace and generate substantial profits for manufacturers and universities.

Systematic management of multi-selling channels is being implemented by manufacturers and retailers in general products. According to Gartner's research (2002), approximately 75 percent of the commercial retailer respondents had a multichannel retailing strategy (MRS) either in place or being planned to enhance the firm's overall performance. Multichannel retailers, who sell products through online and traditional channels, account for more than 67 percent of online retailing.

Those who distributed products via the Internet as well as traditional selling channels reported positive operating margins in 2001. The Internet channel also has been recognized by a few licensing company management executives as an effective channel for collegiate promotions. Despite this recognition, the major distribution channels for university-licensed merchandise remain the traditional retail store (e.g., university bookstores) and/or catalogs.

Our research findings provided evidence of US college students' intentions to use multichannels for purchasing university-licensed apparel and contributed to developing future directions for university trademark licensing strategies related to multichannel retailing. Although several retailers might already adopt multichannel

retail strategies, consumer intentions to use these channels have been ambiguous for university-licensed apparel. Our findings revealed that among university-licensed apparel purchasers, only about 6 percent had purchased university-licensed apparel over the Internet and about 5 percent had purchased it from a catalog in the past. However, the intent to purchase university-licensed apparel through online channels increased, as the university identity, university prestige, and/or perceived social acceptance became stronger.

These results provided some important marketing directions for retailers and university authorities. Online retailing of university-licensed apparel can be a key marketing program for not only general merchandise retailers, but also university-licensed merchants. Retailers and authorities in university licensing programs who expand their selling channels to include the Internet may enhance business performance and the university's financial return.

The relationship between purchase intentions via multiple channels and antecedents suggests another significant marketing strategy. University administrators, trademark licensing departments and retailers can work together to identify attributes, such as student perceptions of university identity and prestige, and determine marketing actions to incorporate these attributes in the promotion of university-licensed apparel.

For example, emphasis on students/alumni identity with and the prestige of the university through its sports teams' successes, academic achievements, and national university reputation via various university or public media may encourage university identification and prestige. Developing their identity and perceptions of prestige should increase sales of university-licensed apparel. Because the sales of merchandise with the university trademark also enables the university to generate revenue and becomes an important resource for college budgets, it is also important for the university to increase positive outcomes

from university licensing that can be used to support and enhance educational facilities and activities in the university.

Our study also revealed that university identification had a direct influence on perceived university prestige and in turn, attitude. These results imply that those students who had higher university identification did not necessarily have positive attitudes toward university-licensed apparel consumption. When students have some university identification already established as well as perceived greater status about the university, they are likely to have positive attitudes and purchase intention via multiple channels including traditional retail and online stores.

Unfortunately, current status of university trademark licensing in Korea is skeptical. Our university logo is mis-used by some manufacturers and retailers without contractual agreement and also, is not practically and legally considered by the university administrators.

Therefore, the major income source for the university is student tuition fee. Considering our university logo as an intellectual property or trademark, royalty of lending our university logo to manufacturers and retailers can be another income source for the university that may provide some support on student and faculty's academic activities.

Correction: The title of the article, "Have you ever shopped via home shopping?", appeared in the last issue, No. 398 should be corrected with "Have you ever shopped via TV shopping programs?"

Prof. Park Ji-hye  
in Business Administration division

# Unforeseen heterogeneous mixture

## Culture and technology are combined in harmony

By Cha Hyun-jin  
Reporter of Culture Section

A fusion between cultural arts and science technology has been paid attention to nowadays. Technology has been used in order to make cultural contents. Also, some artists make their arts by using modern technology. Paik Nam-june who died this January was a famous video artist. This is a representative example which combines arts and technology. In the past, culture that was recognized as value of formlessness has been embossed for a new industry with technology.

In this point, an importance of culture technology (CT), which designates one of six projects include Nano Technology, Environment Technology, Bio Technology, Information Technology and Space Technology according to Korea government is brought into relief more and more.

### Definition and circumstance of culture technology

Culture technology is defined as a necessary technology which can develop cultural industry. In a broad term, it includes not only technology but also knowledge of field about arts, design and liberal arts. In other words, it is a technology which improves the quality of life and promotes development of cultural arts. It has a compound characteristic since it contains both specific characteristics of cultural industry and digital technology. For example, there are digital design, creative technology in cultural contents, technology for expressing arts, and culture theory in digital.

There is the Graduate School of Culture Technology at KAIST where one can be learned about culture technology deeper. Yun A-yon (G-01), graduated HUFs, a graduate student whose major is in culture technology at KAIST, told that the largest characteristic of educational culture



Hallway projects in the Graduate School of Culture Technology at KAIST.

technology is communication. This means a combined result between human knowledge, arts and technology. Graduate students have various majors like design, psychology, computer science, etc. Students recognize their differences and cooperate each other in order to make one cultural contents. It shows a basic idea about culture technology.

### Types of culture technology

A concept of culture technology is too large to be understood. For instance, "King and the crown" the Korean movie, restored historical background in Choson Dynasty using digital image map. This system redesigned Gyeongbok Palace, market-streets and 239 main buildings in Hanyang. They had used this system from the beginning of movie making process to complete filming step. Like this, making one cultural contents by combining technology and culture has increased.

Also sounds in movies are made by using

digital system. This has taken effect since computer was introduced. Now, they can be found in graduated school of culture technology named "sound programming using computer," "theater sound and design."

In KAIST, there are various examples which explain variety of culture technology. For instance, there are "digital performance," "story design" and "making and experiment of a musical instrument."

### Cultural significance of culture technology

There were many attempts which try to fuse culture and technology from the past. It has a new meaning in that culture technology has become one of the professional courses.

Choi Hye-sil, professor in department of Korean language and literature in Kyunghee University, stated that culture technology is a new paradigm as it is suitable for this generation since there is the power of

influence between culture, product and technology.

Information has been an important factor because of development of informational communication. Generally speaking, culture technology is a technology that makes culture contents digitized. Due to the computer and technology of data processing application, the development of culture technology grows faster. Culture technology is the product having property of cultural arts. In addition, it is the technology which leads to advance and change the modern society. This is why culture technology was developed.

### Ways in which culture technology will advance

Culture is one of measures which can be evaluated as developed countries. U.S., Japan and EU called economy power are culture power, also. Culture recognized as a worth of formlessness in the past has been embossed such an industry producing a new value added.

A reason why a new concept named culture technology is originated is a discovery of digital media. Art is not an independent area which can not invade other areas any more. Culture technology will have to be developed along with appropriate generation.

In this meaning, culture technology has a potential ability because it is combined by many fields like arts, science, and the humanities. Also culture technology has a potential energy which can expand the limited area of high technology industry.

No one doubts that there comes an age of culture contents. But culture technology which can support this industry is not specialized yet. Culture technology will be specialized as one independent industry in near future.

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What's what

## Read between lines

By Jo Hyun-mi  
Editorial Consultant

Most Koreans might have heard of these great writers' names, even they had never read one. These writers' works have been appraised highly. The following tips will help you to find dainty features in Russian literature.

"What though life conspire to cheat you, Do not sorrow or complain..." The poem beginning with this phrase is quite familiar to most Koreans. The poet who wrote this poem is Pushkin and he is evaluated as a poet who settled the Russian realism literature. His novel, "Evegeny Onegin" is sometimes called "a novel written with poem like style." In this book, you can see a serial of poems consisting in one story. The image of typical strong Russian women was shown through the heroin Tatiana. When ballerina Kang Su-jin came to Korea with the Stuttgart Ballet last year, they performed "Onegin." She starred as Tatiana and received so much praise.

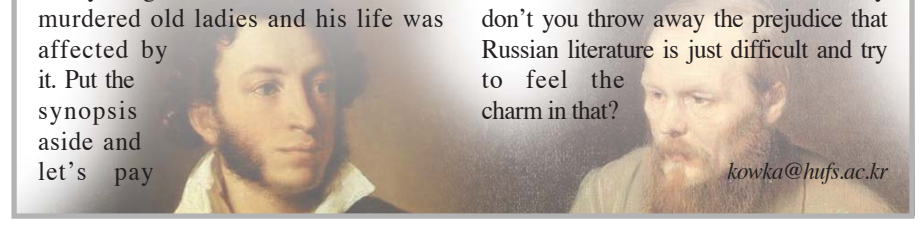
Everybody nods their heads for the opinion that Dostoyevsky is one of the greatest writers whose works are popular transcending time and space. Usually, the responses to his works are divided into two groups. One says that his works are too long and too difficult to understand. The other says that even though they agree that they are long and difficult stories, but it is worthy to read because the works depict humans' mental states very well.

Let's look at his representative work, "Crime and Punishment." It is a tale of one young man, Raskolnikov, who murdered old ladies and his life was affected by it. Put the synopsis aside and let's pay

attention to the way of description. His name, Raskolnikov, came from the word, "raskol," which means "dissociation" in Russian. He committed the murder, but inside him, two minds have fought; one is the supermanism that challenges God's authority which is killing people. The other one is humanity that makes him guilty. In a word, the hero's name itself shows the mental conflicts which leads the whole story.

The next writer that pops up in your mind would be Tolstoy when people mention Dostoyevsky. Some movie makers adopted his novel, "Anna Karenina," to the movies. So, many people know the outline of the story even though they have not read the original works. However, there is a big difference between the novel and the film. The movie, Anna Karenina seems like a heart-breaking love story between Karenina and Vronsky, and even that brings many spectators to tears. However, in the book, the other couple's story takes a bigger part than their story. It could bring dubiousness, but that is related to its theme. Tolstoy who was also an educator always emphasized religious life, so his purpose to write this novel was to warn of the immorality through showing Karenina's collapse. In contrast to them, the other couple, Kichi and Rebin are shown as a model of an ideal husband and wife, and Tolstoy emphasizes this love as real one.

Through three Russian writers' works, some points that can be easily missed were indicated. There are also many writers from other countries who left great achievements. Yet, Russian literature is told that it has different appeal which cannot be found in other literature. Why don't you throw away the prejudice that Russian literature is just difficult and try to feel the charm in that?



## CLOSE UP CULTURE

### Promising land

By Cha Hyun-jin  
Reporter of Culture Section

Last May, President Roh Moo-hyun visited Mongolia in order to promote friendly cooperated relation. Mongolia is one of the top ten countries with abundant natural resources in the world; they have a potential power. Let's explore life of Mongolian through their culture.



Otgontuya, a Mongolian teacher in Korea, is standing with two mannequins wearing Mongolian traditional clothes. Left is a special performance custom for play. Right is for the nobility.

Inside "Ger," the Mongolian traditional house, there are many furnitures that were handmade and highly decorated by Mongolian.



There are Mongolian dolls wearing traditional clothes for marriage.

This picture shows daily life in Mongolian. Mongolians live with camels and cattles; they continue their daily life in "Ger."



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## Rendezvous

# Spirit of art breathes into Hangeul

By Cha Hyun-jin  
Reporter of Culture Section

A familiar saying in Korea is that "the things that are most Korean are mostly international." There are many symbols which reflect Korea. Hangeul, the Korean alphabet, is one of the representative examples. Here also, is an artist who makes Hangeul more creative, Ahn Sang-su, a Korean typographer, who has designed many Korean alphabet fonts. In fact, he has accomplished many works using Hangeul. In this interview, Ahn Sang-su discusses his values and philosophy concerning things Korean and Korea itself.

**Reporter: What is a Korean typographer? How long does it take in order to complete one font?**

**Ahn Sang-su:** A Korean typographer is a person who performs acts of stylishness with the Korean alphabet. Generally, it takes over six months to one year in order to accomplish one Korean typography.

**R: What is your favorite Korean typography? Do you have a plan for making other designs in Korean?**

**Ahn:** I have done several works. I've made "Ahn Sang-su," "Lee sang," "Mir" and "Mano" fonts. It is not that much work and I can not pick one out of them as my favourite. Two of them, "Mir" and "Mano," are named after



Cha Hyun-jin / The Argus

Ahn Sang-su is talking about Hangeul with bright smile.

my sons. I still haven't made one named after my wife. So next, I will design a typography for my wife and will name it after her.

**R: Why did you choose Korean typography and not English? Do you have an attraction to Korean?**

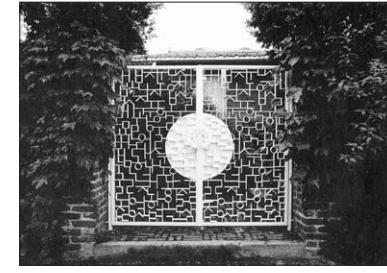
**Ahn:** There is no reason. Korean typography means the same as rice does for me. I am Korean and I eat rice everyday. Similarly, I want to work on Korean typography more than other alphabets. It's natural.

**R: Do you have a special philosophy in your works and Hangeul?**

**Ahn:** Every philosophy is based on "Hunminjeongeum." In it, you can find

a spirit of Hangeul. The first spirit is "difference." And the others are "easy" and "sympathy." Korean is different from Chinese and this is the first spirit that the Great King Sejong made for Hangeul. Second, Hangeul has to be easy for all kinds of people. Sejong felt pity for the populace due to the harshness of Chinese rule; they could not use the Chinese alphabet. His will can be found in the first part of Hunminjeongeum. It is also my philosophy when I design the Korean alphabet because understanding Hangeul's creator, Sejong, is the most important thing, I think.

**R: Who do you consider to be the most honorable person you know? Why?**



Hangeul gate, 2001



Ahn Sang-su type

**Ahn:** Of course, Sejong is the Great King. The fact that he made the Korean alphabet enables me to design Korean typography. Korea has its own language and alphabet.

A second choice would be Lee Sang, the Korean novelist. I have respect for him. His novels have given me an inspiration for my art.

**R: Is there an interesting episode in your life owing to Hangeul?**

**Ahn:** When I joined an international conference in Uruguay, I gave a speech about Hangeul. After my speech, I received a standing ovation. From that day on, whenever I met people from other countries in a hotel, they would call me "Hangeul." I

was very proud of myself and my country, Korea.

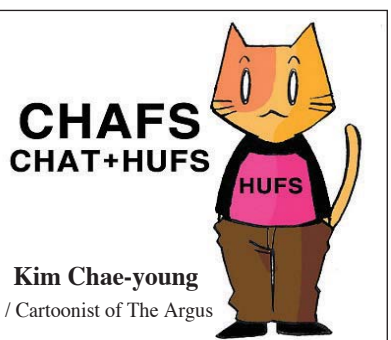
**R: Ultimately, do you have anything to say to the HUFs?**

**Ahn:** HUFs is different from other universities when it comes to learning foreign languages. I know that HUFsians learn at least one more language than others. In that respect, they should always bear in mind that Korean is full of beauty. Knowing other languages is just as important as Korean, however, they also need to know about Korean, our language, before they learn others. I hope that HUFsians try to give more careful attention to Korean.

Ahn Sang-su has no specific reason for designing and molding the Korean alphabet. As if it were his destiny, he designs Hangeul due to his love of the Korean alphabet itself.

Now, he teaches fine arts to Hongik University students, including his two sons. He is currently progressing further with his font design and continues to focus his work around his philosophy. His passion for Hangeul will always be a constant.

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Kim Chae-young / Cartoonist of The Argus

