

# The Argus

First Issue Published July 1, 1954

No. 436  
MARCH 4, 2011



## Is What You See Everything?



HANKUK UNIVERSITY OF FOREIGN STUDIES

# The Argus

ESTABLISHED 1954

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

- *President and Publisher* ..... Dr. Park Chul
- *Executive Editor* ..... Prof. Kim Yoo-kang
- *Editor-in-Chief* ..... Lee Yeong-eun (ELG-3)
- *Editorial Consultant* ..... Yun Ji-hun (ELI-4)
- *Editors* ..... Cha Eon-jo (EIT2-3)
- *Reporters* ..... Ko Jae-lim (EE-2)
- ..... Kim Soo-yeon (IR-2)
- ..... Kim Su-young (T-2)
- *Guest Reporters* ..... Kim Dae-hoon (MI 2-3)
- *Copy Readers* ..... Prof. Lyman McLallen
- ..... Prof. Anthony K. Shin
- ..... Prof. Brandon Walcutt

270, Imun-dong, Dongdaemun-gu, Seoul, Korea  
(Postal Code 130-791)  
Tel: (02) 2173-2508 Fax: 2173-2509  
San 89, Wangsan-ri, Mohyeon-myon, Cheoin-gu, Yongin,  
Gyeonggi Province, Korea  
(Postal Code 449-791) Tel: (031) 330-4113  
Printed by HONG DESIGN | Tel: 464-5167 Fax: 464-5168

## C O N T E N T S

# Hankuk University of Foreign Studies

○	<b>Departments</b>	
●	<b>Culture</b>	
	<b>Cover Story</b>	07
	<b>In-depth on Culture</b>	
	• Is What You See Everything?	
	<b>Rendezvous</b>	10
	• Advertising Culture as Spoken by Copywriter	
	<b>Review</b>	12
	• An Advertisement Is Not Just an Advertisement	
	<b>Overview</b>	14
	• What Is the Role of Art?	
●	<b>Campus</b>	
	<b>Pandora's Box</b>	15
	• Cooling Hot Potato	
	<b>In-depth on Campus</b>	16
	• Ambiguous Regulation Disturbs Democratic Constitution of Tuition Fee Committee	
	<b>Proud HUFSan</b>	20
	• Bridging Two Countries with Korea	
	<b>Hermes</b>	22
	• Not This Time, Maybe Next Time	
●	<b>National</b>	
	<b>Eye of The Argus</b>	25
	• Going Different Ways to One Destination	
	<b>People</b>	26
	• Beyond the Thought, Beyond the Mind, Act Right Now!	
●	<b>Theory &amp; Critique</b>	
	<b>Easy Channel A</b>	30
	• My Boyfriend Is Type B	
○	<b>Miscellany</b>	
	<b>News Desk</b>	02
	• Welcome, Incoming Students of Year 2011!	
	• New Course Pre-registering System Released	
	• Students Ask for Their Voices to Be Heard	
	• Invitation for Student Reporters by POSCO	
	• Park Chul Elected President in General Council of Private Universities	
	<b>Editorial</b>	06
	• Where Is the Money Going to Come from?	
	<b>Letter to The Readers</b>	32
	• Hello, 2011!	



© Beyond the Mind

## People

Blood donation, money donation, yes, you have heard of them. But 'talent donation?' This month's People meets with a university student talent donation group, 'Beyond the Mind.' This group believes that children are our future and we are obligated to keep their dream. Let's hear their story about changing the world.



Ko Jae-lim / The Argus

## Hermes

Is there any inconvenience you experience in the university? Did you know that the cut-off GPA for the dormitory this semester was 4.4 for females? This month, Hermes, a brand-new talk column, deals with the issues regarding the dormitory at the Seoul Campus, Globee Dorm.

<http://www.google.com>



## Cover story

These days, people are constantly exposed to advertisements. Someone find them interesting while others regard them as annoying. How about you? In this month's cover story, we show you how modern advertising industry works and how it can be developed in the future.

### In-depth on Culture

Have you ever felt annoyed about product advertising in the midst of a film or television programme? This is called "Product Placement (PPL)." It has been almost a year since Korea has allowed PPL. Let's find out the current conditions of PPL.

### Rendezvous

The Argus meets Jung Chul, a well-known and respected copywriter. He tells us about his interesting job and its future to the HUFsans.

### Review

Advertisements have an effect on society regardless of people's negative attitude towards them. The Argus finds the answer to how the media can be meaningful through introducing two books about ads.



# Welcome, Incoming Students of Year 2011!



Ko Jae-lim / The Argus

▲ Incoming students of 2011 fill Seoul's Jamsil Interior Gymnasium on Feb. 18 with applause and cheers during the admission ceremony.


President Park Chul introduced three virtues that he wants the freshmen of year 2011 to observe as HUFSAans during his welcoming speech at the admission ceremony held on Feb. 18.

"You should be studying hard," said Park when introducing the first virtue. He said it is particularly important in today's competitive modern society to be diligent. Next, he said freshmen should be HUFSAans who contribute to the development of our nation and society in the future. "Following your seniors' great achievements and tradition, you should become true leaders," he added. For the third virtue,

he mentioned obtaining the qualities of global citizenship. He said that global citizens are not simply people who are good at many languages, but those who have a broad and deep perspective of world history. This leads to a greater understanding of the world, the spirit of coexistence and communication towards other cultures and ethnic groups, and behaviors and manners that respect the order and rules of society and the public.

The admission ceremony and welcoming performances were held together this year for both campuses at Seoul's Jamsil Interior Gymnasium. The admission ceremony was in English and was attended by faculty members,

freshmen, and parents. The ceremony finished with performances by famous Korean singers, Yoo Yeol and Bobby Kim.

Choe Jee-won, a freshman in the Department of English Education, commented, "This admission ceremony cannot be compared with the other admission ceremonies I attended. I was especially impressed that every program during the ceremony was in English. I truly felt like a global university. I am also happy that I received congratulatory messages from a lot of people." 

**By Ko Jae-lim**



# New Course Pre-registering System Released




▲ A screen shot of the new jangbakuni course pre-registering system for HUFs students.

basket' system called the jangbakuni approach of choosing the lectures that students want to take seems to be a good way to meet students' demand for courses. If the lectures that are popular are in big demand during pre-registration, those lectures will be divided into several classes, thus accommodating more students as compared to the old system.

This system was implemented newly this year as it was thought to be the best answer

the university decided to implement the jangbakuni system of lecture registration and there is overwhelming positive response for this system. Students feel this is very convenient because they only check off the courses they truly want to take on the day rather than settle for the courses that are left when they register.

However, the jangbakuni system did not work well due to the server being overwhelmed with numerous data requests. "The server lacked for so long. By the time it worked, I had already missed more than half of the classes I applied for. I am in favor of jangbakuni system, but I hope it will work better the next time and achieve its purpose," said Jung Jung-in, a sophomore of the Department of Persian. 

According to a staff of the Academic Support Center and Registrar, a 'shopping

to the questions and complaints about the old system and requests for a new registration system are growing. Thus,

By Kim Soo-yeon


## Students Ask for Their Voices to Be Heard

A press conference was held at the Seoul campus on Jan. 18 in spite of the cold weather, where representatives from the Seoul and Global campuses expressed their decision to solve HUFs' tuition fee. Representatives of the student faculties expressed criticism of the committee's attitude on reviewing tuition fees and freeze tuition fees of year 2011. Park Gil-young, a representative student of Soongsil University, and two students representing the two HUFs campuses gave speeches criticizing the University's attitude.

That day, students made demands. First, they requested that the committee for reviewing tuition fees guarantee the students' right of decision. Second, they requested that the committee for reviewing tuition fees include equal numbers of student representatives and people concerned with university profits. Third, they demanded that HUFs set up a system in which representatives of the students could check on personnel management and professionals coming from outside. Fourth, they requested that students will be provided with easy access to data about tuition fees.

Fifth, they demanded that HUFs freeze registration fees as soon as possible.

After finishing their speeches, the HUFs students visited the Office of Planning and Coordination to submit their opinions. However, since this office's door was closed, they visited the Office of Student Affairs.

Soon after, on Jan. 31, the university announced the decision to freeze HUFs tuition fees for this year. 

By Kim Soo-yeon

# Invitation for Student Reporters by POSCO



▲ Students and members of POSCO shout "fighting!" together in front of POSCO's headquarter.



© POSCO

▲ With safety helmets on, the student reporters visit the maintenance factory renovated to fit POSCO's QSS operating methodology.

Pohang Iron & Steel Company Limited (POSCO,) a leading company in Korea, organized an entirely free two-nights-and-three-days program for university student reporters from Nov. 19 to 21 last year. University student presses, including The Argus, were invited to Pohang City, the home of POSCO's main factories. The program was organized with the intention to not only give the student reporters an opportunity to learn more about the company, but also to promote it. For instance, POSCO wished to highlight the history of the company, various activities they have done, what they are doing for our society and the important working principles they uphold. The Korea University News Network also supported this program. Approximately 40 university student reporters gathered at POSCO's headquarters in Seoul to go to Pohang City.

The program started with the visit to the Public Relations Office of POSCO. It was a museum with many pictures and models to show the history and progress of the company. A short film specially made by the company was

also shown to the student reporters to convey the importance of steel, the 'rice of industry,' to South Korea's economy. They then went on to the real steel mill to experience the manufacturing process. After that, a HR executive of POSCO introduced their management system and vision. That evening, students were also given time to break the ice and become friends at POSCO's town.

Next day, the student reporters were introduced Quick Six Sigma (QSS,) the primary operating methodology of POSCO. QSS maximizes the efficiency of production while reducing workers' movements to a minimum. This is achieved through maintaining a neat and well-organized work environment.

After the program scheduled in Pohang City ended, the student reporters were brought to Gyeongju city to have a hands-on experience in making pottery. At Kolon Hotel, where they spent the night, a wirework specialist was also invited to teach the students how to make electric lamps. Through these activities, the students from different schools and backgrounds became closer. The night was packed with recreational games and

talent shows where team work and effort was rewarded. The student reporters were later given time to prepare their little project for the following day. "I feel this was a great chance for us to gather information and collaborate on a small project. My impression of POSCO completely changed. This was a terrific experience. I hope other companies will provide such opportunities as well," commented Lee Jong-seok, a student reporter from the press of Dongguk University.

The final day ended with group presentations that were mainly about how the reporters' impressions about POSCO had changed through this program and award ceremony. The presentations included the reporters' feelings regarding the many various activities and conversations they had during the program. "I always thought of POSCO as merely a steel company. I never knew they were doing so much for a better corporate environment. POSCO is a firm I will definitely consider working for in the future," said Lee. 📷

**By Jung Sun-hoa**



# Park Chul Elected President in General Council of Private Universities

President Park Chul was elected the President of the General Council of Private Universities of Korea on Jan. 21. Starting in April, Park will perform the duties of the representative of council, which consists of 159 private Korean colleges and universities.

Park graduated from HUFs with a major in Spanish and then went on to earn a doctorate in Spanish literature at the National University of Madrid in Spain. He is a permanent member of the Spanish Royal Academy and is known as an authority in the study of Don Quixote.

One of the council's immediate issues is the glut of universities in Korea. As a solution, the newly elected representative Park declared that the most desirable solution was to focus more on attracting greater numbers of foreign students to Korea for education than reducing the number of universities.

"Restructuring the population of universities and colleges is too simple a solution. The competitiveness of Americans and Europeans can bring a multicultural global competitiveness to our universities through their students. The more foreign students that are attracted, the higher the educational status of the country can be lifted, even for domestic students," Park said.

He also said, "Although South Korea possesses only half the population of Taipei, it has similar number of universities to that of us. However, the quantity of universities is not what matters, but rather, quality. The characteristics of each region should govern how many general and industry-




Strategy and Public Relations Team / HUFs



specific regional universities should be created."

"I feel proud as a HUFsSan to know that our university president is the president of the council. I want to congratulate

him as well as thank him for this," said a HUFsSan who wished to remain anonymous. 


**By Kim Su-young**

# Where Is the Money Going to Come from?

**A**fter the recent financial fiasco, welfarism has become a warzone as governments in Western Europe are receiving flak from their citizenry for their austerity measures. For South Korea, welfare reform is set to take center stage with the coming presidential elections. Understandably, the ideals of a good welfare system appeal to many Koreans. But any ill-financed implementations brought about by reform could also threaten to undermine the very people that they seek to help. While I am inclined to support any measures to help the less privileged, I believe any welfare reform will have to face two important realities.

Any welfare measure has to have the ability to balance between its generosity and sustainability. I think one prime example in South Korea will be its pension plan, which has been running into questions of its long-term sustainability since its inception. The problem was that it could not afford its obligations. Consequently, two major reforms were made to cut down on its promises in order to ensure its continuity. Even then, the obligations continued to mount and the fund is now expected to be exhausted by 2046. This is precisely the reason why I believe that both have to be realistic. Yes, universal welfare is good. But how are we going to afford that for everyone, not for one generation but for our future generations?

Today, South Korea is still a young nation with only 9.6 percent of its people aged 65 and above. However, our country will age. Any welfare system will run into trouble if it does not take this into account. We must understand that any welfare system will face the prospect of less Koreans sharing the load, and the load is likely to increase further along as more aged people demand better support. How do we plan to fulfill our obligations, bearing in mind that at least a third of us will be unable to help the rest of us out? Do we scale down just when there is an urgent need for a good welfare system?

Though it may sound pessimistic, funding issues must be answered if South Korea wishes to implement a sustainable welfare system. We need to learn from past mistakes and be realistic with our future to create a system that, though it may not be ideal, will still realistically be able to fulfill the need for social justice without imploding. 

*Editor-in-Chief*  
**Lee Yeong-eun**



In depth on Culture

# IS WHAT YOU SEE EVERYTHING?


<http://www.asiae.co.kr/news>

The popular drama 'Secret Garden' earned high revenue through PPL.

**By Soo yeon-Kim**

*Reporter of Culture section*

These days, we often are exposed to and strongly affected by advertisements which is a part of marketing. The effects of these public relations are a kind of cultural phenomenon. One of the problems in the advertising industry is product placement. There are many arguments about this problem. As we can see in the drama 'Secret Garden,' there is product placement for many things like MAIM cosmetics, LOEL department stores, Mont Bell clothes for mountain climbing, Hite beer, etc. TV show producers and product manufacturers are alike in that they can earn a lot of money through sales effect of advertising, but they have been warned by the Korean Communication Standards Commission (KCSC) to stop this practice.

## Concept and Present Condition of Product Placement

Almost one year has passed already since the broadcasting law on product placement was first passed. Product placement is a marketing strategy that shows up in movies or dramas. Usually, in the planning stage of a drama, product placement is suggested by the company that is making the show and wants products to be marketed in it that go well together with the drama's concept. It is also suggested by the companies that want to market and release new products to contact the broadcasting station first. After drawing up a contract with their marketing team, the product manufacturer discusses thoroughly the compatibility of brand with the broadcasting station. Pricing rates are determined by figures, background, and products. For example, PPL of the drama 'Pasta' was categorized by 15-second of rating and exposure levels of PPL. Pricing was classified by five levels. If just brand logo was exposed at the background, then this situation destined level one and if brand logo was exposed at the background and figure and storytelling, then this logo is destined level five. According to KCSC's statistics, since May of last year, the quantity of sales of PPL was six billion won.

## Debate about Product Placement

The current broadcasting law suggests that product placement be allowed only if it takes up no more than five percent of total airtime and one quarter of the total screen space, with exceptions being permitted when the products are a natural part of the story. However, sometimes there has been product placement that is largely unrelated to the story, which makes some viewers discontented. For instance, the characters may be using Smart-phones and Tablet PCs in various scenes regardless of story plot as in the cases of 'It's Okay, Daddy's Girl,' 'Flames of Desire',

'President' and 'Athena.' Among these, 'Flames of Desire' received a warning from KCSC. 'Superstar K 2' which was broadcasted last year was also criticized by viewers because product placement was widespread in it, regardless of connection to story plot. One viewer said, "This is not an indirect advertising, but a direct advertising." Ji Won-bae, a professor at Halla University specializing in Advertising and Public Relations, said that "If this situation persists,

'Superstar K2' and 'Flame of Desire' were criticized for excessive PPL.



viewers may perceive TV programs as little more than marketing tools, with a vanishing barrier between broadcasting and advertising. TV programs will be made by marketing experts for the purpose of advertising specific products. Consumers are likely to buy the products advertised on TV rather than what they really need or want to buy. Hence among young consumers there is an excessive encouragement of consumption." For example, viewers who watch Kim Nam-joo in 'Queen of Housewives' desire to purchase what she wears on TV. The so-called 'mirror neurons' in people's brains make them feel the same experience as they see in other people's behavior. This is a result of the



activation of the same parts of their own brain related to that behavior, as if they were directly involved in it themselves and not just watching it.


### Position of Each Organization about Product Placement

From the perspective of the broadcasting company, product placement is very desirable because their income is generated through advertising. In addition, they now have to change their broadcasting from analog to digital so they need money to carry out this transition. Companies that want to advertise their products prefer to use product placement because it enables them to have a strong impact on viewers in a short time and enhance their company's image as well. Such companies have much more responsibility than one might expect. If a broadcasting station receives a warning from KCSC, then the advertisers also get reprimanded. Companies need to check whether their product placement violates broadcasting regulations. The responsibility of the broadcasting station is also greater than one might think. The press usually criticizes broadcasting stations when there are warnings related to the product placement. But they still use the product placement after detailed discussion. When we asked Professor Lee Eun-sun, who specializes in advertising and public relations at Hongik University, about the punitive measures taken by KCSC when they issue such warnings, she replied, "Broadcasting stations usually stop their advertising when they receive a warning from KCSC. They accept the product placement after discussing with the people who make the program, the advertisers, and the product placement agencies. After their discussion, Product director may be judged by this. If such a warning is issued, in the case of a TV drama, the writers' response is very sensitive. There are a few cases of warnings accumulating again and again." People connected to marketing said the biggest problem is disclosing information

about income because the communication system does not work smoothly.

### Challenges Needed to Solve Problems

It can thus be seen that there are conflicts between the interests of advertisers, KCSC, marketers, and broadcasting stations and a solution needs to be found to resolve them. First of all, KCSC should consider the broadcasting regulations. It should enforce them on time and amount of screen space allowed for product placement. The communication system should be amended to fit each organization. Lee said that "We need to ensure that the relationships produce a synergistic effect by classifying advertising and broadcasting clearly. For in this system, through large commissions, product placement agencies take on many functions. Agencies that do business in cooperation with show producers should first develop an understanding of the plot of the story. Then advertising can be done in such a way as not to disturb realm of broadcasting." Ji said, "In Korea, judgments related to product placement are rarely made. So we need to make suggestions to advertisers about the problems associated with product placement. We have also encouraged self-regulation of product placement because government regulations that depend on legal procedures produce a repulsive effect. The government should support self-regulation by not being severe."

People affiliated with KCSC predict that the product placement will more than double this year compared to last year. The issue of the product placement can be settled by addressing the above-mentioned problems. We reject one-sided criticism. By encouraging self-regulation in dealing with the excesses of advertising, we can make appropriate solutions to manage appropriate levels of product placement. 

201000578@hufs.ac.kr



Rendezvous

## Advertising Culture as Spoken by Copywriter: Interview with

# Jung Chul

By Kim Soo-yeon  
Reporter of Culture Section

These days, many students are interested in the advertising industry. Among the professions of the industry, the job of a copywriter, a person who writes advertising by-lines, is popular among people. For this reason, The Argus interviewed Jung Chul, a copywriter who has worked in this field for more than 25 years. He is famous for his blog that documents his thoughts, his books, and his lectures about various experiences. He tells about his values regarding the advertising industry and prospects for becoming a copywriter.

**Argus: People generally think a copywriter is someone who writes a sentence that is then broadcasted on TV. What does a copywriter specifically do?**

**Jung Chul(Jung):** Copy is an advertising phrase and a writer literally means a writer. The range of advertisements is huge. Advertisements can be broken into newspapers or commercials. They are used in subway stations, women magazines, and even catalogs of products. Copywriters write all the phrases used in advertisements. Their work is at the core of creating an advertisement and they act as an important idea banker as well as the broker between the firm and consumer.

**Argus: What is your daily work?**

**Jung:** I am a free-lancer, which means I am freer than the copywriters who work in advertising firms. However, there are few free-lance copywriters in Korea. Most copywriters work in the advertising firms and are part of teams, which also include art directors, managers, and planners. We meet and talk with each other several times a day. For example, in the morning, we may discuss candy, apartments at noon and beer in the afternoon. We have to do many things, so we usually work late. During break times, we research data and brainstorm ideas. We do not know which kind of product we will be discussing until it is assigned.



**Argus: What is your motivation to work as a free-lancer?**

**Jung:** Copywriters generally decide to work as free-lancers for two reasons. One is the skepticism about the work that they are given by their firms. As an advertising firm is an organization, copywriters rise in position and beyond making copy, they must cooperate, sign documents and manage employees. If people want to concentrate more on their work, they often decide to work as free-lancers. Another reason to free-lance is the ability to earn more money. As an employee of an organization, they earn money equally regardless of individual achievement. Working alone allows people to earn money based more on ability than what they might receive from their company.

**Argus: I heard you worked as a copywriter for more than 25 years. What has changed during this time?**

**Jung:** I think, first, technology is the thing that changed the most. 25 years ago, I had to do the typography, which refers to the way written material is arranged and prepared for printing, by hand. These days though, people can do everything through computer technology. Relationships among copywriters have also changed. In the past, when only two or three hundred copywriters existed in Korea, they got together regularly, but they now no longer assemble. People's recognition about a copywriter's job has also changed. Sometimes, about five years ago, as my office name is 'Jung Chul Copy', people came to me with papers asking how much it cost to duplicate an original document. This is changing as the press introduces our line of work with greater frequency, and as young people become more interested in this field,

more people know what copywriters do. I am happy about the fact that young people are interested in advertising, but I sometimes pity them due to the heavy competition.

**Argus: Do you have any experience refusing work?**

**Jung:** Yes, I think that is the biggest advantage that free-lancers have. We do not have to do what we do not like. For example, I do not write about political beliefs that I disagree with. However, if there is a cause that I really want to work with, then I write about it even if I do not receive money. However, people who are included in an organization have to do the work they are given. There are many collisions between copywriters and advertisers, but it is mostly the advertisers' opinions that are reflected in the copy.

**Argus: What is the most memorable copy that you have written?**

**Jung:** I wrote a lot of copy about products like French Cafés, Samyang ramen and Hite beer. However, the most memorable copy that took my fancy was 'Human Metropolitan City'. This was the slogan of Han Myung-sook, who ran in the Seoul mayor election. Even though she lost the election, the response to this copy was very good.

**Argus: The books you have written are related to changing stereotypes and achieving creative thinking. Do you think these concepts are helpful to use as a copywriter? What kind of training do you recommend to people who want to become copywriters?**


**Jung:** When I give a lecture, the most frequently asked question is, "How can I get a

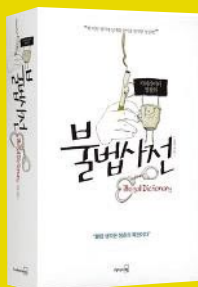
creative idea?" I do not actually have the answer to that question, so I think about how I get ideas to use in advertisements. I think 'change of conceptions' and 'breaking stereotypes' are the most important factors to the copywriters. In addition, we need to closely observe the objects that we will write about. Then one day, ideas will be instantly produced in our brains. Special ways of studying do not exist in this field. We need to find new ways to reach the correct answer.

**Argus: What do you think about prospects of being a copywriter?**

**Jung:** In the current structure where people buy products in quantity, advertisements will at least continue to exist for decades. Of course, copywriters, who are at the core of creating advertisements, will not easily disappear. Many young people are interested in this job and, despite its difficulty, I recommend this career as a very challenging, amazing and interesting position.

**Argus: Finally, do you have any words to HUFsans?**

**Jung:** I think my words are hard for university students to accept. I think they treat their university as an academy that is used to enter a major company. They should think about their university culture and social problems because they will not have time to think about these concepts later. I also recommend that they choose a job that they want to do rather than which they can do best. Our society is becoming increasingly diversified and entering a major company is not a life guarantee. I really hope students choose jobs based on what they want to do. 



Books related with changing stereotypes and achieving creative thinking were written by Jung Chul

201000578@hufs.ac.kr

## Review

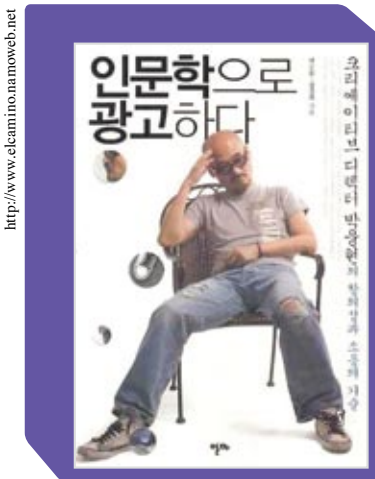
# An Advertisement Is Not Just an Advertisement

By Cha Eon-jo  
Editor of Culture Section

What is an advertisement? Many people may consider advertisements to be negative things. They may think that ads are not credible media sources but are simply for selling or providing a glossy image of a product or company. It is true that advertisements are created for commercial purposes. This causes some to disbelieve their claims or dislike them. However, some fancy ads are quite captivating. Even though people may not believe this form of media, they may have already experienced impressive advertisements that can bring forth statements of 'That is very creative!' Ads have an influence on society regardless of people's attitude towards them. Therefore, thinking about what they are may help you find a new key to understanding our current society. In addition, recent books entitled 'Advertising by Humanities' and 'Novels the Copywriter Loves' can assist in changing minds about this media.

'Advertising by Humanities' is a book based on an interview with Park Woong-hyun, one of the top creative directors in Korea. Park directs the process of making advertisements and is famous for ads like 'Age is just a number,' 'Thinking is energy,' and 'Admit a difference, but challenge to discriminate.' His work is well recognized and possesses warm and humane messages. The book is about his secrets of creating

advertisements and thoughts about creativity. He explains that people should study humanities to get creative ideas, because he believes that advertising is communication. As communication is based on humanities, its study will help to better understand people and society. He says communication between people requires understanding and empathizing each other. 'Novels the Copywriter Loves' was written by Kim Dong-wan, who worked as a copywriter. Kim believes that novels and advertisements have something in common, as they are mirrors of an age or society. In



Book title : Advertising by Humanities



Park Woong-hyun



Captures of his famous advertisement - 'Age is just a number,' 'Admit a difference but challenge to discrimination.'



<http://www.asiatoday.co.kr>

Book title : Novels the Copywriter Loves

his book, Kim compared 20 novels to advertisements from around the world to link the motivations of the media to the books. As he discussed in the preface, he thought that, although the two types of media were published in different ages, the humane values exhibited by both the authors and directors are thought to have lasted from the old to the current society.

### The Secret of His Creativity


What is a good advertisement? Advertising cannot get beyond its connection to sales, so one may think that this media is unreliable. However, I agree with the books in that advertisements have changed from explicit promoting to tools for communication. They are now reflecting today's society and culture. Currently, advertisements no longer directly communicate the characteristics of their products to people. Instead, they provide us with messages through fascinating copy and beautiful designs. In spite of this change, you can still possess the negative attitude that the messages only represent the decorated image of corporations. However, if you listen carefully to the explanation of Park, advertisements can be seen as

art. He does not think the messages must have social or public meaning and his job is to resolve the problems of companies through advertisements. However, he notes that successful companies' aim for humane values, and valuable advertisements possess humane messages. All creative directors are concerned about new ideas, but not all of them think like Park, who believes his creative advertisements are not just fancy things. This is why his advertisements are special and impress even people who hate advertising media. To create his ads, he reads books related to humanities. Through this process, he understands people's needs and what messages are appropriate for each culture. The ads he creates with these concerns and reflections helped me realize that advertisements can be poetic. Seeing Park's works like 'Nobody remembers 2nd,' it can be seen that in our Korean society, competition between people is overheated. Park also says that he uses the current phenomenon within our society to carefully make advertisements, which directly corresponds with this age.

### Humane Messages from Generations to Generations

However, although advertisements are made from the current situation of our society, it does not mean that the media shows us only a current issue. In the book, 'Novels the Copywriter Loves,' the writer finds a relationship between current advertisements and old novels. For example, 'The Stranger,' written by Albert Camus, is a novel about a man who avoids getting into common and social relationships and duties. In this book, it is critical about people losing themselves by only thinking about their social duties and customs. Similar to this message, in a 'Nike' advertisement,

all the people are concentrating on a game of tag and anyone tagged automatically joins the game. The writer says this game is like our line of thought, tied to brand of the product. What I doubt though is the real motive of the advertisement director because the relationship between the novel and advertisement is the writer's own belief. However, as the relationship is logically demonstrated and convincing, the writer's message can be assumed as correct in that advertisements can be a bridge to understand people's thoughts.

After reading the two books, I felt my perspective has changed in that advertisements are not just advertisements. Although they are still selling tools, they are also capable of showing true images of our society. They can provide people with important messages that criticize our culture and society. 'Well-made' advertisements are alive around us. 

*eunjo814@hufs.ac.kr*



Scenes of 'Nike' advertisement, in which people play a tag game

<http://www.ectopicinteractive.com>






# What Is the Role of Art?

**By Cha Eon-jo**

*Editor of Culture Section*

**D**uring the last winter vacation, I saw an impressive Korean play in Hyehwa-dong. The play was named 'Bandoche Girl.' 'Bandoche' means a semiconductor in English. The girl in the play was a ghost who died of leukemia caused by exposure to toxic substances at her job producing semiconductors. However, no one tried to find out the truth about her illness. The doctor just shouted, and the company did not provide any compensation for her. She whispered about a dream she had when she was alive. The story was not only about the deceased girl, but also about other characters that include a university student struggling to enter a major company, a home-school teacher, a temporary employee in an automobile factory, and a nurse who cared for the bandoche girl. As the girl cried about her short life, all of them shared similar sadness. They were all worried about their hard lives.

While I watched the play, I felt as if the stage was a real world. The characters spoke just like common people, and their concerns were not different from those of my family, friends, and myself. I was in suspense throughout the play. However, this is not what impressed me the most and made me remember the play. The play directly criticized the real situation in our society. In actuality, many laborers on Samsung's semiconductor line have already died, but the company has not revealed the facts about their deaths or admitted its fault. This aspect of the play made me think deeply about my situation and the lack of direction in my life. What is the right way to live? Social irregularities must be resolved, but do we not need to adapt to reality to hold a job or live our lives?

Many say that the more a play or film reflects a real-life story, the less interesting it becomes as it is the fictional elements that interest the audience. Art is oriented towards human's essential desires and expressions, which is why we can be impressed and comforted by it. Art is like a lubricant for our lives and allows us to have fun appreciating it in our boring, common lives. This is very different from newspapers, although both approaches are motivated by society. However, I think it can play a role in helping people realistically ruminate over their problems. With artistic works, people can understand and more vividly realize problems within a nation as they come from within themselves and their own minds. 

*eunjo814@hufs.ac.kr*



# Cooling Hot Potato

**By Yun Ji-hun**

*Editorial Consultant*

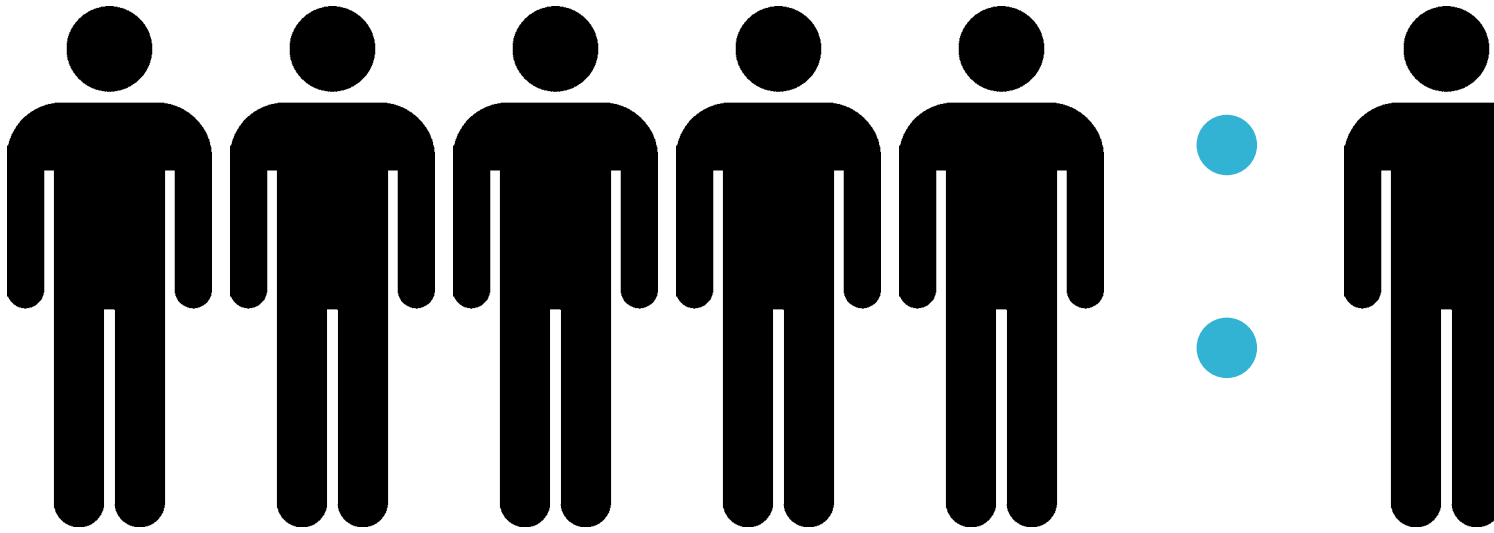
**M**arch has come and the another semester has begun. New beginnings always get students to anticipate new changes in every aspect of the university. All of these are important in enhancing students' satisfaction and promoting the growth of the university. However, of all, what the students care most about is the academic major system. Every issue of the university, including the international exchange programs, lectures, and curriculum is based on the academic major system. Recently, the double-major program sparked a storm of controversy among students. The university and the student representatives of both the Seoul and the Global campuses have not yet reached a complete agreement on how to successfully manage the double-major system without conflict.

The purpose of the double-major system is to provide students with greater opportunities of studying and cultivating academic diversity. However, its operating capacity is currently inadequate. What both double and first-major students have difficulty with is registering for courses. Most double-major students currently apply for the College of Business Administration -- 113 students in 2007, 179 in 2008, 215 in 2009, and 276 in 2010. The increasing number of the applicants for that college shows the huge demand for business courses. Also, despite the pre-registration system, which went into effect this year, the information from pre-registration was not utilized well by the College of Business. Accordingly, to guarantee both double and first-major students register for the courses they need to take, the pre-registration system must be used to analyze accurate demand for these courses and then consider how many double-major students want to take these courses.

The university has not yet done enough to make the double-major system work to the benefit of students. University officials notified student representatives of the Global campus on Feb. 9 that the new cut-off Grade Point Average (GPA) for eligibility to apply for the double major rose from 2.5 to 3.0. This is really a temporary and near-sighted measure like a quota system. This kind of control is not a good solution, for the double-major problem is not about the number of students but about the learning conditions. A more serious problem is that the university made the decision without gathering any opinion from the students. This decision on such a sensitive issue will just amplify complaints and conflicts.

The double-major issue is basic to student academic rights. Therefore, the university needs to avoid announcing its decisions without discussing the issues with the students first. The best way to resolve this sensitive problem is for the student delegates, the university administrators, and all of the students to come together, communicate effectively and make the best decisions based on the interests of all. 📧

*maga723@hufs.ac.kr*



# Ambiguous Regulation Disturbs Democratic Constitution of Tuition Fee Committee

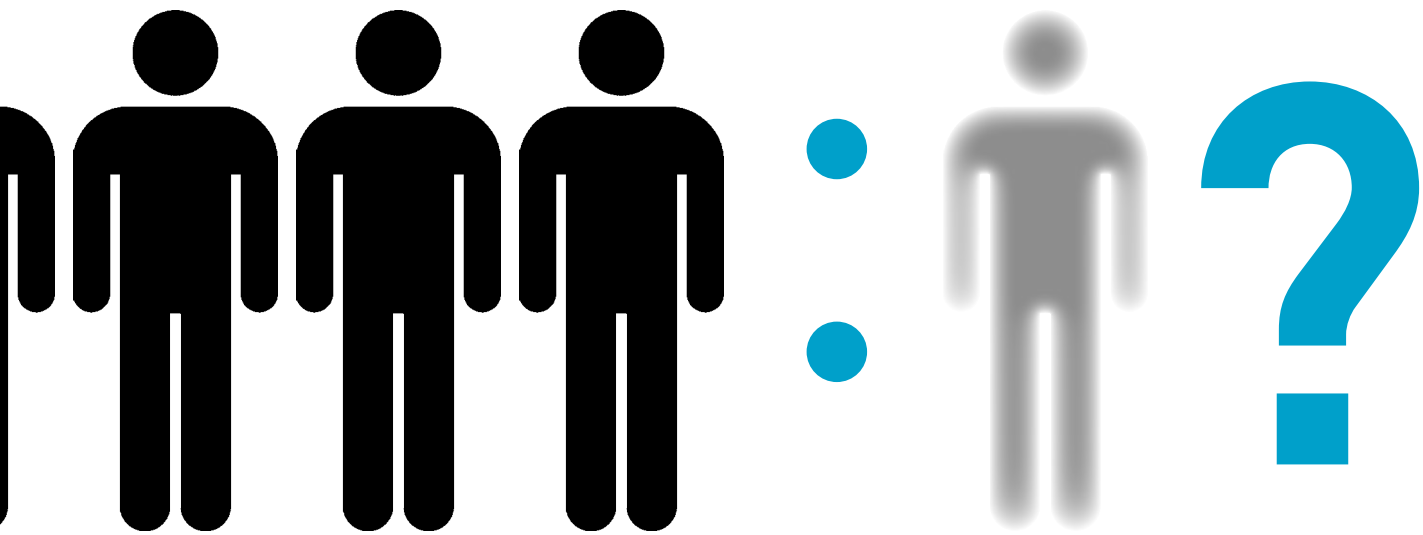
**By Ko Jae-lim**

*Reporter of Campus Section*

A lot of universities in Seoul, including Yonsei University and Sungshin Women's University, decided to freeze their tuition fees. HUFS is one of the universities that decided not to increase tuition fees this year in order to help relieve the financial burden on students. Actually, there had been a committee looking into changing tuition fees up until late 2010. However, most of the committee members were university officials who ultimately decided what the tuition fee was going to be, and the tuition fee was raised by 3.19 percent last year.

On Dec. 2, 2010, the Ministry of Education, Science, and Technology revised the university tuition fee regulations so that every university will have a committee for reviewing tuition fees, and it also stipulated that students could participate in the committee. The reason why the government made this decision is so that universities that had frozen their tuition fees could raise them if they felt they needed to. Thus, HUFS formed the committee to review tuition fees, but when this committee was being formed, the process seemed undemocratic to the students. The Ministry of Education, Science, and Technology's regulation was quite ambiguous, and this caused conflicts between the university and the students.





Representatives of the university and of the students got together and discussed this matter over Jan. 6 and 7 in order to form the committee to begin reviewing tuition fees. During the discussion, university officials suggested there should not be an equal number of representatives from the university and from the students in the committee. The university also informed the students that an expert who was an alumnus would also be in the committee. Thus, the university and the students had troubles from the beginning in forming the tuition review committee. Perhaps if the regulation of the Ministry of Education, Science, and Technology had not have been so vague, this trouble would not have happened. According to Act 2, Section 7 of the regulation, the university can use its discretion in setting up the committee, but at the time, HUFS had not finished making its own regulation about the committee.

#### Problems with the Unequal Number of University Administrators and Students in Forming the Committee



The university promised the students there would be an equal number of administrators and students on the committee, but during the discussions in early January, the university appointed the Vice President as chairman, so that the number of representatives from the university was five, while the number of representatives from the students was only four. The university's

representatives included the Vice President, the Dean of Planning and Coordination, the Deans of Student Affairs of both the Seoul campus and the Global campus, and the Team Leader of the Budget Office. Due to this inequality, the General Student Council (GSC) held a press conference, blaming the university for being too strong-handed about the committee. On Jan. 20, 2011, the students met with the Dean of Planning and Coordination, and both sides agreed that the Team Leader of the Budget Office should not have a vote, making the number of voting members of the committee equal between the students and administrators.

As mentioned above, the problem was aggravated by the ambiguous regulation. According to Act 2, Sections 2 and 4, there should be more than seven members on the committee, and the number of university administrators, the number of students, plus the outside expert,

should each be less than half of the committee. As can be seen, there is no mention of an equal number of administrators and students. The problem would not have happened if the regulation had been made clearer. The People's Solidarity for Participatory Democracy emphasized the loophole of the regulation of the Ministry of Education, Science, and Technology through its article published on Sept. 28, 2010. It also stated that because the university's major revenue comes from tuition, the government should guarantee that its students and parents should actively participate in the committee by specifying in the regulation that the number of students should be more than one-third of the committee.

### Problems of Selecting an Outside Expert and Taking Care of the Vacancy

According to Article 2, Section 3, of the regulation of the Ministry of Education, Science, and Technology, the selection of the expert should exclude anyone who has connections with the university. However, the Dean of Student Affairs suggested that an alumnus be the outside expert, despite the fact that the person appointed should be unbiased and neutral. Students were up in arms against the dean's decision. Instead, they recommended a tax accountant, Park Jong-ju, who is an alumnus of the Department of Malay-Indonesian, and another accountant, Ahn Young-cheol, who graduated from Korea University. On Jan. 24, however, which was the first day the committee was to meet, the university notified the students that they had rejected these appointments. In response, the students immediately refused to attend the first meeting.

Instead, they visited the Office of Planning and Coordination to find out why their candidates were rejected. The university claimed that it would be appropriate to appoint an accountant or a lawyer, but that it is not easy to select one who is not an alumnus. After that, the students and administrators debated heatedly for an hour. Then the university decided to select a few experts, among whom Ahn Young-cheol would be considered after asking for final opinions from the students.

However, the university broke this promise with students and told them they had selected an accountant who is a graduate of Yonsei University and is also the parent of a student at the HUFS Law School. What is worse, the university did not even contact the accountant the students had recommended. The university's response was that they did not have to contact the candidate they did not choose. The president of the GSC of the Seoul campus suggested holding the committee meeting without the expert. The president also said that it was difficult to reach an agreement because they did not have any unbiased experts about tuition rates, so the students maintained their opinions, which required the university to devise a system for student representatives to agree on choosing an expert.

There is another event regarding the selection of the expert for the committee. On Jan. 18 this year, the student body representatives went to the Office of Student Affairs during the press conference to deliver their written protest. Before this event, the students sent an official document to the university but received no answer. On Jan. 16, however, the university pushed the first committee meeting ahead and the students strongly opposed to it. The students then

visited the Office of Planning and Coordination days later to protest, but again did not receive an answer to their questions.

As a last measure, they rushed into the office, thinking that would be the best thing they could do. However, the Dean of Planning and Coordination, Shin Hyung-uk, told them there are different and better ways to protest. He also said that in a democracy, people should express their opinions peacefully. Later, a few journalists took several photographs but the dean said that that was not the right thing to do. He added that the university welcomes students who are willing to stand for other students and express their opinions because that is the very spirit of democracy, which universities should foster, nurture, and cultivate in their students. In order to prevent such conflicts, the university and the students need to communicate their wishes from both sides so that all can fairly select the expert. He admitted that maybe they should have chosen the expert together. That would have helped get the expert in place more quickly. Also, university regulations need to include the procedures for choosing the expert so there will be no further conflicts.

### Problems of the Rights to Vote and Mimeograph Votes

The HUFS president has the right to finally decide when the committee is finished with its work. However, the GSC president of the Seoul campus, Park Won, said it might be difficult to reverse the decision because of political liability. Similarly, the Dean of Planning and Coordination said the students' opinion could not be ignored when it comes to tuition fees because it is not fair to consider only one side's

opinion. He also said the university and the students, of course, have different opinions and it is meaningful if they can gradually overcome their differences on the tuition fees. Moreover, the GSC wanted to include the right to vote and also mimeograph rights for the students when deciding the details of university regulations about the committee. The GSC demanded that the students have the rights in this issue. However, the university is opposed to this idea. The Dean of Planning and Coordination said that the committee is not to ultimately decide what tuition fees will be but only to review the decision. He also said that other committees do not mimeograph rights. He added that he worries if sensitive university information could be misused if the students had the mimeograph rights.

As has been shown, the university and the students have different opinions about student rights and this is because the regulation does not spell out anything about this. The People's Solidarity for Participatory Democracy stated that even though the committee for reviewing tuition fees is formed, if the university refuses to show their documents to the students, the committee will not be effective. Thus, the university has to give students the right to read these documents, the right to mimeograph them, and the right to have a say in making reasonable decisions about tuition fees.

### Situations at Other Universities

Korea University also formed a committee for reviewing tuition fees and they had four meetings. Unfortunately, the university demanded that it raise its tuition fee by 5.1 percent, to which the students

resisted, so the committee was dissolved. Worse, without any further discussion with the students through the committee, the university notified the students of a 2.9 percent increase in the tuition fee.

At Yonsei University, the GSC kept sharing students' opinions about the problems of tuition fee with all the students and constantly asked for the formation of the committee to review tuition fee. As a result, on Dec. 28, 2010, they held a meeting at Yonsei for the formation of the committee, and on Jan. 5, 2011, they had their first meeting. Although the university wanted to raise tuition fee, the students kept insisting that tuition fee should remain the same. Finally, Yonsei decided to freeze tuition fee for this year.




Eventually, better communication must happen between the university and the students. The university not only organized the committee for reviewing the tuition fees unilaterally but also informed the students of their choice for the expert on the committee without discussing this with the students. Besides, when the students held the press conference, they unilaterally invaded the office. If they had communicated effectively and had good discussions with the university

administrators, these conflicts would not have happened.

Moreover, the ambiguous regulation triggered the conflicts between the university and the students, and it should be made clearer. Additionally, there is no mention of penalty when universities do not follow the regulations. The regulation should be strict enough so that the committee can work fairly and effectively. On top of that, university regulations related to the committee certainly need to be put in place and students' opinions should be considered. The Dean of Planning and Coordination said they will first discuss these issues with student representatives, and if the students' opinions are reasonable, the university will try to meet student wishes as much as possible. The People's Solidarity for Participatory Democracy also emphasized that universities might not actually organize the committee and can refuse to submit related documents, so the regulation should be rigorous.

Finally, students need to pay more attention to the committee to review tuition. As they have to pay tuition fees, they have need in being interested in issues related to tuition fees and this is their responsibility. In order to attract the attention of students, the GSC not only sent e-mails to the students about what happened but also posted the proceedings on Hufslife.

Both the university and the students said the committee was somewhat effective when it came to setting the tuition fee. This is because both sides listened to what the other side had to say. When clear regulations are in place, then a democratic process of reviewing the tuition fees will work in the best interests of all. 

*kjl418@hufs.ac.kr*





**Proud  
HUFSan**

Yang Sung-yoon



# Bridging Two Countries with Korea



**By Kim Dae-hoon**  
*Guest Reporter*

**O**n the morning The Argus was going to meet with a professor in his office to have an interview, we encountered him standing in front of the elevator door with one of his pupils. Even though the winter vacation has not ended yet, he still guides his student as a mentor. After parting ways with his student, he welcomed The Argus into his office, smiling benevolently like a pastor in a church.

For this reason, however, The Argus' prediction that his office would be as clean and empty as the counseling office was far from reality, as his office was filled with scattered books and reports about the Southeast Asian region as proof of his specialization. We had a meeting with Yang Sung-yoon, a professor of the Department of Malay-Indonesian Interpretation and Translation at his office which exuded a scholarly atmosphere.

## **His Choice to Live as a Professor**

Yang has been associated with HUFS for a long time. He first knocked on the doors of HUFS as a student in the Malay-Indonesian department led by his professor Sung Ha-won, the Dean of Academic Affairs at that time. He thought of the past during his first encounter with Malay-Indonesian study.

"It was 1966 when I strangely came upon the Department of Malay-Indonesian. To be honest, I was unwilling to study it at first. However, in no time, I changed my mind because Professor Sung told me that the Southeast Asian studies was an unexplored field that had never been studied professionally at any university in Korea. This solidified my decision. I stayed at HUFS until I completed my masters degree," Yang said. He added that he worked at the Hyundai Group and the National Pension Service for six years and for three years, respectively, during which time he always hoped to study more about Southeast Asia in Indonesia.

"My family has been professors father to son. My father did not want his children to follow the same path as him. However, I could not stop coming back to my passion for Southeast Asia. I joined the course to educate professors at a relatively late stage."

## **The Drive for His Passion**

After finding his way back onto the path of knowledge, Yang relocated from Korea to his base in Indonesia and studied many subject areas related to Southeast Asia such as culture, history, and politics. He obtained a doctoral research degree by conducting a political historical study on Islam in Indonesia at Gadjah Mada University, which is one of the top class Universities in Indonesia. He then returned to Korea and continued his studies at Kyungnam University and was awarded a doctoral position there. His expertise in Southeast Asian studies represented a fresh field that no one had studied before in Korean academia. He was invited to be a visiting professor in the College of Social Science at Gadjah Mada

University and successively served in various academic leadership positions such as in the Korean Association of Southeast Asian Studies (KASEAS) and the Association of Southeast Asian Nations (ASEAN) University Network. In other words, it shows the importance of the relationship between Southeast Asian countries and Korea. However, Yang said, “I did not do anything extraordinary. I just introduced Korea to what the Southeast Asian region is while also introducing Southeast Asia to what Korea is.”

### The Significance of Southeast Asia for Korea

Yang has introduced Korea to Southeast Asian area studies first before anyone else, and has continued investigating it at HUFS. Most of The Argus readers have probably heard about area studies but do not know what exactly they entail.

When The Argus asked about this, Yang answered, “It involves the study of various aspects of a given region such as culture, language, and society. In particular, I studied Southeast Asian countries. Today, many companies go abroad to conquer new markets and find new resources in the countries of



Yang gives a special lecture to the participants in Global Indonesia Camp opened in Gajamada University.

other regions such as China, Brazil, and Southeast Asia. Area studies are the most important element for successful marketing in business.” He also suggested the particular significance of Southeast Asian countries for the Korean economy.

“In the past, the top three trading partners for Korea were the U.S., Japan, and the EU. However, this has changed to where today, they are China, Southeast Asian countries, and the EU. This means that the economic center of gravity has shifted from the west to east. In addition, Southeast-Asian countries are fairly close to Korea Indonesia.

Singapore and Malaysia are all within six hours of flying time, with the farthest country being Myanmar which is nine hours away. Also, Southeast Asia is a market of more than 500 million customers and the huge amount of natural resources in Southeast Asia, as well as its cultural influence, cannot be ignored. For example, Korean cosmetic companies have won out in market competition in Vietnam against Pierre Cardin, which is one of the biggest French cosmetic brands. France has had a close relationship with Vietnam for a long time and has invested a lot in the country. The reason why Korean companies prevailed in the cultural marketing competition is that Southeast Asian countries, like Korea are closely connected to areas

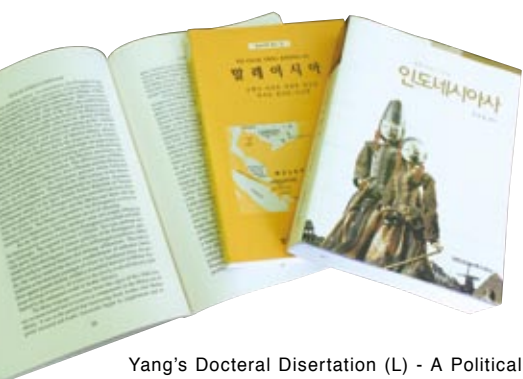
influenced by Chinese culture.”

Yang did not neglect to mention political and ideological reasons. “Korea has long faced pressure from four powerful countries, namely China, Russia, Japan and the U.S., because of its unique geographical situation and especially after the Korean War. So the diplomatic relationships that Korea has had with them could not overcome certain ideological limitations. The power balance of the world is being reorganized and Korea needs a new friend with whom to conquer ideological problems together. I believe that Southeast Asian countries can be a good partner for us, based on what I have mentioned.”

### Yang's Message to HUFSans

“Being a university student gives you an opportunity to explore the meaning of freedom. This opportunity is more impressive than any other in your entire life and unlikely to come up again. It is a golden time that will never return. I want to emphasize that HUFSans should acknowledge that freedom does not come for free. In other words, students should make arrangements to develop themselves for the future in the next ten years of their lives. If there is no one who will make arrangements with you, you must make them yourself. Any effort toward this goal is fine, such as meeting an honorable person, organizing study groups and other activities through which you can develop yourself. Do not forget, life is an endless promise. The way to keep that promise in free life is to find out and lay the groundwork for your own path to success.”

*kimfly@hufs.ac.kr*



Yang's Doctoral Dissertation (L) - A Political History of Indonesian Muslim  
A Series of Southeast Asia region (C) - Malaysia (written by Yang)  
A Series of the World History (R) - The History of Indonesia (written by Yang)

Kim Dae-hoon / The Argus

# Not This Time, Maybe Next Time

By Ko Jae-lim

Reporter of Campus Section

“Although my Grade Point Average (GPA) was above 4.0, I could not get permission to enter Globee Dorm,” an anonymous student said. Like her, a lot of students are complaining about the minimum GPA required for students to live in Globee Dorm, the dormitory on the Seoul campus of Hufs. According to a member of the management team of Globee Dorm, the minimum GPA requirement for men who wanted to live in the dormitory for the spring semester in 2011 was 3.98 out of 4.5. What is worse, the minimum GPA requirement for women was 4.4. These problems have come up mainly because Globee Dorm gives priority to too many applicants. It is also true that students do not actually have sufficient courage to ask questions or suggest ideas regarding Globee Dorm. Even if they do, they lack opportunities to do so. Therefore, this month in Hermes, we invited both Bae Jun-hyong, a member of the Globee Dorm management team, and Seo Chang-min, the Vice President of Globee-On, which is the student council of Globee Dorm, to talk about the dormitory.

*Argus: It is true that the number of students who are automatically given priority in signing up for housing is large compared to those who do not, so the latter have difficulty in obtaining permission to live in the dormitory. At Kyung Hee University, only students who have some degree of disability get priority in being selected for housing in Woojungwon, one of the dormitories. We are curious about the actual proportion of students who get priority selection for on-campus housing at Hufs.*

**Bae Jun-hyong (Bae):** The percentage of students who are given priority was 12.5 percent in the spring semester of 2008, 21.5 percent in 2009, and 63 percent in the fall semester of 2010. We have had frequent discussions to come up with solutions to this problem since last year. First of all, in the fall semester of 2010, there were more than 70 Korean students who lived abroad and whose parents live in other countries and international students who are not exchange students. Thus, to increase the amount of housing available to ordinary students, we decided to exclude them from preferential selection. This policy will be put into effect from the fall semester of 2011. But instead, their degree of priority will

Ko Jae-lim / The Argus



be calculated through allocating 35 percent on commute distance and 65 percent based on GPA, which reflects five percent more weight being given to the factor of distance from home, compared to ordinary students whose degree of priority is assessed 30 percent by commute distance and 70 percent by GPA. Also, if priority housing students accumulate numerous penalty points, they will not be allowed to stay in the dormitory the following semester. In addition, we have to accommodate exchange students. We cannot decide whether we should apply the same policies or not because if dormitory housing is not provided to them, they will not come to our school and HUFSSans cannot go on exchange to their schools either.

**Seo Chang-min (Seo):** Lately, a number of female students failed to enter Globee Dorm and they worry about poor living environment near HUFS. Are there any other housing facilities that HUFS runs?

**Bae:** HUFS does operate other housing facilities. For example, Foreign Language Training and Testing Center has a dormitory on the fourth and fifth floor but it is reserved for its own students. Center for Korean Language and Culture also has a dormitory but it too is reserved only for its students. These dormitories are operated separately and they are not for all HUFSSans, and hence there is no other dormitory in HUFS. In order to deal with this issue, we have had several talks related to the construction of a second dormitory on the Seoul campus since last year. It is now in the planning stage.

**Seo:** Then is there a method by which female students can be housed in some of the male students' rooms?



A member of the Globee Dorm management team, Bae Jun-hyong

**Bae:** Currently, female students outnumber male students by 62. Also, if they live on the same floor, there will be a lot of problems including security.

**Seo:** You said that 30 percent is given to the commute distance score. How is this factor of the commute distance calculated?

**Bae:** If a student's home is in the capital area where they can take a subway, and if it takes less than two hours to reach HUFS, the score will be 15. If they cannot take a subway because it does not run in such areas as Cheorwon County and Pocheon City, their score is 20. The score for regions outside of these areas, including Daejeon City, is 30 because such students cannot commute to HUFS within a reasonable amount of time.

**Seo:** In other universities' dormitories, they select students only by distance. What about changing the selection method?

**Bae:** A dormitory provides a place to live and encourages students' studies. In addition, there will be new victims



The Vice President of Globee-On, Seo Chang-min

even if the selection method is changed. We have discussed other choices as well. Other universities have different methods of selecting students according to their current situations and the sizes of their dormitories. Thus, it is unreasonable to deem that a method implemented by one particular university is appropriate for others. It is not bad to select students solely by distance if at more than two thousand students can be accommodated. Unfortunately, HUFS cannot afford to do so. Moreover, in the men's case, they can stay in Globee Dorm if their GPA is over 4.0, so it encourages them to study hard to keep staying in the dormitory, contributing to a good studying atmosphere.

**Seo:** During festivals or in summer night, students living in Globee Dorm suffer from loud noise. Is there any countermeasure?

**Bae:** It is difficult to control students if they voluntarily hold festivals nearby. However, if they are excessively drunk, security guards can block them from leaving and entering freely. Also, the Open Air Theater will be closed down

when the new gym is built, so that will help reduce noise.

**Seo:** What are the immediate actions that students living in Globee Dorm can take against noise?

**Bae:** If they tell it to the security guard, we will take action to reduce or stop the noise.

**Seo:** A lot of students say they need more washing machines and microwaves. What is your opinion?

**Bae:** 14 washing machines are installed in the women's dormitory and nine washing machines are installed in the men's dormitory. Moreover, we are installing five more washing machines in the men's dormitory and I think students will be able to use them starting in March. Also, they say they do not have enough washing machines. However, we have one washing machine per 25 to 30 students, compared to other universities' dormitories, which have one washing machine per 50 students. Moreover, custodians clean out the microwaves twice a week, but the students are the ones who are making the microwaves

dirty and not cleaning up properly after themselves. As a matter of fact, they do not wait long enough between uses and three of the microwaves exploded due to such misuse. Of course, if they use them carefully, we are willing to install more microwaves. We will also make efforts to enhance the sanitary upkeep of the microwaves.


**Argus: How does Globee-On gather students' opinions?**

**Seo:** We have a community club on Cyworld, but students do not participate very much, so we thought about putting up a bulletin board. However, if we put up such bulletin board, students who do not live in Globee Dorm would also be able to use it so we are trying to think of other ways.

**Bae:** I think as the number of foreign students and exchange students is increasing, and they have difficulty joining the club on Cyworld, it will be hard to hear their opinions. Therefore, I think it would be better if you set up a suggestion box with memo pads near elevators on the first floor and you keep a key for the suggestion box.

This year, Globee-On is going to

put pictures in the lobby and corridor so that Globee Dorm can become more youthful. Moreover, they are planning to conduct a Seoul city tour in cooperation with the International Student Organization for those who are living in Globee Dorm. In addition to this, they will exhibit tea from various countries so that foreign students can feel nostalgia and Korean students can experience different cultures. The management team said they will reduce the number of students who are automatically given priority in signing up for dormitory housing and install more washing machines, and their goal is to start constructing a new dormitory as soon as possible. If after consultation with the concerned parties at HUFs they decide to construct it, it can be built within a year. Since all members of HUFs want this to be done, everyone should put in more effort.

Finally, Globee-On said they will do their best this year, and the management team said they hope that students will use the facilities in Globee Dorm with more care. 

*kjl418@hufs.ac.kr*



# Going Different Ways to One Destination



**By Yun Ji-hun**  
*Editorial Consultant*


**K**orea faced the environmental challenge of a severe cold wave this winter. The national average temperature this January was negative 4.4 degree C°, which ranked third after the winters of 1977 and 1981. Furthermore, Gangwon and Yeongdong areas experienced heavy snowfall this February. When it comes to different natural disasters over the world, the important things to consider are their simultaneity and extensiveness. The climate change confronting all humankind results directly from global warming.

The government primarily planned to adopt a carbon emission trading system in 2013 to reduce carbon emissions, the main culprit of global warming, and push forward green growth. However, many economic groups called for delaying or withdrawing from that system since it would weaken the price competitiveness. The government finally decided to put off the adoption until an unspecified time between 2013 and 2015 due to political and economic pressure from these groups.

Nobody would object to enforcing the carbon emission trading system itself, for environmental resources are not private assets for the powerful minority but common assets all people should share. Life and existence of humankind depends on the environment, and also it is the moral duty for us to pass down the least polluted environment to our descendants. To charge carbon-emission businesses environmental costs is not the fundamental solution to climate change, but it would help in diminishing carbon emissions.

The problem is the timing of enforcing the emission trading system. These days when prices are unstable, it is possible that environmental costs push up producer prices, and the rising producer prices disturb market prices. Import prices surged by 14.1 percent this January, and consumer prices increased by 4.1 percent, which is above the optimal price increase rate of two to four percent. In addition, housing rent has constantly risen since April 2009, so people are troubled with the unprecedented jeonse crisis. Jeonse is a long-term rental system where the resident deposits a large sum to secure an apartment.

Unstable prices with connections to other parts of the economy could have an impact on necessities, public utility charges, and tuition fees. If economic pressure from price fluctuations continues, people with low incomes and university students would suffer. The first step the government should take is to consider how much price fluctuation will adversely influence low-income people and university students, and then make thorough preparation for these adversities.

The emission trading system can be successfully fulfilled in tight collaboration with nations worldwide. 31 countries of Europe have already brought it into effect, but most major carbon-emitting countries, the U.S., China, Japan, and India, have yet to take specific actions. To prevent climate change, emission trading system is necessary, but it would be ineffective without global cooperation, just putting low-income people into the price shock. Therefore, the government need to minimize the shock to the economically vulnerable classes through complete preparation, accurate prediction, and tight international cooperation. This is a shortcut to attain both environmental preservation and economic benefits at the same time. 

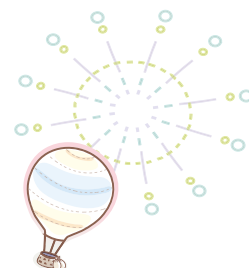
*maga723@hufs.ac.kr*





Representatives of 'Beyond the Mind', Hyun Ji-yeon(T), Jo Jin-kyung(M), and Yun Seok-hee(B) smile while expressing their passion in their work.

# Beyond the Thought, Beyond the Mind, Act Right Now!



By Kim Su-young  
Reporter of National Section



**W**hen you donate to a worthy cause, people automatically think money. Contributions, though, are changing. Not inspired solely by material aims, people can donate their skill or talent by giving their time for a good purpose. To this end, 'Beyond the Mind' was established on May 5, 2010. In the beginning, this group was started by two students who felt the need to donate but wanted to do it with more than money. This is based on the idea that if you can afford to act on your convictions through volunteering, you can brighten the world. Beginning slowly, the group has grown steadily such that now there are nearly 30 members working to help children who live under difficult circumstances. Because children are the future, it is desirable to make

wise investments in them through time and talents, and that is the aim of 'Beyond the Mind.'

'Beyond the Mind' starts with sharing practical ability with children. The Argus met representatives of this group, Hyun Ji-yeon, Jo Jin-kyung, Yun Seok-hee, and Baek Jong-hoon for an interview.

## *Argus: Could you give a brief introduction of your group?*

**Hyun Ji-yeon (Hyun):** May. 5, 2010 was the beginning of 'Beyond the Mind.' We started this group with the idea of donating talent and time. We gather to discuss and consider ideas that go beyond where we are now, to look at the world and see what is, and to see what can be. We are students who come from Seoul National University, Hongik University, Chung-Ang University, Duksung Women's University, Hanseong



University, and we are gaining members from universities nationwide. Also, our members come from various majors such as business, economics, law, visual communication design, textile design, interior design and many others. The composition of each project has public relations planning, design, images, information and communication, so the total comes together from at least five different areas.

Currently, we are recruiting new members. Anyone can be in our group. They just have to be willing to donate their time and talent such as art, music, dance, magic, creative writing. The goal of our meetings with children in poor educational environments is to develop and sustain effective educational programs. Operating expenses come from revenues made by group members using their skills and talents. Our plans include visiting a shelter or childcare center at least once a month and communicating with the children there. The artists in our group make 'talent donations' and the buyers of the art make 'financial donations' to the shelters, schools, and childcare centers, thus helping us create better educational environments.

All the art we make is currently being sold through our website (<http://beyondthemind.or.kr>). In the future, we will sell our art through flea-markets and stalls, as well. Small self-made objects,



1. Play art  
2. Paint a mural  
3. 4. 5. Volunteers with children

ceramics, shirts, accessories, and other objects are practical for buyers and give them a chance to make donations as well.

**Argus: How did you come up with the idea of making donations with talent?**

**Jo Jin-kyung (Jo):** We travelled to Laos and listened to the natives who donated with their own ability. So, at first, we planned to serve abroad. By the way, we knew that here in Korea, as well abroad, there are children desperately needing help. So, we established our talent donation group here at home. Maybe if we have the opportunity, we would like to spread out and serve in

other countries, but for now, we are here working in our own country.

**Argus: Why did not you join with other groups rather than establish a new group?**

**Hyun:** Most volunteer groups are looking for candidates who have an experience through an internship or overseas experience, and if you do not have that, they will not consider you as an applicant. We being juniors and seniors in our universities cannot join these groups even if we want to join them. Therefore, we decided to make this work and have the opportunity to develop our entrepreneurial abilities through making the group ourselves.





Volunteers make self-created artwork to raise donations and open a flea-market in Hak-dong station.

**Argus:** Since there are different types of donations, what necessarily led you to consider making donations with talent?

**Hyun, Jo:** For seeing the children in Laos, our first realization of thinking about using talent to make donations came to us. We were helping children for the perception that it is the wise investment for their future rather than simply for their benefit now. It was a simple thing to do because it did not cost any money.

**Argus:** Can I sign up to volunteer with the United University Educational Service Group? Is there a difference between you and them?

**Yun Seok-hee (Yun):** United University Educational service group is sponsored by universities because they serve by moving from a guideline or standard. We served in various aspects that are directly sponsored by our organization for university students. From the beginning, it made the biggest difference to me to donate by being a painter. It was fun and educational, as well as cultural. People can donate their

abilities and time in sports activities, cultural experiences, and emotional support for children. The point is to plan a program that gets as many different activities going as possible. In this way, we can make a difference without money or help from corporations. There is nothing wrong with financial donations, but that is just one way to donate. For students, making contributions with time and talent is much more affordable and rewarding in many different ways.

**Argus:** Is there any selection method in order to join the group? I mean, is there any interview? If there is, what do you look for in your candidates?

**Hyun:** First, when people apply for our group, we meet them separately for an interview. We do not have any complicated selection standard but we want to see how strong their will to work is. Also, we want to determine if they can participate in our group for a long time. If they are not willing to stay in our group for a long time, we do not

want to accept them. Actually, as we are university students, our lack of money forces us to find meeting places that might be inconvenient for most people. We also put a lot of emphasis on spontaneity but we worry that if our members should stop working, not only us, but the children will be hurt and feel a sense of loss. So you see, we must find people who can work and will commit themselves for a long time rather than those who just have ability.

**Argus:** What are the things that “Beyond the Mind” has done? How do you donate your talent?

**Hyun, Jo, Yun:** From Aug. 2 to 6, 2010, we held the first talent donation camp of ‘Beyond the Mind’ for five days. In particular, students awakened their interests in art through ‘Play art’ which is a new teaching method that we practiced. ‘Create the river using nature,’ and ‘Future-themed mural painting’ were held at the same time. Fallen branches and leaves, flowers, pebbles, rafts, fishes, birds, and a stonewall were used to create and direct a waterway that was created in the new river.

This was the first time to do this for all the students, and we enjoyed participating in these activities. It was just amazing. At the school, the children were standing on the



“The existence of Children is the future.”





fence like the walls of the future or the theme of a mural we all painted. The mural worked for the students in making dreams real. Once again, we took the opportunity to consider the ceremonies, as well as the refurbishment of the campus atmosphere. Student volunteer activities gave the event a more vibrant energy. Groups participated in artists making and wearing homemade T-shirts. So, that became a project in which all the students did volunteer work. Everyone felt the meaning of teamwork and unity and it was a time we will recall in memories forever.

Other additional activities are magic classes and various educational programs. Students showed the virtues of participating in a flea-market at the festival held at Hakdong subway station. Another project is the 'Hello Friends' activity at the Nowon Haneulpum Community Child Center and Meokgol Pureunkkum Community Child Center, which so far, take place every Saturday. We plan on making this a regular event.

**Argus:** *What activities do you emphasize when planning a program?*

**Jo:** We put much emphasis on things that we can do with children together. For example, we have a 'Play art' class

in which we rouse children's interest in art. It also encourages children to pay more attention during the class and lets the children have fun so they will willingly participate in the class. We also put emphasis on physical education in the form of magic in which children use their bodies.

**Argus:** *It is almost a year since you started. What was the most difficult thing you had to do?*

**Jo, Yun:** In the case of the flea-market, the hand-creation process seems to be the toughest part for us. Set in the near future to create a basic amount of time-consuming activities seems to be difficult because it requires a lot from us. On the other hand, public authorities or the school are the first to oppose us. In the beginning, school not only misunderstood our donations and gifts to serve but also measured our good mind. We should explain things slowly and then persuade people how they can get involved.

**Argus:** *The activity of 'spec-building' is also part of your group, right?*

**Yun:** At first, local childcare and community centers' staff told us that we try to get only specifications too, and do not accept us. Also, close friends told


us that we work for some specifications. However we do not for that. Our friends now understand this and they participate along with us. We are not working at an organization where they can volunteer their time. No matter what others may say, we still feel proud of ourselves.

**Argus:** *Finally, do undergraduate university students ask if you would like to do it all again?*

**Hyun:** Only think about what you want to practice rather than to think what would be meaningful.

**Jo:** Sometimes, I have great regret while getting ready to graduate and knowing I will miss this. I have gotten more from this work, more than I ever thought possible.

**Yun:** It is not that hard to make donations and share your time with people. In doing this work, I have gained a mind that can reach beyond practical ability to do whatever I want to do.

**Baek:** I think that the various experiences I have enjoyed are the most important things I have gotten out of my university days. 

*swimming@hufs.ac.kr*



# My Boyfriend Is Type B<sup>♥</sup>

By **Kim Soo-Yeon**

*Reporter of Theory & Critique Section*

In our country, several years ago, there was a popular movie called 'My Boyfriend is Type B' which touched on the Korean stereotype that character can be judged according to blood type. Even till now there are so many jokes, cartoons, and psychology tests in South Korea that are related to blood type. People in Korea often judge people's character by their blood type. So in this column we show whether this judgment is correct and what functions blood type has.

## Relationship between Blood Type and Character

People in Japan and South Korea sometimes obsess about blood type. For example, some people say that people who have blood type A have a timid character while people who have blood type O are more active. There are many rumors about blood type. However, actually these rumors have no rational basis. In the 1970s, there was a book called 'Understanding Affinity by Blood Type' written by the late Japanese writer named Nomi Masahiko. This book became

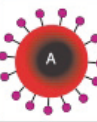
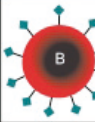
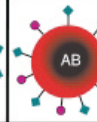
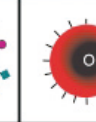



a best-seller in Japan. After this book was published, rumors spread like wildfire making predictions about marriage, job, personal relations, and so on based on blood type. Since 'Understanding Affinity by Blood Type' was released in Korean translation, people in South Korea have also been interested in this theory. This was how people in South Korea and Japan began to judge people's character by their blood type.

## Discovery of Blood Type

In fact, there are more than 500 different ways of differentiating blood types. However, the two most important blood group systems are the ABO system and the Rh system, because when a person needs a blood transfusion, an improper match between the donor and recipient's blood types can cause severe immune reactions that could lead to death. The person who discovered these two systems was an Austrian scientist named Karl Landsteiner. When he mixed blood collected from different people in the year 1900, he found small chunks accumulated due to interactions involving the substances on the surface of blood cells. He began to investigate this phenomenon. Finally, he found that it was possible to classify human blood in different types by using the properties of blood agglutination.

## The Concept of Blood

What features do blood types have? Blood type is a way of distinguishing human blood by what kind of antigen is functioning on the surface of a person's blood cells. The most widespread method of classifying blood type is identifying whether the blood cells have A antigens or B antigens. If the blood has both A antigens and B antigens, then the blood will be classified as AB blood type. If the blood has neither A nor B antigens, then the blood will be classified as type O. If blood has only A antigens, then the blood will be type A, and if blood has only B antigens, then the blood will be type B. If people receive another blood type, agglutination will occur in our body by function of the immune system, and the blood will be rejected by a strong immune reaction. This

	Group A	Group B	Group AB	Group O
Red blood cell type				
Antibodies present	 Anti-B	 Anti-A	None	 Anti-A and Anti-B
Antigens present	A antigen	B antigen	A and B antigens	No antigens

<http://biotechnology.istory.com>

**Blood type** (or blood group) is determined, in part, by the ABO blood group antigens present on red blood cells.



is why we have to check what kind of blood type we have and only receive compatible blood when we need a blood transfusion. People who have blood type AB can receive any kind of blood type among A, B, AB, or O because they do not have antibodies that will lead to rejection of any of them. But people who have blood type O can receive only blood type O because they have both of A antibodies and B antibodies.

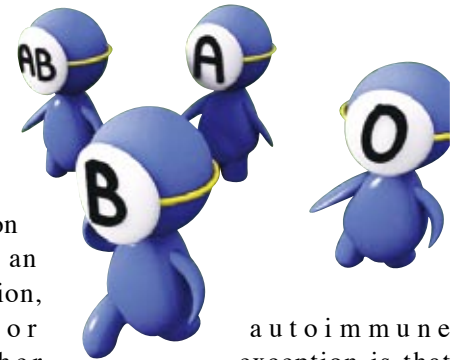
Likewise, there is another blood type system which is known as the Rh system. If the blood has Rh antigens, then the blood is called Rh-positive (Rh+) if the blood lacks Rh antigens, then it is Rh-negative (Rh-). Blood type distribution also varies by country. South Koreans have fairly even distributions among the different blood types, but the indigenous peoples of Peru have all blood type O. In Switzerland, uniquely, people whose blood type is O make up 40 percent of the total population and people whose blood type is A make up another 50 percent of their total population. Blood type distribution judged by Rh type is also distinct. Only about 0.5 percent among Asian people have Rh-negative blood type, but approximately 15 percent of people of Western European descent have Rh-negative blood type. This is why Asians who have Rh-blood type are perceived to be a rarity.

### Characteristics of Different Blood Types

There are, of course, genetic differences between the various blood types. Hence, all blood types have different susceptibilities for resistance to different types of disease. For example, people who are blood type O have the ADAMTS7 enzyme which prevents heart attack. So, people who are blood type O are less likely to have heart attacks than people with other types of blood. People who are blood type O secrete acid often, so they are more vulnerable to developing ulcers than other blood types. They have low levels of thyroid hormone, so they tend to have hypothyroidism more often than people with other blood types. It has been shown that people who have blood type B are more vulnerable to developing pancreatic cancer than those who have other blood types. Women who have blood type A have well-balanced follicle-stimulating hormone (FSH.) So they have a high chance of getting pregnant than other blood types. People who have blood type AB also have distinct characteristics such as a stronger immune system, which gives them a relatively low possibility of bacterial infection. However, their blood also tends to clot more easily, thus placing them at a higher risk of heart attack.

### Is It Possible for Blood Type to Change?

A person's blood type cannot be changed under ordinary circumstances, with a few rare exceptions in the case of the addition or suppression of an antigen by infection, malignancy, or disease. Another



autoimmune exception is that if one receives a bone marrow transplant, the transplant recipient's blood type will eventually convert to that of the donor. Some researchers have voiced of the opinion that if the antigens that determines blood type are removed, a person can receive any type of blood regardless of blood type. In 2007, an enzyme was discovered that can remove these antigens. When this is used, blood type A, B, and AB can be converted to the blood type O. In the past, people who needed a kidney transplant could not receive a kidney from an individual whose blood type was different. But more recently, a new pharmaceutical substance called Rituximab has been developed using to control the immune system. So people can now receive a kidney from a donor with a different blood type. In China, a blood type conversion project has been conducted by the government's initiative. It has been publicized that blood conversion has been successfully carried out on the long-armed apes called gibbons. This has received noticeable attention because blood conversion could help solve the problem of shortages in donated supplies of matching blood.

Therefore, we should learn about and pay more attention to the differences among blood types not to prejudge people's character by blood type, but rather in the effort to reap substantial benefits using our knowledge about blood type. 🇰🇷

201000578@hufs.ac.kr





# Hello, 2011!

## ★ Editor-in-Chief, Lee Yeong-eun:

Greetings to all readers! It is a new semester all over again! I hope everyone of you spent a meaningful vacation worth remembering. As for the Argusians, we spent the entire vacation getting trained and preparing this magazine for you to read! Being in a position that I never thought I would attain, I can only now truly understand the wise words of Spider-Man's uncle, 'with great power comes great responsibility.' I will do my utmost and make every decision with responsibility, fairness, and foresight, maintaining the high quality of our magazine and our reputation of being one of the best English magazines in Korea. I hope our articles will give you valuable knowledge. Please support us and do not stop reading!

## ★ Editorial Consultant, Yun Ji-hun:

A long long winter vacation is over. Now it is time to start the new semester with passion. The Argus reporters have tried to show you good articles and have also kept in mind a sense of responsibility as a media outlet for all HUFSSans. We would be grateful if you send us any kind of criticism after reading our magazines. Good luck in your every endeavor!

## ★ Editor of Culture Section, Cha Eon-jo:

This is my fourth semester working as an Argusian. There has been a lot of work than before for only six reporters write articles. I hope all readers will enjoy reading them. In my columns, I will give my opinion about Korean culture that I experience. I hope all of you will get a chance to see familiar things differently through my articles, and have fun!

## ★ Reporter of Campus Section, Ko Jae-lim:

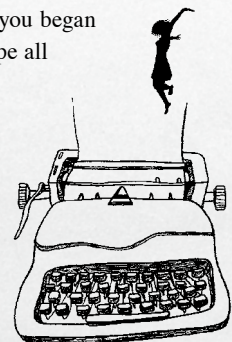
I am a new reporter of Campus Section who just finished my cub-reporter's life. Although I still need to practice writing good articles, I hope that readers can increase their awareness about school issues through my writings. If you have any questions or suggestions about an interesting topic, please e-mail me! And please do not use our magazine as an umbrella! Thanks!

## ★ Reporter of Culture Section, Kim Soo-yeon:

I am really happy that my first article will be published this month. How is your new season of school life? Are you enjoying lectures and having a good time with your new college-mates? If you began your new semester by taking a look at our magazine, your happiness will be doubled! I hope all HUFSSans will read our articles and share their opinions through The Argus!

## ★ Reporter of National Section, Kim Su-young:

This is my first article. Even though it was really tough to decide on the direction of articles from scratch to interviewing and continuous debating and editing, this will be a good experience. I will continue to write all my articles to my fullest ability without any regrets next time. I hope you will enjoy reading our magazine and give you inspiration!



# LOVE ARGUS WHAT ELSE?

@한국외국어대학교 영자신문사 디아거스

The Argus is waiting for passionate cub-reporters the **87th**

1. Due Date: 2011.03.24 (Thur) 18:00
2. Written Examination: 2011.03.24 (Thur) 18:00
3. Interview: 2011.03.25 (Fri)
4. Application Forms: (Seoul campus) Globee Dorm 402 (Global campus) Student Hall 211
5. Further Details: (Editor-in-Chief) 010-4262-0221  
(Seoul) 02-2173-2508 (Global) 031-330-4113

- \* All applications should be hand-written. It can be written in Korean or English.
- \* Applicants should follow all the due dates. (Schedule subject to change)
- \* Interview will be held in the Seoul campus.





When Sophy Loves Philo

**2011 Argus Prize**

**MAY 2011  
GRAND RELEASE**