

The Argus

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Since 1954

New Campus Landscape in HUFs

Coverstory:
Wave of Change in
News Ecosystem



HANKUK UNIVERSITY OF FOREIGN STUDIES

The Argus

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Editorial

It is Not Ignorance, but the Pursuit of True Value

The words freedom, truth, and responsibility are common words that are often mentioned as being important values in society. From kindergarten and throughout our teen years, we are taught by schools and from adults to pursue these values. However, it seems that the precious words are just mere theoretical terms that do not exist in reality.

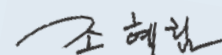
Last December, when the presidential election was nearing, strong doubts had been raised that the National Intelligence Service (NIS) had illegally intervened in the election procedures by having employees manipulate public opinion in cyberspace for the candidate of the ruling party. It led to a great disappointment in people's minds. What is more, the prosecution was also accused of concealing facts when investigating the case, adding additional disappointment. More than six months have passed since then, and only recently in July did an official investigation by the national administration start. However, the efforts were also stained with time-wasting methods and endless lies, continuing the issue's deadlocked status.

The accusation of the NIS is yet only an accusation. However, whether the doubts are true or not, none of the related groups involving the NIS, prosecution, and political parties are taking responsibility, displaying any of the values which we are taught to pursue. The endless controversy seems to say that the struggle to protect these values is too naive and immature, that it is only ignorance in the 'real society.'

However, those in power are babes in the woods. "Class President Election is fairer than the National Presidential Election," read a placard standing in Cheonggye Plaza, Seoul on July 17, Korea's Constitution Day. The placard was one of many carried by 817 middle and high school students from 464 schools. In addition to the students, countless universities and organizations decried the state of affairs. Furthermore, more than 30,000 Korean citizens held candles in front of Seoul City Hall every night. The media is keeping quiet regarding these people's movements, but the people are not the ingenuous youth. The struggle of the people will keep these values alive in the "real society." 

Jo He-rim

Editor-in-Chief





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In the modern society, media are developing rapidly. It has effects on many parts including news ecosystem. In this era of fast changes, the parties delivering news face conflicts now. Showing conflicts, The Argus suggests what kind of action news consumers have to take.

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Opening Ceremony for HUFs Cyber Education Building Held

On Aug. 22, the opening ceremony for the Cyber Education Building on the Seoul Campus was held. The ceremony involved the cutting of ribbons, as well as touring of the building and it was presented by Lee Nam-ju, the chairman of HUFs, HUFs President Park Chul, Yu Deok-yeol, the head of Dongdaemun-gu, Choi Yeong-chul, director of Ssangyong engineering and construction corporation and so on.

The construction of this building took 17 months to complete, from March last year to Aug. 9. The newly built Cyber Education Building consists of ten floors, two basement levels and eight levels above ground. It has 27 classrooms, 36 research labs and ten seminar rooms that has the capacity to hold approximately 1,500 people. It also has a small hall with a capacity of 120 people and a big hall with a capacity of 400 people. The building will also have an administration office, media gallery hall, meeting rooms, and other facilities.

Students of HUFs are expressing excitement over the opening of the building. “I cannot wait for all the empty rooms to be filled. I am excited to be taking classes in the Cyber Education Building next semester. I really look forward to next semester already!” said Jung Sun-hoa, a senior majoring in English Linguistics. “I think this building has established an additional environment suited to HUFs’ status of Korean no. 1 global university,” she added. 🇰🇷

By Lee Yeong-eun



▲ Presenters are cutting ribbons in the ceremony.



▲ Cyber Education Building has a newly-built hall.



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Commencement Held for 2012 Graduates

On Aug. 23, Hufs held the commencement for 2012 graduates in the Obama Hall, Minerva Complex. In the ceremony, there were 1,596 Hufsans who were granted a degree. Kwon Noga-b, who got his master's degree, received a special award for his passion for studying. Hufs President Park Chul presented his compliments saying, "Please be the person who do your best with global mind wherever you are." 📷

By Kim Min-jeong

▲ President Park Chul is delivering a congratulatory speech.

IASR Registered on SCOPUS

International Area Studies Review (IASR), published by the Center of International Area Studies Research of Hufs, was registered on SCOPUS in March.

Since 2010, Hufs has made an effort to make its academic journals into internationally celebrated journals and this achievement can be seen as the first fruition of the effort.

IASR is expected to request its registration next January and become an SCI journal. Hufs publishes IASR with the International Peace Research Institute, Oslo (PRIO) and distributes it through the English publisher, SAGE.

SCOPUS is the database citing journal's data and provides the newest information of scholarly papers from various fields. 📷

By Kim Min-jeong

Hufs, the First Korean Univ. to Sign MOU with Univ. Addis Ababa in Ethiopia

On July 25, Hufs signed the Memorandum of Understanding (MOU) with the University of Addis Ababa in Ethiopia.

On his business trip in Ethiopia, Hufs President Park Chul visited the University of Addis Ababa and met with President Admasu Tsegaye of the University and discussed the future plan for exchange programs and scholarly partnerships.

Hufs is the first Korean university to forge ties with the Univ. Addis Ababa. As this year is the 30th anniversary of the establishment of Department of Africa at Hufs, the agreement is very meaningful.

Chang Yong-kyu, Director of Institute of African Studies, was also present. On the same trip, President Park also signed MOU with University of Adama, which is 100 km away from Addis Ababa



University.

Addis Ababa University is a state university in the capital city of Ethiopia, Addis Ababa.

Hufs is continuing to build academic relationships with various universities around the world and is working hard to keep its place as a number one global university in Korea. 📷

By Jo He-rim



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Green Cooperation with Latin America

Under co-management, HUFS Korea-Latin America Green Convergence Center (KLGC) hosted an International Forum for Cooperation of Culture, Environment, and Business between Korea and Brazil 2013 in the Minerva Complex on Aug. 20, on the Seoul campus.

Since starting the research on “Developing Korea-Latin America Environment Cooperation Model,” KLGC has been working on building various networks between the two nations in Asia and Latin America.

At the international forum, the participants enjoyed cultural exchange between Korea and Brazil. Discussions on Brazil’s Environment policy development, waste disposal and cooperation took place. Brazil’s corporate business cooperation and corporate social responsibility in the two countries were the main focus of the forum.

KLGC is also creating different cooperation models on the ecosystem, climate change, energy and natural resources as well.

Encouraging Korean Environment companies’ advancements in Latin America and supporting them are other agendas that KLGC is putting effort into.

Including Moon Hyeong-nam from Korea Labor Foundation, Lee Seung-ryong from Department of Portuguese, Cho Hee-moon from Korean Portugal-Brazil Association, about 100 people participated in the forum to look for various ways of cooperation.

By Jo He-rim

Green Area Replaced Open-Air Theater

On Aug. 18, the afforested area in Seoul Campus, replacing the formal Open-Air Theater (OAT), has finished its construction and is open to the public. The former OAT was shut down due to its worn-out status. Students who are interested in holding concerts or events at the green area, can seek permission from the university.



By Jeon Seong-jin

HUFS-UIC Allow Academic Opportunities for HUFSSans

On Aug. 12, HUFS President Park Chul visited the University of Illinois (UIC) in Chicago and discussed two schools’ academic cooperation with the President of UIC, Robert Easter. He also signed the Memorandum of Understanding (MOU) that would allow the two schools to share exchange student programs and cooperative research projects.

President Park also visited the UIC at Urbana-Champaign for close cooperation in the field of English Interpretation and Translation and TESOL. A 7+1 program to study abroad in the school is now also available for HUFSSans.

By Jo He-rim

Institute of Latin American Studies Held a Seminar

On Aug. 5, the Institute of Latin American Studies invited Carlos Rodriguez Almaguer, Vice President of Cuban Jose Marti, a cultural center, and co-hosted a seminar with the Korea-Cuba Exchange Council.

The theme of the seminar was “Jose Martiy La cultura cubana.” Jeong Kyeong-won, the president of the Institute, said “There are many differences between Korea and Cuba but through this seminar, we hope it could be a chance for comprehensive understanding.” The Vice President of center, Carlos, said that the seminar could help people understand the Cuban culture.

By Kim Min-jeong



We Do Not Have to be Aggressive about Dokdo

By Cha Eon-jo
Editorial Consultant

Koreans have lodged a strong protest against Japan's actions of distorting history, such as over the ownership of Dokdo, a small island located on the East Sea, which Japan also have asserted as its own territory. However, as revealed in the series of recent events, Koreans may not know a reasonable and effective way to resolve historical disputes with Japan.

Last July, a giant banner was set up at the Jamsil Sports Complex where a soccer match between Korea and Japan was being held. The banner read "There is no future for a nation who has forgotten its history." The Red Devils, the Korean soccer supporters group, had come up with the banner and they imposed a boycott to the match when they were forbidden to put up the banner. Upon looking up comments on the Korean internet portals, one will realize that many Koreans agree with the Red Devils. The common sentiment is that 'there is nothing wrong with telling the Japanese the truth.'

The incident shows the common sentiments of Koreans over historical disputes with Japan. Most Koreans think that Japanese assertions on some historical events are wrong, and that the Japanese should undo the wrongful distortions in their public statements and school textbooks. This zeal to convey a strong message sometimes is overblown towards aggressive action. The territorial dispute over Dokdo is a good example. Since young, Koreans are familiar with the song 'Dokdo is our land'. It is almost as if it is the second national anthem. Hence, when faced with assertions denying this, Koreans tend to get angry easily.

What the Japanese are doing is plain distortion, and it hardly affects the Koreans' perception on history. Koreans should just focus on protecting our own territory and history. However, that is different from the question about 'how' we can reach the course of justice. Is that a useful way to protect Dokdo? From the Japanese government's point of view, such flare-ups from Korean citizens are actually effective in attracting global interest towards the disputes over Dokdo. Unfortunately, even if Dokdo is firmly believed to be Korean territory to Koreans, it will just be regarded as a political dispute in the global arena, such as Sengaku Island. Ironically, this will lead foreign parties to wonder why the Koreans are anxious to promote Dokdo as Korean territory when we believe it is historically a Korean territory.

It is a known fact that Dokdo is our territory—Dokdo has a Korean address, and it is found in our old history books and references. Koreans should be able to make their assertions more calmly and rationally. We should be reasonable not only in sports complexes but also in our daily lives. If Dokdo is truly Korean territory, Koreans do not need to react emotionally. Such emotional behavior will only lead to benefit the Japanese government. 🇰🇷

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News

Briefing

By Jeon Seong-jin
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2
millions

Crowded Airport

▶▶ According to Incheon International Airport and its Korea Customs Service, the total number of people going abroad between early July to Aug. 15 has reached 2,340,000. Compared to the same period last year when the number was 2,240,000, approximately 100,000 more people had flown overseas this year.

2
thousands

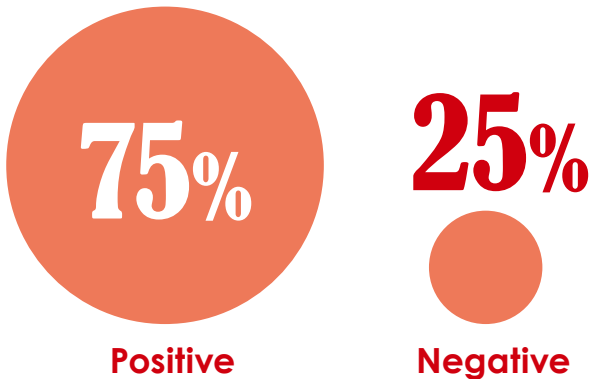
Extra Charge

▶▶ An online survey conducted by Seoul Metropolitan City's E-Poll System shows that 2,003 people out of 3,097 are okay with the policy to modify the time when taxis charge extra charge to passengers during the night time from 00:00 to 04:00. Due to the lack of taxis during late hours, 1,175 also replied that they had experienced being refused by a taxi.

2
out of three

Intern's Trauma

▶▶ About 140 out of 250 male and female university students say that they had been stressed with unnecessary and repetitive tasks during their internship. This has been proved by the survey introduced by Daehak Naeil Research Laboratory for Twenties. Other stressful factors were the fact that there were no manual for working, or education in advance to help them to do their job efficiently. Making coffees, copying documents, or sending fax documents followed suit.



Survey: Overseas Volunteering?

On Aug. 19, the Argus conducted a survey in front of HUFSS Seoul Campus to ask people their thought on global voluntary jobs hosted and sponsored by big companies. 45 out of 60 people were positive, 15 were negative. Some participants of the survey left short comments anonymously.

✓ Positive :-)

“It is a totally win-win strategy for both companies and students. For students, it is a fabulous opportunity to have special experiences abroad, and also the companies can search good candidates for their possible future employees.”

“I totally want to visit other countries. Doing voluntary job at other cities would be an exciting experience in my youth. Plus, I don’t even have to pay the huge expenses myself.”

“Young students should venture outside Korea to experience hardship while they are young and passionate. For this reason, I think companies are giving volunteers a very good chance to help youth learn what is really important in their lives.”

✓ Negative :-)

“Once I participated for a voluntary job hosted by YMCA. The program was scheduled for five months. I think, however, it is not a good program because there was no particular education in advance for the volunteers to proceed with their jobs efficiently during the job.”

“Sometimes it is really hard to say that these global programs hosted by major companies in Korea have the true meaning of overseas services. I saw a job of only two to three weeks schedule. What can students sincerely achieve during that short period?”

“I disagree with those activities. All those who can be selected as global volunteers are those who had been always involved with these sort of off-campus programs. I don’t think I will ever get selected even if I were to submit my resumé and application form. It is their own league which is closed to others.”



All photos taken by Jo He-rim



Weaving Art into the Iron Foundry, Mullae-dong

By Jo He-rim
Editor-in-Chief

On the street stand rows of iron foundries, factories, and junk shops and the scenery cannot be described as friendly. Interestingly, the area possesses an unfamiliar aura with its small art shops and art factories squeezed in between industrial sites.





Mullae, Iron, Art

Mullae-dong in Seoul's Yeongdeungpo-gu is well known for having many ironworks and factories, but it is also known to be an artistic area where the gathered villagers and artists have created a unique culture.

It was during the Japanese colonial era in which 'Mullae' factories or cotton mills started to enter the area. Repeatedly calling the area Mullae, the area gained the name. Even after the colonial era, the time was friendly to industrialization and iron foundries and factories filled the area. Then in the 80s and 90s, the Seoul city tried to move the iron industry in Mullae-dong to suburbs. Empty buildings increased and it was then when artists from Hongdae and Hyehwa-dong moved in.

The 'iron' Mullae-dong has welcomed these passionate artists from around 2005 due to its affordable rent. Now there are approximately 100 art workshops and 200 artists developing their creative career. The atmosphere is rather odd as it is a place where industry and art co-exist. Along with the dusty, worn-out building stand softer, more tinted walls stand to display interesting scenery.

Art festival for all

In Mullae, there is a factory, the Mulle Art Factory, where the seventh Mulle Arts Festival was held from Aug. 21 to 25, giving an opportunity to people to experience modern art that may be rather hard to understand.

The Mulle Arts Festival is an art festival that tries to blend different genres of art together as well as provide the audience with a feeling of creativity and different ways of thinking. The organizers and artists pursue the spirit of the 'Mullae' or spinning wheel. The spirit of the 'Mullae' essentially captures the spirit of the people of the past working together while singing and sharing their happiness, sadness, and lives. The goal of the festival is to weave different art genres from the past together with the present and communicate with the audience who may not be so familiar with these difficult areas of art.

Just like other artistic groups, the Dance Factory moved to Mullae-dong in 2005 and hosted its first international art festival in 2007. Before that, the Dance Factory was a group that provided small dance parties in the village for people who worked at Imun-dong market's underground office. They also intended to provide venues for independent artists to perform and to develop their creativity.

The initial festivals lasted for a month and they used empty iron foundries in the village. The passion of the volunteering artists allowed an artistic communication between the villagers and their audience members.



Footstep



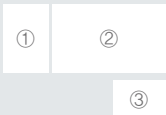
With that first step, the art factory welcomed the project exhibition, ‘Gan-Gaek,’ which means audience or spectator. The project intends to lead the audience to think about themselves and their relationships with other things, such as the world, images, and objects. The relationship exists with the concept of time and space, but it also exists inside the mind of the thinker. Through the artworks, the artists expect the audience to develop mixed emotional states and fundamentally sympathize with the artists. The concept may be hard to understand, but art can often include abstract expressions that may not always be easy to interpret.



The performances at the Dance Factory were another new experience for the audience. In the Box Theater at the Mulle Art Factory, the dancers showed how different abstract concepts could be expressed through body movements. “There are many ways in which serious artistic dance can be more interesting,” said an anonymous university student. The festival was divided into the exhibition, performance and a place for communication over drinks.

The Mulle Art Festival infuses the lives of the iron foundry villagers, the creative artists, and the audience together and allows them all to try different ways of expressing themselves. 🎭

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- ①&③ Park Eun-young
“Gymnopedies” series, mixed media, 2013
- ② Volunteers at Mullaer Art Festival are posing for the camera.
- ④ Lee Sang-hoon, Seong Han-cheol
Move Collectors - A Story of Statue



© mullaerart.com

Two Apples Choose Your News



By Kim Min-jeong
Associate Editor

In this issue's Cover Story, The Argus shows some changes in news ecosystem and it will be introduced with some conflicts that news providers go through. Readers will be able to know what kind of conflicts they experience in reality and through this, they can recognize what solutions would be applied. Furthermore, the column makes a proposal for news consumers to participate as a new producer. Through a column 'People' attached, The Argus shows how consumers can be a producer using new media.

These days, the newsstands often seen in front of a metro station are becoming difficult to find. More and more people are reading news through the Internet instead of traditional newspapers. According to an online survey conducted by Digital Media and Marketing Intelligence Center(DMC) of 585 people, 87.2 percent of those surveyed said that they use portal sites to read news and 81.9 percent of those who use portal sites answered that they use Naver, a popular Internet portal site, as their news provider. As the influence of portal sites as news providers increased, the existing press started to write critical articles about Naver. For example, the Chosun Ilbo released an article with the following headline, 'Monopolistic Portal Site Naver without Restrictions.' On July 29, the JoongAng Ilbo wrote news with the headline, 'Naver Cafe Became a Path for Illegal Sex Trafficking' and on the same date, the Chosun Ilbo wrote news with following title, 'Naver Cafe Treating Secondhand Items Becomes a Place for Scamming but Naver Does Nothing.' In fact, these problems were pre-existing and are not current troubles. However, why does the press come up with articles about problems of Naver now? Because recently, Naver expanded its footprints as a media by getting news from the news agency, Yonhap, which makes other press lose their profit from readers.



▲ Chosun Ilbo considers Naver an octopus due to its recklessly diversifying business.

Nature of news and informants

News has special characteristics in that it is made by people who hold qualification as reporters. Due to this, news has copyrights and is considered as individual creations. At the same time, news is handed out to the public which makes news have a characteristic of public property. With knowing news' ironic nature, there are some groups who make profits out of it. The first group is news agency. They have their own organization for gathering and distributing news, which can be divided into state-operating ones and private-managed ones. In the domestic market, indirectly state-operated news agency, Yonhap, is predominant. Since KBS, MBC, SBS, which are government-run broadcasting station are major shareholders in Yonhap, it is considered indirectly state-operated. There are also private-managed news agencies like News1 and Newsis. The second group making profits by distributing news is newspaper publishing company. From contracts with news agencies, newspaper publishing companies receive some news from agency and it solved problems with time, capital and manpower shortage. With these and other news, they publish newspapers and make profits by selling papers to readers.

Conflicts between informants

Recently, a conflict between news agency and newspaper companies arose because Yonhap started to sell its news to Naver with subscription fee from the portal site. Originally, Yonhap sold their news to newspaper publishing company only and portal sites were not directed. On Jan. 1, the JoongAng Ilbo canceled the contract with Yonhap, on Feb. 1, the Chosun Ilbo, and following that on July 1, the Dong-A Daily News abandoned the contract. The three newspapers mentioned above are major companies having a 64 percent of the

domestic newspaper market share and as these companies canceled the contract, Yonhap took a hard knock owing to reduced reprinting fee, news agency's main source of revenue. Newspaper companies insisted strenuously that Yonhap stop selling news to the portal site, though Yonhap tried to negotiate with them by reducing reprinting fee. As subsequent attempts were broken up, the news agency has changed its attitude and started to take offensive action by making a department for protection of intellectual property.

What is inside of the conflicts?

The conflict between news agency and newspaper companies is caused by decline in their profits. Yonhap and newspaper companies signed the contract which makes newspaper companies pay for reprinting fee but Yonhap could not demand raise in reprinting fee since the IMF Crisis in Korea. In the early stage of establishment, Yonhap made 87 percent of profits by reprinting fee but it is gradually decreased, recently, reprinting fee occupied only 19 percent of the news agency's profits. Because of the reason, the news agency decided to provide their articles to portal sites for another source of revenue. Portal sites were designated as Internet Service Provider(ISP), it was possible for the news agency to make decision. But about its determination, major news publishing companies express dissatisfaction in that though Yonhap has high occupation in news market, it gains commercial supremacy even in portal sites and companies thought that, a government organization is in competition with retail dealers. On this, Jeong Chul-hwan, the department team of the Chosun Ilbo, said, "It is monopoly and oligopoly of news agency." Also, in an official notice that the Dong-A Daily News sent to Yonhap, they said, "Yonhap, who is supported by the government, must not seek profit

only. Giving portal sites its news and photos seemed to compete commercially with news publishing companies, retail dealers in market.”

Moreover, their conflicts caused not only by making profits, but also by appreciating changes in media. According to Yu Jae-bok, the department of media strategy of Yonhap, said, “Yonhap, as news agency, aims at delivering news to platform considered press. Portal sites were designated as an ISP (Internet Service Provider) in 2009 and they could be thought as the press. There is no fallacy in our decision.” On this, the Jeong Chul-hwan, the department team of the Chosun Ilbo, said, “News agency’s determination that it gives portal sites news can infringe on diversity of press and public opinion and by extension, in that Yonhap is state-operated, it could make public’s confidence fall toward the existing press.”

However, there are some points which claim attention. Other newspaper companies, except the Chosun Ilbo, the JoongAng Ilbo, the Dong-A Daily News still are under contract or under discussion of whether they will continue the contract. Also, three major newspaper companies mentioned above made an agreement with privately-managed news agencies. But those news agencies also provide their articles and photos to portal sites. The difference between Yonhap and other news agencies is that private news agencies’ articles are not directly exposed to the main page of portal sites. Considering these points, it can be said that profits of newspaper companies and news agencies related to the Internet including portal sites became important as they increased.

Portal sites started to act like press

As medium gets developed, the young generation shows change toward being

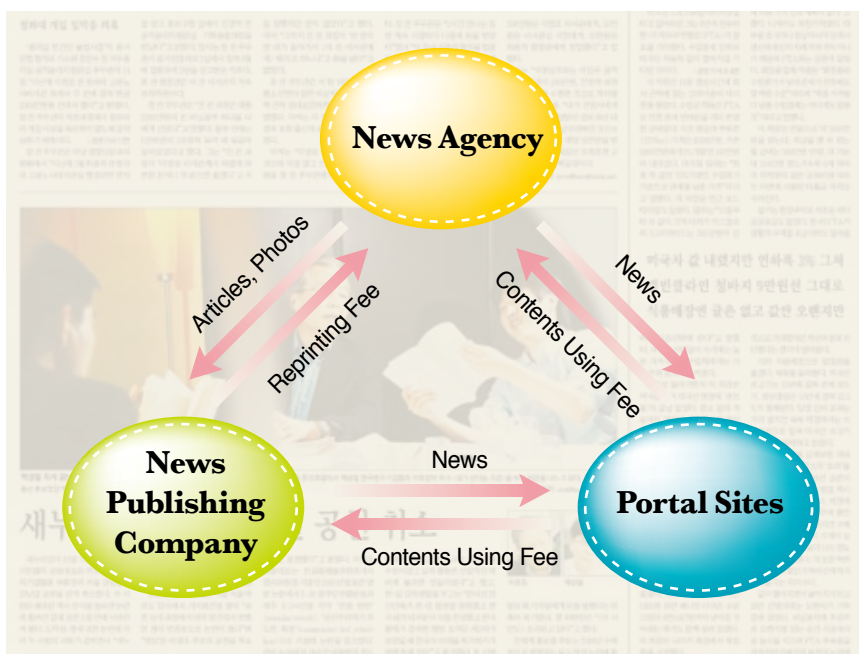
delivered information. According to the survey about reality using Internet by Korea Internet & Security Agency (KISA) in 2012, 78.4 percent of people older than three years old use the Internet. Also, online survey conducted from May to June including 585 people, said that 98.3 percent of people saw news through the Internet.

At first, companies treating portal sites need to heighten their sites’ traffic which means consumers flowing into their sites. An increase in traffic leads to increase in profits because advertisers paid companies which own portal sites for exposing their advertisement. To lead consumers to each portal site, companies provide news watching service by paying newspaper publishing companies for contents using fee. In 2003, the portal site Daum made a system called Media Daum and in 2009, Naver started a system called ‘Naver Newscasts.’ They were just messengers between newspaper companies and readers in the beginning, but with time, arrangement and selection of articles shown in main page get caught up in controversy. According to Kim

Pyeong-su, a professor of Journalism and Mass Communication Division of HUFs, said, “Portal site is a gateway that exposes information and makes it possible for users to accept data. In this point of view, portal site is considered new media.” Hence, portal sites had legal position and duty through being appointed as ISP in 2009. Now they are using two way of news watching service, in-link system and out-link system. Using out-link system makes consumers see newspaper companies’ contents directly which heightens newspaper companies’ traffic and gives them another profit by advertisement.

Portal sites as new media have important significance. Unlike traditional newspaper, they provide differentiated services like watching real time news, searching news, being able to have a quick look on a variety articles. Also, they are grounds for prosumers, a new word combining the words, producer and consumer.

According to the online survey by DMC report, 62.5 percent of respondents said they regard people’s opinion as



▲ A relationship diagram among news providers.

Cover Story

most important while watching news. It can be said that people's opinions act like another product. In addition, the number of people who run news in their own homepage like blog and community increases.

It is time to change for convergence

With changes in media get swelled, it is essential for contents providers to change their current demeanor. When portal sites emerged as new forms of media, existing newspaper companies did not notice their growing influence and did not take quick actions from the first. Therefore, they need to notice high speed of media shift and try to coexist with new media, such as portal sites. Also, professor Kim said, "Recent media lose their public concept and use the press as an instrument of power." But it does not mean portal sites are the only media and press that can survive without any counterbalance. However, laws on portal sites as media does not exist as clearly as the laws on newspaper. As journalism in modern society, it needs to be with justice to carry out newspapers' role, social responsibility and formation of public opinion and there has to be control system. For this, Dr. Kang Jeong-soo, from the Communication Institute of Yonsei University, said, "Existing 'Monopoly Regulation and Fair Trade Act' cannot solve the problem because the act is based on the market which is available to measure price. But internet service like portal sites is impossible to price accurately." He also added, "Not regulation, but surveillance can be a solution plan." Actually, one of famous portal sites, Google is selected as a subject to be monitored, not to be regulated. Google has more than 90 percent of market share in Europe, but EU decided to monitor it only in manipulating search result. Therefore, like Google, principle is needed for transparent management like opening

process of editing news to the public.

Considering those needs, it can be seen that users' participation is getting more important. First, as consumers, users' acknowledgement on information is required. These acknowledgements can have effect on setting the price of news on the internet. Seol Jin-a, professor of Department of Media Arts and Science, said, "Symbiosis between portal sites and press should be treated in the view of users." Also, Dr. Kang Jeong-soo said, "Reasonable price of journalism can be set between supply and consumption." Moreover, participation of users can bring about strengthening of prosumers and thus, interactive communication is expected. Prosumers can make people realize that the best watchdog for media is its users. In case of MBC, it has already made the program called 'I Also am Reporter' and urge consumers to participate as producers.



Conflicts and changes above are considered essential things as development not only in device but also in media. But they are not just arguments between businesses, but complicated relations of gain and loss even asking users to change. Therefore, information consumers including news readers need to recognize structure related to news and catch on their conflicts. By doing so, changing attitudes with information providers can help adjust to changes in the world. 📰

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By **Kim Min-jeong**
Associate Editor

Since 2012, there have been a variety of podcasts in Korea like 'I Am Kkomsu (which means stingy in Korean),' 'Radio Reading Books,' and 'Beating Current Events H.' Podcast is a newly-coined word that combines iPod with broadcasting and is a new service that uses Internet networks. Podcasts make it possible for producers and consumers to have a point of contact through a distribution-subscription format. Because there is no qualification to become a podcast producer, the number of citizens who host it is on the increase. Among these citizens, there is a university student in his 20s. He is a host of the podcast called 'I Am Normal.' This program casts ordinary people and is hosted by Kim Jae-yong. He is not only a consumer of media, but is also a producer of his podcast's contents. The Argus met the producer of 'I Am Normal' and listened to his story.



"I am Ordinary!"

Podcast PD, Kim Jae-yong

The Argus: Please introduce the podcast “I Am Normal” that you currently produced.

Kim Jae-yong (Kim): It is an entertainment program dealing with ordinary people. Season 1 of ‘I Am Normal’ was broadcasted from November 2011 to July 2012 and Season 2 was aired beginning in October 2012. I am now taking time out for my career and to create a better program. The program will be restarted in early September 2013. The podcast is recorded in a studio near Sungshin Women’s University. At the time we aired Season 1, we took first place in the field of comedy podcasts.

The Argus: What kind of messages did you want to air for listeners?

Kim: I aimed at telling listeners about the lives and experiences of ordinary people. By doing so, I thought we could give the listeners the same healing energy that I felt while meeting and talking with our guests in the studio.

The Argus: There are members with whom you work. How did you get together?

Kim: At first, I started with friends and acquaintances who wanted to share in my creation. After finishing Season 1, lots of people were interested in what I do. Although I am still working with my acquaintances, there have been changes in the members to make the program better.

The Argus: Please describe each member’s role in making the program.

Kim: There is a main MC, an audio mixer, a broadcasting writer, a regular panel member and I take on the roles of the sub-MC and producer. Beyond this, there are guests who are casted and audiences.



▲ Kim Jae-yong (middle) is on air with his colleague.

The Argus: How do you make a profit through the podcast?

Kim: There is no extra income through distributing our audio files. Sometimes there is monetary support, but not that much. At one time, I only focused on the podcast and tried to make some profits by broadcasting advertisements like other radio channels did, but I gave up. Now, producing the podcast is not the only work I do, so I do not care that much about making profits through broadcasting.

The Argus: You were only an information consumer before you became a producer, but now, you are a contents provider like existing newspapers, radio channels and so on. Do you feel any difference compared with the past?

Kim: Actually, I had always wanted to be a broadcasting producer at least once in my lifetime because I thought I could make a better program in delivering amusement to viewers. Finally, I could do that through the new media service, Podcast. And after

being a producer and presenter of comedy podcasts, my horizons have expanded. For example, when I see television programs related to humor and comedy, I look at their wit with admiration. Compared to mine, I feel that their episodes and ideas are very fresh. I, before becoming a producer, would think, ‘It is just not funny at all.’ But now, I realize that their skills at talking are based on ceaseless effort. Their novelty which makes a program entertaining always inspires me.

The Argus: It is interesting that you invite ordinary people to be your guests on the program. How did you come up with this revolutionary idea?

Kim: Many show programs had affected me when I first came up with the idea. For example, ‘The Guru Show’ on MBC gave me a form and way of approach that I could use for a program that would invite guests and listen to their life stories. Also, the program “Superstar K” on mnet showed me that ordinary people have infinite talents, even if some of them have jobs unrelated to singing.

Lastly, I decided to start podcast, to send my messages after listening to 'I Am Kkomsu.' For this format I had planned, I started to have my acquaintances as guests.

Thanks to the listeners of Season 1, the podcast channel became known to the public. Hence, Season 2 of the program had guests from the 'real' ordinary people who I did not even know. People wanted to talk about their lives on the channel and we had them apply by SNS. Among those who applied, we got in touch with the ones who seemed to have interesting stories and interviewed them beforehand. For a long time after the interview, we deliberated about the person who would tell his story in the studio.

The Argus: Is there any guest or episode which remains in your memory?

Kim: Three guests popped up in my mind. One was a person who is visually impaired. Existing media has always said that we should help these people, but on this, he told us ordinary people that this was not necessary. He also said that he does not agree with what the existing media says on this matter. Also, he added that he was not as uncomfortable as we thought and that was the point I was most impressed by. I was interested in not only what he said, but also in his guide dog as the dog was always with him while recording our voices in the studio.

Another guest was a truck driver. He said, "Please do not try to commit suicide. There are people who want to live somehow and work doggedly like I do." His serious and earnest message touched my heart.

The last guest was a Taiwanese. It is a very simple reason, but I was amazed that I met a foreigner who spoke Korean so fluently in the studio. It was interesting in that she gave a

different point of view based on her objective observations of Korea.

The Argus: It seems that your podcast has maximized the communication between consumers and producers. What other strengths does your program have?

Kim: I think it is good that we created a place for the public to tell their full stories. Based on the hour-long interview before real recording, we tried to ask our guests questions while we recorded the file to help them tell their stories without feeling awkward. For instance, "How were your school days? (the guest answers) I heard you had some exciting experiences during that time."

The other strength may be young people involved, ourselves. It could also be a weakness in that we do not understand all the things the guests told us because we have not undergone hardships yet. But we tried to adopt a new way of storytelling, not just for moving people, but also for providing amusement to our listeners. I do not try to stage-manage, but prefer it to be fun and humorous. We think ourselves to be amateurs and try to conduct the program using this kind of atmosphere.

The Argus: While producing "I am Normal," did you have any difficulty since you are a university student?

Kim: Actually, broadcasting sometimes had a recess as it does now and the reason of recessions is that I am a student. It is also prepare for a better program but the number one reason is studying for graduation.

Also, in 2011, every member creating the program was a university student or taking a leave of absence from school. However now, all members lead hectic social lives. My parents

are worried about what I do with the podcast, though they listen to our shows occasionally and give me feedback. However, I am scheduled to have Season 3 of "I am ordinary" and need to go back as a producer for my podcast.

The Argus: Do you have any plans to develop a new "I am Normal" in the future?

Kim: While preparing for Season 3, the existing form of "I am ordinary" will not be broadcasted anymore. Instead, I will target some specific guests. It might seem like the range of guests is incomprehensive. But I think, for example, the programs like "I am self-employed" can deliver stories with details and familiarity. Through the podcast, guests can tell people what I want to say, but in a more amusing way.

Starting from a small idea combined with proper media, a person can become a real "prosumer," a consumer and producer at the same time these days if they send their own messages to the society. Being an undergraduate does not impose limitations on what a person can do as a contents producer, but the change of the media and the emergence of the podcast can help them do what they want. With experience, it can be said that anyone can get out of being a mere consumer who simply receives existing information and become an active producer of content. ☞

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SOMETHING OTHER THAN SEXUALITY: ASEXUALITY

By Jeon Seong-jin
Editorial Consultant

On a recent television program, a well-known celebrity mentioned the Kinsey Report which he had read three times during his military service. Many people who saw the show began to search the web for the Kinsey Report to find out what its about. The book, actually, contains a wide range of subjects on sexual research, implying that contemporary people are reluctant to speak about sex just like they were in the past. It means people still feel awkward to face the sexual phenomena which are happening right now in this town. Nevertheless, new values keep making their appearance, clamoring with the necessity for the public to accept them. Also, sexual orientations such as homosexuality or bisexuality have emerged to defy the gravity against social phobias in this atmosphere. These orientations include asexuality as well.

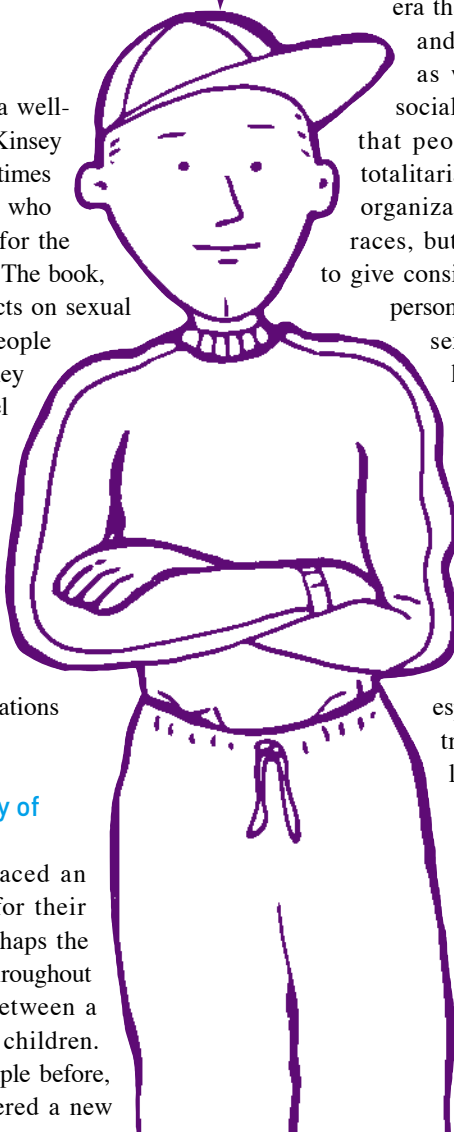
Change on recognizing the diversity of sexual orientations

Traditionally, human beings have placed an emphasis on various values in order for their blood lines and cultures to prosper. Perhaps the most important value in many societies throughout history was placed on the marriage between a man and a woman and the creation of children. Although nobody spoke ill of this principle before, however, the entire world has now entered a new

era that stresses the value of peace, persuasion, and democratic decision making processes as well as the formation of a reasonable social system. This remarkable change means that people have started to speak out against totalitarianism to achieve the prosperity of entire organizations such as nations, ways of living, or races, but have also stressed that it is necessary to give considerable thought to an individual's traits, personality, and properties. In addition, different sexual orientations which are contrary to heterosexuality have also become a concern though this also means a departure from the honoring of the new social values.

Phobia originated from a difference

New values, however, cannot be understood by all societal members without some troublesome problems. The biggest issue regarding sexuality, especially for homosexuality, was facing the traditional objection that allowing the act of love and sexual behavior between people of the same gender could potentially threaten the typical process of prosperity and procreation within a country. Plus, for people's better understanding and belief in the existence of god, any sexual orientation beyond heterosexuality was considered a sin and strictly forbidden. Even now, some countries in the world punish or even kill homosexuals based on law or a ruling of religious belief.





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to express or have them. This approach can also include those who feel carnal desires only if there is a mental communication and is called half-asexual. As it can obviously be seen above, asexuality embraces all people who do not feel their libido with the same intensity in which other people feel the desire. However, categorizing asexuality as ambiguous and vague can be problematic as this definition is too wide and this type of sexual orientation cannot be well defined. It is not obvious how far this concept should be taken in covering sexual orientation.

Between the grabby and the peculiar

Asexuality has often been criticized by opinions like “Is it a matter of fact that a person with asexuality does not know how to express their libido?” or “Asexuality is a psychological disease which is caused by the lack of power to feel something or is a handicap on the cognition system of the brain.” From another perspective, some might say that it is a plausible delusion of people who have a secret intention to avoid showing their true sexual orientation just to maintain their outer appearances. Asexuality itself can be applied in many possible ways from having no spontaneous sex drive to people who don’t feel as strong of a sexual need as others. In this case, it can be difficult for people to really understand what the orientation is.

Generous gesture for a sensible social progress

Reputing an opinion that asexuality is a psychological disorder, the Kinsey Report mentioned in the first part of this article also said that asexuality should be used to describe a sexual orientation. Recently on social networking services and their channels, a movement towards educating the public about the feelings and traits of asexuality has begun. Overall, the existence of asexuality is a new orientation for contemporary society, and because of the low numbers of asexual people, less than one percent of the whole population, most other people have no idea about the concept. This phenomenon is ironically natural. Many new ideas have changed the world, however, the general public does not always quickly accept the most progressive concepts. Something alien and new is usually hard to understand and adopt. At the same time, however, it is also true that the more the members of society can face and embrace new concepts with generous attitudes, the more likely a much more rational society can develop where all the citizens can have and express their own identities. Also, societies embracing these new concepts are more likely to make remarkable progress in improving social development and creating a better community. 📖

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Even worse is that, in other countries without these drastic determinations, people exclude sexual minorities without a practical or specific reason, but only for the reason that those people are dirty or can possibly carry diseases.

Asexuality - a minority in a minority

One contemporary discussion regards an argument on something very different and minor. These days, people are aware of homosexuality and bisexuality, however other sexual orientations are not yet as well known to the public. Asexuality is only a minor issue even in regards to sexual minorities, and most people do not understand it or even know about it. The term ‘asexual fashion’ exists to indicate a fashion item or clothing style which does not strictly designate a style as masculine or feminine. In terms of a sexual orientation, however, it becomes possible to say that if somebody is asexual, the person does not feel urges to have sex or sexual relationships. Asexuality has not yet been proven through scientific study, and such only exists in theory.

Ambiguous and vague problems in categorization

Regardless of the fact that asexuality has not been clearly defined as a kind of sexual preference, the orientation embraces a wide range of cases. Firstly, it is possible to categorize those who have no physical or sexual attraction to people, but do have a psychological attraction. In this case, asexuals can also feel the attraction to the opposite, same, or both sexes, including a mental attraction to neutral-sexual, pansexual (people who feel love for all genders) or even trans-gender people. To address the second category, it is also possible to define asexuality according to how much libido that a person can feel. Through this definition, people who are asexual can be purely asexual and have no sexual desire at all, or grey-asexual, which are those who do have sexual urges, but do not feel the necessity



Savor the Moment and the People

Gwangjang market, Seoul.



The scenery of Korean traditional market may or may not be familiar with you. Little worn, and maybe a little crowded, but it is trace of years of 'people.'



Colorful Inspiration Connecting Different Cultures

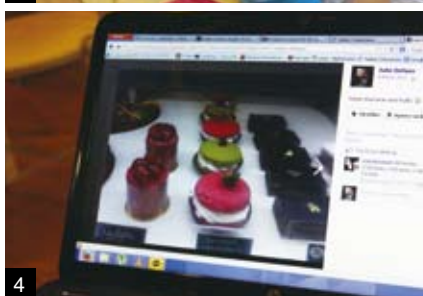
@ Kimchee Guesthouse



By Kim Su-young
Editorial Consultant

Korea has arrived at the era of ten million foreign tourists. ‘Han-ryu’, or the Korean Wave, is attracting many foreign tourists, especially the youth, to the ‘land of the morning calm.’ Along with this, demand for guesthouses is on the rise as well. Guesthouses appeal to these young tourists with reasonable accommodation fees compared to posh hotels, and also with its carefree atmosphere which allows its guests from all corners of the world to mingle freely. Guesthouses also enable guests to truly make themselves at home. Hence, Korean guesthouses have been rapidly emerging as a ‘hot’ accommodation spot not just for tourists from abroad but for Koreans as well.

One evidence for this rapid rise of demand for Korean guesthouses is that the number of foreign tourists staying in guesthouses has recently been increasing, along with the number of guesthouses. According to David, the owner of Kimchee Guesthouse, “The number of guesthouses has surged during the past four years. In 2009, there were only five guesthouses in the Hongdae area. However, there are now more than 80.” The new Korail subway line connecting Incheon International Airport and Hongdae may have contributed to such sudden increase. Now, it barely takes 50 minutes from the airport to Hongdae. Not only that, Hongdae’s ‘young and hip’ atmosphere along with its plethora of clubs are also a huge attraction to young tourists looking for fun.



1 This building is Shinchon branch of Kimchee Guesthouse.

2,3 Travelers are relaxing and taking with each other in the basement lounge.

4 Julie who is a patissier in Paris is showing her some works.

When The Argus visited the Shinchon branch of Kimchee Guesthouse, we were impressed by the close proximity with the Hongik University subway station which is directly connected with the airport subway line. However, this is not all. Kimchee Guesthouse has six branches all over Seoul: Dongdaemun, Myeongdong, Seoul Station, Sinchon, Gangnam, and Hongdae areas. Among these, Shinchon branch boasts the largest size, taking up a whole building and receiving the largest number of tourists. It is located between Hongdae and Shinchon subway stations. The daily accommodation fee varies from 15,000 to 40,000 KRW. The Dormitories are the cheapest room of all, hence the most popular among visitors. In fact, few guesthouses provide dormitories just for 10,000 KRW per person, Diana said. A tourist from Russia, she adds that, “This guesthouse is not only located on a prime spot, but also provide good facility and comfortable bedding for its price. Up to this point, I am very satisfied.” David, the owner also said “The three main attractions of Kimchee Guesthouse are the accommodation fee, communication

and location.”

Then, how do the foreign tourists get to find this guesthouse? They usually make their reservations through various channels such as overseas portal sites and websites. Such various travel information and tips from various sources enable them to find good accommodation on reasonable prices. However, traveling is not the only reason they come to Korea. The Argus decided to spend a night in one of the dormitories on Aug. 18. That night in dormitory suite 208, we met travelers from all over the world and had a chance to listen to their stories.

 4 P.M.

The check-in time at Kimchee Guesthouse is from three p.m.. The guests make their way to the guesthouse by either looking up its location on their smartphones or by taxis. Occasionally, some unfortunate ones who find themselves lost in the myriad of alleyways of Hongdae even arrive at the frontdoors in a patrol car. At around four p.m., the busy check-in desk finally gets to breathe a little air. As it is usually

with the people who prefer guesthouses over hotels, most of them are looking for a little adventure rather than a leisurely vacation. Upon arriving, they put their luggage away and venture outside with their trip plans. Until these adventures return late evening, the check-in desk mostly enjoys peace and quietness.

Basement One is a lounge in the guesthouse where people can relax and share their stories. Some are working on their laptops, while others cook, or stretch out on the comfy sofas and chat with each other. This was where The Argus met Julie from Paris. Majoring in patisserie, she works as a patissier in Paris. Though only 23, her outstanding talent has earned her a silver prize in a famous patisserie contest in Paris. It is already her fourth trip to Korea, and this time she plans to stay for about two weeks. Although Julie has just visited Seoul during her four trips to the country, it always feels new and interesting to her. It was especially impressive the way she seemed to know more of Korean culture than Koreans themselves. When she was only seven, her friend had recommended Korean music, dramas, and movies. Now, she is familiar not just with the ‘traditional’ Korean idol groups such as H.O.T or Shinhwa, but also with the latest pop singers and their songs. She could also recite actors and the movies and dramas they starred in, while we could not exactly place their names.

 8 P.M.

Even though it is still early into the night, the guesthouse is quiet. The



▲ Perick is eating a Cupnoodle for dinner.

Kin Su-young / The Argus

Kin Su-young / The Argus



Kin Su-young / The Argus

guesthouse staff tips us, “There will be more guests around at about 10 p.m., Since many of them go to clubs on last Friday and Saturday night, some just stay over the weekend. It was really loud last night with everyone partying all night because it was a weekend. But since tomorrow is Monday, I expect it to be quieter today.” The Argus came across Derick eating a cupnoodle for dinner as working on the laptop in Basement One.

Derick is here not for travel, but to find a job. He is not sure when he will leave. He has been preparing for quite a while, but rumor on the job market has it that it is difficult for foreigners to find teaching posts. The paperwork is not a piece of cake either. Despite all these, Derick wants to teach students in Korea. When asked why, he said “I just want to be with students. I also heard that Koreans prefer foreigners to teach English. Korean private schools are safe, pay you well, and most of all, the working environments are great. In Las Vegas, where I used to live, everything was constantly on the move. I wanted to live a better, a more settled life.”

Like Derick, there are currently a large number of foreigners teaching English in Korean schools and private tutoring academies. Some of them are illegally employed, as occasionally portrayed in the news. Through Derick, The Argus had an opportunity to see from the foreigner’s point of view and why they want to work as English teachers in Korea.

 **1 A.M.**

Different from what we have anticipated, it did not get quiet even with those who had left for clubs at around 11 p.m., Some played cards in groups, and some played games or talked. Diana certainly stood out among them. Though like a Korean on the appearance, she was a Russian. In fact, she was a Korean-Russian. Just turned 19 this year, it was her first trip to Korea. Even though her father is a Korean, it was special for her to visit the country. When asked what she liked about Korea, she replied, “I love everything about Korea, especially the food. Our entire family has a pork belly party every year for my birthday. I was also surprised how friendly the Koreans were when I got here. When I was looking for directions, they kindly walked up to me and asked if I needed any help; whereas in Russia, people tend to be indifferent and unkind.”

Diana was very extraverted and outgoing unlike the Russians she described. However, she too, had some difficulties living in Russia as a person who appeared to be Korean but could not speak any Korean. “There were definitely some struggles that I had to go through with my appearances. There were even people that did not like me. In general, people tend to like women who look like Europeans. But, just like how everyone has different taste on things, it makes you feel better if you think that there are people who will like you.” Her

response seemed to reflect her positive attitude towards life.

Meanwhile, Darya, was 22 and had a typical Russian face. Darya came to Korea on March as an exchange student studying business administration at Dongguk University. Her stay at Korea had been prolonged due to dormitory renewals at her school. “It is nice that you can experience all four seasons in Korea. Especially between March and May, the weather is perfect. That’s how I fell in love with Korea. Although I am here right now unwillingly, I am glad that I got to meet many new friends,” she said. Though with different life stories, the guests of Kimchee Guesthouse all shared a common sentiment. They all were able to make many different friends and communicate with one another.

People ran into each other by chance, in the guesthouse and kept in touch even after they left. This eventually led them to form a global network of their own.

However, the accommodation industry has recently been facing a rapid decline. This is due to the fact that because of the new businesses opening up, it is causing overflow of the accommodation industry, forcing others in turn to close down. One thing for sure is, however, the special connections that people forge in these guesthouses. This is sure to mean something to the Korean tourist industry.



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© Kimchee Guesthouse

For Honorable Communication on Campus




By Jeon Seong-jin
Editorial Consultant

It has been revealed that a couple of sexual harassments happened on university campuses located in Seoul. An unidentified source took a photograph of a couple engaging in sexual activities at a public lounge on campus and uploaded it on several web sites. Many netizens expressed their opinions on this accident, however, the university in which this incident happened stated that no proof existed as to whether the perpetrators were affiliated with their university, since the lounge is accessible to visitors as well. Also, at another university campus, a professor made an inappropriate physical contact to a female student during a counselling session. An official from the university told the press that the report on the incident had been referred to the disciplinary committee of their board of directors.

Undeniably, it is an evident truth that sexual harassment cases on campus continuously occur. The public is giving a lot of attention to these recent events since they happened nowhere but on campus where the intelligent seek for the truth, study for wisdom, and try to become fine leaders in society. Some might ask how on earth could this happen on a university campus.

Sigmund Freud, who is well known for his studies on psychoanalysis, once stated in his writing that human beings are born with “polymorphously perversity.” Thus, an individual’s libido can be developed by the process of sublimation. Oedipus Complex, or Electra Complex, which theorized the reason why girls or boys feel sexually jealous to their moms or dads are commonly known concepts from his studies. Also, he added on his writings that human beings go through a certain process of sexual development such as oral stage, anal stage, and phallic stage describing that people at some point make something as a sexual object.

In this article, however, it is not important to judge those involved in the sexual events mentioned above through a Freudian perspective. Because, ironically, studying Freudian psychoanalysis teaches us how we should not be deluded by narrow reasoning of his with regard to human’s instinct and nature. From a wider point of view, wouldn’t it be more likely to say that all the sexual harassments were caused by a lack of communication for respect, and consideration.

What people care about the most is nothing but punishment, instead of pointing out that decent communication was impoverished. It is time to think what really matters on the issues. If there is no honorable communication for respect on campus, any other similar accident can happen again on campus. No matter how many intelligent people are gathered in a space named university, sexual issues would arise at any time unless members of university-society recognize the significance of truthful communication. 

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The Era of New Media and the ‘Future of Newspaper’

HUFS Affiliated Professor,
Cultural Contents



By Kim Pyeong-soo

The era of New Media has come. What Marshall MacLuhan said, “Media is message,” meant information technology as merely a medium which would control the message. He gave Hot Media and Cool Media as examples. Nothing has changed much after 50 years have passed since MacLuhan’s comment. Mankind, are we drowned by the technology of delivering information?

People obtain various types of information through using not only computers but smartphones. What we commonly call ‘News’ is also obtained in the same way. In the past, it was through the broadcast and printed media (newspaper), but now collecting data through digital device has explosively increased. So, is the future of printed newspaper dependent on technology as well?

The eMarketer of the United States has measured the amount of time of adults’ media consumption since 2008. From the report in 2011, it was found for the first time that usage of mobile device outpaced printed media such as newspaper and book. In other words, consumers were found to spend more time using mobile device in a day than to spend time reading magazines, prints and books. The average minutes an adult uses a mobile device is 65 minutes while it is only 44 minutes of reading, 26 minutes of newspaper and 18 minutes of magazines. This result shows that smart media and mobile media usage affect the usage of traditional media, especially newspaper and printed media.

Last year, Asia-Pacific branch in World Association of Newspapers and News Publishers (WAN-IFRA) hosted a conference, ‘Publish Asia 2012’ in Bali, Indonesia. The theme of the conference was ‘Shaping the Future of News Publishing.’ In the era of media Big Bang, discussions were

concentrated on how newspaper can maintain its influence and secure new range of readership. It is the evidence of worries news agencies have on strengthening their competitiveness in the market and the future of newspaper.

A marked transition showed in newspaper consumption is the method of news utilization and diversifying devices. Same news material is now available to readers not only in traditional news media, but also in various devices and route. New consumption forms of news are advent such as online portals, Twitter, Facebook, Google and email. Specifically, mobile device usage for consuming news is increasing rapidly. In the house, at work, and even when moving, Internet is available everywhere and all generations of the people are exposed to news materials.

In the center of usage of mobile news stands portal news, just like it is with the usage of news through desktop computers. The main way people read newspaper is not by the paper form delivered to homes and working places, but by news provided by internet portals. This trend is spreading from the young generation to all generations. Old news media's role as the main informant, from which people obtain information from, is indeed subsiding. In other words, not only soft news, which deals with culture, literature, leisure, and life, but hard news that deals with politics, economy, and the society is obtained more from new media instead of old media. The consumer's satisfaction is higher as well. All the contents and service from the old media is moving onto the new media, such as the Internet and smartphones. Is old media dying?

Recently, newspaper agencies in Korea, such as Chosun, JoongAng, and Dong-A are maintaining to charge the contents from new media. This strategy is from lack of understanding of the new media's characteristic and will build a wall between the readers and the agencies. As contents on the Internet increase, it is harder for the readers to judge the value of contents. For newspapers to survive great change in the news ecosystem, the newspapers should approach readers through articles with depth and differentiated contents. Before thinking about making profit out of public goods, news, Chosun, Joong-Ang, and Dong-A should reflect on their behavior on how they have used their power to ruin the public sphere.

The British newspaper 'Guardian' also has gone through a tremendous change that occurred from the digital's counterattack. From the early start, they have sought to find digital journalism's profitable model from various point of views, but most of the models failed to make profit. Currently the digital contents from 'Guardian' are free with the exception of some specialized service. However, the free contents from 'Guardian' are not the result of failure but a strategy. The revolutionary move of the 'Guardian' increased the world readership to 4.5 million a day.

When it comes to the future of newspapers, new media is always in the range of consideration. There needs to be some 'future strategy for newspaper industry' to get along with the technology development. However, what is the most important is keeping objectivity as media and maintaining differentiated contents that are only available from newspapers.

All the press should remember. News is public goods. Whether it is on paper or on the smartphone screen, they should write readable articles with objectivity. The best strategy for newspaper agencies to live through this era of new media is recovering public character and its duty. 📰

The Argus, the Pride of HUFSSans

Above all, I want to say that I am very proud to study at HUFSS, where I could find my passion to my major, Polish, and could change the way I see the world. In 2010, I applied for the Argus. Even though I failed to become one of the members of the Argus, I have loved reading this magazine since then. From the latest issue of The Argus, I could feel the pride of being a HUFSS student and I hope that many other students also could share this feeling.

Reading the Argus, I am constantly amazed at many issues it deals with. There have been educational, political, social, economic issues and more. All of these issues, which The Argus points out, makes me more aware of them and at least makes me think of them one more time.

For me, The Argus is a good friend who tells me to keep my eyes open to the world and I am thankful for that.

*Jeong Dong-min
Department of Polish 09'*

Students' Newspaper, Communicate with Students

In the Argus June issue, I could see the exertion of student reporters trying to communicate with HUFSSans and link us with the society. From universities' problems to issues in society, such as DIE WELLE, that HUFSSans can observe, all articles were enough to catch my attention. Especially in DIE WELLE, it was interesting in that the articles caught the scene which HUFSSans gathers to interchange their opinions freely and it made me consider watching the movie and want to have those kind of chance for discussion.

What is more, Brain Swap was one of my favorites in The Argus because it allows readers to peek into our society with objectivity. The column in the latest volume was a sparkling one as well. About heated education in major countries including China, Japan, and Korea, I could see the fact that Korea is not the only country having strong desire for studying. Introducing culture about cane was appealing enough to show the basis of education.

Likewise, I am sure that The Argus would widen my perspective on the world.

*Lee Myeong-seo
Department of Hindi 12'*

Class register piercer



My Encounter with English Journalism at The Argus

In April 1979, when I joined my school's campus English paper, The Argus, as a cub reporter just one month after starting my freshmen activities, I was busy getting accustomed to understanding how a reporter gathers news and writes a story in English. The life at The Argus clearly helped me experience an awakening to the world of English journalism.

At the time, there was almost no smack of amateurism at the office of The Argus. In retrospect, some of my senior student reporters were almost professional reporters who appeared to know almost everything about how to make a good English paper. Just by reading the front page of the year's May issue, you would know how much my seniors were qualified to perform their jobs. The revelation should be that word usages in both the headlines and main bodies of the articles carried in the issue follow the rules and style that govern most English news articles around the world today.

If my memory is correct, my senior reporters were also demanding and wanted to have a disciplined organization as part of efforts to encourage their junior reporters to work harder and better. I still remember my senior reporters used to utter a very frightening catchphrase — “Only blood makes it possible” — when they were supervising their junior reporters.

Several years after I graduated, I managed to land a job in the English news division of a news organization. And I found myself using the same expressions and rules for writing English news articles that I picked up during my days at The Argus. I cherish my encounter with English journalism at the student paper.

By Nam Sang-hyun

Senior Editor

International News Bureau, Yonhap News Agency

“제 나이 스물 둘, 해외 교환학생을 포기하고
그 대신 편집장이라는 엄청난 경험을 가졌죠.”

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“One Afternoon 30 Years Ago, I Became an Argusian.”

The Argus 83학번 김미영 국제 컨퍼런스 통역사

Without absent-mindedly following my friend up to the door of the Argus 30 years ago,

I cannot imagine what kind of person I have become today.

92th Cub Reporter Application Period:

2013. 09. 02(Mon.) ~ 2013. 09. 24(Tues.) 18:00

Application Pass Announcement:

2013. 09. 25(Wed.) 18:00 (Notice by SMS)

Written Examination:

2013. 09. 26(Thurs.) 18:00 (Place to Be Confirmed)

Interview:

2013. 09. 27(Fri.) (Place and Time to Be Confirmed)

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Application forms are available in two offices in each campus. Submit the form to the office directly.

Application forms are also available online, Notice board in www.hufs.ac.kr or theargus.org. Submit the form by email, hufsargus@gmail.com

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