

The Argus

No. 481 OCTOBER 5, 2016

Since 1954

Enjoy Snack Culture in Hand

Round Talk

Speaking of Feminism, Talk with JUDI

Cover Story

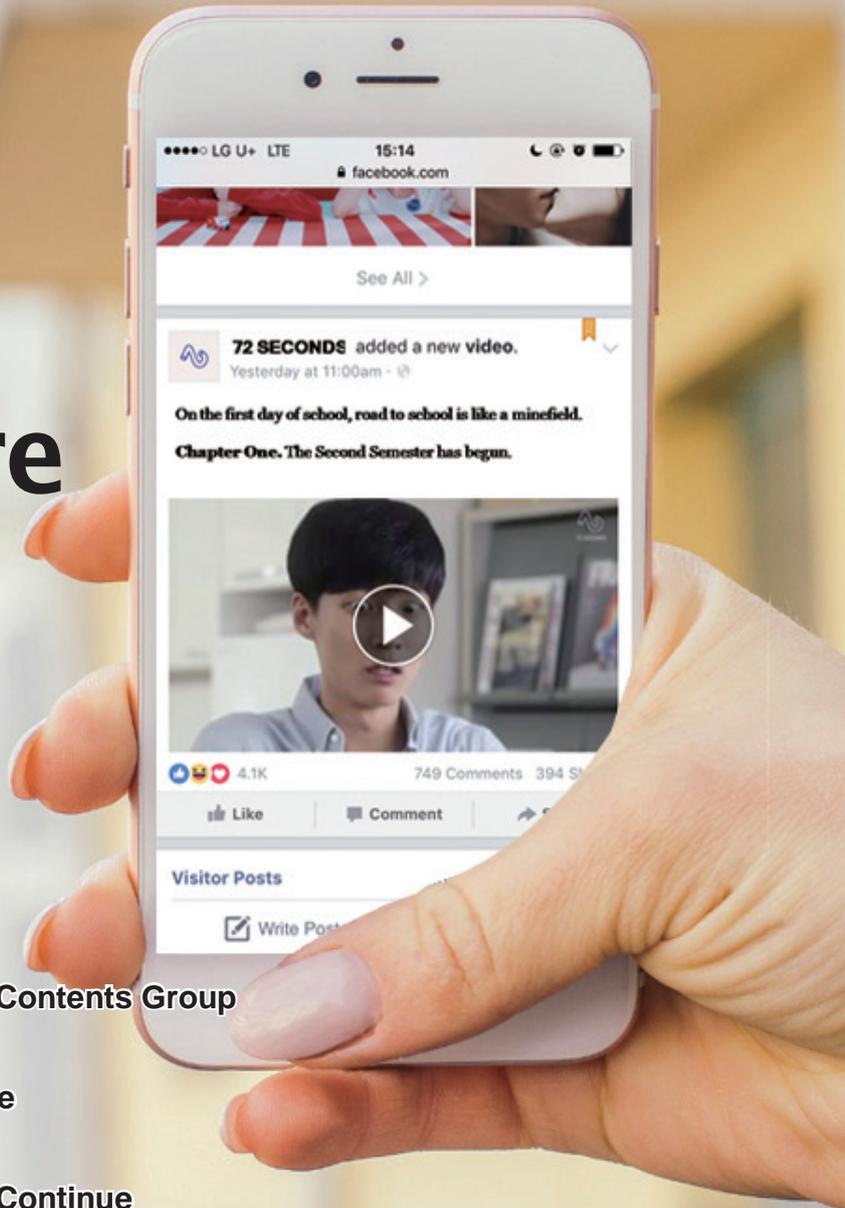
- Snacking on the Online Snack Culture
- Meet the Leader of Snack-sized Creative Contents Group

Indepth on National

Private Certificate, a Disqualified Certificate

Reportage

Oxy OUT! Cries of Humidifier Victims Will Continue



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Editorial

Snacking with Mobile Phones

Get on a bus or subway, and have a look around. What do you see? I assume you would notice everyone focused on their phones, watching short clips of videos or reading web comics. These days, most people in Korea use smartphones everywhere and at any time. As a result, it has finally become a part of the culture and has even received its own term of “Snack Culture.” This term figuratively describes this cultural activity through the characteristics of a snack: small and easily reachable.

The popularity of this so-called “Snack Culture” has also newly widened the application market with many people founding companies that only focus on certain types of mobile content. It is even affecting mainstream broadcasting companies, forcing them to change their strategies to adhere to the elements of the Snack Culture.

However, since this is a trend that has grown dramatically through technological improvement, it still has some challenges to overcome. For example, there are no exact regulations on these contents, and there is a certain opaqueness regarding any regular profits.

Did you ever think about these aspects or points of view while using your smartphones to watch web dramas or web comics? Many of us just consume this media like using disposable products, without any deeper thoughts about why and how it became a part of our public culture.

In the October issue, The Argus features insight into the Snack Culture, different aspects of it, how popular and common it is in the real world, and how it is affecting the mainstream culture. Not only this, The Argus also looked deeply into why this culture became common and what are the challenges it has to overcome.

I hope The Argus readers will get a chance to think and know about the Snack Culture by reading this article before they consume any more of it. ☞

By Byeon Hee-jin
Editor-in-Chief



09



18



21



27



CONTENTS



Cover Story

>> The world of the web and Snack Culture have reached new heights. Cultural contents have gone online in shorter duration and in gradual progress. In response, traditional forms of media have also turned their eyes to this trend, recreating web contents on their own. The Argus examined the growing influence of web contents.

- 02 • News Desk
- 05 • News Briefing
- 06 • Youth Casting
Society with Zero Disadvantaged
- 09 • Round Talk
Speaking of Feminism, Talk with JUDI
- 12 • Road Casting
What Do You Think About the Changed Evaluation System?
- 13 • Pandora's Box
Happy Birthday to BIFF, Not Yet
- 14 • Cover Story
 - Snacking on the Online Snack Culture
 - Meet the Leader of Snack-sized Creative Contents Group
- 21 • Indepth on National
Private Certificate, a Disqualified Certificate
- 24 • Photo Essay
Turn on the Light for Your Future
- 26 • Eye of The Argus
Baby Step in Preventing Suicide
- 27 • Reportage
Oxy OUT! Cries of Humidifier Victims Will Continue
- 32 • Opinion / Cartoon



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▲ Students of HUFS, a CORE Initiative beneficiary, are taking a class.

MOE Selects HUFSS as CORE Initiative Additional Beneficiary

HUFS grabbed a second chance to receive a huge government grant.

HUFS was selected as an additional beneficiary of the government initiative for the College of Humanities Research and Education (CORE) along with two other universities, Chungnam National University and Daegu Haany University on Aug. 28.

The CORE initiative is the first government-funded program to protect and advance humanities education in college. Universities chosen for this program will receive grants worth a total of 60 billion Korean won (\$54,000,000) for three years. The grant will total 180 billion won (\$162,000,000) over the course of the program.

Based on education plans submitted by universities, the Ministry of Education (MOE) and the National Research Foundation of Korea initially announced the selection of 16 colleges, including Seoul National University and Ewha Womans University in March. However,

they restarted their selection process in April in hopes of finding more innovative educational models.

In the first round, HUFS had failed to be selected. The university was able to seize the second chance and is now expecting to receive a huge government grant worth 3.6 billion won (\$3,300,000) for three years, for a total of 10.8 billion won (\$9,800,000) after defeating 32 other competitors including Yonsei University.

The plan which led HUFS to victory was to develop a third of its language-oriented courses into politics and economics-oriented regional studies classes.

“By funding and constantly consulting with the 19 selected universities, we will completely change conventional humanities education in order to turn out excellent students,” said the Ministry. 

By Choi Yun

HUFS Changes Evaluation Methods

Category	Change
Retaking courses	Limit: 18 credits
Type B evaluation	[A0, A+](within 40%) + [B~F] = 100%
Limit for cancelling classes	(Departments below 21 enrolled students): four students

▲ Changes in grading system for both campuses

HUFS initiated five official changes in its grade evaluation scoring system for both campuses in September.

First, the limit for retaking courses was previously six times, but that limit has become 18 credits instead. Second, the Type B evaluation system will allow up to 40 percent of class grades to be either an A or A+ and a lecturer may autonomously decide the number of students to receive scores within B-F levels unless the total is less than 60 percent. Third, the limit of four students has been established for cancelling classes for departments in which less than 21 students are enrolled. Fourth, for Seoul Campus, the highest level of English communication classes will adopt a Type B evaluation which is evaluated based on the criteria mentioned above. Fifth, for Global Campus, new stricter standards will determine if a class is to be classified as a foreign language-based lecture.

The new limit on retaking courses will be applied from the first semester of 2017. Except for the limitation change, all the other changes will immediately take effect beginning with this semester. 

By Lee Jae-won

HUFS Dongari Union Opens Dongari Culture Festival

The HUFS Dongari Culture Festival was held by the Union of Companion Circle (UCC) on Sept. 7 and 8 around Seoul Campus.

For two days, HUFSSans enjoyed the booths of various “dongaris,” or college clubs and events that the union had prepared.

Each morning, students could see each dongari’s photos and

booth through which the members introduced their activities. In the evening of the first day, the union held the Blanket Film Festival in which students saw a variety of movies throughout the night. On the second day, a lecture concert “Each Other’s Ideas TED” was held by lecture-related dongaris along with the Wooden Stairs Concert by singing dongaris. 

By Lee Jae-won



▲ HUFSSans look around booths of diverse dongaris (L) and watch movies (R) at the HUFS Dongari Culture Festival.

OPCW Chief Gives Lecture to Division of Int’l Studies

The Organization for the Prohibition of Chemical Weapons (OPCW) chief gave a special lecture to students from the Division of International Studies.

The OPCW Director General, Ahmet Üzümcü, explained the role of the OPCW in achieving world peace and prosperity for 120 undergraduates from the Division of International Studies on the Seoul Campus on Sept. 8.

OPCW, a Nobel Peace Prize winning international organization, promotes and verifies the adherence to the Chemical Weapons Convention (CWC) which prohibits the use of chemical weapons and requires their destruction. 

By Choi Yun

Alumnus Cho Takes Office as Environment Minister

HUFS alumnus Cho Kyeong-kyu was inaugurated as the South Korean Minister of Environment on Sept. 5, elevating the school’s prestige.

During his inaugural speech, he promised to solve Korea’s environmental problems at hand, including the rising levels of algae in the Four Rivers Project and the ongoing humidifier sterilizer issue. Minister Cho remarked, “In an attempt to alleviate the pain of its victims from the humidifiers, the scope of damage will be analyzed and an extension of support will be considered.”

As a graduate of the Economics Department in 1980, Cho worked 27 years in public office until the nomination. 

By Lee Sei-yon

HUFS Jumps Up among Global Universities

HUFS jumped up 60 spots in the 2016 Global University Evaluation rankings compared to last year’s ranking.

The evaluation was conducted on Sept. 6 by Quacquarelli Symonds (QS), an English university rating agency.

The 13th QS Global University Evaluation, after it was first conducted in 2004, assesses 3,800 universities from all over the world with six individual evaluation indexes such as education, research, and globalization. In particular, HUFS was highly evaluated in the index of the number of students per professor, reputation of the graduates, rate of international students, and globalization. 

By Choi Ye-jin

HUFS Staff Gives Scholarships to Four Students



▲ Four undergraduates (M) smile after receiving HUFS Staff Scholarships.

The staff of HUFS offered scholarships worth a total of 8 million won (\$7,230) to four undergraduates.

The staff delivered 2 million won to each recipient at the HUFS Historical Archives on the Seoul Campus on Aug. 26.

The HUFS Staff Scholarship, also known as the Seed Scholarship, was established through voluntary contributions from the service staff last semester. 📖

By Choi Yun

HUFS Fall Festival Successfully Ends

HUFS Fall festival, also known as Daedongje, successfully concluded on Seoul Campus.

Daedongje, which took place for two days from Sept. 29 to 30, was made up of various programs.

In the daytime, Emergency Planning Committee, departments and dongaris offered various fun activities of their booths; at night, a stage for singing and dance performances of HUFSans and the invited celebrities was held. A night market was also opened.

Global Campus, on the other hand, did not have the festival this semester. 📖

By Choi Yun

HUFS and IITP Make Agreement

HUFS made an agreement with the Institute for Information and Communications Technology Promotion (IITP) on Sept. 8.

HUFS and IITP promised to work together on cultivating human resources who will be leaders in the software and Information and Communications Technology (ICT) industries.

HUFS President Kim In-chul said, “Through this agreement, we will foster talented individuals who have comprehensive skills for SW development and ICT work to contribute to the advancement of Korea and its companies.” 📖

By Choi Ye-jin

HUFS Hosts 2016 HUFS Development Committee



▲ University authorities and school alumni smile while raising their hands.

HUFS held the 2016 HUFS Development Committee meeting on Sept. 1 at the Hotel President with its school alumni.

The event host Jang Woong, a KBS announcer and HUFS graduate, gave university alumni information on the latest improvements that the school and HUFS Alumni Association have made. The attendees also talked about the long-term plans for their alma mater and the association to continue to achieve progress.

The president of the alumni association, Kwon Soon-han, emphasized that this long-term growth could be achieved through the enhancement of the network among company CEO alumni.

Kwon also introduced an event this December—the Memorandum of Understanding regarding the new smart school library and the mutual growth between domestic and foreign businesses led by HUFS alumni—and asked many graduate businessmen to participate in and concern themselves with this program.

The HUFS Development Committee is a yearly event and began in 2013 to encourage school alumni’s cooperation for major businesses by the university and alumni association. 📖

By Lee Jae-won

Earthquake Hits Korea

An earthquake with a magnitude of 5.8 hit North Gyeongsang Province of Korea on Sept. 12. According to the Ministry of Public Safety and Security, a total of 23 people were wounded and 1,118 cases of property damage were reported. This was the biggest earthquake that occurred in Korea since the recording started in 1978.



Samsung Recalls Galaxy Note 7

On Sept. 2, Samsung decided to recall all of their newly released Galaxy Note 7s. Shortly after the release, a battery issue was identified after a phone had caused a fire. As a result, Samsung recalled all the Galaxy Note 7 phones that had been sold and gave rental phones to customers until new products became available on Sept. 19.



Abortion Issue for Pregnant Women with Zika Virus in Brazil



A controversy over abortions by pregnant women with the Zika virus was aroused in Brazil in early September. The Senate of Brazil opposes the legalization of abortions of infected pregnant women, while Rodrigo Janot, the Attorney General of Brazil,

agrees with the action. Brazil's public opinion is split with 58 percent disagreeing with legalization.

North Korea Holds Its Fifth Nuclear Test



North Korea carried out its fifth nuclear experiment on Sept. 9.

Global society, including China, the United States and

United Nations (UN) Security Council, recommended keeping a strict watch on North Korea. The Park administration also emphasized the need to apply pressure to North Korea through all means, together with neighboring countries.

Korea, Living Measure for Elderly in Need

According to the Population and Housing Census published by National Statistical Office on Sept. 7, the demand for elderly residence housing will rapidly increase in the near future. However, currently implemented living measures for the elderly are comparatively few. Experts say that residence countermeasures should be prepared within 10 to 15 years or related problems will arise.





Society with Zero Disadvantaged

By Choi Ye-jin
Reporter of National Section

An agreement to prevent discrimination against single mothers and fathers was made on Aug. 24, at Seoul City Hall. The agreement implies that there are many disadvantaged people around us alongside people who have a pessimistic point of view towards single parents. People in their twenties are relatively indifferent to the disadvantaged as they are busy getting jobs or playing a role as a beginner in society. Unlike these indifferent people, there is a student who is always concerned about the disadvantaged and plans projects to help them. His name is Han Seung-hu, CEO of a corporation called “Withsaram.” The Argus found out about his experiences and what made him start this company.

The Argus: Please introduce yourself.

Han Seung-hu (Han): Hello, readers of The Argus. My name is Han Seung-hu, and I am the CEO of a corporation called “Withsaram.” I am also a freshman studying at Hanlim University.

The Argus: Please introduce your company “Withsaram.”

Han: Withsaram Company started from a startup club called “Think Only People” in Bong Ui high school with the management philosophy of making Chuncheon a city with zero disadvantaged. Five members living in Chuncheon are working for our company. We visit many high schools and universities and give lectures on improving awareness of the disadvantaged. We also help single mothers and the disabled to stand on their own feet.

The Argus: What made you start thinking about the disadvantaged?

Han: My parents love volunteering so they have helped a lot of people, and I grew up watching them do these things and naturally started volunteering in an orphanage since I was an elementary student. I volunteered there without any serious consideration. However, the more I volunteered the stronger the desire to help them grew. So I asked my parents for an advice and researched about how to give them real help. At that time, I first heard of a social enterprise. Searching more about the social enterprise, I thought I could help not only the orphans but many other disadvantaged people by establishing a company of my own.

The Argus: Can you introduce some projects that you have done so far?

Han: I will introduce some representative projects: the One for One Baby Clothes project and Baby Badge project.

“One for One Baby Clothes project” is the first project that I worked on after I established the company. To give children an opportunity to choose clothes that they wanted to wear, I decided to do the One for One Baby Clothes project of which I got the idea from the Tom’s Shoes’ “One for One” project. When the customers buy baby clothes, we donate the same amount of baby clothes to the orphanage in the name of the customer.

The “Baby Badge project” is a project planned to improve awareness about single mothers. I got the idea from the “yellow ribbon badge” made to cherish the memory of deceased people from the tragic sinking of the Sewol ferry and “butterfly badge” made to wish comfort women to have relief from their pain. The baby badge resembles a mother holding her baby. The symbolic meaning of this badge is sacrificing love in spite of difficult circumstances. We have tried to improve awareness of them by



▲ The members of Withsaram company made an alliance with the orphanage in Chuncheon.



▲ The member of the Withsaram company is selling baby clothes.

conducting a group purchasing campaign of 11 high schools. Some of the money earned from the project was donated to the facility for unmarried mothers called Maria’s House.

The Argus: Most of the projects being done are for minors. Is there any special reason?

Han: I worked for the Committee on the Rights of the Child from age 13 to 16. While doing various activities, I had a lot of opportunities to think about minors’ rights. At that time, when I started to plan the business, I was also a minor and strongly felt that minors needed sufficient support. However, watching orphans search for some help was very pathetic. Then I felt a strong desire to help minors.

The Argus: Do you think your projects were successful?

Han: I think most of my projects have been successful. In the case of the baby clothes project, we donated 100 clothing items and 500,000 won to an orphanage. Also, we donated a million won to the facility for unmarried mothers. I think most of the readers would feel suspicious

©Han Seung-hu

©Han Seung-hu



as to whether this could be considered a success because a million won is not a large amount of money. However, I define success with the criteria of helpfulness; not the amount of money. From the perspective of welfare facilities, 100 clothing items and a million won are not a small amount. Thus, I want to say the outcome was a success.

The Argus: What difficulties did you face when establishing a company or running a project, and how did you overcome them?

Han: When I first established the company, many people around me were opposed it. My father let me start the project, but my mother and homeroom teacher were against it because they were worried that I needed to just study for the university entrance examination. Also there were many people who mistakenly thought that I was establishing a company as a qualification for university entrance.

However, my intention was to be a good example to others as a minor, and I wanted to start helping them as fast as I could. So, I went to the tax office to get my business registration, but the workers there also doubted whether I knew what a social enterprise was. The superintendent of the tax office even said he wanted to have an interview with me. To show my enthusiasm for helping the disadvantaged, I wrote a business plan proposal and did a presentation. After that, the superintendent said he could sense my sincerity and let me get my business registration.

The most difficult project that I have done was the Baby Badge project. To

gather more participation, I wanted single mothers to ask for help by themselves, but they were reluctant to gain exposure within the community because they were afraid of negative social recognition. As a result we negotiated to open only the name of the facility to the public and started to help them.

The Argus: In your personal opinion, how many people in their twenties show concern about the disadvantaged?

Han: I think their concern for the disadvantaged is very low. Of course they know that there are many disadvantaged people around us and they should help them, but their actual effort toward the matter is insufficient. For example, while I was selling baby clothes in the flea market, many people in their twenties asked me what the social enterprise was. Purchasing a product from a social enterprise can be one way to help the people in need, but they had no idea. I think not only knowing about the existence of people in need but also knowing what businesses and projects are being done to help them and participating in them is necessary.

The Argus: Why should people in their twenties show concern for the disadvantaged?

Han: Although we are not in the position of the disadvantaged right now, we do not know whether or not when we will become a person in need. We should concern that giving a helping hand to the disadvantaged is needed. However, we also should concern that we can need a hand if we are ever one

of the disadvantaged. Human beings are social animals. Only if we help people in need will a good deed come back to us when we are desperate. In fact, many advanced countries in Europe give priority to cooperation and consideration for the people in need, and there must be a reason for that.

The Argus: What can people in their twenties do to make a society without any disadvantaged people?

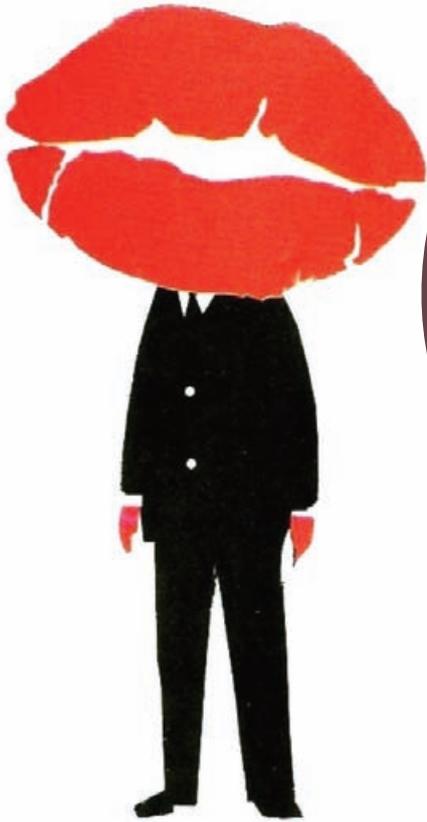
Han: Many people in their twenties think “donation” first when thinking of helping people in need, and they feel burdened by helping that way. However, there are many different ways to help the disadvantaged. Teaching them in terms of talent donation might be an example.

The Argus: What are your future plans?

Han: Right now, I am working on a project called “Socks for Bullying.” The goal of this project is to ask for onlookers’ concern for the victims of bullying. I am also planning to conduct vocational training for the disabled.

Han Seung-hu has been agonizing over how to help the disadvantaged unlike other indifferent people in their twenties. So far he has done many different things, but his start was not that big. It was started by his small concern for them. Helping the disadvantaged is not an enormous thing. A small concern can make a huge difference. 📖

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Speaking of Feminism, Talk with JUDI

By Byun Hee-jin
Associate Editor of Campus Section

With the misogynistic murder case at Gangnam station and Nexon's dismissal of a feminist voice actress – misogyny controversies were big issues in Korea this year. A hot discussion of misogyny has continued onward and interest in feminism is constantly rising in Korean society. Meanwhile, The Argus met the Hufs Feminist Society 'Judi' and had an opportunity to hear their stories.

The Argus: Hello, please introduce Judi.

Cha Sol-bi (Cha): 'Judi' is a Hufs Feminist Society that was established in 2013. It is an independent society, not an official club belonging to the Union of Companion Circle. 'Judi' was named after Judith Butler, a gender theorist that the founding members of 'Judi' really respect. Also 'Judi' means "mouth" in the Gyeongsang Province dialect of Korean, so it means that we will talk about feminism as much as we can. We hold a seminar every Saturday in a cafe nearby Imun-dong, where we read a book related to feminism and discuss it. We also host or participate in many activities related to feminism.



▲ Judith Butler is an American philosopher and gender theorist from whom 'Judi' derived its name.

The Argus: What prompted you to establish 'Judi'?

Lee Sang-hyun (Lee): 'Judi' was formerly a social science society. Its members used to participate in social movements, but there were many

Round Talk

situations in which females were being discriminated against because of their gender. For example, when we were confronted by the police, people would say “Females, go to the back!” and exclude us. Moreover, sexual crimes are often occurring with female students being the victims in or around universities. However, those incidents are overlooked and not properly posed as problems. Looking at these phenomena, we realized the seriousness of discrimination against women in society and thought we should study feminism. We wanted to make an atmosphere that does not discriminate against female students because of their gender at HUFS. Thus, our members started to study feminism, and soon decided to change the previous society into a feminist society.

The Argus: What kind of activities does ‘Judi’ do?

Cha: Misogyny has become a big controversy in our society. Thus we have held seminars on ‘misogyny’ as a topic during summer break, when interest in the misogynistic murder at Gangnam station was at its peak. We read books and papers related to misogyny

such as “Hiding from Humanity” by Martha Nussbaum and “Feminism Is for Everybody” by Bell Hooks and discussed them. Last year, we gathered our thoughts on feminism and published academic journals.

Lee: Last semester, an incident in which one female student was being sexually harassed during the Department of German’s leadership training was a big issue at HUFS. At that time, we complained to them, asking for a polite apology to the victim and for them to take follow-up measures, and made our position clear on the HUFS Seoul Campus Bamboo Forest Facebook page. Likewise, we speak for female students’ rights and function as their help at the university.

Ham Yeon-seon (Ham): ‘Judi’ also participates in external solidarity activities. We attended weekly demonstrations called “Wednesday Assembly for comfort women” and various activities hosted by Korea Minwoo Womenlink. In addition, we took part in the University Feminist Union Network, where feminist organizations from every Korean university gather and share ideas on how to spread feminism at each university.

The Argus: Why do we have to study and take an interest in feminism?

Park Jeong-hyun: When I had no idea about feminism, although I was discriminated against because of my gender, I did not notice that it was discrimination. However, as I read books and discussed feminism, I started to see what I did not know before. Likewise, in order to reduce inadvertent violence without knowing whether it is discrimination or not, we should study about feminism. Studying about feminism widens your view.

Kim Jong-hun: Men are not curious about how women live their lives. I never felt any discomfort or was under restraint

because of gender. I do not know what hardships women are going through in detail, but I can see them. I think overlooking women’s hardships since men do not have any problems is not right as an educated person. Learning about feminism is a first step to know what gender equality is and to make a society of equality.

Lee: Females are usually targeted as subjects of sexual violence and sexual objectification. Likewise, unfavorable situations toward women keep happening in our society just because their gender is female. However, they find it very hard to disclose the violence they suffered from as a problem and appeal to the public for a solution. Then, we have to look at the social structure to figure out why women are being damaged, and the first step toward this end is to study feminism.

The Argus: What should the university improve from a feminists’ stance?

Cha: A regulation related to sexual violence should be set. It occurs quite a lot in university, but assailants are not punished properly and the problems come to nothing. After the Department of German’s sexual harassment incident, the Emergency Planning Committee (EPC) made anti-sexual violence bylaws, but we are not satisfied with that. The regulation should have legal force to give actual punishment or disadvantage when people violate it, but the bylaw that the EPC announced is like a kind of campaign that induces certain actions. We were curious if it would have a binding force. I hope ‘Judi’ can be a help to supplement the bylaws.

In addition, a suitable counseling center for sexual violence should be built. Issues of sexual violence are not only women’s problems, but they are connected to females with overwhelming statistics. There is a codification counseling center in HUFS, but it does not handle sexual violence issues professionally



▲ A member of ‘Judi’ holds their academic journal published last March.

since it serves many purposes. I hope there will be a counseling center for sexual violence, so that victims can go comfortably and have professional counsel.

Lee: Also, when female students are victims of sexual violence, there is no organization that helps and supports to eradicate sexual violence as a student council. So I hope a Female Student Committee rises again. It was an organization that worked to counsel victims of sexual assault and to make a university where both genders are equal. However, it was not managed well so it disappeared around 2010. As feminism rises again these days, we strongly support its revival.

The Argus: What were some hardships that 'Judi' faced?

Cha: 'Judi' is a club that is opened to everyone, so there are many members who do not participate in seminars often. It is hard to make progress in the seminar since not every member participates in the seminar or they have not read the book. They do not withdraw from 'Judi,' but we worry a lot when the participation rate is low. It has been difficult since we first started until now.

Lee: We had lack of members since the establishment of the society. There were four people when we first established the society, but members found a job and went to military so only two people were left. It was very strenuous, but we diligently promoted the club on our social network service accounts and around the campus. In the promotions, we included a suggestive phrase "Do you know about sex(gender)? We will teach you" to grab people's attention. The most effective way was to bring acquaintances to meetings.

The Argus: What was a moment you felt was rewarding?

Lee: As a founding member, I feel proud that 'Judi' has been going since



▲ Members of 'Judi' discuss their thoughts on "Political Science of Menstruation," the book they read at the seminar.

it began in 2013 until now. I personally think that university students need to study about feminism, so I think there should be a community that studies feminism deeply although its size is small. Also it is very good to say confidently that I am a feminist to everyone as a member of 'Judi.'

Cha: I agree a lot with her. When I first told my acquaintances that I was a member of feminist society, most of them opposed me joining the club with a negative view. I was very upset then, but as I actively participated, many of my friends changed their mind. I invited some friends to 'Judi,' and they commented that 'Judi' has cured the pain they suffered from gender discrimination. I was happy to hear that 'Judi' has helped my friends.

Ham: Judith Butler is my favorite author, but her books are notoriously hard to understand. 'Judi' picked one of her books and read through it all summer break, interpreting her meanings line by line. Of course I could not understand everything, but I felt really great about learning about her theory and opinions with the members and having completed reading her book.

The Argus: What are your future plans for 'Judi'?

Lee: We came to choose "menstruation" as this semester's topic because we thought we need to go deep into the matter that is closely related to women's daily life to popularize feminism. It is very common to find examples where menstruation and menstruating females are attacked politically. So we are planning to study what it is and what rights should be guaranteed to the menstruating women, by reading a book called "Political Science of Menstruation." In addition, we will cast people from departments that implemented the Period Policy and discuss how they have come to introduce it and their progress, to help other departments that are planning to implement the policy.

Cha: We want to broaden the scale of society by applying for official club approval at the Union of Companion Circle, if all members agree. Also we want to do more external feminist activities. We are working inside the university right now, but there will be more females who suffer from more serious violence outside the university such as prostituted women. We want to study more about them and do activities to help them. 📖

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What Do You Think about the Changed Evaluation System?

By **Byeon Hee-jin**
Editor-in-Chief

On Sept. 9, the school slightly changed some parts of the existing evaluation system. Before, retaking a course was limited to only six times until graduation, but it has changed the limit to a maximum of 18 credits. The “Type B” Grading System has also changed, reducing the percentage of ‘A’s from 50 percent to 40 percent, but grades that are a ‘B’ or lower are at professors’ discretion now. The Argus asked HUFSSans on campus about this change.



Kim Soo-bin, Division of Integrated Japanese Studies ‘15

My major classes are almost two credits per class so the change on “retaking the courses” means I can retake three more classes. This is quite good news to me. However, I always thought Type A evaluation was a more important problem than Type B, because most of the classes are Type A. Moreover, if the school wants to change Type B, I think the school should change the scope of the application to more of a quota like 15 students or more.



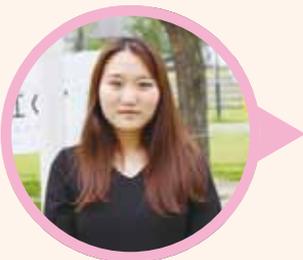
Lee Ha-na, Journalism and Media Studies ‘15

When retaking courses was limited to six times, my friends were all saying that we must take classes with bigger credits. I was also reluctant to retake liberal arts studies courses since they are only worth two credits per class. Now that we have the same limits as everyone, I think it is a good change. However, I have doubts about the changes in Type B because HUFSS has a lot of majors with a small number of students. Lowering the percentage of ‘A’s to 40 percent can decrease students’ desire to study harder.



Kim Tae-yang, Dept. of Bioscience and Biotechnology ‘13

I am especially unsatisfied with the change in the Type B grading system. In my major, there are only about 10 students in each laboratory course. This course is valuable in a sense that the students can learn from their mistakes in the lab. Since the Type B evaluation system lowered the percentage of ‘A’s to 40 percent, I think this value will be diminished. I hope the Type B will be reverted back to an absolute evaluation.



Lee Han-geol, Dept. of Political Science and Diplomacy ‘16

I am positive about the changes made to retaking courses since it is fairer for everyone, but I wish the school would not set a limit on retaking courses. Grades before a course is retaken are still going to be recorded on the report card, so the school should at least not set up a limit. Since my major classes do not have many classes with an admission limit of 10 students or lower, I have not experienced the Type B system yet, so I am not sure how it affects the students. ☹

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Watch for The Argus reporters on campus. **The Argus will be casting you.**

Happy Birthday to BIFF, Not Yet

By Lee Jae-won

Editor of Culture Section

In Park Chan-wook's film, "Stoker," the main character, India, faces her father's death on her 18th birthday. On the same day, she first meets her uncle Charlie. Afterwards, she kills Charlie and a sheriff she met on the road. Director Park explains this movie to be a sort of "coming-of-age" film. How can we understand the link between the murders and her growth? Literary critic Shin Hyung-chul said this film metaphorically defines growth as murder. Shin added that we symbolically kill people as we pass through several crises in our lives. As a viewer of this movie, I completely agree with his idea. Therefore, we can say that India grows after her birthday.

Not only India but the Busan International Film Festival (BIFF) is suffering growing pains. The 21st BIFF will be held from Oct. 6 to 15 despite the internal conflict that it has had with the Busan government over the last several years. The conflict began with the documentary film "Diving Bell" which dealt with the Sewol ferry disaster. Busan Mayor Suh Byung-soo asked BIFF not to screen "Diving Bell," but festival director Lee Yong-kwan showed the film during the festival, saying, "The decision to play certain movies is at the festival's sole discretion." Later, the Busan government fired Lee, a symbolic figure for the festival, and reduced the budget of the festival. It also "unreasonably" charged the festival executive committee members, including Lee, with embezzlement and fraud, after which they were acquitted of the charges. Since then, numerous filmmakers have decided not to attend this year's festival. This year's BIFF is going to be held normally with revised festival regulations which are said to guarantee the autonomy and independence of the festival, and yet several filmmakers stick to their stance. The largest film fest in Asia is still in limbo.

The revised regulations guarantee that more film professionals can participate on the board of the festival and that the festival may freely choose which movies it will screen. Some say the revised regulations still have room for the city government intervention. I am also not 100 percent satisfied with the regulations, although securing the freedom of expression is inspiring.

The biggest problem, however, is that Mayor Suh did not apologize for his mistake and also did not promise to try to prevent the recurrence of similar incidents. This is also the major reason why movie professionals have been boycotting the festival. Regarding this issue, in a news conference in September, the current board chairman of BIFF, Kim Dong-ho, said, "I apologized instead for this situation when I took office because I thought an apology from the mayor was nearly impossible. I think the amended regulations will prevent a recurrence." Under the imperfect regulations, nobody is sure whether this kind of situation can happen again. It is not Kim, but Mayor Suh who must say "I am sorry" and "I will never be sorry."

Created in 1996, BIFF will have its 21st anniversary this October. The current festival director Kang Soo-yeon, a famous movie star, emphasized during a conference that this year's event is going to be the first to seek a path to the next 20 years. As she said, the 21st BIFF is very important. Nonetheless, I would like to wait to deliver a congratulatory message for BIFF's anniversary because I believe BIFF will grow much further after its 21st edition just like India did. When it really grows, I will give it my sincere congratulations. Still, the time of BIFF's murder has not finished yet. 

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Snacking on the Online Snack Culture



By Lee Sei-yon

Reporter of Culture Section

In celebration of its 20th anniversary, the Savina, a renowned museum of contemporary art, opened an art exhibition entitled 60 Sec Art from May 21 to July 10. The exhibition held a spotlight on modern society that operates on a system of seconds. In an attempt to illustrate the bustling busy city life, not only were visual artworks displayed, but also award-winning short films that spanned a few seconds were screened live. These days, we are surrounded by online cultural content that takes up only a few minutes to finish. The Argus captured this culture called “Snack Culture,” found some examples that best represent the trend and sought to highlight their causes and limitations.



What is Snack Culture?

Snack Culture refers to the cultural trend in which people enjoy short duration media content regardless of time and location, just like eating a snack. The most well-known examples are webtoons, web-dramas, and web-entertainment.



What are some web contents that exemplify Snack Culture?

Webtoons

Webtoons are comic strips that are only distributed online, one episode per week, and require only a minute or two to read. In recent years, webtoons have shown signs of evolution since their emergence a few years ago.

Lately, webtoons have gradually become optimized for mobile phones, from a prototypical webtoon with pictures and quotes on a vertical display to carrying special effects such as sound, background music and vibration. For example, Ha Il-gwon's webtoon "Go go go" tells the story of three men in search of skulls to defeat evil. On a pitch black night, when the main character stumbles across a snare and drops the flashlight he was holding, the scene shakes up and down with a slight vibration to add suspense. There is also a dubbed version of a webtoon in which a dubbing artist reads out the lines. Moreover, webtoon platforms target specific consumers by providing a host of webtoons that match their preferred genres or personalities, such as Mootoon that specializes in martial arts and Bomtoon that targets female consumers.

In line with the growing popularity of webtoons, the writers surfaced in the mainstream as webtoon writing is socially recognized as a formal career. Recently, the nationally acclaimed TV program "Infinite Challenge" encouraged its cast members to draw a webtoon with a webtoon writer, exemplifying the webtoon's status as a part of mainstream culture.

Web-dramas

Web-dramas are relatively short dramas that are aired online. In contrast to TV dramas, web-dramas last around 10 minutes and 10 episodes, so the delivery of the story is concise. During the early phase of web-dramas, they were mostly romantic comedies, but the genres have now diversified with more professional and popular figures starting to make appearances, like the famous teen star Kim So-hyun and actor Um Ki-joon starring in the thriller web-drama "Nightmare Teacher." Some web-dramas gathered attention by dealing with homosexuality, a subject that has been perceived as taboo. Another showed real human characters with a background resembling that of a

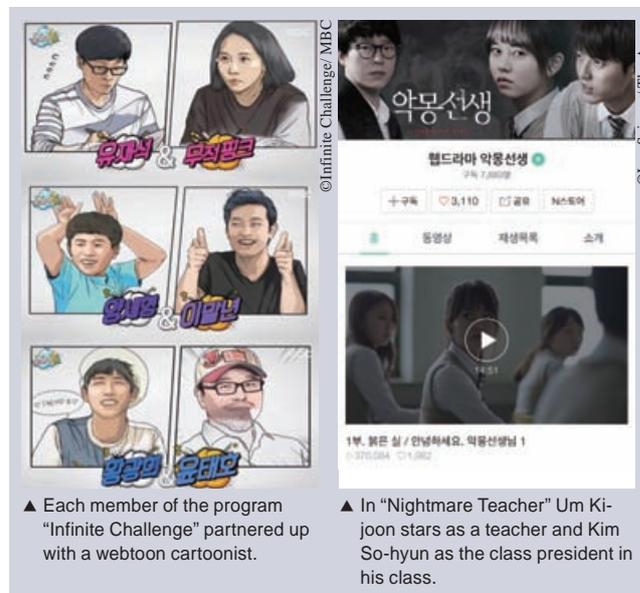
graphic novel.

In response to the rise in people's interest in web-dramas, public broadcasting stations have made attempts to connect the web and television. Last year, MBC released a part of the romantic comedy "Splash Splash Love" on public TV and aired the rest through its cable channel. Although it was televised late on a Sunday night, the program reached ratings of 4.3 percent, ranking first among its competitors that were aired at the same time. Also, groups that specifically create mobile dramas have emerged including one called 72 Seconds. Its web-dramas were broadcasted on major TV channels early this year for assembling wide viewership online. K-web Fest, an international web series festival, was also held for the first time in Asia, proving the popularity of web-dramas once again.

Web-entertainment

Nowadays, entertainment programs that were once only available on TV are also available online and in shorter duration. While televised program series typically last three to six months, mobile content creators produce what will draw immediate reactions from consumers due to their up-to-date context. To give an example, the mobile content group "Dingo Studios" initiated a blind test with a premium burger franchise "Shake Shack" as soon as it opened its first chain restaurant in Korea.

Recognizing the movement of young consumers going online from offline, public broadcasting services began to showcase programs that resemble the format and platform of web-entertainment within their own mobile content channels. Formerly, broadcasted programs expanded to cover online platforms, but today the order has been reversed. Web contents



▲ Each member of the program "Infinite Challenge" partnered up with a webtoon cartoonist.

▲ In "Nightmare Teacher" Um Ki-joon stars as a teacher and Kim So-hyun as the class president in his class.



▲ In 'Toondra Show,' three webtoon writers reconstruct their works to drama under an entertainment program format.



▲ In 'Celeb Bros,' two male celebrities forge a stronger friendship during their one-day date.

on mobile platform are subsequently aired on TV. As an example, Mbig TV, a mobile content provider of MBC, brought the Celebrity Brothers (Celeb Bros) onto TV programs after the mobile series successfully grabbed people's attention.

Why are these web contents thriving?

Lack of time

Snack Culture allows busy modern people to relish a moment of cultural content thanks to its reduced running time and faster speed of development according to mobile setting. A research report from the Korea Creative Content Agency (KOCCA) revealed that 30.4 percent of people watch web contents right before they sleep as well as 18.8 percent during their commute or break time.

Lee Seo-woo, Dept. of English Linguistics '16, agreed that she finds herself viewing web contents more often because regular TV programs take up a lot of time to run through an entire episode. She said, "Web contents are more convenient and effective in that I can watch them in shorter amounts of time and wherever I am."

A researcher from KOCCA stated that, "In this modern age, even the contents that become the talk of the town are dispersing to digital platforms as short clips, not as replays as they used to do in the past." Thus, the lack of spare time gave rise to demand for shorter content.

Development of wireless mobile communication

Along with the spread of smartphones, wireless mobile communication, known as online connection, has been developed in both quality and quantity. LTE-A, Long Term

Evolution Advanced, transmits data to mobile devices at a faster speed. Along with the development of the service infrastructure, mobile communication agencies have also introduced a data-based payment system as an improvement upon the system that was based on user calls and text messages. Therefore, these two factors have decreased the financial burden for users using data and enabled widespread use of the wireless internet.

Kim Hee-dong, a HUFs professor of Information and Communication Engineering, explained, "The development of mobile phones and the enhanced stability of the mobile communication network have enabled a faster transfer of data so that people can now watch high-definition (HD) videos that require three times more data than standard ones."

Diversity of contents

The main reason these mobile contents could encourage people's participation beyond their initial emergence is derived from the diversity of their contents that transcend typical genres, topics and expressions. Traditional media had limitations on time and diversity when coming up with content whereas mobile content experiences less limitations and thus creates what people crave. Also, mobile content creators courageously employ ideas that the traditional media has never dealt with, receiving favorable reviews from the younger generation for their venturesome attempts.

Kim Suk, a senior researcher at KOCCA, remarked that, "Newspaper and broadcasting had limited space and time to provide as much content to people as possible, but the limitless production of web contents has broadened the scope of content supply, pleasing a larger number of people with different tastes."

In respect to the creativity of content creators, the broadcasting services are promoting webtoon writers for their unique sense of humor and brilliant way of thinking. The Webtoon Hero Toondra Show from MBC, for example, produced a drama based on the ideas of webtoon cartoonists.



What are the limitations of web contents?

Incomplete content regulations

Web contents are complex combinations that emerged in accordance with the digital age, so there is no specific category or regulations that best define their characteristics. Therefore, they need not comply with the broadcasting review regulations. Instead, they are regulated by communication standards as information circulating online, which do not specify contents restriction, leaving the online providers and creators to self-regulate their own contents, ratings, and ages of consumers. As a result, minors are exposed to uncensored content including inappropriate content.

Recently, a father of underage children accused Naver of servicing a webtoon that contained violent and lascivious content, showing explicit scenes of sexual harassment and murder. As a result, Naver switched the webtoon from a universal to an adult rating.

Senior researcher Kim expressed concerns, saying, “Instead of proactive regulation, online contents are regulated once a problem is detected. Certainly, there is a need for establishing a set of regulations that specifically encompasses web contents.”

In light of doubts, KCC announced that it will provide a rational deliberation based on the accurate and careful subdivision of fused web contents according to media characteristics.

Dependent revenue model

The production costs of web contents are relatively low, but as most of the contents are free of charge and divide the profit with the distributor or online platform, the mobile contents creator actually earns only one won per click. Hence, they lack a sustainable revenue model, depending greatly on Products in Placement (PPL) and financial support from KOCCA and government institutions. Youn Sang-ho, a professor of Broadcasting·Film·New Media Major at HUFs, said, “Currently, the primary revenue-sharing model between producers and service providers cannot produce much profit. For web-dramas, PPL and brand sponsorship account for 80 percent of their revenue. Additional revenue is raised through Open Sales Track (OST) sales as well as cable and IPTV transmissions.”

To make matters worse, the perception that web contents are

and should be free makes it harder to collect fees. According to a study by the Korea Communication Agency, out of 200 web-drama users, the biggest majority of 36 percent pinpointed the free aspect as the industry’s primary strength.

Kim Young-jae, a professor of the Cultural Content Major at Hanyang University, said that “The convenience of its consumption for its short duration discourages consumers from paying for the content they consume.”

As the revenue model of web contents is as of yet unstable and dependent on additional income from advertising, it is still difficult for creators to focus on enhancing the quality of their contents without a sustainable revenue structure to support them.

Reproduction of a reckless consumption pattern

It comes as a huge advantage for consumers that the time taken to fully consume the content is short. In the past, people were highly selective of what they watched as they expected the duration of a clip to be worth the time they spent watching so as not to waste time. However, people now watch one clip after another, growing more reckless in their consumption of mobile contents due to the short duration of those contents.

Another student from the Dept. of English Linguistics ‘16, Um Jeong-yeon, confessed, “When I was going to watch a 40-minute or longer video clip, I took some time to search for other people’s reviews and comments before making the decision to watch it because I did not want to waste my time. For 3-minute clips, on the other hand, most of the time I just click and watch them without much prior thought.”

Kwon Byung-woong, a professor of the Dept. of Arts Management at Chung-Ang University, said, “Since the snack culture type of mobile contents does not take much time to consume, people do not make careful decisions like they used to, but rather watch random clips, resulting in a thoughtless consumption habit.”

What we used to call a snack holds the possibility of accounting for more than a mere bite as it has grown indispensable to our daily lives. Underneath the apparent advantage of a short duration, there lie limitations that we have not taken into account. Whether such a Snack Culture would turn out to be fast food that is speedy but harmful or becomes a nutritious snack through a gradual improvement in both quantity and quality is unforeseeable. However, what can be foreseen is how we respond to the fleeting pieces of content as their main consumers will definitely play a significant role in the future of the Snack Culture. 🍷

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Meet the Leader of Snack-sized Creative Contents Group

Sung Chie-hwan

By Lee Sei-yon
Reporter of Culture Section

Recently, short and hilarious video clips that were only accessible on an online platform have made an abnormal appearance on television. As such, snack-sized contents are flowing backwards, from minority to majority, changing how people consume and perceive cultural contents. In line with this trend, The Argus met the key figure who paved the path for mobile contents to go mainstream: Sung Chie-hwan, the head of the startup company, 72 SECONDS.

 **The Argus: Please introduce yourself and 72 SECONDS to The Argus readers.**

Sung Chie-hwan (Sung): Hello. My name is Sung Chie-hwan, the head of 72 SECONDS that aims to create fun contents under the motto of “We create fun.” We try not to limit ourselves to the production of motion pictures, but we are oriented to becoming a Creative Contents Group that turns everything into something fun within a few minutes.

 **The Argus: Why did you found 72 SECONDS?**

Sung: Previously, I used to run a Visual & Performing Art Group called ‘In The B’ based on the belief that the world would change when the so-called B-list becomes mainstreamed. It organized projects that included performance, motion picture and music. Although ‘In The B’ achieved recognition from the art world, I had to end it because we could not build a viable business model. The idea of 72 SECONDS did not come to me right after I closed down In The B, but its framework had been completed beforehand. Back in the ‘In The B’ times, we created and uploaded the prototype of ‘72 Seconds’ Season 0 on YouTube without much thought. To our surprise, Naver and CJ E&M contacted us after watching our work. It was after this event that the establishment of 72 SECONDS was discussed positively with our current investor “4:33 Creative Lab,” realizing our initial interests in mobile clip contents.

 **The Argus: What are the most representative contents of 72 SECONDS?**

Sung: I would say there are three most recognized contents. First, “72 Seconds,” bearing the same name as our company, deals with the mediocre life of a mediocre man called “Dorumuk” whose life takes on a different color after meeting the girl of his dreams. Second, “Ohgusil” revolves around the life of a woman in her thirties as she stumbles

into a series of events and tries to strike a balance between work, life and love. Last but not the least, “Banana Actually” tells the inside stories of people in love, without an inch of pretense and fabrication, as they are narrated alternatively by males and females in a romantic relationship. All of the mentioned contents entered the broadcasting industry, proving their popularity among people. They were organized as a part of special broadcasting on a comprehensive channel JTBC and were aired one after episode.

 **The Argus: How are the contents of 72 SECONDS different from other mobile contents?**

Sung: Characteristically, most of the our videos convey a story accompanied by background music with a fast beat, narration and swift camera changes between scenes. That they have a constructive narrative structure is similar to other TV dramas, but each episode is produced using different methods. Generally, the script of the drama is constructed first and then the narration or auditory elements are added after filming. In contrast, we put together the music and narration first and then specific verbal lines are scripted accordingly. In terms of production methodology, it could be said that it is in the mid-ground between a drama and a music video. Also, various experiences gained from spending time on performance productions and music videos back in the In The B contributed to our unique identity.

 **The Argus: What do you think is the most important thing to consider when making mobile clip contents?**

Sung: The most important factor in creating contents is how fun it is. However great the direction, music and art are, if the content is not fun then no one will be willing to watch it. Therefore, we endeavor with the utmost intensity and ferocity to determine whether the contents will be enjoyable enough for the viewers before actual production begins. The concerns for its framework and platform are dealt with after the concern for the fun factor is finalized.

 **The Argus: How do you come up with what to make?**

Sung: In 72 SECONDS, everyone is free to share their ideas when planning contents. Every Friday at 3 p.m. we hold a ‘Beer Festival’ in which everyone comes together, reflects on the past week’s activities, and makes plans for the coming week while drinking a glass of beer or two. On this occasion, agendas ranging from the introduction of a new team



▲ Posters of the mentioned contents above are listed in the following order: ‘72 Seconds,’ ‘Ohgusil,’ and ‘Banana Actually.’



▲ 72 SECONDS releases a boardgame called 'Bana-marble' from a motif of 'Banana Actually.'

member, progress reports for an important project and any other announcements may be discussed. Within this weekly event, I set up a special corner 'Time with Chie-hwan' where the staff members freely and casually talk with me in an attempt to promote open communication and collaboration. Most of the ideas for our contents actually come from this time as an individual's small inspiration gradually takes shape through thorough discussion. Then, the idea is reproduced into concrete contents, all of which are produced in advance.

The Argus: How have people responded to your contents, and why do you think you received such comments?

Sung: Fortunately, many people are in favor of the contents we have provided. Recently 'Banana Actually' Season 2, for example, accumulated 20 million hits in 18 days. I believe the reason for such a breakthrough is derived from sympathetic contents that people could relate to emotionally. So far, we have shed light upon the overlooked uniqueness within the normality of life, so this change in perspective reflects something unique about ordinary life which is not only familiar but also fresh and fun. In addition, the original direction, music and design that we put together by ourselves altogether resulted in both an entertaining and well-made masterpiece.

The Argus: As a startup company pioneering a new area of mobile contents production, what are some difficulties you have faced?

Sung: Strictly speaking, we are not providers of mobile contents but we did start off with mobile-friendly contents

in the market. As for difficulties within the mobile contents market, the weakness is in the revenue model. Since we are playing an active part in the mobile contents market, we are putting our heads together to find ways to produce profit within the field. For example, we have expanded our area of distribution from Korea to worldwide, establishing 14 platforms in China and seeking collaboration with local enterprises.

The Argus: What do you think the limitation of 72 SECONDS is?

Sung: I would not necessarily call it a limitation, but I do think there is room for improvement. I intend to create fun contents that are not limited to any specific platform, but truthfully we are quite dependent on the web, or the online platform. The solution would be to create more fun contents so that a variety of platforms take interest.

The Argus: What plans do you have for the future?

Sung: I will continue to make contents that make people smile and laugh. Right now, we are distributing content only through a web platform, but we seek to expand our platform options by airing our products on public and cable TV channels. Also, we plan to develop a long-term profit model through a more solid IP (Intellectual Property) portfolio based on the reinforcement of characters. Last May, we started to discover some new actors and launched a number of MD merchandise lines, such as OST albums, postcards and eco-bags related to our contents. Furthermore, we organized some offline events like 'Ohgusil Live in Summer Night' in which the actress of 'Ohgusil' interacted with her fans and the OSTs were played live.

Today, we are blessed with the development of mobile contents that delight us every single second. In reflecting about the interview above, we can see for ourselves the hard work the creators put into each video clip that we so mindlessly take advantage of. Next time we come across a short clip online or offline, let's remind ourselves of the efforts of those devoted to making a few minutes of our lives worthwhile. 📺

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Private Certificate, a Disqualified Certificate

By Choi Ye-jin
Reporter of National Section

The corporate recruitment of the second half of this year has just begun. Various companies hold job fairs, and HUFs held a Global Job Fair from Aug. 31 to Sept. 1. People in their twenties are showing their concern over getting a job. Many job seekers are trying to make their application as long as they can to qualify themselves. Some of them obtain private certificates that can show that they are different from others, grasping at straws. However, there are several problems in their institutional aspect, especially in the registration process and issuance process. The Argus analyzed the causes and the solutions of the private certificate problems.



What is a Private Certificate?

A private certificate is a license that is issued by a private institution, not a governmental institution. So far, as of September 2016, 220,000 private certificates are enrolled in the Korea Research Institute for Vocational Education & Training (KRIVET).

What are the problems?

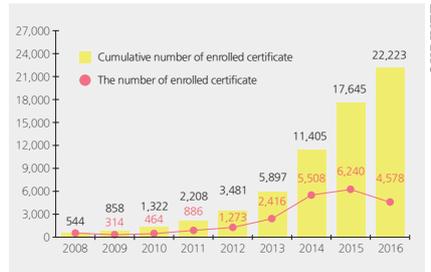
1) Similar private certificates cause confusion

There are many private certificates that have similar names so their methods of education vary. Many students express their discomfort due to confusing names. For example, when it comes to personnel-related certificates, there are three certificates with the same name “Human Resource Managing Expert” and other 12 similar licenses. Also in the case of the yoga, as of August, there are 341 similar certificates. The figure is three times higher than that of 2011, when there were 101 certificates. This figure also implies that similar certificates are still being registered. Many experts say that through this growth, the yoga market developed a lot to such an extent that the number of instructors now reaches about 50,000, but this growth is inducing people’s confusion.

Lee Ji-yeong, Journalism and Media Studies ‘15, said, “I learned pole dancing as a hobby and found it interesting, so I researched some information to get a relevant certificate. However, I really got confused because there were similar certificates like ‘Practical Pole Dance,’ ‘Pole Dance Fitness Instructor,’ and ‘Pole Dance Teacher.’ There were also three certificates with the same title.”

2) Public certificate, as a means of selling

A certificate is made to prove one’s ability by cultivating professional skills with sufficient education and practice. However, there are many cases in which the certificates lose their meaning and are being used to make a profit. Many institutes are issuing private certificates by receiving a large amount of money without sufficient education or by giving students only online lectures that also need field practice. According to the research conducted in 2011 by the Ministry of Education, among 667



▲ Nearly 220,000 private certificates are enrolled.

subjects the tuition of 76 subjects was 1-2 million won, and that of 55 subjects was above 2 million won. For instance, people can easily get personnel-related certificates only by listening to online lectures for 15 weeks.

Lee Geon-wu, an Institutional Improvement Officer of Korea Certified Public Labor Attorneys’ Association (KCPLAA), said, “Most of the private certificates which are enrolled in government departments are issued through short-term education. Also, I have seen many cases in which students can get a certificate only by paying a large amount of money. Making a certificate for the purpose of commerce is a fatal loophole of private certificates.”

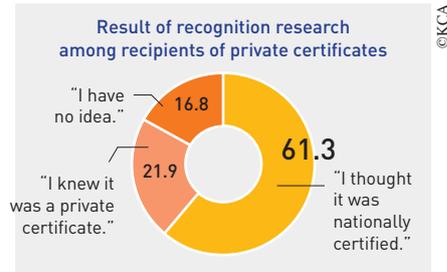
3) Deceptive advertisements for private certificates

Nowadays, a lot of deceptive advertising that causes confusion is targeting those in their twenties who are concerned with getting a job, so there are many victims crying out about their damages due to the fraud.

For instance, there are many deceptive advertisements for private certificates which use the phrase “state enrolled” to make people think it is a “state certified” license.

It is no wonder that there are many people who do not really know whether their certificate is private or state certified.

Korean Consumer Agency (KCA) surveyed 300 people above twenty who



▲ Sixty percent of respondents replied they thought their private certificate was nationally certified.

have at least one private certificate. KCA asked them if they know what type of certificate they have. Twenty-one percent replied that they knew exactly what type it was and 16.8 percent replied that they did not know. Sixty-one percent, about 200 people replied that they knew it was nationally certified.

Also, in many websites there are many advertisements that entice job seekers with the phrase “essential for application,” appealing to a sense of urgency by using stimulating phrases such as “essential.” KCA reported that among damage received from 2010 to 2015, 24.9 percent were caused by deceptive advertisements.

What has caused these problems?

1) Certificates courses in which anyone can enroll

Currently, enrollment of private certification is being done by a registration system, not a permission system. The government chose a registration system to diversify private certificates.

According to the Fundamental Act of Qualification, if the certificate does not violate prohibition criteria, anyone can register for a private qualification. The registration procedure is as follows. First, you submit the related documents and make a manual. Then, determine the competent authority and wait for the approval. That is all.

On the other hand, the permission system requires a screening process



▲ Submitting documents, determining the competent authority, and waiting for the approval are included in the registration procedure of private certificates.

to ensure that it coincides with the pre-set criteria. However, since it is registration system right now, certificates with similar names can be registered imprudently.

2) Issuing and educating at the same institution

There are many institutions that not only issue the certificate but also teach the content. However, there are few tools to verify the organization that administers the qualifying examination, so it is impossible to know whether the education and certificate issuance are being done through the right process. That is, the clarity of qualification examination is being destroyed.

Although there are a center, KRIVET, and framework act of qualification that are in charge of private certificate registration, there is no law to separate the issuing organization and educational institution. A worker at KRIVET said, “According to the Hakwon law, all individuals or groups that have a business license can educate on the content of a private license, so it is hard to restrict. The lack of a law can cause shady business practices.”

3) Insufficient management of deceiving advertisements cause confusion

After the qualification is registered, the inspection on whether the information is properly given needs to be followed. However, the two responsible organizations, KRIVET and the competent ministries, are not doing their

jobs properly.

According to the research about the current private certification situation, the monitoring of private certificate advertisements is conducted by deputing it to the Korea National Council of Consumer Organizations for two to three months annually, although it needs to be done regularly.

Also, according to Yeom Dong-yul, a member of the national assembly, among 34 competent ministries, only 14 ministries have looked into the situation.

What can be done to solve the problems?

1) Changing it to a permission system and strengthening the procedure

In order to prevent confusion derived by the similar certificates, the system needs to be changed to a permission system that can verify the public confidence of licenses. Evaluating procedures can prevent indiscriminate registration of similar licenses. Also, by arranging qualified people and professional departments is needed for the permission administration to be done systematically. A worker at KRIVET said, “To prevent registration of similar licenses, a systematic procedure that can allow registration only if sufficient material and human resources are prepared is necessary.”

2) Separating issuing organizations and education organizations

To prevent certification trading and to

make the licenses more professional and increase public confidence, issuing and teaching needs to be done by different parties. Separating the functions can reduce illegal and expensive dealings. Therefore, a law that can put restrictions on educational institutions needs to be legislated for a transparent issuing process.

The KRIVET worker said, “The reason why many people have distrust towards private certificates is because they believe anyone can get one. By dividing issuing and teaching to different institutions, the process becomes transparent so that the distrust will disappear.”

3) Establishing a monitoring department and its workers

The government should set up a department only for monitoring to minimize the relevant damage rather than deputing it to another institute. Also, the competent ministries should do a thorough checking to prevent deceptive advertisements.

Officer Lee at KCPLAA said, “In order for the monitoring to be well done, people who are professional in monitoring should do it for better improvement.”

Private certificates are positively necessary to verify abilities that cannot be verified through state registered certificates. However, lack of management systems causes imprudent registration such that the certificates became a means to deceive consumers.

In order for certificates to have value, there should be a supplementation of systems and expansion of professionals. These transitions will reduce the victims and at last make private certificates translate to real qualifications. 

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Turn on the Light for Your Future

By Jang Eun-ae
Editorial Consultant

Midterm exams for this semester are coming again for all students. It is time to make your minds brilliant to achieve high scores on your exams. Many Korean students are on the go all the time to get good grades on their exams and also take part in extracurricular activities to prepare for a better future. So, turn on the light in your head to make this semester successful. 

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Baby Step in Preventing Suicide

By Kang Young-joon
Editorial Consultant

The 10th of last month was World Suicide Prevention Day. We need to focus on the day's meaning because South Korea has had the highest suicide rate amongst all OECD countries for the last 13 consecutive years. Last year, 14,427 people in South Korea committed suicide, which averaged out at about 40 people dying per day. This is why South Korea is often called the Republic of Suicide.

Many steps have been taken in order to prevent suicide. One of these steps is the Love Bridge at Mapo Bridge. Warm words with messages such as "How are you doing?" have been written along the walls of the bridge in the hopes that people who are considering suicide will feel the warmth of the messages and prevent them from taking their own lives. In addition, the bridge lights turn on to illuminate people who walk on the bridge at night to allow distant people to see if anyone is trying to commit suicide. Through these measures, 179 of the 184 people who tried to commit suicide on Mapo Bridge were rescued in 2014.

Regarding other prevention measures on the bridge, the Seoul government accepted a citizen's recommendation and is going to add an extra one meter to the 1.5 meter walls as well as rollers by this December to keep people from climbing up the walls to commit suicide.

However, this new measure has aroused many heated discussions on the Internet. In a news article about this new measure, a netizen (member of the online society) claimed that, "This will make people who try to commit suicide go to another place instead of Mapo Bridge," and another netizen said, "No matter what measure is taken to prevent suicide, people who want to commit suicide will commit suicide no matter what. This is going to be useless."

These criticisms could be true. To prevent suicide, it is more important to try to solve the social problems causing it such as education fever, the job crunch and the high costs of housing, rather than higher walls. However, we should not just accuse the government of not taking these problems into consideration. What we have to understand is that this new measure is a baby step. To make this new measure a true step in solving the suicide problem, the government needs to make more efforts in resolving social problems as netizens have claimed. 

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OXY OUT!

Cries of Humidifier Victims Will Continue

By Byun Hee-jin

Associate Editor of Campus Section

In May 2016, a boycott campaign against the humidifier sterilizer company called Oxy Reckitt Benckiser (Oxy) was staged nationwide for a month with the whole nation's fierce and active participation in Korea. As the sales of Oxy products noticeably decreased, Oxy suffered a strong blow. However, it was only fleeting. The intense scene that the reporter witnessed could not gain the attention of the public, even though the hearings related to it were held in the National Assembly in August.

The tragedy of humidifier sterilizers is

a problem that began a great while ago, but no sign of its conclusion can be seen. Nevertheless, what kind of effort will people continue to solve this problem? The Argus visited the concentrated sit-in site of humidifier sterilizer victims, located in front of Oxy headquarters, to find out the progress of the affair.

Sit-in site in front of Oxy headquarters

Arriving at Oxy headquarters

On Aug. 24, the Humidifier sterilizer Tragedy Nationwide Network (HTNN),

composed of victims and 150 civic groups from all over the country, started a sit-in requesting a boycott and liquidation of Oxy. They held a press conference in front of Oxy Korea's headquarters located in Yeouido, Seoul, and showed their ambition by staging a two-week concentrated sit-in, saying, "We should stop observing the insolent attitude of Oxy. The government and the National Assembly should cancel the Korean business license of Oxy and banish it from Korea."

The Argus visited their concentrated sit-in site on Aug. 30, when the second



▲ Sit-in participants are maintaining the booth for the boycott campaign against Oxy.

hearing was held and HTNN was engaging in the seventh day of their sit-in. Nearby Yeouido station, the International Financial Center (IFC), where Oxy is located, looked very splendid and magnificent. In front of the IFC, a tiny sit-in site that could not be compared to the overwhelming scale of the building was standing firm. It was hidden behind the massive figure, so the reporter had a hard time finding it.

There were only three people maintaining the site. The signature campaign to prevent a second Oxy disaster was under way. Two people were continually asking pedestrians for support for victims, shouting, “We are gathering signatures for humidifier sterilizer victims. Please support us, so this kind of incident will never happen again.” On the other hand, a man inside the booth was working busily with his laptop while answering his endlessly ringing phone. They seemed to have had no breakfast since they started the sit-in from the early morning, so small snacks like baked goods were laid on the table.

Seeing the site, The Argus ran to the booth, greeted the sit-in participants, and signed the petition. The reporter could see many citizens had already signed the petition. With their signatures, people

wrote warm messages such as “Fight” or “Cheer up” to encourage the victims. Moreover, there were many words like “Do right” that rebuked Oxy or the government’s irresponsible attitude of an onlooker for the past five years. After the writer finished signing, with words of “Thank you,” a sit-in participant handed over a leaflet that criticized Oxy.

Around the sit-in site

There was a lot of equipment installed to attract people’s attention. In the center of the booth, a number of yellow placards, saying “Punish the enterprise that invented and sold humidifier sterilizer,” and “The government who gave permission should be responsible” were hung up. Along with those, a child with a shaved head breathing heavily



▲ A basket for throwing Oxy products away is full of Oxy products and trash dumped by citizens.

Oxy Humidifier Sterilizer Issue Timeline



1996

Oxy developed a humidifier sterilizer with ‘Preventol R 80’ as a main ingredient.

2011. 08

The fact that the hospitalization rate of severe pneumonia patients with an acute lung injury had rapidly increased was reported by one of the hospitals in Seoul. Korea Centers for Disease Control and Prevention instantly made a thorough investigation and announced that the humidifier sterilizer was the cause of the lung injury.

2016. 02

The prosecution composed an exclusive investigation team to seize and search Oxy. It was approximately five years after the first incident occurred.

2016. 05

Victims, their families and civic groups visited Oxy headquarters in Great Britain and protested, warning of an international boycott. Hearing the news, the astounded public held a boycott campaign against Oxy nationwide on various social network services to support the victims. However, not even a month had passed, and the problem ceased to capture the public’s interest.

2000

As complaints such as white powder or bubbles appearing on the vapor ejector of the humidifier continued to occur, Oxy changed the main ingredient to PHMG, which is a poisonous chemical that is harmful to humans.

Oxy got a side effect complaint from one user three months after the switch, but it did not take any action and instead pushed its sales forward.

Death cases that are assumed to be the result of lung damage constantly occurred over 10 years.

2012

A gathering of humidifier sterilizer victims and families and the Asian Citizen's Center for Environment and Health (ACCEHO) sued Oxy by pursuing civil and criminal lawsuits.

2016. 04

The special investigation team concluded that the cause of lung injuries was Oxy products.

2016. 08~09

Hearings were held on Aug. 29, 30, and Sept. 2, to figure out the truth of the humidifier sterilizer case.



▲ People are passing apathetically by the picketing sit-in attendee.

with a respirator on his nose was drawn on a big banner. The picture titled “Stolen Breath” was composed of the words PGH, PHMG, MIT, CMIT, words that express the main ingredients of the humidifier sterilizer, or the poisonous chemicals.

Yeom Hyung-chul, the secretary general of the Korea Federation for Environment Movement, one of the civic groups that support the victims the most, said, “Victims are mostly mothers or babies. The picture was drawn based on one of the actual victims.”

Right beside the site, a box for collecting Oxy products was standing. It said “Citizens participating in the Oxy boycott! Please put your Oxy products in this box! We will return these to Oxy!” The box was stacked with a lot of Oxy products, but garbage unrelated to Oxy was there as well. As if citizens treated the Oxy products as waste, they expressed their anger and dissatisfaction toward Oxy by throwing Oxy products away with random trash.

Desolate sit-in site compared to an active city

Sit-in participants endeavored diligently to describe the faults of Oxy to more people. However, unlike IFC’s overall atmosphere with young people busily walking by with ties on, the sit-in site was empty although it was a hot social issue. There were a few who showed interest in the boycott leaflets,

but most people indifferently passed by the site, ignoring the voices asking for signatures. Workers with suits on would idly chatter right beside the site, apathetic, as if it was an event happening in another world.

When the clock hit lunch time, the attendees went out onto the street and demanded pedestrians’ attention, holding picket signs condemning Oxy. However, most citizens looked away and passed them by. The wind grew more intense so that the tent and the pickets seemed likely to fly away. A middle-aged female participant grounded the promotions and said, “We started the sit-in under the blazing sun. Now the wind is blowing, and the weather is getting cold.” They continued the demonstration disregarding the cold indifference of people not unlike the chilly weather.

The sit-in site was managed through team play. Mostly seven people or less from HTNN were keeping the site relay. Since they could not leave the spot, they ate lunch in turns. Their original plan was to hold an all-night demonstration, but they changed to starting it at 9 a.m. and wrapping up at 9 p.m., because they only had a few attendees.

Yeom, who was usually busily answering his phone, became free for a moment. He spoke to the reporter. “The hearing is being held in the National Assembly right now, so every victim and their family members are there. Thus, there are not so many people who can stay at this site.”

Press conference at the National Assembly

The Argus observed the sit-in site for three hours and quickly moved to the National Assembly after hearing from Yeom that a press conference would be held there. When the reporter arrived on the scene, the people from HTNN were holding a press conference. Two



▲ The members of HTNN hold a press conference in front of the National Assembly.

members of HTNN were holding a huge banner bigger than three male adults. A list of the dead that included both the names and the dates of their death was written tightly in small letters on the banner. Other members were holding small placards with both hands. Their blank looks and outstretched arms expressed their strong will. On one of them was written “Citizens are not Maruta.” “Maruta” is a word meaning “log” in Japanese, which refers to the victims of the tests conducted using living people carried out by Japanese Imperial Army Unit 731 during World War II. They were referring to humidifier sterilizer victims as “Maruta,” as though they were treated like the test objects of a major company.

On Aug. 30, the second hearing was held. On this day, SK Chemicals Co., Ltd., the main culprit who provided 90 percent of the poisonous chemical as the main ingredient in the sterilizer, and domestic companies that did not admit their fault in the matter were mainly dealt with.

A man who held the microphone as a representative of HTNN shouted, “We ask for a strong hearing and an

apology from SK Chemicals, Aekyung, and E-mart.” In addition, he revealed, “The Board of Audit and Inspection is protecting domestic companies that are seriously responsible. We are planning to pursue criminal charges so that they cannot escape from a citizens’ trial.”

After the long statement, they had short interviews with a mass of reporters and went into the National Assembly to attend the hearing.

After hearings

What kind of expectations did the victims have? Will the truth be revealed in the hearing that will be held in five years? Will the people in charge apologize sincerely? However, the hearings that ended in three sessions are bound to disappoint the victims.

Lim Heung-kyu, the team leader of ACCEHO, said, “No progress was made and it fell short of victims’ expectations. Enterprises shifted the culpability to each other and gave insincere answers. No one truly apologized.”

One victim’s family said, “It is very cruel of them to ignore these victims

whose lives have been a living hell for the past five years.”

As the hearings came to an end, the interest of media decreased as well. When the hearings ended, the reporters who were at the same spot with The Argus were hurrying to leave the place. Sure enough, no articles related to the Oxy hearings could be found on the major newspapers or the Internet.

Kang Chan-ho, the representative of HTNN, expressed his frustration saying, “I was very surprised to see the fervor of coverage decrease as the hearings were being held. I think the media is not performing its real role —to find an ontic truth.” He also added, “I cannot understand the three major broadcasting companies that rejected the official live broadcast request by the exclusive investigation team.”

Although the hearings were held three times, everything is still unknown — whether assailants will be punished or not, whether the system will change to prevent a recurrence or not. After the investigation of the government is over, the humidifier sterilizer disaster special committee will revisit Oxy headquarters in Great Britain to solve this problem on Oct. 4. Victims will continue this endless fight in October, and even next year to reveal the truth and get apologies. However, only the public’s interest in it can help solve the problem.

Choi Jun-ho, one of the supporters of this tragedy, said, “If we citizens, the government, and enterprises do not forget this disaster too easily, then we will be able to prevent recurrences at least, although the problem is unsolved. Isn’t it our responsibility to stop additional deaths from occurring?” 

• All photos by Byun Hee-jin / The Argus

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THE ARGUS PRIZE

2016 English Essay Contest

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한국 대학가 또는 20대의 시사 이슈에 대한 분석
*아래 6가지 키워드 중 택1

- 1) 국제 사회에서 한국의 입지
- 2) 청년 인턴
- 3) Work-Life 밸런스
- 4) 대학 언론
- 5) 데이트 폭력
- 6) 대학생 주거

응모자격

한국외대 2016년 2학기 등록 학부생
(서울 및 글로벌 캠퍼스)

접수 기간

2016년 11월 07일(월) 21:00시까지

원고 분량

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심사 기준

전개 방향의 창의성과 논리성, 영어 표현의 유창성

수상 발표

2016년 11월 17일(목)

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Expectation of ‘Kim Young-ran Law’

The Improper Solicitation and Graft Act, known as the ‘Kim Young-ran Law’ became effective last September. This law applies particularly to administrations, schools and media societies but I think it may be a good example to the entire Korean society. We already know that requesting, giving gifts or even treating someone to a meal can be seen as a demanding thing rather than pure intention, especially if it is related to the profession. In addition, we can see many people exchanging gift sets during the big holidays such as Chuseok and New Year’s Day. Even though it is mostly done to express gratitude, sometimes the gifts are too formal or excessive. The problem is some people are doing this without taking it seriously. That is why we need a guideline to change such bad practices.

I hope that the enforcement of this law will be an opportunity to change people’s mind fundamentally and improve the tradition of exchanging gifts or money that can possibly be a burden to each other.

*Kim Joo-hyoung
Dept. of Dutch ‘13*

Reading The Argus, Exploring HUFS

A glimpse about bundled things next to an ATM was intriguing my mind. I took a look and The Argus called me for the first time. I could not be happier because it was the thing that I was looking forward to for days, a magazine written in English. A lot of newspapers and magazines are offered on HUFS campus, yet only The Argus can I read since most magazine are written in Korean. I love to read every article inside The Argus because it is full of information and attraction. The organization of the articles is well structured supported by nice pictures. The layout is also well designed so it keeps the readers from getting bored while reading it. I do love the layout that has some creative design which makes it young, clean and modern.

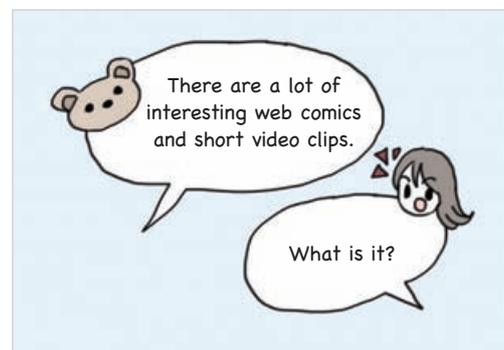
Besides offering news about campus that really helps me to know more about HUFS, it also gives information about Korea. Most articles have an eye-catching title, to make the reader feel curious about them.

Last but not the least, the mini puzzle before the last page gets me to remember most of the big news. That is helpful to make the reader not only just open the magazine and see the pictures, but also really understand what is written in the articles. I am so grateful that I found The Argus. Hopefully it will be beneficial to others as well. I can not wait for the upcoming issue of The Argus.

*Octika Adinda Putri
Exchange student*

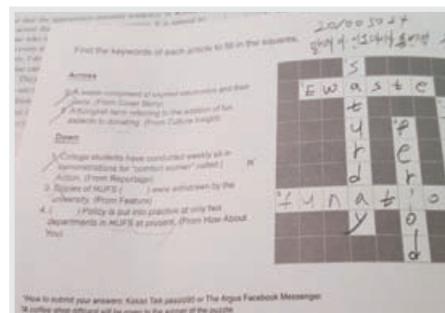
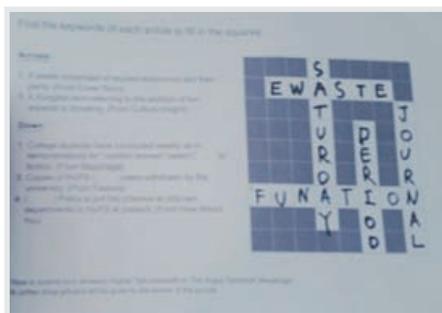
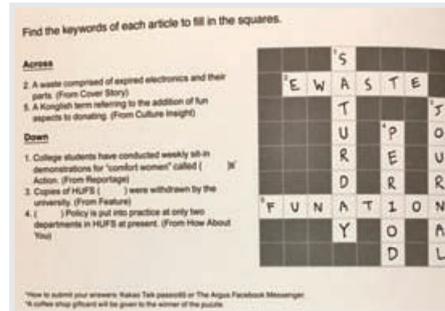
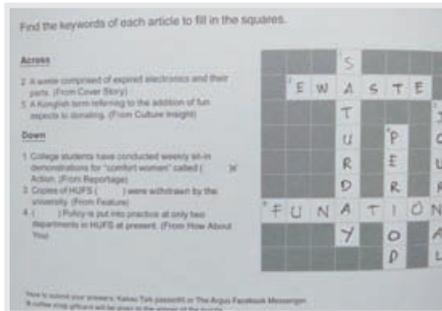
- Share your feedback on the issues to hufsargus@gmail.com.
- Feedback word count is 200 including the title.
- Remuneration will be given; please include your contact information in the e-mail.

Short and Fun Snack Culture



By Park Ji-hyun
Dept. of English Linguistics ‘10

Thank You for Joining the Puzzle!



The winners of this month are
Octika Adinda Putri (Exchange Student),
Kim Joo-hyoung (Dept. of Dutch '13).
 Congratulations!

How to Participate

1. Read the latest issue of The Argus.
2. Solve the puzzle.
3. Send your answers through Kakao Talk or The Argus Facebook Messenger.
4. Win a Starbucks gift card and enjoy your drink!



응모하는 방법

1. 가장 최근 발행된 아거스를 읽는다.
2. 가장 뒷장의 엽서 퍼즐을 푼다.
3. 인증샷을 찍어 카카오톡 / 아거스 페이스북 메시지로 보낸다.
4. 스타벅스 기프트카드를 받고 음료를 즐긴다!



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