

No. 497 OCTOBER 2, 2018

# The Argus

Since 1954

**In-depth on Campus**

GlobeDorm: How  
Can It Be Improved?

**Cover Story**

Assa – The  
Popularity of the  
Unpopular

**Culture Insight**

The 4IR is Here!  
Are You Ready?

**Review**

Microhabitat - the  
Story of Homes, Life,  
and Happiness

## THE SPOTLIGHT UNINTENDED



HANKUK UNIVERSITY OF FOREIGN STUDIES

# The Argus

ESTABLISHED 1954

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

- *President and Publisher* ..... Prof. Kim In-chul
- *Executive Editor* ..... Prof. Nam Won-jun
- *Editor-in-Chief* ..... Jeon Nu-ri (G-2)
- *Editors* ..... Moon Chae-un (R-2)  
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Kim Hannah (IEL-1)  
Na Geum-chaе (CFAC-1)  
An Kwan-ho (BA-3)  
Lee Jun-young (F-1)  
Jang Yu-jin (D-2)
- *Copy Readers* ..... Prof. Merrilee Brinegar  
Prof. Michael Heinz  
Prof. Todd Jobbitt

107, Imun-ro, Dongdaemun-gu, Seoul, Korea  
(Postal Code 02450)

Tel: (02) 2173-2508 Fax: 2173-2509

81, Oedae-ro, Molyeon-eup, Cheoin-gu Yongin, Gyeonggi  
Province, Korea

(Postal Code 17035) Tel: (031) 330-4113

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## Editorial

# Be True to Yourself

When it comes to dealing with loneliness, most people are not competent and they are unwilling to face it. No matter how often and much I feel lonesome, I am still a stranger to this rather gloomy feeling of loneliness. When I was little, the prospect of being left alone filled me with dread. It seemed everyone was laughing at me whenever I walk or eat alone. Therefore, I always tried to be a part of a group. Even if I had some trouble that made me uncomfortable, I let it slide because I just wanted the sense of stability that comes from being in a group.

However, after a freshman year at university, I changed – after I spent a lot of time and got many things done all by myself. I am free from the obsession of thinking “I should belong somewhere.” To be honest, I am not one hundred percent accustomed to the emptiness, which is inevitable when being alone. Eating at a restaurant not accompanied by friends is still a challenge for me, and I admire those who do not really care much about what others think.

Obviously, having a friend or a lover to share something is a blessing to one’s life. Nonetheless, it is totally okay to be a loner – this is what I want to convey. The most important thing is to be more sensitive and frank with yourself about your own moods and thoughts. It became clear that I was lying to myself. I struggled to believe I was an outgoing person, when all the sociable events just exhausted me in fact. To grasp what kind of person I was turned out to be more significant than I thought.

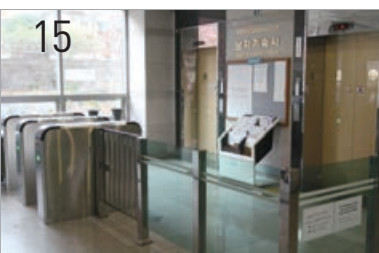
This month’s cover story deals with an “Assa,” who does not enjoy socializing with others. I believe this article will give HUFsans a good chance to understand the type of person who can be easily found around you.

Leaves fall and the wind gets cold. Although people are supposed to get lonely in the autumn due to the effect of hormones, The Argus hopes you do not get stuck in loneliness and wisely get over it. ☹

전누리

Jeon Nu-ri

Editor-in-Chief



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## Cover Story

>> Just like any other community, there are some people who are not fond of blending in with the majority. On Korean campuses, they are called “Assas.”

Unlike the past, the term has changed into a broader application, and has had some ramifications.

The Argus unraveled what triggered the emergence of the Assa, and defined the limitations that inevitably belong to these lone wolves.

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## MeToo Movements in HUFs Not Finished Yet



disposal of Professor S. On the homepage of the General Student Council of the Seoul Campus, an anonymous writer wrote, “Despite the damage and mental pain of students, the school posted a message about light punishment of professors.”

Regarding this, the school officials said, “As Professor S has submitted his resignation, we are considering whether to accept the resignation or review disciplinary measures.”

HUFs announced its decision to punish professors who were suspected of power-related sexual violence on HUFs website, on Aug. 2.

The professors are Professor K and S. Their alleged sexual harassment erupted last March and drew strong criticism from students. When the suspicions were found to be true, the school’s headquarters held a disciplinary committee to dismiss Professor K and suspend Professor S for three months.

However, there is still criticism from students about

**By Kim Tae-young**  
*soso50x@hufs.ac.kr*

## HUFs Opens Civil Lecture of Chinese Humanities

HUFs Confucius Institute and the Communication Research Group for Korea’s Chinese Language and Culture collaborated and opened a civil lecture with the theme “The Past and Today of China.” This program, which mainly targets the residents of Imun-dong, introduces the past and today’s progress in the Chinese humanities, thereby presenting a new view for future relationships between Korea and China.

“By depicting the humanities of China from ancient to modern times, we thought that people could understand Chinese culture, along with the current diplomatic moves of China better,” said Research Professor Shin Se-ri.

The lecture features Chinese history, sociology, and language and finds traces of the past in current Chinese culture. The lectures take place in the Dongdaemun-gu Public Library from Sept. 10 to Nov. 19 10 times.

**By Kim Hannah**  
*sgn06191@hufs.ac.kr*

## HUFs Joins Hands with Korea Business News

HUFs and Korea Business News hold the second “Vietnam Highest Program” from Aug. 28 to Dec. 18. It has great significance in that it is the nation’s first program to cultivate CEOs of Vietnamese industry based on various infrastructures.

They provide information about Vietnam’s culture and investment strategies along with the local business’s success stories for those who are interested in becoming specialists of Vietnam. In addition, there are opportunities to network with businessmen who have successfully entered Vietnam. Former and current expatriates and professors of HUFs participate in the program as instructors.

Professor Jeon Hyae-kyeong, who is the head of the Department of Vietnamese said, “Vietnam has a lot in common with Korea, so Vietnam is in a very good position to be a win-win partner in business with us.”

**By Jang Yu-jin**  
*dbwls548625@hufs.ac.kr*

## Global Campus Introduces DIY Ramen Cafe



©Kim Ji-hyun/HUFSan

▲ HUFS Cooperative runs a DIY ramen cafe to replace the previous snack bar.

The DIY ramen cafe is in operation as an alternative. Students can choose from many kinds of ramen and toppings. Jeong Jin-sung, the secretary general of HUFS Cooperative said, “We are also going to provide foreign noodles such as Indonesian and Japanese ones. We hope that these foods will help foreign students deal with homesickness.”

A snack bar in the Language and Literature Building (LLB) of the Global Campus reinvented itself as a Do It Yourself (DIY) ramen cafe. This unique form of school cafeteria has attracted the attention of the university community.

“The contract with the enterprise which had been operating the LLB snack bar expired,” said the HUFS Cooperative, which is in charge of the LLB cafeteria. The company had requested for several years to raise the prices of food. However, HUFS was unable to raise prices, as it is a very sensitive issue for students.

**By Na Geum-cha**  
nak3096@hufs.ac.kr

## HUFS Cooperates with Turkey on Education and Culture

On Aug. 1, HUFS signed a Memorandum of Understanding (MOU) with the Cappadocia University in Turkey about mutual academic cooperation in tourism and culture. The agreement allows HUFSans to learn Turkish as exchange students at the Cappadocia University for the first semester of next year.

“The agreement can be a good chance for our students to learn about the Turkish tourism industry and experience diverse cultural situations,” said Oh Chong-jin, the director of this project and professor of Department of Turkish-Azerbaijani at HUFS.

Cappadocia University plays a sufficient role as a learning ground for international students. Therefore, the collaboration will continue to pursue significant programs through continuous interaction with Turkey.

**By Lee Jun-young**  
201802845@hufs.ac.kr

## HUFS Professors Enlighten Local Community

On Sept. 6, HUFS faculty started lecturing on the humanities at the office of Mohyeon-eup, in which the Global Campus is located. The course is scheduled to hold 10 lectures, contributing to the local community by providing quality education.

The lectures mainly cover liberal arts subjects regarding Korean culture. The course began with its class, titled as, “Korean History and Culture: What makes us proud?” conducted by Professor Lee Se-jin. Various other themes are covered in the curriculum ranging from fine arts to pop music.

“It is rather difficult for the residents in Mohyeon-eup to receive a varied education due to geographical constraints,” mentioned the director of the office. “I hope the community will become more colorful,” she added.

**By An Kwan-ho**  
ssk01144@hufs.ac.kr



# News Briefing

By Jeon Nu-ri  
Editor-in-Chief  
wjssnfl10@hufs.ac.kr

## The Government Congratulates BTS

Cheongwadae, the Korean presidential residence, and Prime Minister Lee Nak-yeon congratulated BTS, a K-pop boy band, for taking the top spot on the Billboard 200 for the second time. The Blue House tweeted on their official account to celebrate BTS's ranking. The prime minister also tweeted to praise their exceptional achievement, being the 19th singer or group in history to top the Billboard twice in one year.



©Office of the President



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## Putin on TV

Russian President Vladimir Putin appeared on a reality show as a protagonist, appealing to the audience with his folksy charm. He chatted with teenagers making seemingly intimate eye contact. Putin also climbed mountains in easy-to-wear outfits, picking raspberries. The show "Moscow, Kremlin, Putin" is a one-hour program broadcasted by Russian state-operated channel Russia-1. Foreign news outlets including the Washington Post and the Guardian interpreted it as Putin's special strategy to increase his approval rate, which has fallen by more than 10 percent since the Russian government announced their plans to raise the pension age. Russians are criticizing the president for not paving the way for reasonable pension reform, but for image politics.




©Kremlin Palace

## Seoul's Housing Prices Get Higher



©Hanhodiatly

Housing prices in Seoul and other provinces are facing opposite directions, with the gap recording the widest ever. According to the data released in September by Korea Appraisal Board, polarization in the nationwide average selling price of apartments is getting worse.

When the average price of houses in the top 20 percent is divided by that of the bottom 20 percent, the resulting figure is 8.7, which means real estate in Seoul is almost nine times more expensive than in the countryside. From December of 2017 through August of 2018, the value of houses located in Seoul went up by 6.14 percent, while that of the provinces' fell by 2.83 percent during the same period. 

## Where Are Small Smartphones?

Smartphones with small screens are hardly seen these days. The new iPhone models released last month have wide screens, which are 6.5 and 5.8 inches. American company Apple, which stuck to its 3.5-inch screen for a long time, also started introducing larger ones over time. IT media Engadget estimated that the smartphones with small screens have not yet completely disappeared from the market, but they will gradually decrease.



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# Let's Work, Dream and Protest with the Youth



©Kim Tae-young/The Argus

By **Kim Tae-young**

Staff Reporter of National Section

This year, a young woman who worked as a web designer for a large Internet lecture company committed suicide because she could not stand the pressure at work. She was forced to work overtime and suffered from bullying in the workplace. To deal with these issues, a union strives to protect the interests and rights of young workers. It is the “Youth Community Union,” the first labor union of Korea by a specific generation. The Argus met Kim Byung-chul, a chairperson of the Youth Community Union, to interview him about his beliefs and goals.

**The Argus: Please introduce yourself.**

**Kim Byung-chul (Kim):** Hello, I am Kim Byung-chul, the 5th chairperson of the Youth Community Union. I have been working as the chairman since February this year, starting a two-year term.

**The Argus: Can you tell us about the Youth Community Union?**

**Kim:** The Youth Community Union was founded in March 2010. It is a generational labor union voluntarily created by young people to improve our labor rights. The Youth Union is a union that anyone aged 15 to 39 can join, regardless of the type

of employment like employees, the unemployed, temporary workers and permanent workers.

The number of union members at the time of its founding was around 60, but this year, the number has steadily increased to about 1,000. Plus, including support members over the age of 40 who give a lot of love and support to the Youth Community Union, there are about 2,100 people.

**The Argus: Please describe the ongoing and evolving activities of the Youth Community Union.**

**Kim:** Our activities vary from season to season. Nonetheless, generally speaking, we do planning work, governance activities and campaigns to stabilize employment and guarantee labor rights for young workers.

One of our latest representative activities was related to the recent death of a worker due to a poor environment and overwork in drama production. We complained with the victim's family to the company and made a space for negotiation. In response, the company made an apology and compensated for the mistakes. Through these activities, we have been taking action to inform and improve the real world that young people are working in.



©Youth Community Union Facebook page

▲ Members of the union protest in front of an Internet lecture company.



©Youth Community Union Facebook page

▲ The union members launched a campaign to improve the working conditions of the youth.

In addition to planning projects, we form partnerships with local governments and negotiate with the government. For instance, in 2014, we spoke to the Minimum Wage Council on behalf of young workers for the first time.

### ***The Argus: What is the differentiation between the Youth Community Union and other unions?***

**Kim:** The existing unions are supposed to follow a very complex and strict set of rules to form an agenda. Thus, there are some formalized parts. On the other hand, the Youth Community Union takes specific action for a case and carries out immediate and flexible activities.

I think it is the most appealing part for the young people to be able to work together. Whether you are working from one industry or another, whether you are a temporary or full-time worker, you can still be a member of the Youth Community Union. That is a core value of our union.

### ***The Argus: Is there any special reason that you have been a member of the union since turning 18 years old?***

**Kim:** I have done a lot of part-time work as a telemarketer and a staff at a cafe and hair salon. The injustice I felt in my work is nothing compared to those who visit us, but I have actually had unpaid wages and experienced emotional abuse at work. These are daily challenges faced by young workers, so I wanted to correct them. Meanwhile, in 2010, I met a member of the Youth Community Union and he introduced it to me. I was attracted by the new labor movement.

### ***The Argus: What is the meaning of your slogan, “Raise changes in your workplace?”***

**Kim:** With the regime being replaced and a new era coming, I think it is time to acknowledge the current working conditions of the youth and make actual changes in the workplace. Thus, I decided to set this slogan to produce tangible results on improving the working environment for young people. Also, it is important to develop real problem-solving skills at this point, almost a decade after the union was founded. It implies not just solving one case, but also having the ability to work with the government to create a channel of negotiation. It would be better to bring about social change.

### ***The Argus: What was the most impressive activity?***

**Kim:** I was most impressed when the minimum hourly wage for this year was set at 7,530 won (US\$6.71) last year. For this, we participated in the Minimum Wage Committee as a representative of the workers' party and tried to increase the minimum hourly wage by negotiating with other parties. After the wage increase was confirmed, I felt very excited and saw it as a great achievement.

Also, in the early days of the union's existence, I was very proud and felt rewarded when I accomplished even something small. For example, there was a case in which the head office of a large cafe failed to pay part-time workers a state holiday allowance. After remedying the situation, the victim came to us and told us that the headquarters agreed to pay billions of won to all of the victims. I think these results gave us the power to stay active.





©Youth Community Union Facebook page

▲ Members of the union wave with a banner welcoming the new members.

**The Argus: What has been the hardest part of your work on behalf of the union?**

**Kim:** The biggest and most realistic problem is that we do not have enough budget, given the overall business activities that we have and the missions we have been granted. The situation is especially bad for the branches. It takes a lot of money to keep up the labor movement, and I think this is a problem that cannot be solved at once. We will try to continue to expand our organization to address this problem.

I also felt that the existing political structure is limited to reflecting the voice of young workers. So we feel frustrated when we have insufficient results or our expectations are unmet because of established politics.

**The Argus: What are the problems that need to be improved in the working environment of the youth?**

**Kim:** The idea of a lifetime job, which was a popular concept for the older generation, has become obsolete for the younger generation. These days, young people are in a situation where they often have to move from one job to another. Thus, while policies for improving the working environment are important, serious consideration on a national level needs to be given regarding how to help unemployed youth.

In addition, within the workplace, powerful measures are urgently needed to eliminate any type of harassment and violence. Young people who have taken their first steps in society easily become victims because they are at the bottom of the organization. Instead of simply leaving it as an issue between labor and management, the government should strengthen new laws and systems to address it.

**The Argus: What activities are currently underway or being planned at the Youth Community Union?**

**Kim:** There is a representative organization for social dialogue between labor, management and government, which deals with the overall economy of Korea. We are working in there with other groups to actively use social dialogue institutions and to actively express our opinions.

In addition, our major projects include raising and improving labor conditions for young women, minimum wage campaigns through co-existence with small business owners and correcting the under-representation of youth in local elections.

**The Argus: What are your goals for the future?**

**Kim:** I want to reach the point where the power created by the union movement is more representative politically. Through it, I really hope a better world for youth to come. Furthermore, I wish to expand the number of union members to form a third-party labor union, and initiate a wave of social change for the youth.

**The Argus: Is there anything you would like to say to the youth, including HUFsAns?**

**Kim:** I believe the world is definitely changing. However, the changes can only be subtly felt in everyday life, so you might wonder if anything is really changing. Nevertheless, when you take a step back, the world is actually changing in the right direction. Still, a lot of effort is still needed in order for the world to get better. As more citizens and more parties speak out, it is possible for us to take a step forward, so I hope everyone will be interested in the youth labor issue and be encouraged.

Young people who take their first step into society are often treated unfairly and have poor working conditions because of their lack of job skills. However, it is not easy to speak out. Even so, there are people on the side of young workers who try to fight and become powerful advocates for them like the Youth Community Union. As long as these people exist, the problems of poor working conditions and unfair dismissal of young workers will gradually get solved. 📧  
 soso50x@hufs.ac.kr

# What Happened after Introducing the 52-hour Work Week?

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©BUSINESS WATCH

By Jang Yu-jin  
Staff Reporter of National Section

Recently, "Work and Life Balance" has emerged as an important factor of life due to the increasing number of modern people who are seeking a relaxed way of living. Work and Life Balance means pursuing a life that keeps a balance between job and leisure. In the same context, the "52-hour work week" was introduced on July 1 this year to shorten the working hours and ensure a healthier life for workers. Although the system has been in-process more than three months, it is true that there is still some confusion about it. The Argus looked into what is happening at this point in time and what needs to be improved.

## About the 52-hour work week

The National Assembly passed an Amendment of the Labor Standards Law on Feb. 28, 2018. This law shortened working hours per week. Previously, the Ministry of Employment and Labor interpreted a weekly unit as "five days on weekdays," and added each eight hours worked on Saturdays and Sundays as holiday work. However, after the law was revised, it was stated as "seven days a week," which reduced the maximum working hours from 68 hours a week to 52 hours.

As a result, the 52-hour work week was introduced on July 1, 2018, and workplaces and public institutions with more than 300 employees must observe the law.

Meantime, because the Labor Standards Law is a mandatory regulation for the protection of workers, they cannot work for more than 52 hours even though an agreement had been signed between employees and management. If they violate this law, employers will be fined a minimum of 20 million won (US\$17,897.09) or be sent to jail for up to two years.





## Positive effects of introducing the 52-hour work week

### A life with evenings

As workers' closing hour has been brought forward, they are able to live their lives. As a result, many employees began to spend more time with family and for self-development and hobbies.

As an example, employees in their 20s and 30s occupied 25.7 percent of the customers who registered for the lectures in the summer semester of the Culture Center this year at Hyundai Department Stores. This is nearly double compared with employees' proportion (13.1 percent) last year. Considering this trend, Shinsegae Department Store also expanded, by 10 to 15 percent, its lectures associated with Work and Life Balance such as "Wine Sommelier Certificate" and "Basic Drum" in the fall semester of the Culture Center this year.

Employees also watch diverse performances like plays and movies. Even the play "The 100-year-old Man Who Climbed Out the Window and Disappeared" had a promotion that discounted 20 percent of the ticket price to employees. Further, it is shown that employees are doing various activities such as registering at English academies or going to a gym to exercise.

Like this, many workers have become able to have "A life with evenings." One worker said, "A leisurely evening was formed surely after introducing this system, and I can spend more time on hobbies like watching movies."

### The rise in sales

Since the introduction of the 52-hour work week, there are places where sales are rising thanks to the consumption patterns of employees who get off work earlier.

According to Wemakeprice, an online shopping mall, sales of hobby-related categories such as coloring books and cross stitch increased 44 percent and 24 percent respectively, compared to July last year. According to an online shopping mall G-market, during July this year, sales of mixed martial arts gloves and yoga pilates clothes each grew 609 percent and 101 percent respectively, compared to the same period of the previous year.

In other words, workers are trying out self-development classes and seem to be enjoying hobbies more, which becomes a big factor in the sales' increase of various products. Seong Jae-min, a researcher of Korea Labor Institute said, "In the case of double-income households, the introduction of the 52-hour work week may have an effect of activating eating-out more. Further, it is expected that industries related to hobbies will be vitalized."



## Problems after introducing the 52-hour work week

### Decline of real wages by the shortened hours of labor

Some workers have sighed deeply after the implementation of the system, because their wages have also been reduced as much as the office hours were diminished. The purpose of the system itself is very good in that the government has been trying to have less over-worked citizens. However, the damage to workers caused by the decrease of income is an undeniable aspect. In a survey "Something changed after implementing the 52-hour work week" conducted by Incruit, an employment portal site, 18.1 percent of the 557 workers surveyed chose "reduced wages"; this was the largest part of the survey.

According to a worker at a wholesale store, "Shrunken salaries made living life more difficult, so we have demanded preservation of income from the company. Though, I am worried about how much the company can meet our demands."

Smaller businesses are facing an even more serious dilemma. According to the simulation of a report "Support plans for smaller businesses regarding the reduction of working hours" by the Korea Labor Institute, overtime work of manufacturing workers decreased by 12 hours from an average of 21.4 hours to 9.4 hours. Based on this, it was revealed that salaries decreased by 13.1 percent from an average of 2,960,000 won (US\$2,659.48) to 2,570,000 won (US\$2,309.07) a month.

### Damage to corporations that are too busy during certain periods

Companies that have to complete given work within a certain period of time are having difficulty due to the amount of legally reduced working hours. In addition,

## Social Insight

it is very hard to recruit new people due to the burden of labor costs, so work cannot be completed on time. However, there is still no additional law that considers these corporations.

For example, construction companies often have trouble in meeting a deadline. In particular, corporations that have already started construction projects prior to the introduction of this system are in an even more difficult situation than before. For example, due to the introduction of this system, the completion of a complex in Godeok-dong, Gangdong Ward in Seoul was delayed by two months. Consequently, the inconvenience of the residents also became inevitable.

If the construction companies do not meet a deadline related to work, they have to pay liquidated damages for compensation of deferment to the contracting parties. In the end, this leads to a deterioration of profitability as well as a loss of productivity.

### Ghost Work

Even if the working hours have been shortened, the amount of work they must do is not diminishing in most companies. A worker



who works at conglomerate said, “The workload to be done is fixed, and the allowed working hours are reduced, so it is very hard to finish work within the office hours in the company. This situation made business efficiency weaker than before.”

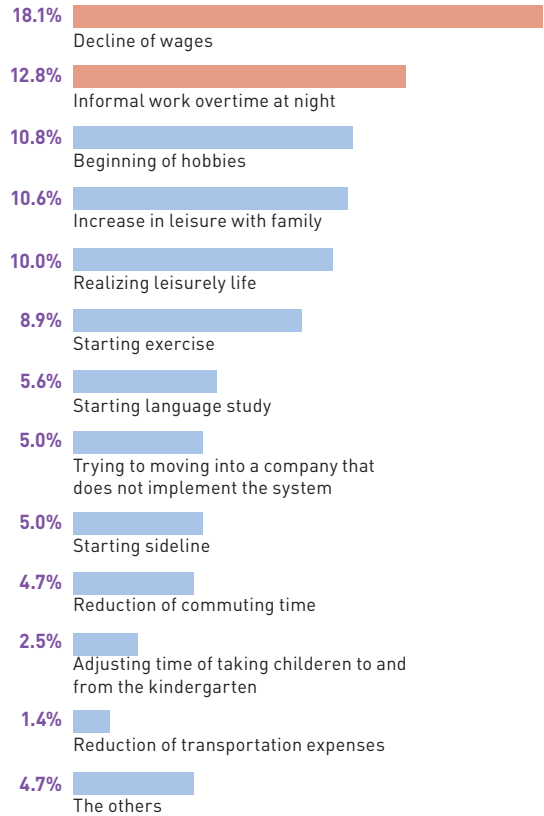
Workers eventually do overtime labor in their own house or at a cafe after getting off work. In the survey, “Something changed after implementing the 52-hour work week” conducted by Incredit, 12.8 percent of the 557 workers selected “Informal work at night,” putting it in the second place.

Moreover, since smart devices developed, a constant work environment is established through email, phone and message. These tools make doing overtime labor easier. Despite the implementation of the 52-hour work week, many workers have to do “Ghost Work” because of modern technology.

### What changes occurred after implementing the 52-hour work week?

Survey of 557 workers among Incredit and Albacall members

©Incredit-Albacall



### Methods to solve side effects

#### Raise of basic pay through a reset of the wage system

As work time decreases, workers are forced to receive reduced salaries. To solve this problem, it is necessary to look into various forms of the wage system.

Most companies in Korea provide workers with basic pay and additional allowances. With the introduction of the 52-hour work week, additional hours of work were reduced and additional allowances were also

decreased. In the end, low-paid workers can barely get by with low wages; extra wages are rarely given.

Therefore, considering this diminishment of additional allowances, it is necessary to reset the wage system in such a way as to reduce the burden on the workers by raising basic pay gradually.

### Expansion periods of flexible working hours

Flexible working hours should be extended to particular companies such as air-conditioner manufacturers or construction companies that are pressed with work in a certain period of time.



©WilliamsonBarwick

Flexible working hours system adjusts the weekly average working time of a certain period to 40 hours by shortening working hours of other days instead of extending them during certain periods. According to the current Labor Standards Law, it is possible to expand two weeks in accordance with the rules of employment and three months is possible if an agreement is reached between employees and management.

However, many companies claim that these periods are too infrequent. In reality, the Korea Federation of Small and Medium Business announced that the percentage of corporations that have implemented flexible working hours is only six percent, as shown in the “Smaller Business Opinion Research related to the reduction of working time” survey. Meanwhile, 48.2 percent of respondents, the highest amount, selected the option that “Periods should be expanded up to one year” for increasing the utilization rate of the system.

Therefore, it is necessary to adjust and expand working hours flexibly in accordance with the change in the amount of the products in order to improve the working environment and increase productivity. In addition, the government should arrange plans to offer detailed support for corporations that are confused or unclear about the law after the introduction of the system.

### Restriction on the number of business directions after work

In order to clarify the intention to reduce the working hours, it seems necessary to prepare measures to cope with situations in which work outside office hours is being performed. It does not mean that employees must not work entirely after leaving work. What this solution means is that a law that proposes flexible standards is needed in order to prevent employees from being forced to work.

In the case of France, an amendment of their Employment Law that forbade bosses from ordering work to employees by using digital devices was announced in 2017. The government let companies with 50 or more employees make an agreement that they should not send emails to each other during off-hours between employees and management. Since the legislation went into effect, French companies are technically blocking access to business after work. Michelin, a tire company, checks the number of times an employee connected to the company on the Internet, except during working hours, through a remote-control system and restricts access if the number exceeds five times a month.

To prevent the business commands of bosses entirely can be an extreme way when conducting work. Thus, if a law has written within it a clear number of times after which an employee will be restricted from accessing the company off-site, this would be helpful in eliminating the problem of “Ghost Work” gradually.

When the five-day work week was introduced for the first time in 2004, many concerns were discovered. Nevertheless, this system is being conducted very well in the present after overcoming such problems. As such, the 52-hour work week has still many problems, but the reporter thinks that the realization of “Work and Life Balance” and efficient economic development can be achieved enough through institutional complementation. 🇰🇷

*dbwls548625@hufs.ac.kr*



# Shining a Light on Elderly Education



By Jang Yu-jin

Staff Reporter of National Section

October 1 marks the “International Day of Older Persons,” a day made to raise awareness about social problems related to the elderly. The number of elderly people is increasing every year continuously, so the government has made various welfare policies such as educational programs for them.

However, compared to cities, the elderly education service in rural areas is insufficient in that the education does not continue to be progressive. After realizing these problems, Gil Hye-lim and Heo Chae-woon made a startup club “Silver Bridge” for providing elderly people with diverse educational opportunities. The Argus met them and listened to what activities they do for elderly people.



© Jang Yu-jin/The Argus

▲ Heo Chae-woon(L) and Gil Hye-lim show their sourcebooks made for elderly people.

## **The Argus: Please introduce yourself.**

**Gil Hye-lim (Gil):** Hello. I am Gil Hye-lim, a leader of Silver Bridge. I major in Economics at Sookmyung Women’s University.

**Heo Chae-woon (Heo):** Hi. I am Heo Chae-woon, a co-leader of Silver Bridge. I major in German Language and Culture at Sookmyung Women’s University.

## **The Argus: Please explain Silver Bridge.**

**Gil:** Silver Bridge is an entrepreneur club that

supports the elderly living in the rural areas and provides them with educational opportunities in order to increase their quality of life. Silver in “Silver Bridge” is a symbolic color for elderly people. Bridge means that we connect education between urban and rural areas, and act as a bridge between elderly people and other generations.

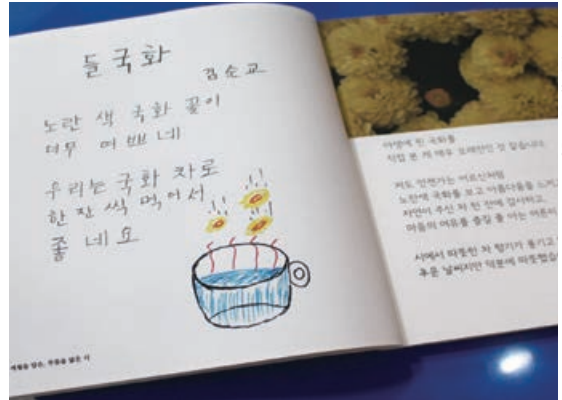
## **The Argus: How did you initiate the entrepreneur club, Silver Bridge?**

**Gil:** First, we learned about the problems related



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▲ Silver Bridge takes a photo after giving equipments required for the class to the seniors welfare center in the county of Bonghwa.



©Jang Yu-jin/The Argus

▲ Silver Bridge makes books with poems that elderly people wrote in person.

to elderly people’s Hangeul education in a business startup class. According to statistics conducted by the National Academy of the Korean Language, the illiteracy rate of people in their seventies is 19.8 percent. Although the illiteracy rate of Koreans is low in comparison with other countries, that of older Koreans is relatively high. Thus, we decided to inform others about these problems socially, and we progressed to “Daum Kakao Story Funding” for sponsoring a Hangeul school in the county of Bonghwa in North Gyeongsang Province. Consequently, we raised 1 million won (US\$894.85) as supporting money. With the money, we bought desks, blackboards and writing instruments needed in classes and delivered them to a Hangeul school. Through these experiences, we decided to offer a wider range of education, so we made Silver Bridge.

**The Argus: What activities did Silver Bridge do in detail?**

**Heo:** We participated in a social venture idea contest hosted by the Ministry of Employment and Labor, and learned how to put ideas into practice from many mentors. Then, we produced a “Poem that includes long years and resembles wrinkle,” a collection of poems that elderly people in Bonghwa county wrote first-hand, after learning Hangeul. Afterward, we had a gathering to commemorate the publication of a collection of poems and read the poems and reviews to them.

Furthermore, we made the poems in a calligraphy

style with assistance from experts. Then we sold them in a flea market for the purpose of using the money earned to educate elderly people. In the flea market, a mother explained the meaning of this event to her child and let him know the importance of the elderly education. In this respect, we think it was a good opportunity to impart things associated with elderly education to the people.

**The Argus: Does Silver Bridge have anything special unlike other elderly education programs?**

**Heo:** We think Silver Bridge has distinctive initiatives compared to the programs provided by the government. First of all, we offer practical and customized classes to elderly people, not only providing educational information.

Most education centers, such as Seniors Welfare Centers, are very modern because they usually teach foreign languages, computer and smartphone directions. However, we thought these types of education are not the most necessary part for the elderly. Therefore, we thought that classes in which elderly people participate altogether will help to treat elderly depression which is one of the problems of the aged.

To fulfill this, one of the plans is a “Makeup Lesson” at which grandmothers can apply various cosmetics. Also, elderly people can heal their hearts by participating in “Painting Murals” programs that make shabby murals beautiful.

### *The Argus: How about the circumstances in which elderly people are actually educated?*

**Gil:** The problems of Hangeul education are very serious in that it is concentrated in the city. In the case of the county of Bonghwa, a budget for Hangeul education costs 7 million won (US\$6,263.98) a year. By the way, most of that money is used for inviting teachers, so it is very hard to equip the schools with educational supplies. Even, inviting instructors periodically is difficult, due to the budget constrain. As a result, most programs are conducted only once or twice a year. In response, the government made classes as Internet lectures, but it is also difficult for the elderly studying.

Additionally, the county of Bonghwa can only select four senior-citizen centers a year, so those who do not belong to these four cannot receive education. Elderly people usually require one year to take the elementary course. However, if their senior-citizen centers are not chosen as education places in the subsequent year, they cannot take the intermediate course. Eventually, they have no choice but to forget Hangeul.

### *The Argus: How much interest do people have in the education of the elderly?*

**Heo:** People's interest seems temporary. When people see the education of the elderly in the media, they are interested in it for a while, but their attention does not last long. I think it is because the thought, "I am far from growing old," is dominant in society.

In the end, elderly education became distanced from people's attention. Therefore, I think it is important that these perceptions disappear and everyone should continue to be interested in elderly education.

### *The Argus: What do you want to change the most socially through Silver Bridge activities?*

**Heo:** Our goal is to make a social atmosphere in which people respect the elderly and to change awareness about them positively.

People often have perceptions that elderly people are always one step behind in the transitioning of society. However, there is an African saying, "If an old man dies in a village, it is like a library burns." Like this, the elderly have wisdom and know-how on

life. Nevertheless, as they currently are separated from society, they cannot show their wisdom.

Accordingly, we think if we make many opportunities to be able to communicate between elderly people and the younger generation, a perception that elderly people are also members of society can be formed.

### *The Argus: What are your future plans?*

**Gil:** We are trying to establish a profit model for solving problems of financial support. As well, the elderly who live in the countryside have difficulties in coming and going to the Seniors Welfare Center due to long-distance commutes. Therefore, we will try out best to eliminate these issues by meeting with many social enterprises and entrepreneurs.

### *The Argus: Do you have any messages to convey to the readers of The Argus?*

**Gil:** Although the first button of life is important, fastening the last button well is also significant. Thus, we hope society will grow in the direction of having a lot of attention on the education for the elderly. To do this, we want you to think first about the problems of the aged and about what kind of environments you want to live in when you become an elderly person. Based on this, all members of society should make efforts to create such a good environment. Moreover, we hope you always remember that your interest can be helpful to the elderly.

After understanding the problems elderly education faces in rural areas, Silver Bridge has progressed with various activities, like Hangeul education. The reporter hopes their sincerity and endeavors for informing people about these types of problems will reach into the mind of everyone. Furthermore, we should strive all together to provide a better educational environment through sympathy and a steady interest in the elderly. 📧

*dbwls548625@hufs.ac.kr*

# GlobeeDorm: How Can It Be Improved?



By Na Geum-chaе  
Staff Reporter of Campus Section

The construction of Global Hall, the new dormitory on Seoul Campus, is nearing completion. This raises the expectations of HUFSSans as it can increase the number of dormitory accommodations on Seoul Campus. However, problems with the current dormitory operations still remain, and the debate over the issue and complaints from students are being repeated.

A dormitory is a shelter, one of the three basic necessities of life. Thus, the residence hall's impact on students' welfare and convenience is significant. In response, The Argus looked deep into the loopholes in the GlobeeDorm's system to find solutions to improve them.



▲ GlobeeDorm is an on-campus dormitory for HUFSSans.



▲ Global Hall is in its finishing stage.

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### What troubles HUFSSans?

#### Inequality of GlobeeDorm's allocation

The distribution of dormitory rooms that does not take into account the gender ratio is causing gender inequality in the selection process of HUFSSans who live in the GlobeeDorm. Considering the gender ratio of HUFSS freshmen for three years (2015-2017), the average value was 1:1.44 (Male : Female). However, the GlobeeDorm can accommodate 303 male and 359 female students, which shows a ratio of 1:1.18.

As a result, female students are at a disadvantage in entering the dormitory due to the unfair room distribution that does not match the student's sex ratio. In particular, gender inequality is a more serious situation in that male students have to take at least two years off due to their military duties. That means that the real competition rate for male students to join the dormitory is even lower.

In addition, female students' rooms are located on the eighth to twelfth floors, which are less accessible than male students' rooms located on the fifth to seventh floors. Furthermore, during rush hours, the elevators are crowded, which means that the actual time required is extended. The problem is getting worse as there are no other ways than elevators, as staircases are blocked to prevent access between the opposite sex.

#### Unconvincing selection result of GlobeeDorm

Student's misgivings about the outcome of selecting students who live in the dormitory have also been repeated. The GlobeeDorm accepts students based on their academic records (70 percent) and commuting distance (30 percent). However, there is constant doubt among students as to whether these are the true requisites for applicants.

"I have a friend whose entrance examination score and commuting distance are similar to mine. However, only my friend got into GlobeeDorm. I wonder what factors of mine were lacking," a student of the Division of Chinese Foreign Affairs and Commerce who failed to qualify for the first semester of the 2018 said.

One of the voices from Everytime, a famous social media group, claimed, "I did not get into GlobeeDorm

even though I got around 4.0 points out of 4.5 on my academic record. I can not even guess what the cut-off score is. It is too unclear." Like this, there are many students who have mistrust of the GlobeeDorm's selection results.

#### GlobeeDorm's lack of capacity

Some people point out that the maximum capacity of GlobeeDorm is too small. According to the Korean Council for University Education's data, HUFSS can accommodate 15.7 percent of undergraduates in dormitory accommodations. This figure is lower than the average rate of universities located in Seoul, 16.1 percent. Also, Kyunghee University, located in Dongdaemun Ward, the same area as HUFSS, recorded 19.3 percent.

However, this current occupancy rate is the sum of the Seoul Campus and the Global Campus. The actual dormitory accommodation is even lower when we only look at the Seoul Campus. Compared to 656 undergraduates who can live in the GlobeeDorm in the second semester of 2018, the number of students on Seoul Campus is estimated at 7,039. Therefore, the dormitory accommodation rate of Seoul Campus will remain around 9.31 percent.

The expiration of the contract with "Dasung Easevill," an off-campus dormitory, is worsening the problem. Although HUFSSans can personally make an agreement with Dasung Easevill based on a first-come-first-served basis, it is quite different from when Dasung Easevill was used as a school dormitory. It has different selection criteria to those of HUFSS and sets higher room charges.



### Where did these problems come from?

#### Administration of dormitory without change

The fundamental cause of the problem is that the GlobeeDorm has not reflected the changes of HUFSS since the establishment. As for the gender ratio of freshmen at HUFSS over the past three years, the proportion of female students is increasing. However, this trend was not reflected in the GlobeeDorm's selection process. As a result, the problem is getting worse.



According to the Management Team of GlobeeDorm, “We allocated more rooms for female students because HUFSS is a university that many female students prefer. There are practical challenges in increasing the number of female students’ rooms.” However, it is regrettable that no other action has been taken due to simple administrative difficulties.

In case of the rooms for female students on the upper floors, the purpose and effectiveness of this allocation are hard to understand. The Management Team of GlobeeDorm said, “If the male students’ rooms were located on the upper floors, there could be a possibility of them accessing the female students’ rooms by passing the floors where they are located.”

However, there is also a possibility that female students can break into the male students’ rooms. Therefore, the idea of the school that placed female students’ rooms on upper floors to protect them and prevent the possibility of misunderstanding from outside is somewhat incomprehensible.

### Restriction on information of selection criteria and results

HUFSSans lack access to information about the selection and results. The dormitory selection process is conducted in such a way that the school chooses students to live in GlobeeDorm based on criteria, and students can only check whether they were admitted or not. Under this system, students cannot have as much information as the school has.

For the standards, the ambiguity of the commuting distance score is the biggest problem. Unlike academic credits with clear figures, distance points are vague since their manner of reflection is not clearly revealed. The average score and cut-off points of those who pass the dormitory selection criteria are also not disclosed, which leaves rejected students wondering why they were not selected.

In response, The Argus requested an interview with the Management Team of GlobeeDorm and investigated the standards of the distance scoring criteria. According to the Management Team of GlobeeDorm, non-capital areas are given 30 points. Non-capital areas that cannot be reached by subway and capital areas that can be reached by subway are given 20 points. Lastly, capital areas including Seoul are given 15 points. The reason for nondisclosure of the criteria is that schools do not feel the need for

disclosure, and there is no formal discussion regarding distance scores among students.

### Impediment due to a government policy

Constructing a new dormitory is a very difficult project to execute under the current law. Dormitories are classified as urban planning facilities in accordance with Article 15 of the Act on Comprehensive Plans for Construction in The National Territory. When a university wants to build urban planning facilities, it must pass the review by the city planning committee, including city officials, public officials and outside experts. Also, the land should be approved for construction by the government.

However, this is possible only after the local community is persuaded. For example, Hanyang University could only construct a new dormitory after reducing the proposed size and capacity because of opposition from local residents for two years. Kyunghee University also underwent the similar trial and error. As a result, the government, which has to consider the whole local community, has found it difficult to show active support for the new dormitory, and students are the ones inconvenienced.

Moreover, there are no additional regulations on the size and accommodation percentage of dormitories. Prior to 1996, the Decree on Standards for the Establishment of Universities and Colleges stipulated that a university’s or college’s dormitory accommodation rate should be 15 percent or more of the student body. However, relevant clauses were deleted in the process of being replaced by other regulations in 1996. This eliminated the duty for universities to maintain a certain accommodation rate.



### Any feasible solutions?

#### Redistribution of rooms in GlobeeDorm

It is imperative that HUFSS recognizes the problem of the Seoul Campus and redistributes the rooms to fit to current students. In other words, practical actions should be taken, such as turning some of the male students’ rooms into female students’ rooms.

When looking at the gender ratio of students entering Busan University of Foreign Studies, another university which specializes in foreign language

education, for three years (2015-2017) the average value was 1:1.14 (Male : Female). The distribution of dormitory rooms shows a ration of 1:1.89, which gives thoughtful consideration to female students.

As for the female students' rooms located in the upper floors, Kyunghee University can be an example. In Kyunghee University's Happy Dormitory A, each floor has male and female students' rooms. This is a good alternative in that access to the dormitory can be maintained at similar levels for both genders. Most of all, the Management Team of GlobeeDorm should try to solve the problem focusing on making sure that students' demands and needs are well reflected.

### Selection by open and clear process

The ambiguous standards should be supplemented with reasonable and understandable descriptions in detail. The selection process should be also transparently revealed so that students can accept the results. For example, the criteria of distance points have not been disclosed clearly. They must be opened to the students. Also, a more specific evaluation method should be done based on the actual distance from campus for each city or province.

The Gwanak Residence Halls at Seoul National University require a GPA above 2.7 from undergraduates. In addition, they prohibit students whose parents are living in Seoul or its suburbs. This is a proper policy for students who live in rural areas and need to live in a dormitory.

The dormitory selection result notification system, which cannot confirm anything other than whether he or she passed or failed, should also be changed. Disclosing the average scores and cut-off points will lend results more credence without exposing other people's personal information. Moreover, students can be prepared in advance for the case of not being accepted. Therefore, it is a realistic and practical alternative that can contribute to the welfare of students and increase their convenience.


### Management of off-campus dormitory and cooperation with society

Considering the size of GlobeeDorm, it is difficult to recruit additional students. If it is hard to increase the dormitory accommodation percentage and not easy to build a new one, managing an off-campus dormitory

using nearby facilities is the most reasonable alternative. Dasung Easevill would be able to serve as a school dormitory through contract renewal. Also, further contracts with other buildings should be made to increase the accommodation percentage.

It is necessary to cooperate with the local community to lay the foundation for a new dormitory in advance. Global Hall can be a good example, which is planned to be completed. It is already signed with Dongdaemun Ward for a language mentoring program. This is an excellent alternative to assuage the community's opposition as it can improve the benefits of residents. If such a background is established, it will be possible to carry out the project without any major conflict when new dormitories are available.

A solution of Sungkyunkwan University's natural science campus is also brilliant. The students that live in the dormitory are encouraged to officially change their addresses. Therefore, students become the local voters and form a social platform to incorporate their demands into government policy. This is a brilliant solution, not only because the welfare of students' rights living in dormitories is guaranteed, but also because students can make suggestions on a level playing field with local residents.

In order to strengthen the competitiveness of a university, it is necessary to provide life-related support, such as for housing problems. As can be seen through "Maslow's hierarchy of needs," once physiological and safety needs are satisfied, people can move on to the sense of belonging. If the dormitory accommodation problem is resolved, HUFSSans will be able to feel secure at HUFSS. Also, they can increase their sense of belonging and self-esteem as a HUFSSan. The Argus hopes that the problems related to the GlobeeDorm will be improved as soon as possible, allowing HUFSS to become a university where HUFSSans are satisfied and proud of their university. 

*nak3096@hufs.ac.kr*

# Assa

## The Popularity of the Unpopular

•  
By An Kwan-ho

*Staff Reporter of Campus Section*

“I think they think I’m a bit odd, you know. Some people call me ‘Loony’ Lovegood actually,” calmly spoke Luna Lovegood, a character from “Harry Potter,” a novel that has enchanted billions of hearts. In the book, both Lovegood and her schoolmates seem uncomfortable with mingling with each other because of her somewhat quirky personality, which makes her spend most her time by herself. If she were such a student on a Korean campus, she would be called as an “Assa.”

This slang word had been widely applied to a person reluctant to socialize with others due to a certain event or circumstance. The meaning, however, changed into a broader application, and many people even call their own as such. In order to illuminate the source of this phenomena, The Argus shed light on the Assas, whose various reasons triggered them to be the minorities in campuses.

### Details on campus buzzwords

Assa is a Korean pronunciation of the abbreviated term of the word, outsider, referring to people who do not socialize, spending most of their time alone. Rather than the term's dictionary definition, it is understood as the meaning of "a loner." The buzzword has been mostly used by university students in Korea, which is now also popular among teens.

"Inssa," on the other hand, is a derivative from a word, "insider," which harbors a rather different meaning to the original, "someone is involved in a situation." The term is used for those who belong to the center of social circles on campus.

### The emergence of "deliberate Assas"

In the recent past, Assas were recognized as those compelled not to socialize due to a certain reason or event. One remarkable change is the expansion of the meaning of the term, subsuming "deliberate Assas." These new figures are rather different to those who had been called as Assas before, deliberately excluding oneself from the others.

"I am not really fond of meaningless social interactions," claimed a student of Business Administration, who calls himself as a deliberate Assa, unlike the majority. "I think it is a waste of time hanging around with people I dislike and coming up with topics to talk about while wearing a plastic smile," he claimed.

The emergence of deliberate Assas is indeed of impression, considering the prevalent sense of community. The number of the deliberate, opting out the opposite route to the mainstream, is remarkable. The birth of the new usage of this due to the recognition of such a trend by the public raises questions about what the essentials of an Assa lifestyle are.

### Homo inevitabilis: Those who had no choice

On top of the deliberate, another form of loners has emerged, who had to be Assas so as to arduously pave their future career paths.

Lee Seung-hyun, a junior of Chung-Ang University, preparing for a Certified Public Accountant (CPA) examination said, "Since the exam is both difficult and high stakes, I do not have a chance to participate in various activities on campus." On top of that,

he claimed, "All of my friends who are preparing for the same exam tend not to spend their time on those as much as they did in freshman and sophomore years."

It has been prevalent for senior students in universities to gradually recede from social circles. Such a tendency, however, also can be witnessed in a few freshmen as well nowadays. Campuses are now rife with new students who hold back from social activities, embarking instead on rather premature and lonely journeys on their yellow brick roads.

"In order to transfer to the college of pharmacy, I am currently investing a great deal of time in the Pharmacy Education Eligibility Test (PEET)," claimed a student of Korea University. "And the number of freshmen preparing for the same or other exams is no less in short compared to that of upper graders," she added.

### Byproducts of the trend

As Assas are diverging into various types, they are also being called by new names, such as "Pro-honbaper," and "Dokgang-er." The derivative from the concept of Assa, Pro-honbaper, referring to a lone gourmet, is a compound word of "professional" and "Honbap-er," of which "Honbap" stands for eating alone. The latter, similarly, indicates an individual attending classes by oneself without any acquainted peers.

It is a sense of humor proposed against alienation from the majority that underlies such witty titles. The sporadic emergence of related terms signifies that the concept is changing its contour into palpable cultural phenomenon as it permeates into campuses across the nation. Such a trend can hence be interpreted as imbibing the feeling of isolation in a joyful manner, by coining such jocular names.

In the same vein, derivative contents, harboring the sense of alienation, are being churned out, attracting the public. "NO. popularity.human," a Facebook page of which the devout call themselves "the

unpopular,” is one of the examples of this cultural trend, boasting almost 55,000 followers. “I think that it attributes to those in their 20s whose playful approach to such bleak ideas as alienation converts it into humor, rather than taking it seriously,” replied the website manager upon a question regarding its paradoxical popularity.

### Personality Traits: Extraversion-Introversion and biological factors

Some may like a renowned tenor for the single reason of being loved by the majority. Others, on the contrary, dislike the singer, for they believe in their own idea that it is extremely rare for those beloved figures who well deserve it. Carl Gustave Jung, a Swiss psychiatrist in the early 20th century, suggested his theory of Extraversion-Introversion alongside with the above metaphor, classifying the human personality into bifold categories.

Jung’s theory on personality traits takes his audience on a brief tour on the motivation of Assa-like behaviors. Introverts tend to act upon their own personal orientation, according to his theory. He insists that the introverts are not interested in universal values, such as the preference of the popular, but are prompted by their subjective information stemming from the very selves. Hardly are they ignorant to the merits of abiding by such norm as “getting along well with others,” but they merely do not subscribe to the pervasive ideas due to a discrepancy with their own notion. Introverts with whom Assas can be identified thus can be understood as deliberately opting to be the minority in campus, since they do not consign themselves to such prevalent ideas, which hardly motivates them.

Based on Jung’s dichotomy on human personalities, an array of experiments have been undergone in order to associate the difference with biological attributes. A research, “Differences in regional brain volume related to the extraversion–introversion dimension—A voxel based morphometry study,” conducted by Stockholm Brain Institute, illuminates the correlation between a person’s propensity for socialization and the brain structure. For both gray and white matters, the research discovered that all correlations between extraversion and regional brain volume were negative. Introverts were found to have larger grey and white matters in brain covering some regions such as the right prefrontal cortex—a part known to be involved in behavioral

inhibition.

### The current trend of individualism

Assa in the recent past was an “Assa” itself, no more than a plain name. Then how could those marginal individuals in universities establish themselves as drivers of new campus culture?

The advent of individualism in Korean society can be the factor that eroded the predominant values of collectivism. The shift in the ambience has been embodied in the result of a recent poll that manifests changes in people’s priorities.

Undergraduates who call themselves as deliberate Assas amounted to 45.8 percent among the total of 889 students, according to a survey conducted by Albamon, a Korean version of LinkedIn for part-timers. They rated their lifestyle of solitude as 7.2 out of 10 on average, a rating score that implies a considerable degree of satisfaction. Many respondents replied with reasons such as: “more convenient without caring about others,” and “being sick of relationships,” measuring up to 67.7 percent and 22.3 percent, respectively.

It is noticeable from these responses that individualism is infiltrating into every single segment of Korean society, including campus life. A great deal of respondents seemed to emphasize individualistic values and traits, such as “one’s own convenience” and “skepticism on forming relationships.” Considering the individualistic impressions that surfaced on the responses, the birth of new Assas and related contents seems inevitable.

### Survival of the fittest

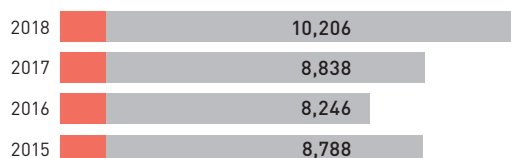
The devastating competition in the job market is accelerating the spread of Assa culture in campuses. The unemployment rate of the demographics of 25 and 29-year-olds reached 9.5 percent in 2017, of which the rate of increase recorded 50.8 percent compared



### PEET



### LEET



▲ The number of applicants for the examinations shows a steady rise over the past few years.

to 2007, according to Statistics Korea, a governmental institution. It is no wonder that students dismiss befriending with schoolmates, but devote oneself into practical breadwinning after graduation.

On account of the unprecedented saturation in the job market, many undergraduates are embarking on their pursuit of professions of which the trend impels students to be Assas. Never do the fierce competition and instability of employment seem to subside, and this has led a great deal of college students in Korea to deem it less attractive to seek a position at a private company than in the past. Many of them thus decide to arm themselves with expertise and a license for a certain profession in order to remain competitive. Such growing tendencies also illustrate that the importance of various social activities, such as interacting with diverse individuals through colorful experiences, has diminished.

In order for an individual to be engaged in such professional occupations, prerequisites are undoubtedly “professional” knowledge and skills, rather than extracurricular activities students can experience during the years in college. Requirements for a prospective employee of a private company, on the other hand, are much different to those of professionals.

“Activities such as clubs are the miniatures of many companies,” answered a personnel manager of a domestic business as for the question on the importance. “Through the experience, students can learn and experience what they will face in the business environment. It is therefore more important in private sector jobs than other professions,” he replied.

When it comes to specialized jobs, in contrast, a requisite diploma and certificate are mandatory for

the entitlement. The effort, also, to be afforded for thorough understanding on one’s expertise and a following certificate is somewhat incoherent to that of joining a business, for it is one’s own struggle. Those burgeoning examinees hence do not necessarily take part in such activities.

### Shadows of solitude

The emotion of loneliness, accompanied by the way of living as an Assa, can impinge on the individual. Being an Assa is not by any means synonymous to shoving oneself into a bottomless depression, for personal characters differ in each individual by which the degree and consequence due to the loneliness vary. Harboring such a negative emotion itself, nonetheless, never seems desirable, since acting upon one’s personality and feeling lonely are in different realms.

Loneliness, or social pain, and physical pain were discovered to indicate a strong associate with each other, according to a study conducted by a faculty of UCLA. Naomi Eisenberger, a university professor, unraveled the fact that both social isolation and physical pain derive from a response in the same brain region, the dorsal anterior cingulate cortex. Her finding suggests that the distress can impose detrimental effect as much as a tangible damage.

The emotion, in addition, ramifies into an array of bleak facets that can adversely affect individuals. Roy F. Baumeister, a renowned psychologist, and his research team unearthed the correlation between intellectual ability and loneliness through a placebo personality test by telling a group of undergraduates that they will be ostracized in the future, and the opposite to the other. The results displayed a striking contrast between the two, of which the average IQ score of the control group outwitted that of the dismissed. Another experiment held by Wharton Business School identified that the more an employee feels loneliness, the more one’s capabilities become impaired, ranging from individual job performance to

contribution to group members.

## Indelible stigmas on Assas

As Korean society imports individualism nowadays, people are witnessing a transitional period of social change. Due to the remnants of collectivism, meanwhile, the burden of the Assa lifestyle does not seem to recede any as the two values collide.

Hofstede Six-dimension Model, an index that reflects cultural inclinations of countries across the globe, indicates that South Korea gained 18 out of 100 points in the “Individualism” dimension. The United States and Japan, on the other hand, received 91 and 46, respectively, on Individualism, of which the latter is regarded as a considerably collectivistic nation. Compared to other cultures, it is observable that collectivism still is dominant, playing as a mainstream sentiment underlying Korean society.

Isaac Yun, a Korean-American exchange student in Yonsei University, replied obliquely to a question regarding the Assa culture on Korean campuses as, “I definitely see things going on in Korea.” Yun, who is a student of Berkeley University, also claimed, “Even my American friends in Yonsei, who are also exchange students, told me that they are usually fine with eating alone in the States, but uncomfortable in Korea. My other friends in Berkley are usually fine with doing things alone.”

The sense of reluctance toward being an Assa, stemming from irremovable social residue, is leaving a trail, especially on social networks. An YouTube video, titled as “To Be an Inssa, I’ll Tell You How!!,” illustrates how to become popular among college friends, which drew more than 100,000 views. The deluge of videos with the similar contents on the website implies that hardly does the recent influx of individualism dispose of stigmas on Assas applied by the existing collectivism.

“However prevalent people do things by themselves, such as eating alone, I still feel uncomfortable with it,” says Kim Min-ji, a student of Sungshin Women’s University. She expressed her unwillingness to be called as an Assa, claiming, “I am worried about what others would think about me when being alienated from the majority.”

## What Assas may sacrifice

Hardly can the perks of being an Assa be overlooked.

One of the advantages of divesting oneself from social circles, is enabling the person to escape from the tacit obligation on participating in unpalatable gatherings, thus securing additional time for one’s own sake. Despite the merits in which Assas can bask, its setbacks prevail.

Isolating oneself from the others can result in a curtailing in the number of opportunities to cultivate social skills, compared to so called Inssas. Early-20-somethings just fresh out of high school tend to undergo a drastic change in lifestyle as they proceed to a college, a stepping stone to a broader world. They hence acquire qualities via novel experience, including how to socialize with the unacquainted. However abounding other opportunities may be, it is no more than narrowing the scope of choices for individual growth in a broad sense.

Aside from impeding self-improvement, Assa lifestyle is often followed by some drawbacks. Many gatherings and clubs on campus often double as channels of information. Excluding oneself from such social circles, thus, can lead to asymmetry in useful information compared to those actively participate in those occasions. “The more circles you join, the more people you can get acquainted with, ranging from students in other majors to graduates” said a student majoring in Political Science and Diplomacy. “It is often helpful to know many people in those gatherings, and acquire much information afterwards.”

It is not important whether to be called as an Assa, for one’s mode of life cannot be subject to valuation, but is mere preference. It is, nevertheless, inevitable to experience shortcomings of being overly immersed into either side. Rather than circumscribing oneself to a certain pattern, it is imperative to take an eclectic approach by adopting what is best for oneself from the either side.



*ssk01144@hufs.ac.kr*



©Chilhadam

By Na Geum-chaе

Staff Reporter of Campus Section

Volunteer activity and talent donation. Many of you have probably heard of these expressions, but think they represent something challenging. There is a good example that breaks this psychological distance. A mural volunteer activity club, “Chilhadam,” actualizes an individual’s passion for painting and social service at the same time.

Founded in 2012, Chilhadam is an outstanding club that carries out meaningful projects by painting murals based on the efforts and ambition of its members. In October, designated as “The Month of Culture” to enhance the understanding of art, The Argus met Chilhadam. Here are stories about people who create a colorful society with enthusiasm.

Interviewees

**So Hyeon-jin** Dept. of Spanish '17, President of Chilhadam

**Um Hee-su** Language and Trade '17, Vice president of Chilhadam

*The Argus: Please introduce “Chilhadam.”*

**So Hyeon-jin (So):** Chilhadam is a club that actualizes the passion and devotion for art simultaneously through painting murals. We bring people together through the creation of art that improves the quality of life in our community.

*The Argus: Please tell us about Chilhadam’s activities.*

**Um Hee-su (Um):** Our work can be divided into on-campus activities and off-campus activities. For school activities, we receive requests from each college or department and draw murals in the student council room. The most recent project was “College of Chinese Project” during summer vacation.

“Imun-dong Project” and “SOC, SOC” are a few of our projects that we have conducted outside of campus. We have been doing the Imun-dong Project

since Chilhadam was first established, drawing murals on the walls of Imun-dong. The SOC, SOC is a talent donation camp sponsored by the Ministry of Education. College students visit elementary and middle schools to operate their own programs that convey the messages of sharing, communication, learning, challenge, fun and healing. We sometimes get the request to beautify walls, and we only accept if it is for walls that can be seen and enjoyed by many people.

**The Argus: What are the differences between school and off-campus activities?**

**So:** As school activities are usually conducted indoors, they are easy to manage. However, there are many factors to consider when drawing murals, such as windows and furniture. Therefore, more careful measurements should be taken during the actual planning process.

For off-campus activities, on the other hand, we should keep a close eye on the work and touch it up constantly. However, a wall is usually shaped like a rectangle and has fewer obstacles, making it easier to measure the wall's size. In addition, it has a relatively large space for expression, allowing us to freely draw various items that harmonize with the concept.

**The Argus: What made you participate in Chilhadam?**

**So:** I wanted to do volunteer work when I got into university. However, I agonized over which club to join as my hobby is drawing. Also, I thought that joining more than two clubs would be hard for me to manage. In the meantime, I heard about Chilhadam at the freshmen orientation. It sounded so interesting in the sense that I could do both things that I wanted, so I ended up joining Chilhadam.

**Um:** I like drawing even though I am very poor at it. I wanted to join a club to help me practice my painting skills in university. However, what most of the painting clubs at HUFSS pursues collides with my expectation, as they mainly seek pure art. For Chilhadam, however, poor drawing ability was not a big deal. Also, it was very attractive as I always had dreamed of drawing murals. As a result, I became a member of Chilhadam.

**The Argus: What advance preparation do you need to draw murals?**

**So:** The mural painting begins in earnest after selecting the theme. We choose it based on the client's opinion or surroundings. If our customers authorize us to freely paint the murals, we focus on reflecting the environment or landscape to murals. "Ihwagyo Project" is the epitome of harmonious work. The client of Ihwagyo Project let us freely decorate the wall. As we measured the actual size of the wall, we found a vine hanging down from the top of the wall. Thus, we set up the subject as a jungle and conducted the work. The result was very satisfactory as murals blend in well with their surroundings.

**The Argus: What is the most memorable episode during your club activities?**

**Um:** Ihwagyo Project, one of the biggest projects we have done before, was very impressive. We worked for four days, and there was a boy who had come to watch our whole process. Out of nowhere, he left a bear mark on the edge of the wall. We were obviously flustered as it did not fit the main subject "Jungle." However, we decided to leave it because of his affection for the mural.

In addition, we spilled yellow paint on the sidewalk during the project. It could have been left as a stain, but we covered it by drawing sunflowers on it. Because



▲ Chilhadam fills out the jungle on the wall.



▲ Chilhadam covers the yellow stains by drawing sunflowers.



## Round Talk



©Chilhadam

▲ Chilhadam and elementary school kids draw murals together at SOC, SOC.



©Chilhadam

▲ Three of the Chilhadam members draw leaves for the Ihwagyo Project.

the murals at Ihwagyo reflect the warm hearts of Imun-dong residents and convert accidental elements into art, it is the most memorable project for me.

**So:** SOC, SOC at Seotan Elementary School in Gyeonggi Province is deeply implanted in my memory. From the perspective of a voluntary service club, I thought SOC, SOC was a new experience that we could not do during the semester. It was very refreshing to not only do volunteer work with painting murals but also use our talents to help children. In particular, our young students provided many brilliant ideas based on a strong attachment to their ideas. Although it was a little difficult to coordinate children's opinions so that they could be reflected in the murals, we had an unforgettable time thinking about the murals from a different perspective.

**The Argus: What was the hardest part during the work of Chilhadam?**

**Um:** There was nothing really hard to do, but it

was little tough to find walls because the walls were limited and the work requests were irregular. To overcome this problem, we have expanded our public relations to Instagram and YouTube. Also, we made a phone call to Dongdaemun Ward office to inquire about naked walls. The physical aspect was also a bit of a burden. Wall paintings hurt our shoulders and thighs very much. They throbbed with pain all day. However, it did not matter because of the excitement and satisfaction we felt when we compared the photos before and after we painted the murals.

**The Argus: What is the last thing you want to say to HUFSSans?**

**So:** Simply with pure passion, anyone can paint a mural even if there is no artistic sense. I think seeing the nasty walls covered with murals is one of the things you can only experience in Chilhadam. We hope that many people enjoy our wall paintings and wish to make the world a better place.

Dongpirang Mural Village in Tongyeong, South Gyeongsang Province, Gamcheon Culture Village in Busan, and Goso-dong Mural Village in Yeosu, South Jeolla Province - they are all famous tourist attractions with beautiful wall paintings. These towns offer us an opportunity for a pleasing aesthetic experience simply by their existence. However, when the murals are combined with the message its artists intended to capture, they tell a story to us that makes the space brighter beyond the objects of appreciation. Chilhadam leaves traces of the passion and devotion in various places through murals, and shares them with many people. The Argus looks forward to Chilhadam's future, as they have a good influence on society. 📷

*nak3096@hufs.ac.kr*

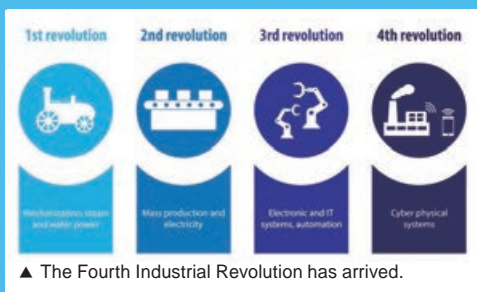
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# THE 4IR IS HERE! ARE YOU READY?

By **Lee Jun-young**  
Staff Reporter of Culture Section



The largest robot exhibition in Korea will be held at KINTEX in Goyang, nearby Seoul, from Oct. 10 to 13. The exhibition will introduce robots that combine the latest technologies from fields such as artificial intelligence and big data. The latest science technologies introduced at this time may sound quite unfamiliar to college students. However, these technologies are actually embedded in our daily lives in a variety of forms, such as Kakao Pay and other smartphone applications. The Argus looked into The Fourth Industrial Revolution (4IR) to learn more about the latest science technologies and related services that students are actually using in their real life.

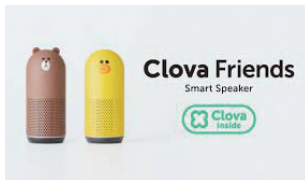
The 4IR, how are we enjoying it?



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- ▲ Google Photos offers a variety of convenient functions such as safe backup and automatic labeling.
- ▲▲ Google Translator provides new language services from various countries.
- ▲▲▲ Naver has released AI speakers called Clova.

**Artificial Intelligence (AI)** | AI is a field of computer science and information technology that utilizes the senses cognition, and sensibility of human intelligence through computer technology. The AI includes “natural language processing” like automatic translation, an “expert system” for replacing various kinds of human tasks and “photo and voice recognition” processes.

It is easy to find popular examples of how AI is applied to Google and smartphones, especially those which are used by university students. First, Google uses this technology for photo classification and editing. Photo classification refers to creating albums by categorizing the existing photos according to the photos’ characteristics. For example, AI recognizes the kinds of pictures and categorizes them by itself, helping to sort out photos of the same person, and further classify them into the same album.

In addition, Google Translator is becoming more and more accurate as it evolves, and newly added languages are reflected instantaneously so that they can be used more effectively. Especially, abbreviations and new coinages are also translated correctly, indicating that the problems previous translators had are being remedied. Student Lim Hye-jin from the Division of Media and Communication said, “I tried new words on a translator to see if it would be translated. Surprisingly, it was completely translated. Language is just a reflection of trends as there are buzzwords and grammar changes from time to time, and Google Translator seem to have the advantage of applying them quickly to always translate best.”

AI speakers are also very popular in Korea. It offers a variety of services ranging from providing information related to real life to simple conversational practice pieces in English. In particular, Korea’s search engine Naver developed an AI speaker called Clova. The Clova combines the AI translation app with a speech recognition engine to enhance the accuracy of AI speakers. The AI speaker also offers a music streaming service, beyond simple conversational capabilities, and information about weather and movie popularity rankings.

**Big Data** | Big data is a technology that collects large amounts of information which it then stores, manages, and analyzes. In particular, companies need more data analytical capabilities, such as online and offline consumers’ behavioral information. There is a trend toward many services being able to provide and inform consumers of what they need, to judge their favorite consumption patterns, and to provide information related to their desires and likes.

Big data is being used in social media including YouTube, which are popular services for those in their 20s. When watching certain videos on YouTube, recommended videos appear next to them. These custom videos are presented directly on YouTube by analyzing the user’s views and interests. In addition, VIBE, a personalized music service provided by Naver, is receiving positive responses. Although it has only been three months since it was released, with big data technology behind it, the user

can choose the music an individual wants, with the songs that fit one's taste provided constantly. It reflects one's own tastes, not the taste of others. This is the reason that it has been attracting the attention of younger users.

In addition, Internet and social media advertisements have big data-related technologies. In fact, student A from the Division of French Language said, "When I look around shopping malls to buy certain products, advertisements about the products that I recently searched for on the Internet start appearing on smartphones. It was just amazing at first, but now I think it's better to find what I want more easily through them." This makes it easier for college students to find the products they want, and also helps them to make reasonable purchases by comparing the prices offered by different retailers.

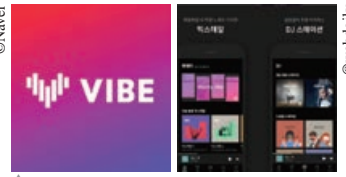
In addition, Naver provides the Smart Lens Service, a photo-searching function based on big data. It finds the most similar image to the user's desired image by sifting through a vast amount of data. For example, when a person takes a picture of a certain flower, it provides the most similar image, so that the person can see various images and information about the flower.

**Financial Technology (FinTech)** | New financial technology aims to compete with traditional financial methods in the delivery of financial services. It has removed complicated financial procedures that required public certification in the past and brought about innovative changes in providing financial services based on Information Technology (IT) such as mobile, social media and apps. These simple payment services allow consumers to easily use simple authentication procedures, such as fingerprint recognition, when they are actually spending money.

College students are very active in using mobile payment services such as Kakao Pay, Naver Pay and Samsung Pay that applied FinTech. According to the DMC Media statistics in 2017, 82.1 percent of people in their 20s said they are using the mobile payment services. The people responded that they use these services because of the variety of locations where payment services are available and the simplicity of the procedure for registering services. In fact, student B who gave her surname as Kim said, "I think Kakao Pay is quite good for making simple payments without complicated procedures. In the old days, this kind of payment service was not actively provided, so I had to enter a credit card number with 16 digits and enter the password. Nowadays, payment is made by taking a fingerprint. It's really convenient."

Toss, a simplified payment application, is also popular with university students. According to App Ape Analytics, the proportion of Toss users in their 20s is 66.7 percent. One reason for this is that Toss is optimized for the ability to remit the small amounts easily, regardless of the bank. In fact, college students often split the bill for meals or drinks with friends. In addition, they have to remit the small amount of money such as a club fee to a large amount of money such as a student union fee. "Toss is good to make deals anytime, anywhere with just one click. I think it's particularly useful for someone like me who has a lot of situations splitting bills in this regard," student Lim Hye-jin said.

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©Toss

- ▲ Naver created a custom music service called VIBE. It recommends different types of music according to the characteristics of users.
- ▲▲ Smart Lens Service finds a flower that is not well known.
- ▲▲▲ Kakao Pay provides a simple and easy payment service.
- ▲▲▲▲ Toss is used a lot to remit a small amount of money.

### HUFS Professor's Opinion

#### Yun Il-dong

A professor of Division of Computer and Electronic Systems Engineering

The best thing to look forward to in AI is “Deep Learning.” The key to this technology is that AI can learn the data itself. The current AlphaGo, which is a computer program that plays the board game Go learned from the existing knowledge. However, the AlphaGo Zero that will be shown in the future can create stronger techniques its own way. So far this level of AI is “Weak AI,” and AI that can learn on its own and think like a human is “Strong AI.” It is predicted that it will appear roughly in about 10 to 30 years by experts.

FinTech is also based on advanced mathematics and physics. In particular, finance is a difficult field to predict because many new techniques are introduced, but for the time being, it seems to be the way to maximize profits with enormous amounts of information being exchanged in a short period of time.


What the professor wants to say to students: AI has reached the stage of writing novels, painting or creating free-style music like jazz, but it is still only a stage of imitating what people do. When Strong AI appears, there will be a possibility of combining the boundaries of emotion or high value judgment such as justice and morality to staid golden pursuits. Therefore, I think that it is good for those who would lead the future to have a cautiously optimistic attitude by constantly paying attention not only to the issue of science but also to the field of humanities.

#### Park Dong-chul

A professor of Division of Computer and Electronic Systems Engineering

Big data is the most important part of IT leading companies like Google and Facebook. For example, even though we type the same search word, the results are different for each person. What this means is that as you use Google services, your data is already stored every time you do something on the internet. As these technologies become more and more advanced, they provide different contents according to users' types, even if the same search terms are entered. In order to meet these different interests, the IT companies continue to collect the data. In the future, the one with the most massive amount of data will have the last laugh and will continue to provide personalized information to specific individuals.

What the professor wants to say to students: The world is just dominated by IT and has become so used to it that we do not even know it is. In the past, when I was a college student, I was thinking about what I could do with computers, and now I am thinking about what I cannot do with computers. All of this is already in our lives, and as we go on, we are more and more dependent on the latest technologies. Therefore, we are going to be using these technologies forever and exist with them. It is natural that we continue to be interested in technology as people who will coexist with technology in the future.

The 4IR technologies are actually being used in various ways in our society. These technologies are closely related to our lives now, not to the future anymore. In addition, our lives will continue to coexist with them. However, if we accept this unconditionally without any information, we cannot have a critical view on how these technologies will affect our society. Therefore, we should continue to pay attention to them as the generation that will lead the future and continue to explore and define what future we want to create. 

201802845@hufs.ac.kr



# What Does Hangeul Mean to You

By An Kwan-ho  
Staff Reporter of Campus Section

October 9 is Hangeul Day. The anniversary was made to commemorate the birth of the Korean alphabet. To celebrate, The Argus met four international students, and shared ideas on Hangeul and the Korean language by comparing it with their own language.



Zhang Lyurou,  
Dept. of Russian '18  
/ China

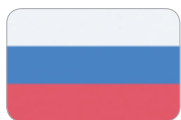
One of the similarities between Korean and Chinese is that there are a number of words that are very similar in their pronunciation. Also, both languages cannot be dictated correctly only by the pronunciation. So I had to practice a lot in order to write it properly. On the other hand, one noticeable difference may be the grammar. Chinese's word order is "subject-verb-object," while that of Korean is "subject-object-verb."

One of the distinctive aspects of Chinese is that the characters have remained almost the same from ancient times to the present. While ancient and modern Chinese phonetics have changed dramatically, both the shapes and meanings of Chinese characters have not changed much. Therefore, the old literary pieces can be easily read as much as the medieval or modern ones.

Another is that there are various phonemes and intonations in Chinese. The sound of Chinese is intense and musical, you can understand what it means even if you shout in at a distance. The everyday language of Chinese is easier for foreigners to learn, because Chinese pronunciation is relatively short and clear.



## Road Casting



**Klochkoca Daria,**  
Graduate School of  
Korean Language  
and Literature  
/ Russia

Russian and Korean have a lot in common in that both are excellent at expressing emotions and thoughts. However, there are more differences than similarities. I had difficulty learning nasals unique in Hangeul, such as “ㅇ.” On top of that, Korean has “subject-objective-verb” structure, while the verbs are placed behind the subjects in Russian. It took quite a long time for me to be used to that language structure.

The most difficult part when it comes to being used to Korean was understanding and using honorifics. It was confusing when and to whom to use the expression. Still, learning those linguistic traits was indeed interesting because I could more deeply understand Korean culture.

The original beauty of the Russian language is one of its strengths. There are many figures who embodied the beauty into art forms, which illuminated the world with its unique radiance. Alexander Pushkin, Leo Tolstoy, and Mikhail Lermontov are the examples of those poets and novelists renowned throughout the globe.

Romanian is the only Latin-based Romance language that has definite articles attached at the end of the noun. So it has a lot of similarities with French, Spanish, Italian and Portuguese. Romanian also contains a lot of vowels which makes it quite musical in my opinion. We have 31 letters, including ă, â, î, ș, ț. Romanian nouns are characterized by three genders, feminine, masculine and neuter. If you want to learn Romanian, brace yourself. It is hard, but is very beautiful. I believe it will help you understand more and more other Latin-based languages.

Believe it or not, Korean is extremely easy compared to the Romanian language. Korean language has the same structure as Latin, so since I learned Latin for five years knowing the structure was easy for me to understand how Korean works. Romanian grammar is very hard and complex, such as three genders, plural and singular, and the conjugation of the verbs. While the verbs change by number or gender, Korean verbs do not.



**Bacu Antonia**  
Virginia, Business  
Administration '16  
/ Romania



**Nguyen Thi Phuong,**  
Graduate School of  
Teaching Korean as  
a Foreign Language  
/ Vietnam

One of the similarities between the two is that Vietnamese also has words that originated from Chinese characters, so some Korean words sound very similar in Vietnamese. On the other hand, Korean is an agglutinative language with concatenate morphemes of which the words harbor the functions of grammar. Meanwhile, Vietnamese is an isolated language, and grammatical relations are indicated by the word order, and word forms do not change.

Still, learning Korean is rather difficult for me, because it has different words and grammatical forms depending on whom you are talking to. Sometimes, it has to be spoken formally, using literary language and vocabularies originating from Chinese characters. It is difficult to fully understand news broadcasts and newspapers without studying.

Meanwhile, you can learn Vietnamese relatively easily, because the tenses of Vietnamese are expressed by words. The past tense is “Đã,” present is “Đang” and the future is “Sẽ.” All you need to do is to add the tense words when you want to express past, present, future tense, while adjectives, verbs, and nouns remain the same. Hence, you can be proficient in Vietnamese by acquiring as many words as you can. 🇻🇳

*ssk01144@hufs.ac.kr*

# The Revival of Reality Dating Shows

## Match Made in Heaven (2002.10-2003.10)

- Asked cast to appeal to others by singing or dancing while matching the male and female celebs

## The War of Roses (2002.11-2003.11)

- Matched male celebrities and female college students

## Love Letter (2004.10-2006.10)

- Arranged meetings between male and female casts
- Made female cast members choose who they like the most at the end of every episode

## Jjak (2011.03-2014.02)

- Featured male and female non-celebrities living in a sample place for one week
- Created several real couples, some who married

## Heart Signal Season 1 (2017.06-2017.09) Heart Signal Season 2 (2018.03-2018.06)

- Starred strangers living in the same house, each participants texting whom they like the most every night
- Added celebrity predictors on a separate studio who guess the receiver of those text messages

## Cafe Amor (2018.04-2018.06)

- Matched ordinary people by their ideal type and set up blind dates
- Took place in a cafe, where celebrities work as servers and give dating advices

## Romance Package (2018.05-2018.08)

- Featured men and women staying in a luxurious hotel for three nights four days to find their dates

## Love Catcher (2018.07-2018.08)

- Divided cast members in two, the "Love Catcher" and the "Money Catcher."
- Gave a reward of 50 million won (US\$44,600) to Money Catchers who end up with a Love Catcher
- Had celebrity panels who guess the true intent of each participant

**By Kim Hannah**

*Staff Reporter of Culture Section*

This year aired season 22 of the United States' "The Bachelor," season 14 of "The Bachelorette," and season four of both United Kingdom's "Love Island" and Japan's "Terrace House." Regardless of borders, reality dating show is a timeless genre that keeps viewers on their toes. Korea indeed is not an exception. After a period of recession, the format is making its way back once again. The huge hit of "Heart Signal Season 2" led to similar programs that deal with romantic relationships. Subsequent programs such as "Love Catcher," which was broadcasted on Mnet, and "Romance Package" on SBS likewise were favorably received. The Argus analyzed this resurgence of popularity by examining the changes of program adjuncts along with some issues, and suggests certain improvements.



### The differences between then and now

#### The natural sketch of romance



▲ Posters of Heart Signal Season 2 (L) and Love Catcher.

appeal corner” or “the final choice corner,” which seemed to forcefully couple the cast members.

As for “Jjak,” the program starred a majority of non-celebrity cast members like nowadays, and there were no show hosts. However, the production crew continuously interfered and acted as program hosts, while the cast members wore uniforms with factitious designations like “Male number 1” or “Female number 1” written on them. During the filming, the cast had to be in a certain guest house or near it, and had to win a game in order to get a date with someone whom they liked. This was unnatural compared to dates in real life, which are based on people’s free will.

In contrast, the dating shows nowadays take place in a hotel or a single-family house that is an ordinarily existing building used for purposes besides filming. Cast members can also take a trip far away for a date. These realistic portrayals are more likely to strike a responsive chord and intrigue the viewers. “One of the notable changes in today’s dating programs is that the cast members freely come and go between indoor and outdoor spaces. These diversified situational settings that the programs portray lend a realistic air to the scenes, along with some fun and aesthetics,” said culture critic, Kim Heon-sik.

Moreover, there are far fewer interruptions by third parties. Without any games or missions, all the cast members have equal opportunity to date others. Those free and causal meetings develop affinity and deeper emotions among one another. “Since the program observes the cast members only with cameras that are already installed in the room without any outside interruption, I feel that the progress of romance is depicted more naturally,” said Gi Do-young, a student at HUFs.

These settings break the common notion that these reality shows are implicitly scripted and their situations are all planned. Consequently, the viewers feel the show is more authentic when some makes it to real couples.

#### Indirect portrayal of emotions

Another common feature is that these shows insinuate the feelings that the cast members have rather than directly conveying them. As an example with a past program, The War of Roses demanded the participants to choose who they liked the most from their first meeting. After that, the program focused on the way the

The majority of cast members who have nothing to do with the entertainment industry, together with specific program components that give an undirected natural mood make the viewers more engaged in the shows. The early 2000s’ “Match Made in Heaven,” “Love Letter” and “The War of Roses” all took place in a studio specially made for filming. Even though some of them were introduced as shows that matched a celebrity with a non-celebrity, the cast members who were said not to be celebrities were in fact would-be entertainers. The show host led segments such as “charm



▲ In Jjak, male and female cast members are referred to by factitious name such as “male number 4” or “female number 1.”

cast member would win that person’s heart by making them sing or dance for his or her crush.

On the other hand, the programs these days do not clearly tell who likes whom. Instead, they focus on the actions of the cast members, sometimes as small as a quiver of one’s eyes. By shooting and editing the action in detail, the flow of emotions wholly transfers to the viewers. The cast members select the partner whom they like the most that day, but there is always a possibility that the most desirable partner could change at any time.

Even at the last moment, the cast members do not need to define their relationship. Since the programs do not show the exact feelings that the cast members have, viewers cannot easily predict the results, and this builds up the tension of the program.

“Even if the cast members go on a date, I cannot know for sure if they really like each other or not. This is one of the reasons why I cannot miss even a single episode,” said Kim Chae-won, a student at Chung-Ang University. Moreover, the undefined relationships that they have seem more to reflect the current trend of preferring a fling rather than a serious relationship.



▲ The cast in The War of Roses give flowers to those whom they like the most even right after their first encounter.

♥  
**Problems**

**The divorce from reality**

The fancy penthouse or the outstanding academic backgrounds and lucrative careers that the cast members have seem far removed from reality. Even if the cast members are introduced as ordinary members of society, a large portion of the cast members have prestigious jobs such as a doctor or a senior civil servant, or come from a wealthy family. These cast members are relatively unrealistic potential dating partners in real life. “Their appearance, academic background, and occupations seem to be in a league of their own. This might give the impression that finding love depends on what background one has and may make some viewers feel helpless,” said critic Kim Heon-sik.

Viewers sometimes compare themselves with these cast members and sense the gap between the program and reality. The place they live in, which is where ordinary people only dream of, aggravates the unreliability viewers feel toward what is on the TV screen.



▲ Romance Package provides cast members with luxurious rooms and cuisines.

**Program editing that points fingers at the cast**

The attention that the cast members receive sometimes returns as a poison, in the form of slander and hateful comments. These insults often extend to the social media accounts of the cast members and affect their daily lives. There are many reasons for those malicious comments, and in some cases, the reason lies with the editing that shapes a negative image of a particular cast member.

“When the production team edits the recordings, they set a certain direction and create a narrative. This sometimes causes the cast members to get criticized even if it is not their fault. In this case, the damage is not only done to the program editors but to the cast members,” said culture critic Kim Heon-sik.

At Heart Signal Season 2, one of the male cast members won the hearts of both female cast members. However, the latter half of the program only focused on the romance between one of the women, which intensified the frame that the male cast member was a two-timer when he chose the other woman. This twist

## Culture Insight

enraged the viewers, and hateful comments followed even after the end of the show, forcing the cast member to close his social media account.

In Love Catcher, quarrels between the female participants happened repeatedly. The show imparted meanings to the short responses and zoomed into the look in their eyes. The celebrity panel members exaggeratedly responded to those actions and defined them as a means of keeping each other in check. As a result, comments criticizing the rude or bossy behaviors were written under the related videos. Some raised suspicions of the director distorting the situation based on the fact that the female cast members made positive remarks about each other in interviews outside the program.



### Ways for complementation

#### Inducing interest by friendliness



▲ Cafe Amor features the blind dating of ordinary people in a cafe run by celebrities.

It should be noted that exclusivity is not a prerequisite of Korean reality dating shows. Instead, friendliness is another mechanism that draws popularity. TvN released the second series of its dating program “Cafe Amor” after the popularity of season one. The program features one-on-one blind dates of various people on every episode. The program does not ask the cast members to have an exceptional qualification, and the cast members seem more like the common people we meet in our daily lives. The celebrity panel watching the blind date gives

some practical advice about the problems normal people face with dating. This narrows the gap viewers feel between the television and reality, which was formerly regarded as the fundamental problem of the Korean dating shows.

“Heart Signal made me feel like they were living and dating in a different world. Conversely, Cafe Amor presents one temporal meeting. The program does not show them afterward and leaves the relationship solely up to the participants themselves. This gives a more realistic look to the program,” said a student at HUFS on the request of anonymity.

#### Editing that does not damage the cast members

As the program concentrates on people’s emotions, which is more of a personal matter, heavy editing which could incite the general public is detrimental to cast members. Besides, hateful frames should be avoided as the cast members are people who have their own livelihoods behind the television scene.

The unpredictability of later episodes is understandably a key feature for a variety show. Nevertheless, the production crew should constantly prevent themselves from going too far to intrigue the viewers. Rather, they should improve the system by adding a way for the cast members to request corrections. Also, if there is any possibility that the program might harm the cast, the staff should be required to announce it to the related cast members and jointly decide how they will be featured.

Watching adventitious meetings of men and women gives as much a feeling of enjoyment as watching an episode of a well-plotted drama. Contriving new elements of the program thereby increasing its originality is also an impressive approach to a reality show. However, since this is a dating “reality” show and not a drama, it should focus more on the aspects to which the general viewers could relate. Moreover, as each of the participants is not a character of a plot, but an actual person who has a life, no one should be characterized as a baddie. Dating reality shows undoubtedly are not dramas. Thus, they should not be treated as such.

*sgn06191@hufs.ac.kr*



# *Microhabitat - the Story of Homes, Life, and Happiness*

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**By Seo Eun-sol**

*Associate Editor of Campus Section*

**H**uman beings live their lives without knowing why they were born. Through living a life, some people set goals, and others may live naturally just like time flows. We all look at the world with our own values and standards. Therefore, the way people want to live is different from person to person. What shape and color does your wannabe life have? Are you living the life you wanted or want to live? The movie “Microhabitat (2017)” talks about people’s various lifestyles conveying a calm melody and the main character’s sullen facial expressions, which leads us to think about what values we will place importance on in our lives.



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▲ While eating fish cakes, Mi-so's boyfriend Han-sol tells her that he will go abroad for money and their future. The mood becomes strained and she expresses her anger by throwing a fish cake away.



©CGV Art House

▲ This photo is taken during Mi-so's college time when she was in the college band. Every member in the picture seems to be on the top of the world.

### Little Princess and Microhabitat

This movie's Korean title is "A Little Princess" and its English title is "Microhabitat." Microhabitat signifies an appropriate place for microorganisms and insects to live. The main character's name is "Mi-so" which is a Korean version of the word "Micro." At first glance, there seems to be a gap between the word little princess and microhabitat. I thought that these two titles could include the meaning of equality among all beings, and that even small and uninteresting creatures are all precious sons and daughters of the family.

### "I do not have a house, but I have thoughts and preferences."

The movie begins in earnest with a housemaid of three years, Mi-so, giving up her house and visiting her college band members. Mi-so had to abandon her home because the rent had risen as the new year comes while her daily wage remained the same. The only thing that she cannot miss is a glass of whisky a day, a puff of cigarette, and her beloved boyfriend. She has her own ideas and tastes even if she seems immature to others. The only driving force to Mi-so is what makes herself Mi-so and love.

### "What is it like to live like a human being?"

"What is it like to live as a human being?" This is a line Mi-so says toward her boyfriend Han-sol when he declared his resolution to get a job abroad, saying he wants to live like a human being. Han-sol replies to her like this. "You know. That sort of thing. Something that everybody else does. I want to do that kind of thing, too." In his criterion, the minimum requirement for being a human may be having a house. In other words, it will be visible and material things

such as a job, a marriage, and money, all of which can be represented by a house. However, in the process of looking for a place to stay, what Mi-so encountered was not people living like human beings but the lives of people only with a house pretending they are living like human beings.

### # Would you be happy with a home or a job?

**A company girl** Where Mi-so visits first is the workplace of Choi Moon-young who was a bassist of the band. Moon-young works in a big-sized, prosperous firm but Mi-so felt pity seeing her get an IV injection and take medicine. She rejected Mi-so's request, saying that it is too pressured to accommodate her although she lives alone.

**A housewife with her parents-in-law** Mi-so then visited Jung Hyun-jeong's home. Hyun-jeong played keyboard in the college band. She lives with her husband's parents who always complain about her food. She and her husband had a quarrel about her bringing her friend without mentioning it beforehand. After knowing that, Mi-so quietly left the home, having made some side dishes for her friend.

### # Can marriage make you happy?

**A divorced man living in an apartment** The third place she visited was the house of Han Dae-yong who played the drums in the band. He was in a state of sorrow and his house was in disarray. He confessed he divorced with his wife after eight months of marriage. The apartment where Dae-yong lives was arranged by a loan, which his wife wanted him to pay off. His wife went away.

**An old bachelor who lives with his parents** Next, Mi-so went to visit band vocalist Kim Rok-ee. Unlike the previous places she visited, Rok-ee's parents gladly



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▲ Mi-so is still traveling around the broader world than any other person in the real world, putting beloved ones aside her.



©CGV Art House

▲ Mi-so sees snow falling outside the window, holding with a glass of whisky. She looks complicated, but simple and peaceful as she always was.

welcomed her. However, Rok-ee said strange things to her when they used the same room for sleeping, like that he wants to marry her, noticing his parents will be happy because there was no girl visiting his house. The next day, Mi-so found it strange to see dried peppers lying on the floor and all the doors and windows locked. She desperately escaped through the only open door which was rather small.

#### # Will you be happy when you become wealthy?

**A woman who married a rich husband** Where she finally headed for was Choi Jung-mi's house. She was a guitarist in the band. She married a rich man and is living with her baby in a large mansion. She welcomed Mi-so into her spacious house. Thanks to her, it seemed that her life had become stable with her money saved. However, she one day told Mi-so that Mi-so's love toward cigarettes and alcohol without having a home is such a shameless thing. Being shocked by that, she left the house.

#### "I am not the homeless. I am traveling now."


Normally a house is recognized as a place of stability, shelter, and rest. Furthermore, it is regarded as an essential element while people are living their lives. It is natural that there is a home to go back after the work and even people have gratitude for that.

Mi-so also first thought like that, but she started to think about it differently. Although she was almost forced to give up her home at first, the fact that she does not have a house also meant the start of a journey to her. She learns many things and grows up by observing various lives and the real truth of her band members after going out of her comfort zone. It could be possible as Mi-so revealed herself, undecorated, even though she faced many painful and insulting

moments. That is the charming point of a journey which includes both the bitter and the sweet.

#### A real happiness

Mi-so seemed much happier maybe than the people who have their own house. At the end of the movie, it was snowing outside the window while Mi-so drank a glass of whisky. The daily life of each band member after the visit of Mi-so appears alternately. The scenes of a busy road are shown continuously on the screen and the voices of the members who missed Mi-so are overlapped with a gentle melody. After a lapse of time, white-haired Mi-so, because of a rare disease, leaving 4000 won (US\$3.58) under the glass of whisky is described. The movie makes us think about what a real happiness is. We are in a society which takes invisible things on the basis of material things. However, there is a need to think about its priority once again, as you and I live a life for ourselves.

There is no answer in life. There is no model example of it. There are many different forms of life and everyone walks their own road of life. We may make our own road to some extent. We live a life overcoming many obstacles which will appear suddenly or exist from the outset on the road, beyond out the present vision we see. However, the most important thing walking down the road is ourselves. I doubt that it is time to check yourself if you have some value which is regarded as more important than yourself. I would like to quote these lyrics: "Don't put anything on your existence. No tomorrow can replace today. On your more precious existence." 

*sespag@hufs.ac.kr*



## Learning English Through Revision



Here are some sentences revised by the copy readers. See how the sentences have changed.

Russian President Vladimir Putin appeared in a reality show as a protagonist, appealing with his folksy charm.

▶ Russian President Vladimir Putin appeared on a reality show as a protagonist, appealing to the audience with his folksy charm.

- News Briefing

We sometimes get the offer for beautifying the walls, and we only accept it if it is for the walls that can be seen and felt by many people.

▶ We sometimes get the request to beautify walls, and we only accept it if it is for walls that can be seen and enjoyed by many people.

- Round Talk

Off-campus activities, on the other hand, we should take a close look on the work and restore it constantly.

▶ For off-campus activities, on the other hand, we should keep a close eye on the work and touch it up constantly.

- Round Talk

Heart Signal gave me a feeling that they are living and dating in a different world.

▶ Heart Signal made me feel like they were living and dating in a different world.

- Culture Insight

Therefore, it is a realistic and practical alternative that can contribute the promotion of students' convenience and welfare.

▶ Therefore, it is a realistic and practical alternative that can contribute to the welfare of students and increase their convenience.

- In-depth on Campus

## Unshackle Yourself



By Oh Hyun-jae

Dept. of Industrial Design, University of Seoul

# #Violet

A bluish-purple colour seen at the end of the spectrum opposite red.

A herbaceous plant of temperate regions, typically having purple, blue, or white five-petalled flowers, one petal of which forms a landing pad for pollinating insects.

(from Oxford English Dictionary)

## Jeon Nu-ri

Four years ago, one day, I wore violet clothes. My sister laughed and said, "Who wears that color these days?" However, it's the hottest color now. She will not be able to make fun of me wearing purple.

## Moon Chae-un

"There are many, many things that are difficult in this life, but one thing that isn't difficult at all is figuring out whether someone is excited or not when they open a present. If someone is excited, they will often put exclamation points at the end of their sentences to indicate their excited tone of voice. If they say "Oh!" for instance, the exclamation point would indicate that the person is saying "Oh!" in an excited way, rather than simply saying "Oh," with a comma after it, which would indicate that the present is somewhat disappointing. "Oh," Violet said, as she opened her present. - Lemong Snicket, The Ersatz Elevator

## You Seo-yeon

Ultra violet: Pantone's colour of the year. Laurie Pressman, vice-president of the Pantone Colour Institute, said "The Pantone colour of the year has come to mean so much more than 'what's trending' in the world of design; it's truly a reflection of what's needed in our world today." <Guardian> Dec 27, 2017

## Seo Eun-sol

The color of mystery with softness and fancy at the same time; it seems to include all the vague but shiny things in the world, expressing a strong ego.

Violet reminds me of my age 14 when I believed that what I thought was always right; I was unstable however seemed neutral, trying to tightly control between pride and modesty, or selfishness and altruism. Maybe it was a kind of obsession and rationalization.

## Kim Tae-young

Gang Su-ji - Violet Scent  
"You came as if you were purple. I could not forget your beautiful eyes with violet scent"

## Kim Hannah

"Violet, you're turning violet, Violet!" - Willy Wonka & the Chocolate Factory (1971)

## Na Geum-chaе

PENTAGON - VIOLET  
Your words were as beautiful as flowers.  
I remember the color of you, VIOLET.

## An Kwan-ho

"I have never realized that bellflowers could be so pretty. I love violet!" - Sonagi (1959)

## Lee Jun-young

Violet; The energy of red combined with the calm of blue to create violet.

## Jang Yu-jin

Violet gives a dreamlike feeling. When I think of violet, I bring my mother to my mind. Because when I was young, if I asked my mother "What is your favorite color?", she always said "Violet."



