

# The Argus

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Since 1954

## Feature

Challenge and  
Response – What  
Adversity Says to Us

## Cover Story

Riding the New  
K-wave with  
K-beauty

## Reportage

Where Should  
Refugees Go?

## Review

What Is the Goal?

## The Spread of K-culture



HANKUK UNIVERSITY OF FOREIGN STUDIES

# The Argus

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## Editorial

# Courage to Accept

“Auggie can’t change how he looks. Maybe we should change how we see.” – A line from the movie “Wonder (2017).” Auggie is a 10-year-old boy who is desperate to blend in, but is destined to stand out due to a birth defect. On the first day of school, his mother prayed, “Dear God, please let them be nice to him.” However, considering the immaturity of most elementary school kids, that would not be the case. As expected, Auggie’s classmates were rude to him and made fun of his appearance. He got discouraged and jumped to the conclusion that nobody would like to be friends with him. As the movie unfolds, however, Auggie comes to have the courage to accept the facts that are unchangeable.

Instead of trying to disregard or deny the existing facts, whether they are related to one’s appearance or personality, the best thing we can do is to be kind in the face of those immutable facts. According to theologian Paul Tillich, the ultimate form of all kinds of courage is the capacity to accept self-existence as it is. We all have our vulnerable spots that make us feel shame when they are exposed. Auggie revealed his weakness, which was the way he looked, and accepted the facts. Kids teased him about the size of his head, but Auggie said, “Sometimes I think my head is so big because it is so full of dreams.”

Courage is not about changing oneself into something else to get away from vulnerability, but admitting the weakness as “facts” and showing others those facts as a part of oneself. Someone might wonder, “Does the world really exist, where I can be loved even if I’m imperfect and lousy?” At least this film has shown that there could be such a reality, though it is a figment of imagination.

The majority of people these days try hard to take good care of their external and internal beauty. I wish that people would bear in mind that everyone is beautiful; it is a question of whether you face yourself properly. Besides beauty, many other things are significant. There is a line in the movie that goes, “Courage. Kindness. Friendship. Character. These are the qualities that define us as human beings, and propel us, on occasion, to greatness.” Once we have courage and are kind to ourselves and other beings, we will end up forming good friendships and character; we will become better people. 

전누리

Jeon Nu-ri  
Editor-in-Chief



# CONTENTS



## Cover Story

>> Previously thought of as a sole categorization for K-pop and K-dramas, the K-wave is now expanding its range to beauty markets.

The shops and beauty festivals that the K-beauty brands launched in different parts of the world derived huge popularity among the locals. The net export in Korean beauty products likewise shows a steady upward movement.

The Argus delved into this recent upsurge of international interest along with the reasons behind, and presented some needed improvements yet to be implemented in the current domestic beauty industry.

## 02 • News Desk

## 04 • Feature

Challenge and Response - What Adversity Says to Us

## 08 • 24/7@HUFS

Cultural Diversity Celebrated at the World Folk Culture Festival

## 12 • Reportage

Where Should Refugees Go?

## 15 • HUFSan's Voice

What True Beauty Is from a Hijabi's Point of View

## 17 • Cover Story

Riding the New K-wave with K-beauty

## 22 • Social Insight

Another Big Property: Nation Brand

## 26 • HUFSan's Voice

Ceasefire - the Start of Peace in the Korean Peninsula

## 28 • In-depth on National

I Want to Be Free from the Cage!

## 32 • Photo Essay

Halal Guys Guide You to a New World

## 34 • Review

What Is the Goal?

## 36 • Proofreading & Cartoon

## Indonesian President Gives Special Lecture to HUFSSans




©HUFSS

▲ President Jokowi makes a special lecture to HUFSSans.

Indonesian President Joko Widodo visited HUFSS to deliver a special lecture to HUFSSans on Sept. 11 in response to the President Moon's state visit to Indonesia.

In this lecture, President Jokowi emphasized that students must have sincerity and courage to become future leaders. He also mentioned the importance of leading the Fourth Industrial Revolution era through a positive mindset. In addition, the president stressed that putting actions into practice is the beginning of change and innovation. HUFSS President Kim In-chul gave him a HUFSS jacket, T-shirts and hats as memorabilia.

Jeong Hye-won, a student of the Department of Malay-Indonesian'16, said, "President Jokowi had charisma as a leader of

the country, as well as relatable and humorous. Also, I was very proud of HUFSS, as I thought that this precious chance could be made through HUFSS' great international reputation." 


**By Na Geum-cha**

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## HUFSS Establishes Korea's First Georgian Lecture

The Department of Greek Studies and Bulgarian studies provided a Georgian Language and Culture lecture starting from this semester, which is Korea's first Georgian-related lecture.

The lecture teaches the Georgian alphabet, which was listed under the UNESCO Intangible Cultural Heritage of Humanity. The class provides an introduction to Georgian culture, such as its national folklore or cuisine as well as the basic understanding of the language.

Georgia is a country located in the Caucasus region of Eurasia, bound by the Black Sea along with Bulgaria. Being at the crossroad of Western Asia and Eastern Europe, it possesses a rich history and culture with an influence of various ancient empires. 


**By Kim Hannah**  
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## HUFSS Takes Lead in Overseas Employment

On Sept. 18, HUFSS made an agreement with Korea Trade-Investment Promotion Agency (KOTRA) and Shinhan Financial Group. This agreement has meaning in that students will be served with diverse opportunities related to overseas employment.

This business will strengthen students' abilities to work abroad through internal and external training. Furthermore, three institutions will offer specialized programs such as finding jobs for students.

HUFSS is in charge of selecting trainees and directing the training course. Shinhan Financial Group manages finances, and KOTRA will provide opportunities to work abroad by utilizing its overseas network and infrastructure.

Yoon Jang-won of the Overseas Employment Team of KOTRA said, "In order to raise the success rate of employment, we will offer opportunities for trainees to be able to participate in the overseas job fair." 

**By Jang Yu-jin**  
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## School's Issues Remain Untouched




©An Kwan-ho/The Argus

▲ Empty seats at the Annual Student Meeting await to be filled.

On the evening of Oct. 2, the agendas on the Annual Student Meeting were withdrawn due to the lack of a quorum.

The meeting covered various issues on campus, ranging from the shortage of reading rooms to safety problems. The General Student Council (GSC) also accepted questions on the topics in detail.

An agenda shall be discarded if it has been unsettled during the session, and cannot be revisited, according to Article 14 included in the regulations on the GSC Meetings. The issues can be forwarded only if 10 percent of HUFSSans attend the sitting. Yet the number reached 8 percent, falling short of the quota.

A student of the Division of Japanese Language, Literature and Culture lamented, "It is a pity that the meeting could not meet the required number compared to the one in the last semester, which had been successfully approved." 

**By An Kwan-ho**  
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## HUFS Startup Club Wins First Prize




©Lee Chun-gyu/Edu-Tech

▲ Edu-Tech team receives the first prize at the contest.

"Edu-Tech," a startup club of HUFS, won the grand prize for the first time at the "2018 DKU Idea Minithon" held at Dankook University on Sept. 7.

Twelve teams from eight universities participated in this competition. The Edu-Tech team, the only participating team from HUFS, received attention with an item to help students in preparing for public service by integrating IT into learning.

Lee Chun-gyu of the Division of Economics, head of the team, said, "Through this competition, I was able to learn that the core of business is the ability to bring about cooperation and make synergy. In addition, we will keep trying to make our idea more concrete." 

**By Kim Tae-young**  
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## HUFS Joins Hands with Latvia

On Sept. 17, HUFS signed an exchange agreement with the Latvia Ministry of Education and Science to pursue Latvian language and culture exchanges.

Peteris Vaivar, the Latvia ambassador, attended the agreement in person. He provided active academic exchanges and lots of historical information to HUFSSans. "From now on, HUFSSans could have more opportunities to learn about Latvia and experience their language and culture in new liberal arts classes," said Lee Hye-ji, the assistant manager of the Office of International Affairs on Oct. 2.

Although the agreement does not involve the exchange of students, it provided an educational venue for learning in-depth about an unfamiliar country called Latvia in Korea. 

**By Lee Jun-young**  
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# Challenge and Response

## – What Adversity Says to Us

By An Kwan-ho

Staff Reporter of Campus Section

Oct. 8 in 2018 fall semester marks the breaking ground for the remodeling of the University Library, which had been a long-awaited wish to HUFSSans. Shortly after the glad tidings, however, unforeseen issues started to inconvenience students, especially a shortage of reading rooms. In order to unravel the root causes of the problem and to clarify what awaits to be changed, The Argus delved into the prickly issue of the library remodeling.



©An Kwan-ho/The Argus

▲ HUFS President Kim In-chul (C) and attendees celebrate the groundbreaking ceremony for a new library.

### Is that it?

The shortage of reading rooms, due to the remodeling of the University Library, is critically afflicting many students. To remedy the problem, the university did come up with a solution, but the implementation of this idea hardly contributed to settling the issue.

The school has provided alternatives—around 300 and 600 seats in the GlobeeDorm and the Social Science Building respectively—to students. Yet the number of seats lost from the library totals about 1,400 seats; thus, the newly-created seats are far less than half of the original capacity of the library, 2,345 seats.

Park Chae-leen, a student of the Department of International Economics and Law '18, lamented, “I am experiencing a considerable amount of inconvenience due to the lack of spaces to study. Everywhere I have been studying is now in at full capacity.”

In addition, the shorter operating hours of provisional facilities disappoints students who crave for a place to study until late at night. Students’ complaints rage in campus social media such as Everytime, and one anonymous student posting from the website claims, “I have always studied past over midnight, paving my career path, but now I cannot because the

facility in GlobeeDorm closes at 12 sharp.”

### Rights to study

As the library embarked on its first step to its rebirth, it has left a spatial issue which has significantly impinged on HUFSans’ rights to study.

The rights students harbor can by no means be violated. They are invested legitimately to take advantage of the education they pay for and of related facilities to supplement academic pursuits. The situation, however, is falling short of affording students with their rightful claims.

The school’s administration has arrived at some alternatives; however, they can hardly be an indulgence for being free from accusations. What included within the average tuition of around 3 million won (US\$2,678) that students pay is the guarantee from the university that they will offer corresponding services in return. The university is thus liable to offer the promised value to students on par with their payment. Even though alternatives were developed due to much-needed renovations, students are short about 1,400 seats compared to the past. Makeshift measures, in other words, cannot comply with fulfilling the liability as a service provider, since they failed to meet the original promise they made.

### Talking to a brick wall

The school administration’s unilateral communication has persisted, and therein lies the factor that aggravated the pending issue. As for the effectiveness of a decision, it is advisable to ask what the demands are to people directly involved in the subject. In the case of remodeling, however, the announcement of a mere fact that a temporary reading room is in operation falls far short of revealing the details behind the decision.

Should any limitation prevail which impedes needs to be met, students deserve to know why

their voices are not being heard. This lack of access to the relevant information leaves a lot to be desired by a number of students. One of the anonymous claims on the reading room issue in HUFS Facebook Bamboo Forest bemoans, “I rather feel discontent about the administration’s decision, which has usually been made internally. I wish the school to cooperate more with students.”

In terms of the lack of communication, the university’s claim is that it is premature to formally announce future plans which may be uncertain or likely to change. “A large portion of the details regarding the remodeling is still under discussion, which give us difficulty in providing a definite answer. The information on HUFS webpage announcement about the library on HUFS website is something that we can officially declare, so far,” replied the school representative, upon the question about their silence.

### And yes, it is all about money

Despite the inconvenience, the blame does not solely belong to the administration. Due to financial shortages, which have long afflicted HUFS, the administration has been struggling to secure more facilities to provide requirements for studying.

Poring over HUFS’ financial standing, the cash-strapped situation of the university seems more obvious. The Net Working Capital (NWC) of HUFS in 2018, the finance that can be exploited for any activities such as enlarging facilities, is 437 million won (US\$390,766). On the other hand, the average NWC of 10 private universities in Seoul amounts to a level almost fivefold of that of HUFS, at 2,176 million won (US\$1,943,611). HUFS administration claims that they have reached a deadlock as to commence any new initiative requiring money. “In order to expand reading rooms, it means procuring additional monies, which is almost impossible. Even in the temporary room in GlobeeDorm, we do not have any budget to

fully equip the facility with an air conditioning system,” claimed the school’s representative.

HUFS Seoul Campus, renowned for its petite size, accounts for 11.81 square meters per capita, while the number that barely reaches one-fourth of that of the average university size in Korea, 47.6 square meters. The striking contrast manifests, which is no more a surprise, by comparing the number of buildings between HUFS and neighboring Kyung Hee University, 16 and 39, respectively. Such spatial limitation makes HUFS more vulnerable to the ripple-effect due to any interruption. A HUFS worker said, “We could not find any available place to house the extensive collection of books and materials had been kept in the library. We, therefore, concluded that operating a closed-shelf library is the most optimal measure to overcome the limited space.”

A safety issue, no less critical, also surfaces stemming from monetary matters, such as operating a 24-hour reading room. A security system is a prerequisite for maintaining the facility, and its necessity shall not be diminished considering the countless accidents such as trespassers in the Division of Language and Diplomacy’s reading room in last autumn. The issue, however, converges to the very same limitation, for it requires the additional employment of security personnel. “As the temporary facility in GlobeeDorm is located on the first floor, any random person can walk in. It, therefore, should be accompanied by security measures, which incurs additional costs,” said the university staff.

To make both ends meet

For the sake of the principle, “the greatest happiness for the greatest number,” listening to the demands of both parties is vital. Taking advantage of such communication medium as a survey can be one of the relevant attempts at a solution at the moment. It can enable students to share their own ideas by inviting various viewpoints, which can help to reach an



▲ There is a tremendous financial gap between HUFS and the 10 private universities in Seoul.

optimal solution, if not the best. Nevertheless, noticeable is the tendency that turning a blind eye to such a fundamental stage barely seems to reduce. No wonder the outcome hence kindled discontent without a means for interaction to meet both ends.

It may still be difficult to evade the impression of redundancy, especially when it comes to the “efficiency in the decision-making process.” Such effort, nonetheless, is never in vain, in so much as it relates to the “effectiveness of the outcome.” The absence of communication cannot evade conflicts, for it deprives people of an opportunity to reconcile the disparity in opinions, ending up with aggravating dissatisfaction all around. Successive failure to invite mutual consent would be synonymous to the perpetuation of calls for negotiation, requiring “sheer redundancy” in putting in additional efforts.

By facilitating communication, knitting the mutual bond between the students and university administration can be another way to improve the effectiveness in the decision-making process in the long term. Situations



which lie before the administration and students cannot be the same, for they are involved in different realms of views and interests. As is observable in the case of the remodeling, a lacking of access to the information merely festers animosity. It is, therefore, vital for the both to be attentive to the viewpoints of one another, which may derive sincere involvement of both parties.

### Tightening our belt

Hardly can the financial constraints be dismissed, considering the tight budget of HUFS. The harsh situation necessitates optimizing the use of internal resources in hand. Security personnel at the library building have been withdrawn upon the beginning of remodeling, according to the university staff. Through re-aligning the workforce to the new facility, or making use of the increments incurred from the downsizing, it seems that the lingering issues can be addressed.

So as to overcome limitations, such as a 24-hour operation of the temporary reading room, the university representative said, “We are currently revising the contract with our security service company for additional employment. And we are also in discussions about adding a new security office in GlobeeDorm.”


### What is left on students' hands

In order for HUFSSans to vest in an active spirit for the improvement of the university, establishing a precedent of substantial outcome is vital. A tangible example made by students' active participation can change the public attitude, injecting the mindset that they are the drivers for the betterment of the university.

Students' active participation, therefore, is prerequisite to redress the current space shortage issue. A great number of students are facing difficulties due to this problem which awaits mending. It is thus important for students to actively engage in opportunities to embody their calls for the change. By justly articulating of which they are in need, each of the voices will never be unheard, thus adjoining the possibility for further improvement.

As the momentum emanates from students' action, the responsibility of relinquishing their own right due to a torpid manner only falls on themselves. In this regard, failure of the Annual Student Meeting held in October is no more than negligence. How can improvements be made if a pocketful of wishes are never taken out? To answer this question, bystanders are no help at all.

### Challenge and Response - “A life which does not go into action is a failure.”

As HUFS faces numerous constraints, the fact itself provides both parties with an ample justification for investing additional efforts. Complacency to the status quo is the greatest threat, for it smothers the sense of necessity for further improvement. If there is nothing to strive for; no objective to accomplish; no ideals to pursue, what else is left other than mediocrity? Adversity, instead, should be pronounced as an opportunity for an advancement. Consigning to the idleness is a shortcut to sabotage. HUFS definitely deserves better than that. 

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# Cultural Diversity Celebrated at the World Folk Culture Festival

By Laura Perrusson, Na Geum-chae and An Kwan-ho  
*Guest Reporter & Staff Reporters of Campus Section*

“Globality.” The coinage is a compound word of “global” and “ability,” which is the indicator of one’s global competence. The advent of globalization brought about the coexistence of multiple cultures within a single country and necessitated possessing a transnational mindset. The World Folk Culture Festival (WFCF), the heritage of HUFS Global Campus, is the event that meets the very needs of the world.

WFCF is HUFSSans’ festival whose global competence is embodied in the form of art. The event hosts traditional performances from diverse cultures based on the performers’ understanding and education on international studies. In order to imbibe the passion of HUFSSans through their fruitful outcome, The Argus visited the event.

## A brief introduction on WFCF

WFCF is a festival that promotes globalization by understanding diverse cultures and customs throughout the world. It focuses on providing a novel opportunity to take in international insights through various performances and improving fellowship between HUFSSans and the world’s citizens. In the event of this year’s WFCF, which marks its 28th edition, it distinguishes itself from previous ones by being staged at Gwanghwamun Square, a historical landmark of Seoul.

## TWIMBO



©HUFFS

### Division of African Studies

The performance of TWIMBO started with a familiar tune of “Waka Waka,” a theme song of the 2010 South African World Cup. TWIMBO means “our song” in Swahili, a common language in southeastern Africa. The melody seemed to square with the meaning of the team’s name, as it seemed to belong to everyone regardless of which country the audience came from. The colorful tinges of Africa emanated from “Afro House Dance” and “African Caribbean Folk Dance,” of which the latter originated from the dance of female warriors.

One of the audience members, a woman in her fifties, said, “Their make-up and costumes were very unique and impressive. It harmonized well with the performance. I almost cried because it was so fantastic and wonderful to watch the students doing their best on stage.”

## Los Jovenes



©HUFFS

### Department of Spanish Interpretation and Translation

Europe might be a small continent, but Spain’s performance proved it has many different cultures. The feeling of originality from each culture is reinforced by the unique way in which the dancers play their instruments, tapping them on their thighs rather than their hands. The unique instruments that are the maracas and the tambourine made for a truly brilliant show. The guitar, played by the students, built the Latino atmosphere. Indeed, their hypnotizing voices and tune echoing under the red lights made the audience feel as if they were in a Latin country. “It reminded me of my home country because of how familiar the song sounded,” said Priscilla, an audience member from Brazil.

## Oasis



©An Kwan-ho/The Argus

### Department of Arabic Interpretation and Translation

The performance was intense in terms of reflecting the distinctive traits of Arabic culture. The high-pitched songs and colorful costumes enriched the momentum of the Arabic traditional dance. Most people do not know that belly dancing has originated from ancient Egypt as a part of their traditional dances. They imprinted this fact on the minds of the audience with their excellent dancing skills.

On top of the belly dance, Oasis introduced another traditional dance, “Tanoura.” With the songs of Nancy Ajarm, a popular Lebanese singer, being turned on, their seamless performance had everyone clapping with joy. The lyrics of the song, “The key to a happy life is opening your mind to people,” manifested the essence of WFCF, emphasizing the importance of inviting new ideas from diverse cultures.





Kalina



©An Kwan-ho/The Argus

Department of Ukrainian Studies

Despite the dynamics and power they displayed on stage, the ambience of the Ukrainian team was rather tranquil compared to those of the previous ones. Kalina performed “Hoopak,” the most well-known Ukrainian traditional dance, which is also characterized by its improvised choreography. Performers wearing loose pants jumped and spun like acrobats. Every detail, from the flower crown on the girls’ heads to the embroidered shirts of the male dancers, was true to Ukrainian dancing tradition. The performance transported the spectators right to Eastern Europe.

Polka



©HUFs

Department of Czech and Slovak Studies

The team, Polka, mainly performed the Eastern European traditional dance, polka. The dance stems from the Bohemian region, which now extends from the Czech Republic to Slovak territory. Gabriel Lukac, a professor of the Department of Czech and Slovak Studies said, “There was no dance team representing Slovakia, but this one was similar to my country’s traditional dance.”

The HUFsans recreated the polka with powerful, exhilarating movements and bright faces in line with the Czech song. The couples’ energetic dance carried the crowd yet into another daydream. “The atmosphere and the attitude of the students who were enthusiastic was the most important thing. It breaks into our hearts. The strongest thing to me is sentimental, the feelings,” added Lukac.

Shandar



©An Kwan-ho/The Argus

Department of Indian Studies

Shandar made their appearance with the famous song, “Tunak Tunak Tun.” They combined strong vocals and mesmerizing dance moves. The female vocalist’s low voice created the perfect atmosphere in which the dancers could perform. Dancers demonstrated the “Garba,” a traditional dance in India. They exactly reproduced the spiritual and circular form of Garba. All were perfectly in sync, including their Indian traditional costumes, “Dhoti” and “Ghagra Choli,” worn by men and women performers respectively. Their sumptuous color made them seem straight out of a Bollywood movie.

Mazurka



©An Kwan-ho/The Argus

Department of Polish

Mazurka showed three kinds of dances, “Trojak,” “Krakowiak” and “Polka.” The lyrics of “Zasiali górale owies,” played alongside Trojak, narrate a story about a man with many daughters, who is planting crops in his field. While maintaining the uplifting and energetic atmosphere, the polka, a famous dance of Poland, was performed. The dancers of the Mazurka circled and stomped around in their black, red and white traditional outfits, making the dance seem effortless. Complementing the whole performance, the dancers’ smiles illuminated the stage, as if it were an invitation for the spectators to join them.

## Thephajaoying



©HUFFS

### Department of Thai Interpretation and Translation

Thephajaoying, which means the “goddess” hinted at a great show, and they did not disappoint the audience. They definitely looked like goddesses with figure-hugging and sparkling phasabai and kraprong, and sleek hair.

Saerngkratib, a traditional dance from the northern region of Thailand, made itself beautiful through constant transition in their dance moves which are simple and precise. Despite not stunning the audience with unbelievable acrobatics, the dancers caught the audience’s attention with gentle movements of the hands. They ended the performance by invoking the god’s blessing for the audience.

## Navilera



©An Kwan-ho/The Argus


### Department of Korean Studies

Last but not least, Navilera came on the scene to conclude the festival. The performance was unique as it combined Korean traditional dance with occidental musical instruments, such as the flute. Just like the harmony of the dance and instruments, the team was comprised of Korean and foreign members. They showed a Korean traditional dance, Buchaechum, which played on the pastel colors of the fans and Hanboks, Korean traditional costume. It provided a rationale behind their name, Navilera, a mimetic word depicting the movement of a butterfly. The ethereal performance left a lingering feeling to the audience, one of peacefulness and admiration.

John Solomon, an audience member from Iran said, “I only came here to support my Iranian friend in Navilera, but I was pleasantly surprised by the dancing form of the Korean team.”

### Remarks from HUFFS president

“When I was a senior at HUFFS about 40 years ago, The World Folk Culture Festival was held inside the Sejong Center. I am deeply moved to see WFCF being held at one of the symbolic venues of Korea. I thought it was really great as the programs were well-composed and there was less redundancy between the performances. In particular, it was a very significant event as it could show HUFFS’ outstanding cross-cultural competence in the era of globalization.”

Globalization often solely emphasizes the economic aspect. However, the original meaning subsumes more than just the economy, it includes culture too. By overcoming physical constraints, countries revealed their heritage to others, which enabled people from other countries to learn about them. The festival fulfilled its purpose of stressing this aspect and nurturing people’s sense of globalism. 



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©Jang Yu-jin/The Argus

# Where Should Refugees Go?

By Kim Tae-young and Jang Yu-jin  
Staff Reporters of National Section

This year, there have been more than 500 refugee applicants who came to Jeju Island. The majority of these people are from Yemen and Egypt. Since their arrival, there have been ghost stories spreading about refugees in Jeju Island, leading to people having negative perceptions of refugees. On the other hand, some people argue that Korea should accept refugees as members of Korean society. Starting in Jeju Island, the refugee problem has become a serious issue throughout the South Korean population as a whole. In this situation, on Sept. 16, a few rallies regarding the refugee issue were held at Gwanghwamun in Seoul. The Argus visited both rallies held in the same place and heard their voices.



## Refugee Act: A law that contains the status and treatment of refugees

Korea has received refugee applicants since 1994. Because the Refugee Act was enforced in 2016, refugee application offices were opened at ports of entry and departure; the applications can be made directly at the counter. The refugee screening process consists of three steps. A foreigner who wants to be recognized as a refugee submits documents to be referred to the examination of the director of the Korea Immigration Service (KIS). After the interview is conducted, the head of the KIS decides on the refugee recognition examination. If recognized as a refugee, that person can receive some aid such as basic living support and job training. In addition, a refugee can apply for a work visa from six months after the initial application.



## Status of refugees in Korea

A total of 32,733 cases of cumulative refugee applications were received from 1994 to 2017

A total of 792 people have been granted refugee status from 1994 to 2017

A total of 9,942 refugee applications received nationwide in 2017

A total of 121 people who were granted refugee status during 2017 (refugee approval rate of 1.51%)

Until 2017, people who were applying for refugee status were from Pakistan, China, Egypt, Nigeria, Kazakhstan, Bangladesh, and Syria, in order.



▲ Supporters of refugees gather in front of the podium.



▲ Opponents shout "Fake Refugees Get Out" toward supporters of refugees.

### The scene of the supporting rally

When the reporters arrived at Gwanghwamun Station around 1:40 p.m., the reporters saw some signs and police officers at the station. Despite the rainy weather, Gwanghwamun was packed with people holding placards for refugees long before 2 p.m., the scheduled start time. A large group of people from various cultures were sitting together to take part in the demonstration. The sixth rally, titled "Day of Action with Refugees," had the subject of reforming the Refugee Act and opposition to hatred of refugees.

Following the host's guidance, the rally began with participants shouting "Welcome refugees" in Arabic. A silent tribute was also given to the refugees who died in a recent accident, as well as for Syrian refugees who lost their lives trying to escape from their civil war.

The gathering grew in size as the rally progressed. Among the people, one group of foreign men stood out. The reporters listened to a man with a particularly nonchalant look on his face.

He said, "I came with my friends from Egypt. I visited various organizations and government offices in Korea to gain the refugee status, but I was ignored by them and just kicked out. That is why we came to a rally that supported refugees today." When asked by the reporter about what kind of life he would like to lead, he said, "I have no plans in the future because I am hopeless. All I just want to do is not to be kicked out of Korea."

After finishing a brief interview with him, the reporters looked around. Many foreigners were wearing signs with statements such as "Welcome refugees" and "I oppose racism." In particular, one group holding a sign was a family with a young child, and there was also a refugee who shed tears as she watched a video showing the people who were in hunger and had lost their family members due to the

terrible civil war in her home country.

There were many Koreans who were in favor of accepting refugees at the rally, and the reporters wondered what they thought. So, the reporters talked to Choi Young-jun, a Korean who was watching the rally in the rear of the group.

He said, "I do not think the minimum wage or youth unemployment problem was caused by refugees, and it is not right for some people to use them as scapegoats. We should look for ways to cooperate with each other. We must find a way to live peacefully. However, these days, it seems very exclusive to drive out refugees to protect Koreans."

### The scene of the opposing rally

At the same time, on the opposite side, opponents also raised their voice while clamoring for the abolition of the refugee law and dissenting about accepting refugees. They put up a slogan which said "I am a citizen of South Korea. The nation comes first. The nation wants safety," on the electric board and made a speech in support. Participants of the opposition rally shouted several times toward those in support of refugees, and they shook a picket sign with "Fake Refugees Get Out" on it, meaning that several foreigners disguised as refugees and came to Korea for earning money.

A woman in her seventies who was participating in the rally said with anger, "I cannot understand why the government helps foreigners although there are many poor people in Korea. I am dumbfounded to hear that the government finds refugees' jobs in such a situation that we have today in our country where young people have difficulty in seeking their own jobs."

After a while, a woman in her thirties who was distributing printed materials related to opposing refugees, approached the reporters. She showed the materials filled with negative contents about



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▲ Opponents prepare the march.



©Jang Yu-jin/The Argus

▲ The support side of refugees demonstrates against the opposite side.

refugees and spoke her mind about them. “I have heard that some Muslims carry out bad customs like early marriage. As one child’s mother, I cannot help worrying about that. In addition, I think we are threatened in the financial aspect, because the government gives refugees monetary support.” After finishing the short interview, the reporters looked around the rally. There were many parents and grandparents who brought their children, mainly for the opposition. As well, there were quite a few young people besides middle-aged people. A youth organization expressed their thoughts in a speech, and many young people sympathized with the speech.

A man in his twenties who hovered around the scene of the rally, holding pickets, introduced himself. “I am an ordinary person who works in a factory.” According to him, he wants taxes to be used for poor Koreans, but the nation’s taxes are being wasted because of supporting refugees. As well, he added, “Working in the factory, I psychologically feel threatened about my job due to refugees.”

The reporters approached a middle-aged man who was watching the rally in the distance and asked his opinion about the refugees rally. He answered, “I think to focus on protecting the nation is important rather than concentrating on dissenting about refugees. Because this rally should be helpful to make a wholesome society, not representing an aversion to refugees.”


## Marching and confrontation between the two groups

At around 4 p.m., both groups finished the rally and prepared to march. At the point of starting the march, police were lined up in the street and participants of the opposing rally first marched toward Namdaemun, the No.1 national treasure of Korea. Participants in support of refugees who saw this parade came into the street and ranted at opponents. At that moment, a shoving match arose and both sides appeared flush with anger. Meanwhile, the police maneuvered vehicles to prevent dangerous conflicts from occurring.

When participants of opposing rally shouted “Islam out, Fake refugees out” continuously toward those in support, a speaker who supports refugees said that the opposition was distorting the facts about Islam, to the extreme. The speaker added that accepting refugees will not be a problem on the ground in that more than 150,000 Muslims are already living in Korea.

After a little while, pro-refugee participants marched about 2 kilometers through the streets toward the entrance of the Blue House. They attached Post-its filled with wishes supporting refugees on the large banner. Holding this, they marched on. Some people often waved to the reporters with a little smile. Although the rally progressed for a long time, the figures of passionate participants glimmered in the reporters’ eyes.

Among foreign tourists who passed the rally scene, Daniella who came from Germany said, “Germany also had many conflicts and social problems related to refugees in the beginning. Nevertheless we now found the compromise, and many people started opening their mind about refugees.”

Up to the present, Korea has not found the compromise. Everyone should make efforts to understand each other and harmonize in society, rather than leaning too much towards one direction. 

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# What True Beauty Is from a Hijabi's Point of View

**By Kübra Berna Ayyıldız**

*Guest Reporter*

The Story of “The Beauty and the Beast” is simple: An arrogant prince, who refuses to help an elderly woman in the middle of the night, gets cursed by her and thus turns into a beast. She tells him the only way to retain his human form is to find someone that loves him regardless of his looks. Shortly after, the narrator of the movie asks the audience how anyone could ever love someone looking like that?

During a conversation about my headscarf, also known as hijab, a fellow student threw the exact same question at me. According to her, looks are what make potential partners interested, and character is what makes them stay. It was in this moment, I just thought to myself, if a man cannot love me without seeing every single inch of my body, then I did not want to be with that person.

The reason we Muslim women wear hijab is out of our submission to God, the literal translation

of the word “Islam.” It means accepting a being as superior and exalted in might and wisdom to you. I believe and trust that God, who created me, also knows what is best for me. So, if God wants us to be modest, that is what we want to do out of respect and love. The ones allowed to see what is beneath the veil are so-called “Mahrams.” Women, one’s husband and men in our family who are not able to marry us such as a father, uncle, brother, son and so on, fall into this category.

Besides, the concept of hijab did not just start with the Muslim faith. Plenty of Christian women, such as nuns, are seen wearing the veil as a symbol for their devoutness and modesty. Especially, the Virgin Mary is usually depicted with a veil on top of her head, while she is holding Jesus in her hands.

Moreover, observing the hijab, and thus being modest, does not end with one’s clothing. It also extends to one’s behavior, such as being humble and moderate, not aiming for a materialistic and braggy lifestyle. In Islam, the only thing that makes you better than someone else is your good behavior; not your gender, skin color, nationality,

wealth, appearance or anything else. Hence, whenever anyone asks me if I am concerned about ever finding someone who will love me with a hijab, or if I feel ugly dressing like this, I confidently say no. The only time I would be worried about being ugly is when my heart is.

I do not want to be remembered for superficial criteria like my appearance. It does matter to a certain extent when finding a partner, but it should not be the first thing that comes to people's minds when thinking about me. People tend to obsess over it like their life depends on it. A lot of beauty and fashion industries try to tell their target group that they have to buy their products in order to be successful and accepted by society, but why? Trends come and go, people's opinions change, and we are expected to just go with the flow, without questioning it. In this process, many people lose themselves and obsess over things, which were never meant to be eternal,

such as external beauty. Thus, the beauty I am encouraged to take care of the most is the one in my heart, attained through good deeds, since I believe that they are the only thing I am going to take with me on the other side. This does not mean that a person who wears a veil automatically has a better heart than someone who does not. However, our society is prone to distract us with many trends and not giving in to them can be beneficial.

Furthermore, against many misconceptions, the Islamic concept of hijab also includes males, but in a different way. They are encouraged, as well, not to flaunt visually attractive traits and

keep it simple. Another aspect of a modest hijab that especially men are expected to observe is to act and behave modestly. This should be done by respecting women, not objectifying them or judging them based on their appearance, and instead valuing them for their character, as opposed to their body. It is no secret that females are used as visual stimuli for advertisements more often than males. It is perfectly normal to find commercials advertising cars with half-naked women, which then tempt men to buy or desire them. In Islam we believe these visual triggers,

such as an attractive appearance, should not be the first aspect we look for in another person. With our modest clothing and behavior, we Muslims want to focus on what truly makes a human valuable, which are a person's character traits.

As a Muslim woman, I am supposed to be well-groomed, and thus take care of my appearance, but guard it from the

public and just show it to those that are allowed and worthy of seeing it. It is not meant for public satisfaction; that is why the only thing that should matter is what is in my heart and not what is on my head or body. The concept of hijab has shifted my perspective on what truly makes me a beautiful person, and for that I am thankful. Besides, if the arrogant prince in "The Beauty and the Beast" had taken care of his internal beauty, he would have never been turned into a beast in the first place. His repulsive looks merely reflected what was in his heart. 🌸

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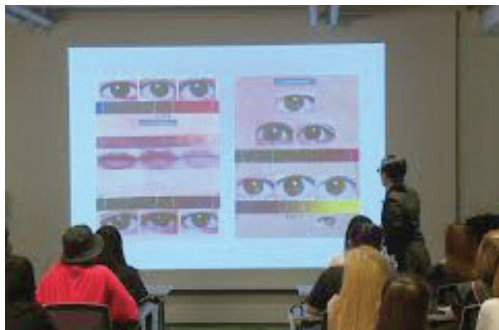


# Riding the New K-wave with K-beauty

By Kim Hannah and Lee Jun-young  
Staff Reporters of Culture Section

Exit 6 of Myeongdong Station is surely a place of hustle and bustle. Along with the tempting street foods and countless advertising boards featuring K-pop stars, the street lined with K-beauty brands grabs the eyes of the reporters. It is common to see foreigners from various countries shopping at this place. Even though they all use different languages and have different skin colors, many of them have one very notable thing in common; that is, they all carry shopping bags filled with K-beauty products that they bought at the stores here.

To follow this global craze for K-beauty, many of the Korean cosmetic companies launched their brands in all parts of the world. What could be the possible reason for this sudden upsurge of popularity? The Argus is here to tell you why.



▲ Teenagers take specialized makeup lessons from the professionals.



▲ The picture above shows that CHANEL has launched a new brand for men only.



### What is K-beauty?

The term “K-beauty” includes not only Korean makeup products but also products such as nail care or body wash, Korean makeup style and skincare routine. One of the distinguishing characteristics is the diversity of products for skin health. The recent Korean makeup trend is about seeking a more plain and simple look. When applying the makeup, light colors are more preferred together with base makeup that gives a look of clear skin.



### The trend

#### K-beauty enjoyed by various ages

As the beauty industry developed in Korea, the age of people enjoying makeup has diversified. Nowadays, people from teenagers to 70-year-olds are enjoying makeup in new ways.

First of all, teenagers have changed their makeup to a simpler style and sought for professional knowledge about makeup for themselves in the past two or three years, unlike in the past when they used to copy the makeup looks of adults or wear heavy makeup. In addition, teens go to college for makeup-related careers. In fact, there are 12 universities recruiting freshman from 2017 that newly established and reorganized cosmetics departments. Konyang University created the Department of Global Medical Beauty, and Daegu Haany University made the Division of Cosmetic Science and Technology last year. In this way, it can be seen that there is a growing opportunity for young people to get more professional makeup by newly created cosmetics-related departments in colleges or expanding existing departments related to beauty.

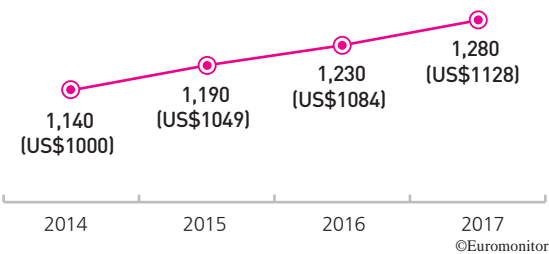
In addition, professional beauty programs for teenagers were newly created. One of the programs is the “Teen-Beaustar Camp” hosted by Naver, Korea’s Internet company. It started last year, which provided teenagers with professional education in cosmetics and an opportunity for them to meet various professionals. Teenagers can use these programs to create their own makeup content based on various experiences.

Older people are also enjoying makeup in new forms. In the past, makeup techniques aimed at the younger generation became mainstream, but as the range of enjoyment has been widened, makeup tailored for older people has also become specialized. For example, the Lotte Department Store Culture Center introduced the “Six Week Complete Lovely Makeup” program, which gives elderly people makeup along with detailed instructions.

#### K-beauty being loved regardless of gender

##### Trends in the Korean Men's Cosmetics Market

Unit: billion KRW(million USD)



Makeup is mainly thought of for women. Or it is easy to think that it is for celebrities, including male idols, who have to show off their colorful looks. However, recently, makeup has become a new trend among ordinary men, not just for women and male entertainers. In particular, some YouTube videos such

as men’s skin care and makeup tutorials have attracted more attention to men’s beauty and have gotten more than 1 million views. Na Myeong-chae, a student at Chuncheon National University of Education, said, “I think many men are interested in makeup because it helps accentuate external advantages. In fact, I felt a difference in self-confidence when I wore makeup. In this respect, I think there are a lot of positive aspects when men use make-up.”

In fact, the size of the Korean men’s cosmetics market is also growing. According to the Joong-Ang Ilbo, the male cosmetics market in Korea last year reached 1.28 trillion won (US\$88 million). Also, according to Olive Young, the Korean Health & Beauty Store, male cosmetics sales have increased by about 40 percent annually.

Korean beauty companies are launching various makeup products for men. Recently, Korea’s beauty company, Aekyung Corporation, released a product called “SNEAKY” in August. It is a BB cream for men who enjoy natural makeup. Korean beauty company Dashu also launched “All-in-one Cream,” which can simplify complex skin care, and sells men’s eyebrow grooming kit and lip balm for light styling.

The number of men working in the beauty industry is continuously increasing. In fact, unlike in the past when there were only female employees at cosmetic shops, there have also been many male employees in recent years. “I think that as men are more interested in beauty these days, demand for male employees in beauty shops is increasing. Actually, there seems to be a lot of male employees not only at our shop but also other beauty stores in Korea,” a male employee at Olive Young’s Gangnam store said.

K-beauty spreading throughout the world

The popularity of K-beauty not only applies to domestic markets but is a worldwide sensation. Thanks to this, the amount of exports reached the largest on record. According to Statistics Korea, Korean makeup products garnered 658 billion won (US\$593 million) from foreign direct sales for online markets in the second quarter of 2018. This holds 73.7 percent from the online market sales for Korean products and is a 53.7 percent increase from last year, an 8.6 percent increase from last quarter. Export countries expanded from East Asia and ASEAN to Arab countries, Europe, and America.

The world’s largest cosmetics company, L’Oreal, took

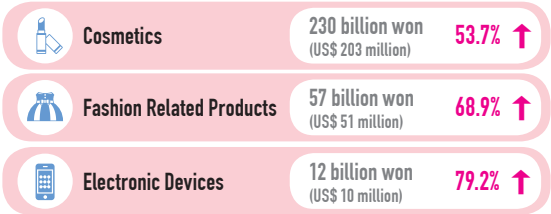
over the Korean brand “Style Nanda,” recognizing its unique style and color cosmetics that captivate worldwide customers. Other K-beauty companies are also launching their brands and arranging makeup classes or beauty festivals all over the world. From July 7 to 8 this year, K-beauty Color Festival was launched in Ho Chi Minh City, Vietnam. About 5,000 Vietnamese fans attended the show, which proved their huge interest in K-beauty. To match the diverse skin tones for worldwide customers, Korean brands increase their diversity in base makeup products by launching foundations that have darker or lighter tones compared to the domestic ones.

Furthermore, the tour package called the “Korean beauty package” came along. This package, which is for K-beauty fans, includes visits to K-beauty brand stores and experiences on Korean beauty care. To attract the foreign tourists who come to Korea for makeup products, most of the stores in Myeongdong employ foreign staffs. “About 80 to 90 percent of our customers consist of foreigners. Because of this, we hire Japanese and Chinese staff that are good at foreign languages,” said one of the workers at Banilaco’s Myeongdong store.

The secrets of popularity

Korean cosmetics with cost effectiveness

2018 Second Quarter Foreign Direct Sales for Online Markets



©Statistics Korea

Today’s K-beauty market is gaining popularity because most Korean cosmetic products are cost-effective. Foreign brands such as Yves Saint Laurent and Chanel are famous, but most of their products are very expensive. However, domestic beauty brands such as Innisfree and The Face Shop, which have successfully entered overseas markets, can be purchased at relatively low prices.

“Die Welt,” one of Germany’s influential daily newspapers, noted that one of the reasons why Korean



cosmetics are popular is their reasonable price. “The skin care of Koreans is divided into more steps than that of the European people. In addition to basic products such as masks, cleansing foams, peeling products, toners, and creams, Koreans also use essences and serums. Due to the demand for various products, the Korean market is much more competitive than Germany’s. In Germany, of course, it makes more money in the import process. Nevertheless, the price is reasonable compared to the German cosmetics market so far.”

In fact, Yves Saint Laurent’s lip products are priced at around 40,000 won (US\$35.81) and Nars’ foundations are priced at 70,000 won (US\$62.67). On the other hand, most of Innisfree’s lip products are priced at 10,000 won (US\$8.95), and the foundations of The Face Shop are as low as 20,000 won (US\$17.91). Despite of its relatively affordable price range, the quality also never disappoints the customers. Instead of expensive luxury brand products, recently, domestic beauty brand products have been attracting attention. Domestic brands are not inferior to luxury goods, either, in terms of quality or design. As such, domestic brands have satisfied customers all around the world by launching products with cost-effectiveness. “I bought a lipstick from a Korean brand and liked it very much. Along with its good quality, it has a very cheap price,” said Maimouna Lemnouar, a female from France.

### Development of beauty manufacturing business

“Kolmar Korea” and “Cosmax,” the world-renowned Original Design Manufacturing (ODM) Company, along with the small and medium-sized ODM enterprises from Korea are another reason for K-beauty’s popularity. Contrary to the Original Equipment Manufacturing (OEM) companies that follow the ordering company’s design, ODM companies proactively manufacture and supply the product to the ordering company based on their self-owned technology. Kolma Korea and Cosmax develop their own patent technology as well as following the manufacturing request. The technology that they own is assessed as outstanding in both quality and speed. The platform that goes across through production, sales, and marketing is well established so that the whole process is completed in two to six months. Kolmar Korea invests more than five percent of its sales in R&D and recruits more than 40 percent of its new employees as researchers to focus on developing

patents. Cosmax also reinforces its patent application and registration by its research center that focuses on both skincare and makeup.

When an individual comes up with a brand and concept, the ODM companies consult the brand, recommend the package design and label, request a contract research organization for clinical testing, and support all the other factors needed for distribution. In other words, with only a good idea, anyone could get into the cosmetic business. This is the reason why many young generations challenge themselves into the cosmetic business and lead successful domestic beauty brands.

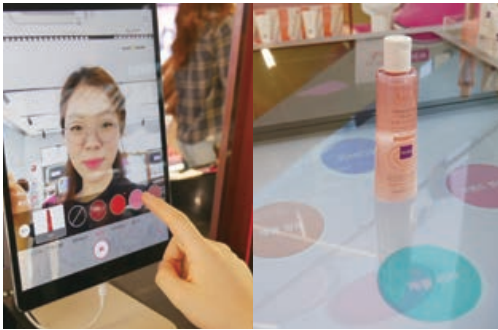
### The boom of content featuring Korean makeup

The surge of TV programs or diverse video contents that feature Korean makeup supplemented the popularity of K-beauty. K-pop or K-dramas turned global attention to Korean celebrities’ makeup routines and the products that they use. This helped the K-beauty brands draw global customers. “At first, tourists look for K-beauty items that are featured in the media, but many of them get satisfied by the quality of our products and come back,” said one employee from Banilaco’s Myeongdong store.

As many of the Korean celebrities use Korean base makeup products that cover skin blemishes, lots of foreigners also have started using these products. “I got interested in K-beauty products while watching K-dramas, since the actors had very clear skin. I think that K beauty products help me a bit with my skin too,” said Nadya Razak, a female from Singapore.

On YouTube, it is easy to find videos that show how to imitate Korean idol members or an actor’s makeup, garnering millions of views. These videos have comments in different languages, which are written by viewers that are from various countries. This shows the fever of K-pop and dramas spreading to K-beauty.

On the other hand, there are videos that deal with the trend of Korean makeup routines or reviews for K-beauty products done by both Korean and foreign YouTubers. This increase in related content became another way to introduce K-beauty. “I first heard about Korean beauty products through my friends but got to know more from YouTube since there are so many videos related to K beauty. There was one video about the 10 best Korean beauty products, and I am planning to buy them in Korea,” said Bree Jalalpour, a female from Australia.



©Hannah Kim / The Argus

▲ Gangnam Olive Young Store has a tablet with which visitors can virtually apply makeup (L), and a digital table which shows information about the product that visitors have applied to themselves.



▲ The products on the left side are from the Korean brands and the ones on the right side are from Mumuso.



## Reforms that should be made

### Integration with current technology

Marketing beauty products together with the use of current technology could be another way to grab both domestic and foreign customers. AmorePacific, a Korean beauty and cosmetics conglomerate, recently collaborated with Samsung Electronics and created a “makeup simulation” service. This service was embedded in the AI platform “Bixby Vision” and can be used with Samsung Galaxy S9 and Galaxy S9+. The camera lens perceives the user’s face and virtually applies makeup products from brands such as Sulwhasoo, Iope, and Laneige.

CJOLiveNetworks added AI and AR services in the Gangnam Olive Young. The service includes a “smart mirror” that recommends beauty products after scanning the faces of each customer, and a tablet PC on which users can virtually apply makeup.

“Many of our customers try these services and get help when they choose a product. I think these services not only help the visitors find apt products but also help them enjoy the shopping experience more than before,” said an employee at the Olive Young’s Gangnam store.

### Response to the fakes


Recently, the increase of fake K-beauty brands has become an issue. On July 25, AmorePacific announced that it had won its second trial against the fake brand “Sulansoo” which imitated its name Sulwhasoo. The problem worsens as these brands expand their distribution network.

There has been an ongoing allegation of Chinese lifestyle brand “Mumuso” imitating Korean beauty

companies. Their packaging of mask packs, hand cream, and many other beauty products are extremely similar and hard to differentiate from those from Korea. Despite the fact that 99.7 percent of its products are manufactured in China, and that it has headquarters located in Shanghai, it has continuously claimed on its website that it originated from Korea.

These fake beauty products cannot guarantee their quality. This degrades the image of the brand and the country as well as causing damage to the customers. Besides, it deceives those who want to buy Korean products, and wrongfully takes away the market share.

Thus, enterprises need to register their intellectual property rights and push ahead with penalizing counterfeit brands. Also, since it is legally impossible to charge and prevent the foreign brands from using Korean images, consumers must also be conscious about the problem. Domestic firms are continuously developing ways for consumers to certify the products that they have bought, such as with a QR code activation service. The habit of checking the authenticity of the purchased product is needed.

Based on K-pop, various Korean trends are now spreading around the world. Unlike in the past, which has only accepted foreign cultures, Korea is now leading a new culture all over the world. The future of K-Beauty, enjoyed by men and women of all ages, turns itself a green light. The K-beauty craze is no longer just a byproduct of K-pop, but K-beauty itself will soon become a Korean wave. The reporters look forward to seeing the domestic cosmetics industry leading the global market in the future. 

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# Another Big Property: Nation Brand



By Kim Tae-young

*Staff Reporter of National Section*

As the Korean idol group BTS has topped the Oricon chart in Japan and even the Billboard chart in the United States, the world is paying attention to the value of Korea as a nation, including K-pop. Korea's popularity is also rising through corporate marketing such as the Korean cosmetics brand Sulwhasoo, which led the K-Beauty winds around the world.

However, despite various efforts to improve the nation's brand, Korea only ranked 31st out of 55 countries in the World's Most Reputable Countries ranking released by Forbes in 2018. On the other hand, Japan, Korea's neighbor country, ranked eighth. The Argus looked at the Korea's "nation brand" and presented the outlook.

## What is nation brand?

Nation brand refers to the sum of intangible values such as recognition, preference and reliability of a country, which are calculated for a nation brand index. This is seen as an important element of national competitiveness, and the economic ripple effects derived from it are beyond imagination.

A typical index is the Anholt-NBI, which was created by Simon Anholt, who made the term "Nation Brand" and has been announced annually since 2005. The Anholt-NBI is evaluated by comprehensively measuring nationalities, government governance, exports, cultural heritage, tourism, and immigration investment.



©Simon Anholt

▲ The Anholt-NBI is measured by six components.



©ABCnews

▲ Representatives from South and North Korea hold a ceremony at the Pyeongchang Olympics with the Korean Peninsula Flags.

## The history of Korea's national image

Since the outbreak of the Korean War, Korea's image in the 1950s has been represented in a negative light such as being an orphan exporting country, along with being a divided country where the war may break out again. During the 1970s and 1980s, the economy was stabilized as more companies engaged in transactions with foreign countries. In particular, the successful hosting of the Olympic Games in Seoul in 1988 served as an occasion for Korea's national image change.

Since the 2000s, many people have been active in various fields, such as politics and culture, and have made Korea widely known to the world. Ban Ki-moon as the first Korean U.N. Secretary General, professional baseball player Park Chan-ho and figure skater Kim Yu-na are the examples of individuals who raised Korea's nation brand. In addition, as Samsung Electronics and LG Electronics have conducted global marketing based on their outstanding technology, Korea has the image of an IT powerhouse.

Furthermore, Korea successfully hosted the 2018 Pyeongchang Winter Olympics. It was also nicknamed as the "Peace Olympics" because South and North Korea formed a unified team. This served as a stepping stone to enhance Korea's reputation around the world by attaining peace and harmony even in the midst of being a divided nation. Currently, Korea is recognized as a small but strong country in Asia that has achieved cultural growth as well as economic development.

## Case study of efforts to promote the nation brand of Korea

### Good points

Activities in the private sector play a big part in enhancing a country's nation brand. To further revitalize and promote this, the National Assembly co-hosts the "National Brand Awards" with The Institute of Nation Brand Promotion. The National Brand Awards, being celebrated for the third time this year, are designed to recognize the impact of individual and corporate brands on the national image and to promote any activities to spread positive images of Korea around the world.

The government also created an index based on brand recognition and the image of companies called National Brand Competitiveness Index (NBCI) in 2003, by which the level of brand competitiveness within a company's industry is evaluated. The aim of this is to increase the brand value of domestic companies and serve as a base for further growth on the international stage. This leads companies to remain competitive in order to increase brand value and increase consumer trust. Jeong Suk-mee, a woman in her 50s living in Seoul, said, "I could trust the products when I saw the mark, high-ranking brand reputation. Therefore, I purchase a product with a high brand reputation even if it is more expensive than others."

Unlike the preceding cases in which a country was striving to improve its brand reputation internally, Korea has gained a good reputation abroad as well through the establishment of special economic zones to attract foreign capital. Songdo International City, a representative economic district, is located in the city of Incheon. Songdo has many attractions such as Songdo Central Park and Songdo Traditional Korean Village. In addition, as part of the project to improve



©Rinnai Korea Corporation

▲ Rinnai Korea Corporation, a gas appliances company, advertises its product by using the National Brand Awards mark.



©Pixabay

▲ People wearing Hanbok, Korean traditional clothes, pose for a picture in front of the slogan “Creative Korea.”

conditions for foreign residents, Songdo selected some stores that would allow foreign currency access since 2012. This is the first time that foreign currency such as the U.S. dollar and the euro have been available in Korea except duty-free shops. This is expected not only to meet the initial purpose of attracting foreign currency capital, but also to increase Korea’s nation brand reputation.

### Some errors

The government has given great attention to the slogan that represents Korea. However, there were some problems such as the lack of consistency in the slogan and the controversy over plagiarism of the text itself. During the 2002 World Cup, the Korean government used the slogan “Dynamic Korea.” 14 years later, in July 2016, the government changed the slogan to “Creative Korea,” though this was officially discarded in June 2017 because the slogan was dogged by suspicions that it was plagiarized from CREATIVE FRANCE, which is France’s national slogan. In addition, there has been a lot of criticism for spending 3.6 billion won (US\$3.24 million) of the national budget on making the slogan.

Regarding this, the Korea International Trade Association pointed out in a report released in 2017 that Korea’s brand value in reality has been depreciated due to its inconsistency in the national brand slogan such as “Creative Korea.” Korea’s brand value was US\$1.92 trillion in 2015, which was 76 percent of GDP. This indicates that Korea’s brand value is undervalued compared to the size of the economy. The report assessed that the slogan does not reflect Korea’s identity and the credibility of the slogan has declined.

There was also a lack of continuity in policy to enhance national brand competitiveness. For example, the Presidential Council on Nation Branding was established in 2009. Among its major tasks were the discovery and promotion of luxury brands in Korea, the supply of Korean language and Taekwondo. However, in 2013, when the government was replaced, the council was closed down and their projects were stopped.

Kim Ji-young, a professor who lectures Culture and Nation brand at HUFs, said “For Korea’s nation brand, we should pay more attention to inherent identity and core values than the slogan. For example, when a country places a high value on a clean environment, this can directly be seen through clean streets or many bicycles. However, Korea does not have any images that are vividly associated with it, and it is hard to say that citizens have a clear identity as Koreans. Therefore, first of all, finding Korea’s identity and making a concept are the most important things to do.” In other words, it is time to plant reality rather than make a show.

### Case studies on the nation brand in the world

#### Successful cases

Germany, which ranked top in the Anholt-NBI in 2017, received high marks in cultural level, governance, and public affinity. It was in second place on the same index in 2016, but having increased its ranking in particular in the cultural sector.

For example, it has made the German National Tourist Board (GNTB) website, the most reliable site



▲ Korean Cultural Center in Thailand made this poster to increase Korea's nation brand.

providing information for travelers, which was named the world's top tourist site in 2017. The GNTB website provides lots of information in 30 languages for travelers from around the world and offers customized services like classifying business trip or travel for relaxation. The GNTB announced, "We will continue to find places that will become world famous and use them to build national brands."

There is also a good case in Italy, which ranked seventh in the Anholt-NBI in 2017. Italy has many famous luxury brands in various industrial sectors. Not only Prada, Salvatore Ferragamo and Gucci, but also Maserati are all Italian brands.

In this regard, Italy has gained great economic effects due to its national brand image. This is because people often consider the origin of the product as a standard of quality. Therefore, if there is a mark such as "Made in Italy" on certain clothes or accessories, it gives consumers unlimited trust. That is called the Country of Origin Effect.

#### Cases of failure

Myanmar is a case in which the political leader's misdeeds have lowered the national brand reputation. Aung San Suu Kyi has become a symbol of democratization by fighting for democracy in Myanmar. As she was chosen as the winner of the 1991 Nobel Peace Prize, her efforts were also internationally recognized. However, she neglected public suppression on the Rohingya people, a minority ethnic group in Myanmar. The Rohingya, as Muslims, have been discriminated against in Myanmar, where the majority are Buddhists. The Rohingya civilian massacre took place in 2016. Many international human rights activists have demanded that Aung

San Suu Kyi be a real Buddhist who bans killing and a real leader of a multiracial nation. Myanmar's national brand reputation has crashed due to the ethnic cleansing in Myanmar.

Another case is Greece, whose reputation has plummeted. Greece has been one of the world's top tourist attractions as a country full of beautiful natural landscapes and historical sites. Greece itself has used these resources to build a national brand image that highlights their culture and tourism industry. However, the nation's economy was at risk of bankruptcy in 2010 as a result of its dependence on tourism and no efforts to reform finance. In August of 2018, Greece managed to free itself from EU bailouts and intensive restructuring. However, it is expected to take a lot of time and effort to regain the national brand reputation.

#### Prospects for nation brand in Korea

It is already widely known that the national brand has a significant impact on a society as an important soft power asset. Therefore, Korea must build a nation brand that people can both internally and externally relate to. In particular, it is important to develop a nation brand that involves the unique strengths of Korea, such as the Korean Wave and IT, which are familiar to foreigners.

According to the Korea International Trade Association's report, a system to manage Korea's national brand policy should also be prepared. In addition, actively utilizing private and national organizations overseas, maximizing the publicity effects through the use of international events, and creating synergies through a virtuous cycle between companies and nation brands are important.

As the nation brand has a very big impact on the country as a whole, young people who will lead Korea should actively participate in nation branding based on their intelligence and creativity. When a fresh and substantial nation brand takes place, Korea, the economic giant represented by the Miracle on the Han River, could make another miracle. 🇰🇷

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# Ceasefire - the Start of Peace in the Korean Peninsula

**By Rebekah Woodeson**  
*Guest Reporter*



**H**ong Seok-hyun, chairperson of the Korea Peace Foundation, delivered a captivating lecture on peace between the two Koreas on Sept. 12, 2018 at HUFS Seoul Campus. Hong provided valuable insight into the complex history and the current progression towards peace between South and North Korea. Hong highlighted that Kim Jong-un, leader of North Korea, agreed to denuclearization at the Singapore Conference earlier this year.

Whilst Hong highlighted the progress of peace between the two Koreas, Hong also dedicated his speech toward the Korean and international students, for them to take ownership to pave the path for peace for the Korean Peninsula. A relevant declaration by the U.N. expressed, "Improving peacekeeping is a collective endeavour, and global concern."

Before coming to South Korea, this author's understanding of the importance of peace, specifically for the two Koreas, was very limited. As most international students may relate, the unresolved conflict between both Koreas is an intriguing topic. From Hong's brief overview of Korean history, I was able to catch a glimpse of the complexity and delicacy of Korean history. Amongst the complexity of the topic, I received Hong's message of hope and inspiration to "dream for peace, not war, co-existence and not parity, and become a gateway of the future."




Depending on which country or background you come from, your perception of conflict will alter dramatically. I am from Australia, and I have never experienced the fear of war or safety of loved ones within Australian borders. As a result, the concept of peace and its importance has always been rather misunderstood. I have always hoped for peace between the Koreas; however, I felt unworthy of contributing to that peace because I have only ever experienced a life of freedom.

However, Hong's dedicated career towards world changing issues, such as working closely towards peace and reunification between two Koreas, has broadened my mind beyond the borders of my country. Hong reiterated that denuclearization also requires cooperation from the international community. This statement by Hong particularly opened my eyes. Although I have not experienced the hardship of conflict between the Koreas, my support and all international support is imperative.

I decided to highlight this topic because I wanted to spread encouragement to other students who were unable to receive this message from Hong himself. You may have the desire to rewrite the headlines for the Koreas or in some other part of the world which needs your support. I also hope to spark a new vision for students, who may not understand their place in the peacekeeping field. I hope you can have the courage to ensure suffering, separation, and war truly become history.

We must remind ourselves of those who have dedicated their lives to secure the current progress towards peace, and we must fulfil the peace mission. The solutions remain with us; we all "possess an innovative mind, and must seek new opportunities in the future."

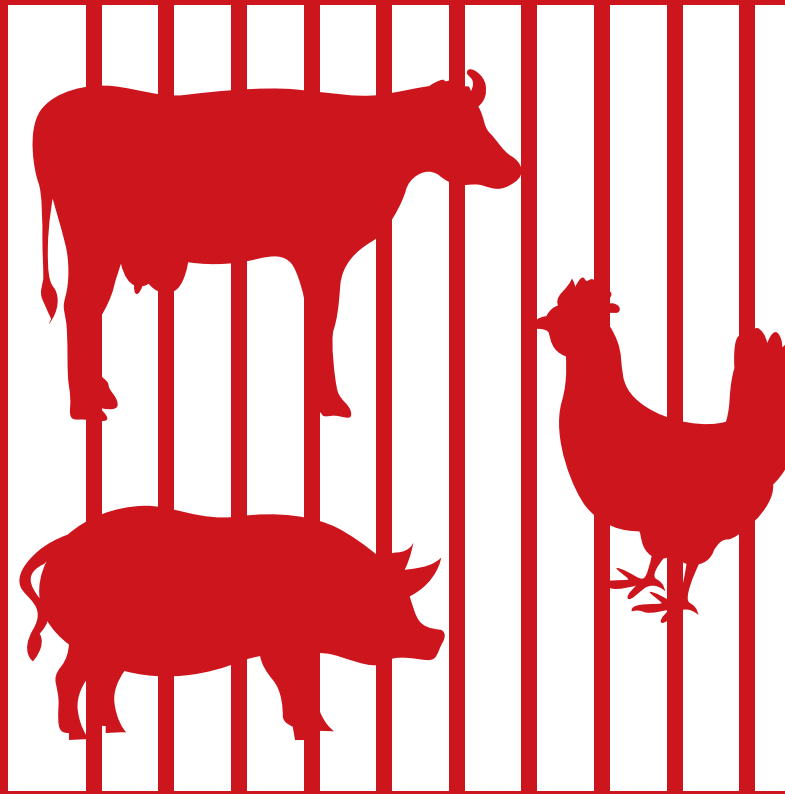
Hong's message of hope and purpose is to be applied and delivered to students of the world, to become champions of peace. I believe some of the most effective ways to contribute towards peace for Korea is through diplomatic channels, supporting organizations and advocates of peace, and working within government roles to have a positive influence and input. We must not simply hope for peace, we must achieve peace, for Korea, for humanity, and for the world. 

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▲ Hong Seok-hyun, chairperson of the Korea Peace Foundation, held a special lecture at HUFSeul Campus.

# I Want to Be Free from the Cage!



**By Jang Yu-jin**

*Staff Reporter of National Section*

**T**here is one scene in the movie “Okja” in which pigs are raised and slaughtered cruelly. Unfortunately, this scene is a very common sight in Korea too. Most factory farm stockbreeders raise animals in a narrow cage and even cut off their horns and tails. Animals are living from day to day in this way, and there has been almost no change in this way of breeding animals for a long time. To find fundamental solutions, The Argus looked into the problems with and reasons for the contemporary factory farming system.

## Problems of the factory farming system

### **The tragedy of animals**

Animals are in a tragic situation because they are forced to live in a small cage, making it extremely hard for them to move. In this situation, they easily get stressed out, which makes them become more vulnerable to outside stimulus. By extension, the animals are more likely to get infectious diseases.

In 2017, OECD reported that “Rapid and intensive stockbreeding did

### **What is the factory farming system?**

It is the feeding environment to pursue maximized production of meat and eggs and while minimizing costs by raising animal stock intensively in narrow spaces.

Chickens are typically damaged from such a factory farming system. According to the article, “A reasonable standard of breeding livestock per unit area of a stock farm” of the Ministry of Agriculture, Food and Rural Affairs, the minimum breeding area per chicken is regulated at 0.05 square meters (25×20cm). This area is smaller than that of a sheet of A4 paper (0.06㎡).



▲ Chickens cannot move well in the battery cage.



▲ A lot of pigs live in the stall, which is a cage made of iron. It is so small that they can barely enter the stall.

some important work in the recurrence of highly pathogenic livestock disease.” Consequently, many antibiotics can be administered to animals, but it cannot completely prevent a viral infection. In reality, when avian flu, one of viruses that break out among wild birds or poultry like chickens and ducks, occurred, it spread rapidly among chickens. Coping with such a fast-spreading disease is very difficult because birds can be infected through excrement as well as from direct contact. As well, chickens have low resistance to viruses, so they can have difficulties in breathing and therefore die.

Besides, a battery cage leaves chickens in pain. 95 percent of poultry farms in Korea use this cage type, whose shape is batteries - stacked to accommodate a bunch of hens. Chickens cannot do anything there other than eating feed and producing eggs. In this way, the factory farming system has irreparably damaged many animals.

### Humans' health being threatened

The factory farming system negatively influences humans as well as animals. The “Pesticide Egg Incident,” that swiped the whole country in 2017, happened due to eggs contaminated from the toxic pesticides. Wild chickens generally remove pests adhered to their bodies by scrubbing their bodies in the soil or scattering sand with their feet. However, they cannot do those actions because of the cramped space of these types of farms. Eventually, the stock keeper cannot help but to kill pests by spraying pesticide. For these reasons, eggs were impregnated with pesticides, and those contaminated eggs were sold in the market for an unspecified amount of time. People were appalled by the fact that they might have consumed those eggs.

In other cases, cattle often eat meat and bone meal provided from farmers. This feed exposed them to an environment that made them susceptible to illness. This disease is called Bovine Spongiform Encephalopathy (BSE), and it was transferred to humans who had eaten sick cattle. It is called by its variant, Creutzfeldt-Jakob disease. In 2014 National Geographic released a report titled “4th Death from Mad Cow Disease Confirmed in the United States,” which covers a person who died by a rare and fatal brain disorder assumed to be caught by eating beef infected with BSE in the U.S. This shows that humans are also being threatened in terms of health and safety due to factory farming system.

### Environmental pollution

Raising too much livestock additionally results in environmental pollution. Most of all, problems occurred by livestock excretions are very serious. These excretions contain a lot of nitrogen and phosphorus, so they could be used as manure in the past. Though, the amount of excretions these days is too much to have it utilized as manure, so it is now impossible to use it this way. In addition, piled excretions give off a bad smell, and the spilling of such waste can contaminate both the soil and water.

A real case example of such contamination occurred in Hongseong, South Chungcheong Province. In 2015, the scale of rearing pigs in South Chungcheong Province occupied 21.1 percent, the highest amount in the country. In Hongseong, the scale occupied 24 percent, nearly twice that of Dangjin, another city in South Chungcheong Province (12.4 percent). This figure implies that Hongseong has the nation's largest hog farms and is the area where animals are raised densely. As the livestock industry has developed,

damage to the environment, such as stench from the wastewater of stockbreeding, has worsened.

Additionally, if nitrogen contained in the livestock's excreta is carried to the sea, a "Dead Zone" is made. A Dead Zone is an oxygen-depleted area, so creatures cannot live there. Greenpeace indicated the number of Dead Zones around the world has increased by 75 percent since 1992. These examples show how serious environmental pollution has become due to unchecked and untreated livestock excretions.

### Causes

#### Numerous livestock farms that only seek to maximize profits

Livestock farms have only pursued immediate gains and increased the number of animals incessantly. According to the Korean Statistical Information Service, the number of pig farms in 2000 decreased by 109,587 as compared to 1990. On the other hand, the number of pigs increased by 3,686,361. What is worse is that the number of pig farms in 2017 diminished by 19,435 as compared with 2000, but the number of pigs grew by 2,299,434. These numbers show the number of pigs has increased substantially although the number of pig farms has declined. Furthermore, it signifies that pig farms' owners tried to make profits by ruthlessly maximizing pig production and minimizing costs.

Accordingly, livestock breeders only focus on developing animals' bodies by administering antibiotics and hormone injection to animals. As such, livestock farms' behaviors are a major cause of suffering for these animals' lives.

#### Government that does not strive for animal welfare

Laws related to animal welfare in Korea are rather weak unlike in Europe, where a powerful and detailed standard for solving the problems of factory farming system are presented. According to animal welfare's major standard of the European Union, using impassable individual facilities is forbidden for calves older than 8-weeks. Above this, it prohibits transporting newborn animals and females that are less than one-week post-partum.

However, animal welfare's stockbreeding standards in Korea are only filled with basic contents. Article 3, "Basic Principles for Protection of Animalism," in the Animal Protection Law includes that "Animals shall

freely express normal behavior without experiencing discomfort" and "Animals shall be free from fear and distress." It is abstract in that standards are provided very broadly, so it is difficult to regulate clearly and solve problems with these guidelines.

#### People indifferent to fixing the factory farming system

Many people are indifferent to the problems of the factory farming system. For that reason, there are not many people who make efforts for resolving such matters. Most do not take initiative besides people who assert animal rights such as animal protection groups.

Jang Seon-a, 23-year-old college student, said that "I knew chickens lay eggs compulsorily in the narrow space, but I was not well-aware that crueler things are happening like the cutting of beaks and tails. I am very shocked." Like this, many people do not know about the problems of the factory farming system in detail. In the end, they only think about their meal and focus on prices when consuming meat and eggs.

Meanwhile, in the national petition section of the Blue House website, a passage "Please improve the factory farm environment" was posted in October. However, the number of people who participated in the petition did not exceed 30 after a month. This is a clear example showing that people do not take much interest in animal welfare issues.

### Solutions

#### Enforcing a phased rating system

A phased rating system of animal welfare certification can be a method for providing more animal welfare products to consumers.

The Animal and Plant Quarantine Agency (APQA) has managed the mark of animal welfare since 2012. APQA only puts the mark on products made in farms, transportation vehicles and slaughterhouses which passed authorized judgement. However, it is difficult for all farms to progress animal welfare at the highest level as most of farms still implement the factory farming system.

Actually, only 1 percent of layer chicken and 0.3 percent of pigs are raised in such welfare farms. This figure is very low as compared to England in which 53 percent of layer chicken and 31 percent of pigs are bred in welfare farms. Eventually, there are not many certified products in the market. This results in the



authorized products being priced high, so consumers do not buy them well.

As a solution to this problem, in the cases of Netherlands and Germany, they are selling diverse products marked with a certification of animal welfare by grading in accordance with subdivided levels of animal welfare.

Following this precedent, if Korea offers various products graded according to varied levels of animal welfare rather than applying a uniform standard, consumers will be able to purchase various animal welfare products at reasonable prices.

### Making more powerful laws for animal welfare

Through a more powerful legal system, the livestock operating environment should be enhanced. In July, the government strengthened the rearing density standard of layer chicken.

The government increased the minimum rearing density standard from 0.05m<sup>2</sup> to 0.75m<sup>2</sup> and let existing farms change it by 2025, by granting a seven-year grace period to them. However, this amendment is far from enough to improve animals' lives.

Therefore, stronger laws need to be enacted. Abolishing the battery cage can be a good solution. Since 2012, countries in the EU have not been able to legally use battery cages. If they violate it, they cannot sell eggs. In addition, they are enforcing a system under which farms have to write the breeding mode and producing area on the eggshell. Thanks to this, consumers can buy eggs after seeing how chickens were bred. If these regulations become a legal obligation in Korea too, it will be helpful to encourage livestock breeders to enhance feeding environments.

Like this, to improve animals' welfare, the government should make powerful and diverse laws in addition to expanding breeding areas.

### Active publicity activities of civil groups

For raising citizens' awareness, opportunities that illuminate problems of the factory farming system should be provided more so to them. For example, animal protection groups make efforts to inform about problems by activating "Anti-factory farm campaigns."

Recently, a "One million people signature campaign" for removing battery cages and stalls is being conducted by the website "Stop Factory Farming" managed by animal protection groups, Green Party Korea, and lawyers who support animals' rights. They



▲ Picture above is the poster of the first "Kara Animal Film Festival" contributed to establishing and protecting animal rights.

publicized the seriousness of factory farming and urged people to participate in the campaign.

Furthermore, the Korean Animal Welfare Association (KAWA) made an agreement with Pulmuone Foods about replacing all eggs with eggs made in animal welfare farms. KAWA is aimed at changing production environment of eggs through "CageFree" Campaign with enterprises.

Meanwhile, Korea Animal Rights Advocates (KARA) hosted the first "Kara Animal Film Festival" in October. With the slogan "All living things, be happy," they showed animals' realities plainly through film. This festival conveyed the message that everyone should endeavor to make the world where all living organisms can coexist in balance and harmony.

Like the examples above, organizations should be very active as an informant for enabling citizens to know about these types of problems.

There are a lot of processes to be completed before meat and eggs are served at the table. We cannot watch the processes one by one, but we need to think about how animals are living. In addition, even if the factory farming system brings many profits at the moment, the damage is actually bigger than the profits from a long-term point of view. Thus, livestock farm owners need to be aware of this. The reporter hopes the day comes that animals can live freely in the wide open. 🐾

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For some of you who might not quite be familiar with the word “Halal,” it means “permitted” as prescribed in the Quran, the Muslim scripture. When referring to food, it means that it is okay for Muslims to eat, for it meets the Islamic dietary laws’ standards. There are some halal foods that are only available at The Halal Guys.



# Halal Guide a New

Itaewon, the most culturally diverse district in Seoul, is such a great place for foodies. Having lived all my life as a pseudo-gourmet, I tend to gravitate to apps to help me feed myself, and restaurants of Itaewon always top the list. If you are a food-conscious individual just like me, starting a new chapter in your foodie life here at The Halal Guys can be an awesome beginning.







**By Moon Chae-un**  
*Editor of Culture Section*

# Guys You to World



The Halal Guys is a halal fast food franchise that began as a food cart in New York City. The franchise is most recognized by its primary dish: Platters and Sandwiches, served using ingredients such as chicken or gyro meat, falafel and rice, with The Halal Guys' white sauce and a red-hot sauce. 🍴

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# WHAT IS THE GOAL?

By You Seo-yeon

*Editor of National Section*

**E**liyahu M. Goldratt was an Israeli physicist and the founder of the Theory of Constraints (TOC). TOC, a paradigm in management, views that a system has one or more constraints to hinder its achievement. A system means a set of connected parts including human, resources, energy, facility, etc. TOC is based on the question, “What is the goal?”

“The Goal (1984)” is a story about solving complicated problems occurring in a factory based on TOC concepts. Dr. Goldratt, the author, had not been permitted to translate his work into Korean and Japanese for 17 years, fearing that it would threaten the U.S. economy in a huge recession if Asia’s growing companies introduced the TOC and improved their productivity.

The story is organized in a novel form, which can be grasped from his words: “I sincerely believe that the only way we can learn is through our deductive process. Presenting us with final conclusions is not a way that we learn. At best it is a way that we are trained. ... Jonah, in spite of his knowledge of the solutions, provoked Alex to derive them by supplying the question marks instead of exclamation marks.” In fact, the advisor Jonah does not give Alex the answer to overcome the shutdown crisis of his plant. Instead, by asking the right question, the professor makes him realize the discrepancy between the numerical values that have been reported and the actual way they work. Thereby the professor induces him to rethink the basic assumptions that have been regarded as facts. Following Alex’s thinking, the reader would also be able to find some kind of enlightenment rather than unilaterally receiving information.

Let me introduce one of the stories that Alex gets an idea through hiking with his son. From this, I could realize that TOC is not just a theory far detached from our working lives, but a daily concept that can be applied to everywhere and everyone.



▲ “The Goal” now has a Korean translation and cartoon version.

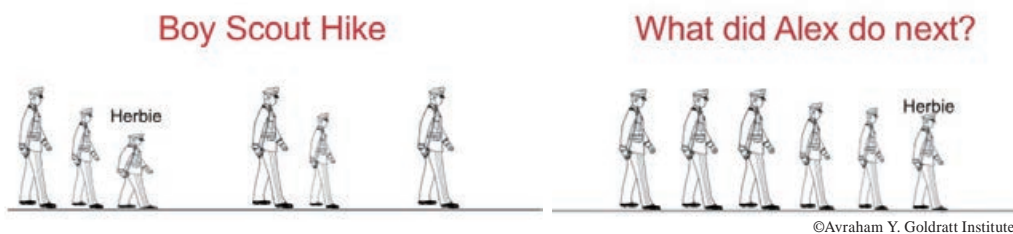




First of all, two concepts we have already known are as follows:

1. Dependent events: an event or a series of events, must take place before another can begin. The subsequent event depends upon the ones prior to it.
2. Statistical fluctuations: The big deal occurs when dependent events are in combination with another phenomenon.

Alex has yet to figure out what the combination of the two phenomena above means, and starts to lead 15 boy scout members in a single line in order to reach Devil's Gulch. He supposes he is walking about two miles per hour, which is about the average speed a person walks, and his group could cover 10 miles in about five hours. After a few minutes, he finds out the line becomes longer and a boy in the middle named Herbie is lagging behind. Alex asks the first boy to wait for Herbie and the following members then walk more slowly. Still, the gap between Herbie and the person in front of him is getting wider.



Did you notice that this hiking is a dependent event which is combined with statistical fluctuations? If the first boy does not walk in advance, the second person cannot walk after. Similarly, the velocity of all the members except the one at the front is restricted from the speed of the very member in front of them. This is a simple example of a dependent event. However, even if each one walks in 3km/h, it cannot be exactly the same speed, which is a statistical fluctuation. The thing is that it cannot be predicted when someone will be late or faster.

To put it more simply, most of the things that you are doing are connected to others, and the world is full of unpredictable variables.

“What is the goal of your factory?” This is the first question that Professor Jonah asks Alex. Though he asks about the factory, the object could be ascribed to an individual. Now I will ask you. “What is your goal?” While this book does not have a decisive influence in setting and implementing your goal, I hope you adopt a logical approach on your way. 🙏

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# Learning English Through Revision



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

And why such a fuss for the Korean makeup?  
▶ And why such a fuss **over** Korean makeup?  
- Cover Story

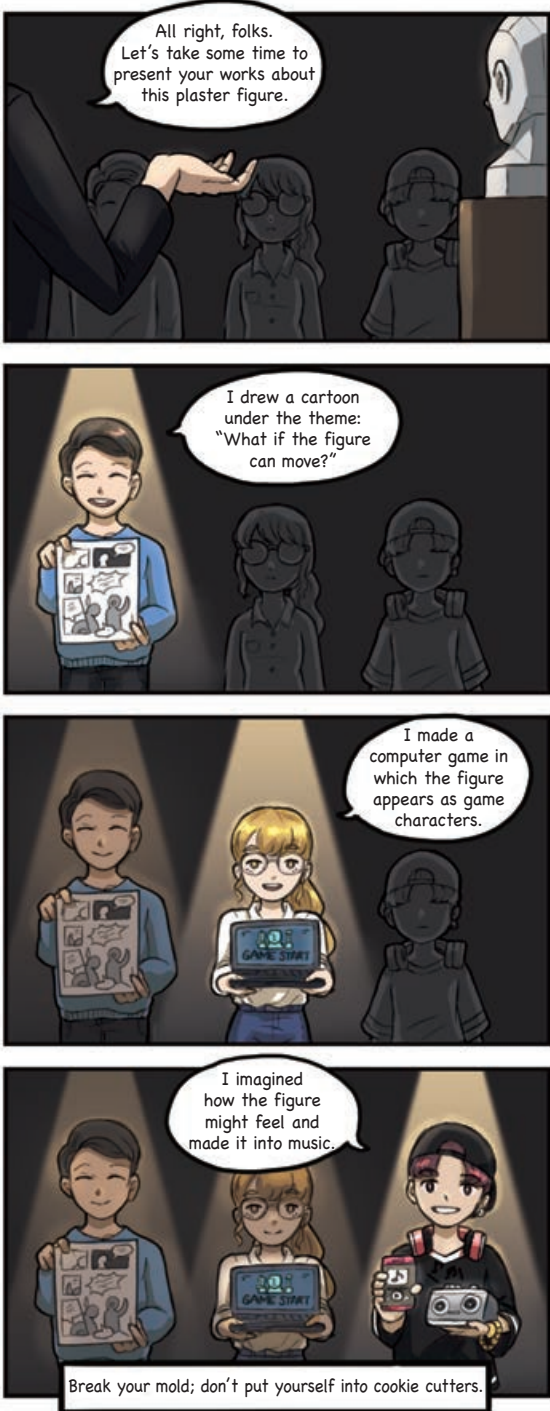
Shinhan Financial Group administers finances, and KOTRA will provide opportunities of working abroad by utilizing overseas network and infrastructure.  
▶ Shinhan Financial Group **manages** finances, and KOTRA will provide opportunities **to work** abroad by utilizing **its** overseas network and infrastructure.  
- News Desk

Animals are in a tragedy because they are made to put their bodies in a small cage, making it extremely hard to move.  
▶ Animals are in a **tragic situation** because they are **forced to live** in a small cage, making it extremely hard **for them** to move.  
- In-depth on National

In addition, a refugee can apply for a working after six months of application.  
▶ In addition, a refugee can apply for a **work visa from** six months **after the initial** application.  
- Reportage

An arrogant prince, who denies to help an elderly woman in the middle of the night gets cursed by her and thus turns into a beast.  
▶ An arrogant prince, who **refuses** to help an elderly woman in the middle of the night, gets cursed by her and thus turns into a beast.  
- HUFSan's Voice

# Find Your Color



By Oh Hyun-jae  
Dept. of Industrial Design, University of Seoul



## # Orange

Reddish yellow.

A large round juicy citrus fruit  
with a tough bright  
reddish-yellow rind.

(from Oxford English Dictionary)

### Jeon Nu-ri

Is it better for a man to have chosen evil than to have good imposed upon him?

- A Clockwork Orange

### Moon Chae-un

Orange-reul-meogeun-ji-eolmana-orange.

### You Seo-yeon

Why WeWork Is Expanding Its Footprint in Orange County

WeWork is planning to open its third location in Orange County, which until now has been slower to adopt co-working than other Southern California markets. Kley Sippel, general manager of Southern California at WeWork, said, "Orange County is home to all those types of business, so it only makes sense that we'd start building the WeWork community there, too."  
<GlobeSt.com> Oct 8, 2018

### Seo Eun-sol

Last year was warm rather than hot to me existing somewhere between passion and lethargy. What I like is the candle of delicate and continuous light, and the beautiful glow of setting sun. But what I like more is strange darkness with the candle and coolness around the sunset in autumn.

### Kim Tae-young

When I was young, I hated orange flavor candy because it has an artificial flavor.

Therefore, I also disliked anything related to orange including real fruit.

But now, Orange is my favorite fruit.

### Laura Perrusson

The earth is blue like an orange. - Paul Eluard

### Kim Hannah

At all times, the orange traffic light questions whether to go or not. The color seems to designate somewhere between the continuance and the hiatus. There lies my hesitancy with a small bit of procrastination.

### Na Geum-chae

Decalcomanie - MAMAMOO

Painted by you and me, I feel good.

The orange color painting, I feel good.

It's a little dangerous, dangerous, dangerous.

However, I can't stop it, I feel good.

### An Kwan-ho

"HEY, APPLE!" - Annoying Orange

### Lee Jun-young

I have unforgettable memories.

I remember sharing oranges with my grandmother when I was young.

Even now, that moment reminds me of my grandmother.

Orange is a precious memory to me.

### Jang Yu-jin

Personally, orange is a little ambiguous color. Not red, not yellow.

However, orange harmonizes well with other colors.

And I feel fresh when looking at this color, so my favorite fruit juice is orange juice.

### Rebekah Woodeson

The orange rays of light represent the beginning of a brand new day.

### Kübra Berna Ayyildiz

When I think of orange, what comes to my mind are pumpkins and Halloween.



Are they new reporters  
of The Argus?

That's amazing!!

# congratulations!!

## CUB REPORTERS

- Kwak Hyun-jeong (Dept. of Public Administration)
- Kim Min-ji (Dept. of Political Science and Diplomacy)
- Kim Min-ji (Division of French Language)
- Park Chang-hwan (Dept. of German)
- Oh Ju-yeong (Dept. of Chinese Interpretation and Translation)

## GUEST REPORTERS

- Kübra Berna Ayyildiz
- Laura Perrusson
- Rebekah Woodeson

That's what I've heard!

I'm so jelly! When's the next  
recruitment?

How did they get in? I wish I could work for  
The Argus as well... That's sick!!