



The Argus

Since 1954

No. 528 SEPTEMBER 5, 2022

Buried Alive: Animal Culls

Humans and Animals are All Equal in the Eyes of a Virus
What Can Be Done to Resolve Livestock Epidemics?

The Argus Investigates the Reality of Disease Eradication by Stamping-out Policies

The Argus

ESTABLISHED 1954

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

- *President and Publisher* Prof. Park Jeong-Woon
- *Executive Editor* Prof. Kwon Iksoo
- *Copy Readers* Prof. Merrilee Brinegar
Prof. Joseph R. Vincent
Prof. Chris Kobylinski
- *Editor-in-Chief* Yang Yu-min (IS-2)
- *Editor* Shin Jun-seo (ELC-2)
- *Associate Editor* Cho Eun (LCS-2)
- *Staff Reporters* Lee Ju-won (A-3)
Lee Jue-hyun (IEL-2)
- *Editorial Consultants* Park Kun-ha (S-3)
Nam Gyeong-eun (G-3)
- *Illustrator* Yang Hee-sun

107, Imun-ro, Dongdaemun-gu, Seoul, Korea
(Postal Code 02450)
Tel: (02) 2173-2508 Fax: 2173-2509
81, Oedae-ro, Mohyeon-eup, Cheoin-gu Yongin, Gyeonggi
Province, Korea
(Postal Code 17035) Tel: (031) 330-4113
Printed by HONG DESIGN | Tel: 464-5167 Fax: 464-5168

Editorial

A Symbiotic Society

In the second semester of 2022, all lectures of HUFs are being held face-to-face for the first time since 2020. Empty lecture rooms, partially closed university facilities, and a campus with fewer students are now a thing of the past. It will take more time for the end of COVID-19, but almost all schools, Korean society, and the whole world are taking steps to be restored back to their pre-COVID-19 vitality. For this, of course, there have been countless efforts from the time when COVID-19 hit the world to the present. Those infected had to be self-quarantined and treated until fully cured, and epidemiological investigations and social distancing guidelines have been implemented to prevent the spread of the virus. The world has done its best to develop a vaccine and treatment while closing borders. In the era of the pandemic, Korean citizens, governments, and people all over the world suffered from infectious diseases, but we have done our best to accept it as a subject of daily life in our respective positions.

However, in the case of livestock epidemics, such efforts are nowhere to be found. Instead of using vaccines and treatments, livestock infected with contagious diseases such as Avian Influenza (AI) are buried alive and brutally killed. In addition, all livestock within a certain distance range from the outbreak point, regardless of whether or not they are infected, will die. In the face of such diseases, the situations of humans and livestock appear completely different because these two entities are socially interpreted and defined differently. Humans have the “right to be respected as human beings” from birth, but animals are not guaranteed the “right to be respected as living things.” Have we placed an unequal order on life on Earth, and have we taken this hierarchy for granted? In this September issue, The Argus illuminates the situation in Korea, where animal genocide is taking place through the sharp perspective of 21-year-old Editor Shin Jun-seo.

The epidemic is harsh on the socially underprivileged. In the case of COVID-19, there were people who lost their jobs overnight and had a hard time making a living, as well as people who had a hard time even buying a mask to protect themselves. Epidemics take more away from so-called “people who have relatively little.” However, it should not be forgotten that animals are also included in the concept of socially underprivileged. In order for everyone on the planet to enjoy rights equality, it is important to start with facing the present and form a steady social discourse and to set the right direction through trial and error in this process. For this, The Argus wants to start by asking the question of rights equality and focusing on the real state of Korea. 📖

By Yang Yu-min
Editor-in-Chief

양유민



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>> It would not be an exaggeration to say that humans have long fought against epidemics, and COVID-19 is the most recent one. Thanks to the breakthrough of medical science and technology, it is not as challenging as it was now for humans to treat and prevent diseases. With all the development, there are nevertheless beings who are stamped-out in a barbaric and merciless way under the name of disease eradication: animals. Foot-and-mouth disease, avian flu, and African swine fever have harmed animals, but each time our response to the livestock was to stamp them out. The Argus will show why this type of stamping-out policy, a scheme of removing animals which are affected of animal disease and those suspected of being affected in the herd for the purpose of blocking disease spread, is a problem and what should be done to resolve animal infectious diseases.

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The Regular Offline Semester Starts

©Yang Yu-min / The Argus



▲ HUFS starts offline semester which will bring back the vitality of the campus.

In the second semester of 2022, all lectures will be held face-to-face after the two and a half years affected by COVID-19. Seoul and Global Campus will be expected to gain vitality as before COVID-19.

Now, in order to be held online, certification should be approved by the Dean of Academic Affairs in limited cases. The other case is when a substantial number of students in the class are international students who cannot return to campus due to visa or flight issues, which makes it better to select an online format for the whole class. In addition, students who cannot attend the class because of being infected with COVID-19 and international students who cannot return to South Korea can take a mirroring class.

There are conflicting opinions about the return to face-to-face. Roh Seong-bin (Department of Chinese Language and Culture '18) said "I know that it is time to expand the face-to-face classes, but I am still worried about COVID-19, which is again spreading widely." On the contrary, Park Si-eun (Department of German '18) said, "I am glad to hear that the offline semester has returned.

It was hard to communicate and learn a foreign language in online classes." The students are showing diverse opinions about the offline semester according to unpredictable changes in the COVID-19 situation. 📖

By Cho Eun

glgrace@hufs.ac.kr

HUFS JMCE Re-Selected for the EU Center Project

HUFS Jean Monnet Center of Excellence (HUFS JMCE) has been re-selected for the EU center project which will be active from September 2022 to August 2025. The EU Center Project is being implemented by the European Union (EU) as a public diplomacy project to promote research, education and external activities centered on developed countries. The proposal submitted to the European Education and Culture Executive Agency (EACEA) under the theme of "New Paradigm for Korea-EU Relations" at the HUFS JMCE was selected as the fourth phase of the project, the third of HUFS JMCE. HUFS JMCE aims for the European Union's public diplomacy with Korea being able to produce tangible results, and at the same time, also being able to help establish Korea's strategy for Europe.

Since completing the first phase of the project with the Hyundai Research Institute (HRI) from 2011 to 2015, HUFS JMCE has continued its three-year cycle of projects, including the first HUFS JMCE from 2016 to 2019 and the second HUFS JMCE from 2019 to 2022. HUFS JMCE has now been supported by the EU for 13 years. In other words, it has been recognized for research achievements and various academic activities. Regarding this, Kim Yun-jung (Department of Spanish '22) said, "I feel positive about the re-selection of the HUFS JMCE on the EU center project. I think it will be of great help in revitalizing diplomacy between Korea and Europe. I will watch the activities of the HUFS JMCE with a lot of interest." HUFS JMCE will conduct many projects related to the EU as an EU center, and it will help nurture a desirable relationship between the EU and South Korea. 📖



▲ HUFS JMCE aims for the European Union's public diplomacy with Korea being able to produce tangible results.

By Shin Jun-seo

wedae20@hufs.ac.kr

HUFS, Kyobo Securities Agreed on Lifelong Education Program Operation



▲ HUFS and Kyobo Securities agreed to co-operate lifelong education programs for local residents.

HUFS and Kyobo Securities have signed a business agreement for lifelong education program operation. Starting from September, the Lifelong Education Center of HUFS will open stock courses for acquiring basic knowledge on stocks and provide stock information found in daily life supported by experts from Kyobo Securities. Any residents in South Korea can register for the courses regardless of the district.

The agreement ceremony was held on July 6, 2022, at the Seoul Campus Main Building in Conference Room 203. The two institutions agreed to cooperate in: opening and supporting lectures, developing content, finding demand, and activating programs. This agreement was designed to revitalize lifelong education and expand opportunities for local residents by establishing an industry-academic cooperation system.

Kim Tae-sung, Vice President of Seoul Campus, said from HUFS News, “As we face the era of lifelong learning, HUFS, co-existing with the local community, will meet the needs of the local for lifelong education and provide unsparing support cooperating with external institutions.” Seo Min-ji (Department of German Translation and Interpretation ‘19) said, “It’s really a great decision to provide stock courses to people. Still, we are into stock things. People can learn correct information and knowledge.” The Lifelong Education of HUFS will be a good way for the university to play a role as an educational institution in society. 📖

By Lee Jue-hyun

hufsworkspace0520@hufs.ac.kr

HUFS Library Holds “Global Leaders, Great Readers” Book Report Contest

The library of HUFS Global Campus is holding the “Global Leaders, Great Readers” book report contest from August 1 to September 13. Any students of Global Campus, including students on a leave of absence, are eligible and the book report should be written in Korean. It provides opportunities for students to raise literacy skills and develop creative thought with a grammatically correct sentence structure.

Students must choose one of the following five books: “On Bullshit,” “Human Acts,” “Erysichthon Complex: The Spirit of Korean Capitalism,” “The Old Man Who Read Love Stories,” and “Chance and Necessity.” After reading the book, students should write a book report in a Hangul document or Word file, at least five pages long, while not exceeding 10 pages. Applications should be submitted to the library of HUFS Global Campus by email or in person.

Winners will get a certificate worth 700,000 won (US\$536.81) for the first prize, 500,000 won (US\$383.44) for the second prize, and 300,000 won (US\$230.06) for the third prize. The prize winners will be announced in October. Hwang Seo-yeon (Division of African Studies ‘20) said, “This book report contest helps to choose an interesting book, so I want to read it quickly.” The book report contest will be a valuable chance to strengthen communication skills in writing. 📖



▲ The library of HUFS Global Campus made an announcement of a book review contest on its homepage.

By Lee Ju-won

leejuwon@hufs.ac.kr

Climate Change Has Hit South Korea

By Yang Yu-min
Editor-in-Chief

Since August 8, the central districts of South Korea including the metropolitan area have been subjected to “historic” torrential rain. The daily precipitation record for August 8 of the Automatic Weather System (AWS) installed at the Seoul Building of Korea Meteorological Administration in Shindaebang-dong, Dongjak-gu, Seoul reached 381.5 mm, far exceeding the highest daily precipitation in Seoul of 354.7 mm in official records. Since 1907, when modern meteorological observation began in Seoul with the establishment of the Gyeongseong Meteorological Observatory during the Korean Empire, it can be said that the rain that fell in Seoul on that day was the most in 115 years. Meanwhile, the torrential rain that fell from August 8 caused enormous damage. According to the Central Disaster and Safety Countermeasures Headquarters, as of August 14, 14 people had died, six people were missing, and 26 people were injured.

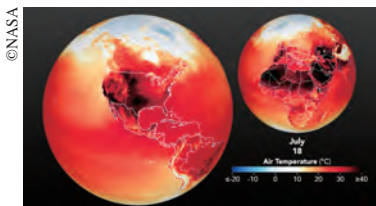
On the other hand, Jeju Province has experienced extreme weather with record-breaking heat waves. The Jeju Meteorological Administration announced that the highest daytime temperature recorded 37.5 degrees on August 10, the highest record since meteorological observations began in 1923. Yoo Hee-dong, Head of the Korea Meteorological Administration, said in an interview with Yonhap News that it is impossible to explain without climate change why the heatwave continued in the southern regions and Jeju Province during the torrential rains in the central districts this time. The results of climate change are clearly evident.



▲ Roads and sidewalks are flooded, making it difficult for vehicles and pedestrians to pass.

©Yonhap News

NASA Released Heat Wave Map of Western Hemisphere



▲ Looking at the heat wave map in the Western Hemisphere released by NASA, one can see that extreme heat waves are expanding over the globe.

On August 1, the National Aeronautics and Space Administration (NASA) released a map showing the distribution of the highest temperature in July in the Western Hemisphere. Looking at the image, the earth is losing its blue color and getting hotter.

NASA combined satellite observation figures with a global model from the Goddard Earth Observing System (GEOS) to visualize the highest daily temperatures in the Western Hemisphere in July. The redder the color, the higher the temperature, and the darkest red area indicates a temperature above

40 degrees Celsius. As shown on the map, heatwaves exceeding 40 degrees Celsius continued throughout the month of July in the United States and Europe. Climate experts have argued that climate change is exacerbating the heat wave and have predicted that extreme heat waves exceeding 40 degrees would become the “new normal.”

202102045@hufs.ac.kr



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Mr. Yi's Secret Stuff: “The Killer Technique of Broadcasting”

By Cho Eun

Associate Editor of Culture Section

The main news of every broadcasting station starts at 9 p.m. every day, but where does the news and all the words delivering the daily news come from? The press delivers new and diverse information covering politics, society, economy, culture, etc. It shows the life of citizens and the weak and sometimes reveals the hidden truth. Media serves an important role in a democratic society and the development of various video platforms is intensifying this role. HUFS shows strength in getting a job in the media and broadcasting industry, ranking fourth in the 2016 broadcasting journalist's affiliated college by the Korea Press Foundation, but it is not enough for students to learn the practical experience and sense through lectures only performed in the classroom. With the upcoming “International Right to Know Day” on October 28, The Argus interviewed Mr. Yi Hyun-joo, a former reporter for KBS with a long career and alumni of HUFS to convey the real story about broadcasting which cannot be learned in the classroom. In addition, The Argus will introduce Mr. Yi's book “The Killer Technique of Broadcasting,” which has ranked second in the broadcasting and media section bestsellers list of the online bookstore site, Yes 24, only a week after its publication.

Before Reading

The Book “The Killer Technique of Broadcasting”:



▲ “The Killer Technique of Broadcasting” is ranked in the top 20 list of bestsellers by the online bookstore Yes 24 for four weeks, as of August 23.

The book “The Killer technique of Broadcasting” is a kind of strategy book for broadcasting, and production practice, which Mr. Yi wrote to tell the students who dream of broadcast-related jobs. It is based on his real experience as a reporter, and was published on July 22, 2022. Mr. Yi said in the prologue that the book is written for those who admire broadcasting like students studying broadcasting as a major, students who are preparing for tests for broadcasting,

journalists who are already in the field, professors who teach broadcasting and executives of broadcasting companies. Sentences that are easy and concise and written by a veteran journalist, allow readers to see through the core of real broadcast production. Diverse examples, including movies, drama, and news, and explanations in a storytelling format help readers imagine the reality of broadcast production and the finished work. Tips, telling the effective way to convey sentences, scenes, statistical charts and how to deal well with urgent circumstances such as live broadcasts, give advice beyond the specific topic of broadcasting.

The book consists of six chapters. The first chapter is about scene production, the second is about report production, the third is about methods to collect news and interviews, and the fourth is about delivering it effectively. Chapters five and six explain the way to prepare and tips on live broadcasting, gained through experience.



<The Life of Mr. Yi>

1. Please introduce yourself to The Argus readers

Hello, I am Yi Hyun-joo, and I graduated from the Division of Economics at HUFS. I worked as a reporter in the JoongAng Ilbo, the famous Korean newspaper, after graduating from HUFS, and entered KBS to become a broadcasting reporter, who does not deliver simple, one-dimensional texts, different from a newspaper reporter. From 2006 to 2009, I worked as a correspondent in the United States state of Washington, America for KBS, then worked in various departments such as economy, society, politics, and international and emceed diverse broadcasts including “KBS News,” “KBS Today’s Economy,” “KBS Economy Observatory,” etc.

2. Mr. Yi, you graduated from the Division of Economics. What opportunity made you become a reporter? Was there any hardship to get a job different from your major?

Not having a big interest in economics, I entered HUFS and saw a cub reporter recruit notice from The Argus, the English newspaper of HUFS, by chance and entered it. After writing articles in The Argus, I got fascinated by journalists and at last accepted HUFS as a part of my identity at the same time. There were many journalists among the superiors of The Argus at that time. However, as I was interested in broadcasting, I decided to become a broadcast journalist, different from the main desired job in an English newspaper. Actually, when Ha Dong-geun, the superior of The Oe Dae Hagbo, the current president of the Korea Cable Broadcasting Association’s PP Council, drove a famous broadcasting station car to school. It looked so splendid that I started to get envious of a journalist.

The journalist can also be read as a generalist, and to fit that word, understanding widely and convey information easily to help people understand well is necessary. So, studying other majors not related to journalism can help you to gain a rich understanding of various fields outside of media, and it does not become a difficulty or an obstacle.

3. Mr. Yi, you worked for a long time as a reporter, a correspondent in Washington and an anchor. What is the most attractive point of the reporter’s job?

From the first day of becoming a reporter to the last day I retired, I never had a single day without pride in my job. I was

always proud and satisfied with my job. Earning money by doing the work I wanted to do, I thought there should be no such job in the world. What I think of as an attractive point of the reporter’s job is that you can meet every type of person in every class. One day you meet a dead body at the crime scene, and another day you meet the president of a nation. From the battlefield to a fancy party held by the U.S. State Department, the sites reporters visit are also diverse. I was happy listening to stories of all kinds of people.

4. After entering KBS in 1990, you got a master’s degree in Journalism, Media and Culture at Cardiff University in the United Kingdom. Why did you get the master’s degree, even though you were already working as a reporter?

What I really want to suggest is to establish the academic order of your job, while working. You can feel the burnout syndrome while working and at that point, you need to academically organize what work you are doing. Although it was easier for me to do both working as a reporter and studying, than other jobs. I really want to recommend it regardless of what job you have. Expanding the academic field also gives a way to fill a new identity because the academic field is different from the job field. It is always especially important to prepare for the future. In addition, as much love as you have for your job, it is good to prepare a second life by helping others in that field. I also have wanted to write a book that gives help and lessons to the people in my field after retirement and thought I should at least get a master’s degree. The master’s degree allowed me to write the book “The Killer Technique of Broadcasting.”

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▲ The Argus interviews Mr. Yi in The Argus office.

<About the Book “The Killer Technique of Broadcasting”>

5. Give us a brief introduction of the book “The Killer Technique of Broadcasting” and why this book is different compared to other books in the market.

My book “The Killer Technique of Broadcasting,” is a package needed in a war for journalists. There are many books about the broadcasting field, but it is just like a pumse* in taekwondo. You cannot use it in sparring. This book shows the real way to fight in the world of broadcasting journalism that can only be learned by watching how the veteran journalist does. The reason why the broadcast reporter’s job is difficult is that they should not only write a text but also know how to compose scenes, form the flow and logic, and add subtitles. They should know the area of real broadcasting production such as camera movement and direction. Just like the tailor knows the characteristics of the fabric, even though they do not make fabric, the reporter should know the route to produce broadcasting. This is the real work of broadcasting which no one talks about. Reporters have to play five characters such as producer, broadcaster, coordinator, etc. This is hard to learn only by watching over one’s shoulder. I believe my book will solve this problem.

*Pumse: It is a sequence of movements made to learn the skills of attack and defense in taekwondo. It focuses on the connection and the posture of the motion, making it different from sparring or a real fight.

6. Is there any reason or background for writing the “The Killer Technique of Broadcasting”

When you first become a broadcast reporter, you are thrown into a site with a single name tag written with the word “Reporter.” No one tells you what to do or how to do something. In these embarrassing circumstances, you get to manage it by learning one by one via following and watching how veteran journalists do. However, this way of learning is not easy, and many people feel a collapse in their self-love and self-esteem, sometimes making them quit. There are also some people who endured for 10 years but still cannot do the job properly. I wrote this book to tell them ahead of what I thought “If I had known these tips at that time...” In recent days, there are new genres such as YouTube impacting broadcasting, but still, there is slight insufficiency in YouTube compared to traditional broadcasting. This book is made to address that insufficiency. In journalism, it is important to learn the academic field itself, but it requires learning real working skills, and there are many students who want this, so

I think “The Killer Technique of Broadcasting” will help those who already or will suffer these problems.

7. There are many tips in the book “The Killer Technique of Broadcasting.” What is the best killer technique? And what is the most effective way to read this book?

Initially this book was more than 500 pages long, but I reduced it and only distilled the essence. There is nothing you do not have to know here. It is immodest to say you must read all 400 pages, but it was impossible to compromise anything. I hope readers have patience and read all six chapters. Chapter one to chapter six are composed of one flow chart. Chapters one to four, are about production, and Chapters five and six are about the broadcaster. So, it is better to read in order but Chapters two, three, and four can be hard. If Chapters two, three, and four are hard, I think reading Chapters five and six first and reading the last is also a good way.

©Yang Yu-min/The Argus



▲ Mr. Yi and reporter Cho are looking for old copies of The Argus periodicals.

<To HUFS Students>

8. There are many alumni in the broadcasting industry who graduated from HUFS. If there is a reason for having this powerful status in broadcasting, please tell us. And for progress and improvement, what should we do?

When I entered KBS, there were many people who graduated

Visiting

from HUFS. It seems like there has been a little decrease recently, but HUFS shows an advantage in the media industry. One reason for that is the freewheeling and variety that HUFS has. Many of us speak more than two languages, resulting in a wide perspective that is connected to the pulse of journalism. What I want for HUFS students is to dream as big as possible, and not to put themselves down. The capability of individuals and efforts are important in this era. You do not have to devote all your blood, sweat, and tears, but sweat is needed. There were hardships in every era, and it was individuals' strength to overcome them. HUFS students need to take on the challenge, remembering that they have enough talent to break through. If you try hard and take on challenges, the road opens.

9. Living in a society where information delivery platforms diversify and have massive amounts of information, what kind of efforts should journalists and readers make to accept information in the right way?

It is real that the medium has diversified, and the influence of traditional broadcast media has decreased. The viewing rate of the 9 p.m. news was 35% when I started broadcasting on KBS, 25% when I became a director, and it decreased to 10% when I retired. What is important is to divide true and false. One method is to watch the original broadcast, the public broadcasting. There are many similar types of broadcasts, but watching public broadcasting is a strong way to approach truth. Now the broadcasting company seems to show political colors as the newspapers do. So, you have to keep your balance by comparing many mediums. These days, the majority

consume news shortly and fragmentarily through platforms such as YouTube, not traditional broadcasts, as the form of media consumption has changed a lot. Watching only one media source can lead you to a biased consumption through the algorithm. Thus, it is crucial to check and compare a diversity of articles on the same theme from various mediums.

10. As a senior who walked the HUFS campus, please say a word to the HUFS students who have countless worries about their careers and lives.

I have never felt this campus as such a beautiful place without any worries. In a state of abandonment, I found a compass of life by entering The Argus and started thinking about what I should do on this campus. Nowadays, students will suffer having similar worries regardless of the school they graduated from, and I think it is important to find the valuable work that they want to do. They should find where they want to go, not where everybody wants to go. I joined Samsung Electronics when I was in my 4th year. Then I moved to the JoongAng Ilbo and again moved to KBS, dreaming of becoming a broadcast reporter. There never was a guaranteed path to success. It was all a challenge. What I want to say is that the challenge and the result are not proportional to capacity. Just like the value of a person who needed 10 years to pass the press examination and someone who got in on the first try is not different. It is the privilege of the young to accept challenges without being discouraged. It would be nice to find what you want to do and push through, but if there are some difficulties to seek the best, then love the second best.

Conclusion

Now you do not have to follow your role model around, learning the skills by secretly watching, and being puzzled about what to do. The book "The Killer Technique of Broadcasting" tells the way to survive on the battlefield of interviews and live broadcasts. This one book will make you come back alive and even win in the bloody broadcasting field. Mr. Yi sends a cheer and comfort full of heart via his own experiences and advice to students who are worrying about their life and vision. Like Mr. Yi said, accepting challenges is a privilege of the young. The Argus hopes readers will find what to do and take on challenges without hesitation and worrying about the future. 📖

glgrace@hufs.ac.kr

Hatch the Real Self Inside Your Eggs, Visiting “Demian: The Dream of Sinclair”

By Cho Eun

Associate Editor of Culture Section

©Cho Eun/The Argus

“The bird fights its way out of the egg. The egg is the world. Who would be born must first destroy a world.” This is the famous quote from the novel “Demian,” written by Hermann Hesse, which represents the lives of young men, suffering to find their self and path. The novel “Demian,” published in 1919, depicts a youth’s growth through agony and pain, and is still loved as a classic steady seller and which is also enjoyed in various ways such as plays and exhibitions. With the upcoming Korean Youth Day on October 17, The Argus visited the modern art exhibition “Demian: The Dream of Sinclair,” about the story and the meaning of the novel “Demian,” and came to understand the concern and anguish that youth have. Looking at “Demian” from a new vantage point unfolded in the exhibition, one would be able to understand how contemporary artists have understood and reinterpreted “Demian.”

“Demian: The Dream of Sinclair”

Period : From 2022.06.08 to 2022.12.08, closed on Monday

Hours : From 10 a.m. to 7 p.m. (Tickets are sold until 6 p.m.)

Admission fee : Adults- 20,000 won (US\$15.24), Age 14 to 19- 15,000 won (US\$11.23), Age over 36 months- 13,000 won (US\$9.90)

Location : K Museum of Contemporary Art (807, Seonuneung-ro, Gangnam-gu, Seoul) It takes five minutes by walking from Apgujeong-Rodeo Station, Exit 5.

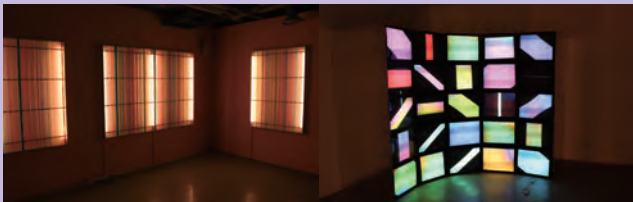
Before Exhibition, the Summary of “Demian”

A boy named Sinclair, who grew up in a strict Christian family, lives with a mission to choose good over evil in the world. However, he breaks the promise not to get bullied by a problem child named Kromer and his group. Kromer threatened him by saying he would accuse Sinclair of a false

story. Sinclair is in trouble. At this moment, a mature boy named Demian saves him from the trouble, and they get close and talk to each other as Sinclair thinks Demian as a mentor. In this way, Damian helps Sinclair achieve self-actualization by finding courage in the face of fear and by establishing his own standard of living rather than merely accepting the dichotomy of good and evil.

{ Tasting the World of “Demian,” Through Various Techniques of Expression }

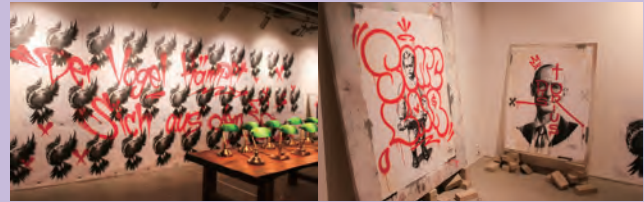
The artwork near the starting point leads visitors to the universe of “Demian,” via various techniques of expression. The artwork “Light, Color, and Memory,” consist of diverse colors of light by Kang Mi-ro, and “18,000” by Daney and Elle are displayed together in the same room. The “Light, Color, and Memory,” which depicts the window of emotion, shows that humans feel various emotions in relationships and that there are some emotions and the personal story that cannot be opened on a usual day. The author makes visitors watch the window of emotion to recall the inborn emotions, passes with no doubt in daily life, and reaches a state of introspection. The next artwork, “18,000,” is made up of 25 televisions playing a five-minute long video with 18,000 colors of gradations. The diverse gradation of colors and the changes mean countless variables in life, which recalls “Each man’s life represents a road toward himself,” the content of “Demian.” The author tells us that every individual is a precious existence struggling for their own target. Through the slowly changing colors, both works let people think of their deep emotions and the value of their existence.



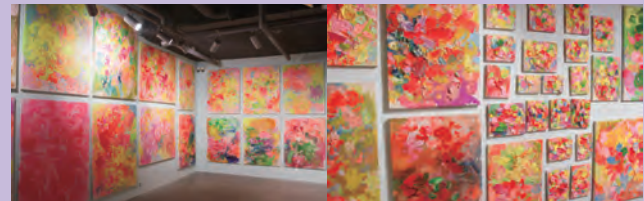
▲ Both works illustrate the theme of the novel “Demian.”

Stepping outside the room with the preceding artworks, there are some graffiti works filling the entire wall. The works are formed with scribbled names and the sentence “The bird fights its way out of the egg,” the main theme of “Demian,” on the pictures of the main characters of the novel and birds. These graffiti works were created by damaging and destroying the original work by scribbling and have something in common with the famous phrase about destroying the small world, egg, to go forward to the universe, which is the identity of “Demian.” The author is drawing a roar to destroy a world and create. Inside the rectangle room on the side, there are many canvases forcefully painted with vivid colors in many layers, surely enough to see paints popped out unevenly, created by Lee Hae-jeon. The painting expresses the stream of consciousness and sentiments from the inner self, not affected by any other

things. And the author wanted to draw the pure and profound adventure of Sinclair finding his true self, ultimately tempting visitors to ask themselves what their own color and identity are, just like Sinclair. These two rebellious works full of vitality recall Sinclair, who was curious about the evil side of the separated world and finally destroyed his standard of division.



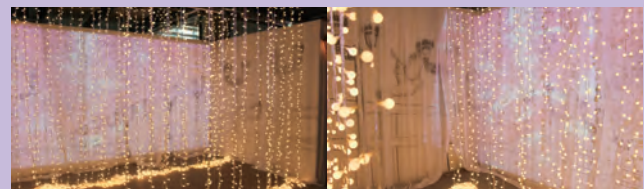
▲ The graffiti work represents the rebellious mood of the novel “Demian.”



▲ Diverse sizes and colors of artworks by Lee Hae-jeon are displayed.

{ Substituting Oneself as Sinclair }

Moving to the opposite side, there are various works that visitors can participate in and substitute themselves as Sinclair. There were many people taking photos in front of the artwork “Dear Demian,” which consists of several layers of lights. The work shows the ego, as a form of light, that Hermann Hesse said that everyone has their own eternal and unitary ego inside them. Visitors were able to walk through the path of lights and think of their inner side and themselves, sympathizing with Sinclair who struggled to find his ego.



▲ The routes made of lights amuse visitors.

In front of the wall full of calendars, next to the “Dear Demian,” there are three pairs of school desks and chairs. The artwork “Sinclair’s Diary” leads visitors to participate by looking back on their day and writing on a post-it note and sticking it on the calendar. Many people were writing

and attaching their day and impression about the exhibition. The work is designed considering that the book “Demian” is a diary of Sinclair’s childhood and that the author Hermann Hesse reflected himself in the protagonist Sinclair. 21-year-old Lee Yoon-young said that she looked back on her day sticking the post-it on the wall and thought about what kind of person she is, by reading others’ impressions and comparing herself with them.



▲ Many people are writing their impressions about their day and the exhibition.

Stepping away from “Sinclair’s Diary” and turning the corner, the purple light and the scent of lilac slowly come up, which is from “Taste of Fantasy.” The “Taste of Fantasy” draws the story of Sinclair’s getting away from his troubles, which is because he fell in love with a woman, Beatrice. Numerous lilacs hanging on the ceiling represent the joy felt from the first love and immature day. The artist hopes for visitors to stroll under the lilacs and evoke the memory of one’s first love and of changing one’s beliefs. Many visitors were taking photos and slowly walking below the lilacs, reminiscing. Twenty-seven-year-old Kim Min-ji said, “I liked that there were many photo spots and I felt like being substituted for Sinclair while taking photos.”



▲ The room full of lilac makes visitors recall their happy memories.

{ Struggles and Agony, Comfort and Empathy }

Passing the “Taste of Fantasy,” there is a small room with a chaotic display of a cross and sphere sculptures around white classroom desks and chairs. It is an artwork called “New World,” which expresses the confusion that Sinclair goes through while destroying his original values and finding the new order, via Demian. The sphere sculpture represents the egg, which has not been hatched, and the space reminding

us of a classroom depicts the struggle and vacuousness that learners experience, when finding their way. After leaving the room and on the way to the stairs, visitors can see some works by Kim Hyung-woo. Different from “New World,” drawing the chaos of finding identity, the “Pinecone” is consoling the hardship at that time. The “Pinecone” embodies the slow vertical motion of the pinecone’s shell, hoping to give a long-lasting peace, like what Demian gave to Sinclair. “Sonnet 73,” the next artwork by Kim is cheering visitors who are in the process of searching for their ego. Portraying the sail of a ship, the artist represents the tough way of self-examination as a ship making a voyage with its sail, believing that the method to survive in a chaotic society is self-reflection. It is to encourage visitors to keep on the journey of finding their way, even at the time when they feel they are going to lose everything. These three artworks are supporting the young to find their own ego identity via investigating independently, the same as what Demian did to Sinclair. While appreciating these artworks, it feels like Demian’s voice is reaching, “That is why each of us has to find out for ourselves what is permitted and what is forbidden... Those who are too lazy and comfortable to think for themselves and make their own judges obey the laws. Others sense their own laws within them... Each person must stand on his own feet.”

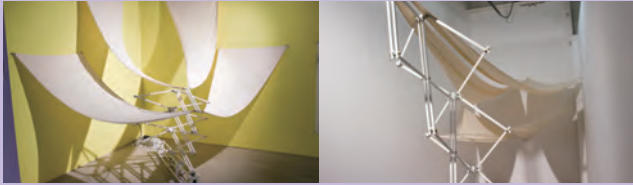


▲ Both artworks symbolically represent the struggles of youth.

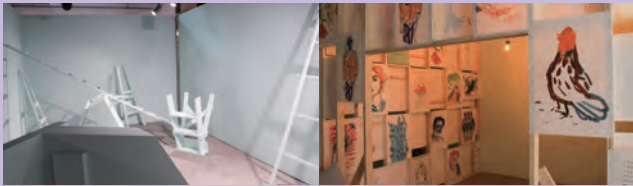
“Frozen” and “Out of the Egg” have a common theme, paying attention to the background of “Demian,” World War I. With white ladders, beds, desks, and other furniture displayed broken and turned over, “Frozen” shows individuals who lost their social function and their devastated lives after the war, through furniture that is directly connected to human daily life, being demolished and disordered. It depicts a society where life and even a basic order of society have collapsed. The artist created this work focusing on the fact that “Demian” gave comfort and a solution to a defeated German nation, full of pain and anger, thinking that today’s life is not much different from the life after World War I. “Out of the Egg,” which forms a room with diverse pictures of soldiers, children, and other characters, is a piece expressing the mind of

Culture Trip

Hermann Hesse, who wanted to cheer up the youth of that era of war and hopelessness. It also guides visitors to reminisce about whether they had someone like Demian, who made Sinclair dream of a new world.



▲ “Sonnet 73” represents the journey of youth on a ship.

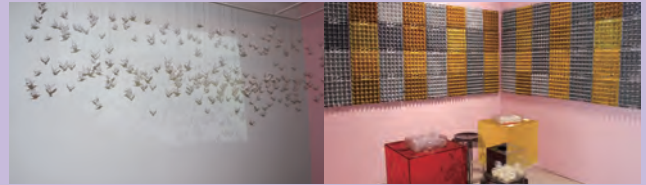


▲ The artists are representing the despair of war.

{ To the World Outside the Egg }

Heading to the finish point of the exhibition, “Demian, The Dream of Sinclair” drives visitors to break their eggs and come out. “Mid-Air,” which shows numerous birds flying, represents the state when one finally found the ego after struggles -- being hatched. The work lets visitors imagine their new appearance after breaking the egg. Moving to the next one, while thinking about the figure after hatching, visitors meet “The Egg” which makes them think about what egg they should break. The wall full of egg box panels and egg-shaped capsules on the desk in front of the wall encourage visitors to think and write down their regrets, worries, and concerns on paper and to put them in the egg-shaped capsules. This helps visitors to go forward to the world they dreamt of, outside the egg. Lee Yoon-young

said, “It was meaningful to consider what shell is surrounding me in a fun but also in a serious way.”



▲ Both artworks encourage visitors to walk outside their own eggs.

After “The Egg,” a dark passage covered with black vinyl makes visitors tense. The work by 308 Art Crew helps people to pass the dark way with creepy lights, making them experience the process of facing fear and finding their own strength. A splendid and mysterious glass box implies infinite potential and ego, which can be found when one confronts the horror. At the end of the dark path, there is a room full of roses. “Love and Freedom,” draws Sinclair’s love toward Beatrice through roses and the awareness of his ego via love through the various angles of mirrors. Mirrors with different angles and shapes let visitors see themselves with roses in diverse directions, which leads them to sympathize with the emotion of greeting real love and ego. Kim Min-ji said, “It was scary to step into the dark path, but when I saw the beautiful scenery, splendid with roses, I felt like I was hatching.” The switch from dark mood to vivid roses was giving visitors the feeling of breaking out of the shell. These feelings are helping visitors to break out of the eggshell of fear and prejudice in their real lives.



▲ The splendid artworks represent positivity and courage after facing the fear and finding the self-identity.

“You will have to listen within yourself, then you will notice that I am within you” Said at the last moment Demian, who always rescued Sinclair in times of hardship. Maybe the author, Hermann Hesse, wanted to say to the youths, who feel frustrated and wander because of many problems and troubled times, to not underestimate themselves and that a strong power to solve problems is inside everyone. “Demian, The Dream of Sinclair” also hopes visitors find their ego through examining and focusing on one’s inner self. The era of the unemployment crisis and the generation pause might have prevented youths from seeking who they are and what surprising capacity they have, by scaring them. Now let’s hear the voice from deep inside. The Argus believes every young person today can find their own Demian through self-examination and establish their identity. 🐦

glgrace@hufs.ac.kr

OTT: ON THE TIME OF TROUBLE



©similarpng

By Lee Ju-won
Staff Reporter of Culture Section

“Squid Game,” the Netflix Original Series, which is the story of 456 people participating in a survival game for the chance to win a 45.6 billion won (US\$35 million) prize, became the top-viewed program for 53 days and the most-watched series after it was released in September 2021. However, director Hwang Dong-hyuk did not get any extra revenue for the super-hit. This is because Netflix has 100 percent of the intellectual property rights (IPR) for “Squid Game.”

In South Korea, Over-the-Top (OTT) media services have become beloved and used by all ages from teenagers to those in their fifties, and among them, those in their twenties and thirties are the core users. In addition, Koreans use 1.6 OTT platforms on average. However, now social and cultural aspects are changing, intertwining the interests of creators and OTT companies as well as viewers and OTT companies. Furthermore, there still is a controversy going on between OTT companies and other companies that sell services by understanding their weakness. To commemorate Intellectual Property Day on September 4, The Argus looks into social and cultural phenomena by looking into the cause for the increasing popularity and also the limitations of OTT, as a total aggregate of intellectual property (IP). Ultimately, The Argus will help readers gain keen insight on OTT and Subscription Video on Demand (SVOD) services.

Over-the-Top (OTT): OTT refers to a service that provides various contents such as movies and dramas via the internet. The most well-known OTT companies are Netflix and Disney Plus, which are global services based in the United States, and Wavve, Tving, Coupang Play, and Watcha in South Korea. OTT companies also produce original series on their own, distributing content.

Intellectual Property (IP): IP means knowledge, information, technology, the expression of thoughts or feelings, the indication of business or goods, varieties of organism or genetic resources and other intangibles created or discovered by creative experience.

Subscription Video on Demand (SVOD): SVOD is a service for watching content by paying a monthly subscription fee; it is included in OTT.

Phenomenon



The Weight of Content Moving from Terrestrial to OTT

Currently, people do not need to sit in front of television and wait for a broadcast time anymore. When people miss the time, it is possible to watch a show through OTT. Meanwhile, OTT companies are producing original content rather than replaying shows made by terrestrial broadcasters. Kim Tae-ho, who had produced the variety show “Infinite Challenge,” which aired every Saturday for 13 years, left the Korean TV broadcasting corporation MBC in December 2021 and started to collaborate with OTT companies, making a travel variety show “The Hungry and the Hairy” with Netflix and “Seoul Check-in” about superstar Lee Hyo-ri’s Seoul life with Tving. Considering the case of a famous entertainment producer who made a lot of shows with MBC but now works as a freelancer and collaborates with OTT companies, the ways of content distribution are moving to OTT platforms. According to producer Joo Dong-min, famous for “Penthouse: War in Life” from SBS, and producer Cha Young-hoon, famous for “When the Camellia Blooms” from KBS, they left terrestrial broadcasters expecting to work together with OTT companies. Choi Sun-young, a visiting professor at Yonsei University Graduate School of Communication & Arts, said, “Content production with Netflix is economically beneficial with huge support, and it is easy to get fandom because Netflix has a lot of loyal viewers. As of late, even when content does not gain popularity right after release, it can still go viral among viewers, so there is a good opportunity for creators to make films or dramas with



©Netflix

▲ “The Hungry and the Hairy” is a variety show produced by Kim Tae-ho at Netflix.



©Tving

▲ “Seoul Check-in” was a pilot program at first, but it became more popular than expected. As a result, it became a regular show at Tving.

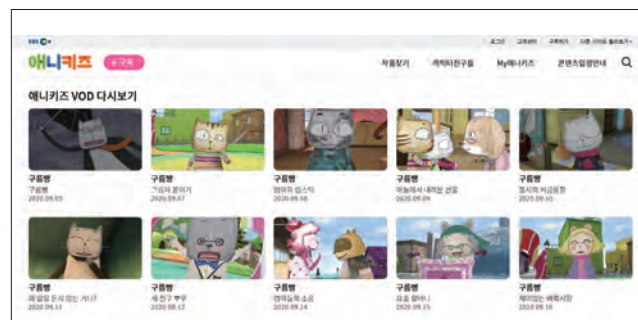
OTT.” In this way, OTT has definitely opened the door for creators to focus on their work, and viewers do not need to worry about the time and place for watching. The flow of content production from terrestrial television to OTT is the result of system change to meet viewers’ needs.



Stray Rights of Creators

Did the original author of “Cloud Bread,” which is now being dramatized as an animation and can be seen on Tving, rake in the money? The fairy tale book “Cloud Bread,” which features photos of small handmade paper dolls, has been a significant success, selling 400,000 copies since it was first published in 2004. However, the original author Baek Hee-na does not have any rights to “Cloud Bread.” This is because author Baek signed the contract that stated, “All rights such as IPR, which are the rights to gain economic benefits from works, are transferred to Hansol Education Corporation.” Author Baek filed a lawsuit against the publisher to get the IPR back, but it was ruled that all rights to the book “Cloud Bread” belonged to the publisher. Like the “Cloud Bread” case, there are frequent problems in the OTT industry where creator’s copyrights are not guaranteed due to contracts signed with OTT companies.

The OTT contents market has become a new opportunity for Korean voice actors to dub Korean content in various languages, and in reverse, to dub various foreign content into Korean. However, in January 2022, the fact that voice actors were not promised the proper rights came to the surface when a petition requesting the enacting of OTT-related dubbing was posted on the Blue House National Petition website. It says that they want to protect the rights and interests of Korean voice actors. In addition, before the petition was posted, in November 2021, the Korea Voice Actors Association issued a



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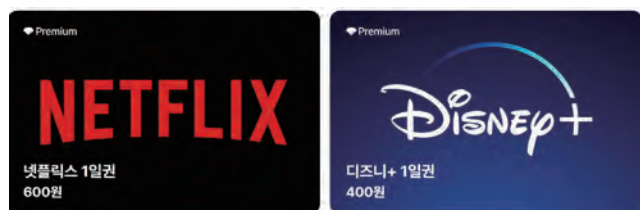
▲ “Cloud Bread” was made into an animation for the kids by the Educational Broadcasting System (EBS) in South Korea.

statement saying, “Never judge by appearance. It seems that the income of voice actors has increased, but it absolutely has not.” This problem occurred because the voice actors were deprived of the rights to their voices due to the contract they signed with Disney Plus when making works. Under the contract, Disney Plus could transform the voices recorded by voice actors in any form for any purpose, and exert its rights without regulation. In other words, Disney Plus has most of the rights to use the recorded voice, and the voice actors do not have rights to it. It clearly shows that the voice actors who participated in the creation are denied the right to their voice and are not guaranteed reasonable treatment for the voice used, without their knowledge.

Splitting OTT Service Accounts

How many OTTs do people usually subscribe to? According to the report on “OTT Service Trend 2022” of “Open Survey,” a consumer data company, as of 2022, Korean OTT users are subscribing to an average of 1.6 OTT platforms. In other words, they spend about 20,000 won (US\$15.31) a month on OTT platforms. The reason viewers subscribe to more than one OTT platform is that each OTT platform is concentrating on different contents, and recently cases of abuse have occurred.

From May 2022, Paycense, a company that sells video streaming service subscriptions, has sold one-day passes to platforms such as Netflix, Wavve, Tving, Watcha, and Disney Plus to consumers. It uses a so-called “split and resell” trick, which is a system by which Paycense purchases a monthly pass from OTT platforms like an individual consumer, and then lends the account to the consumer for one day. Paycense sold the one-day pass at a much lower price than the existing monthly pass, getting a positive response from consumers. However, the three OTT companies in South Korea, Wavve, Tving, and Watcha, claimed that the Paycense service infringes the Unfair Competition Prevention Act, the Information Network Act,



▲ One-day pass of Netflix costs 600 won (US\$0.45) and one-day pass of Disney plus costs 400 won (US\$0.30), much cheaper than their monthly subscriptions.

and the Copyright Act, requesting them to stop the service in June 2022. The three OTT companies applied for an injunction at the Seoul Central District Court against Paycense to stop the service. They said if Paycense sent a statement of service suspension, they would stop the provisional disposition, and in the end, on August 8, Paycense promised to avoid a recurrence to Wavve, Tving, and Watcha, and the withdrawal of the injunction was confirmed. However, the controversy is ongoing in that Paycense still sells one-day passes to Netflix and Disney Plus. This account splitting is an infringement of the terms, as it clearly states that these OTT companies prohibit reselling or the commercial use of the subscription.

Cause

Netflix's Generous Investment in Content Creation

What if “Squid Game” was aired on Korean terrestrial television instead of Netflix? Famous franchise sandwiches would be served as lunch, and red ginseng products would be in the hands of the game survivors. At the crucial moment, commercial breaks would begin with a banner “To be revealed after sixty seconds.” Korean terrestrial broadcasters use excessive product placement (PPL) in order to solve the insufficient budget problem, interrupting watching.

The reason that the content market is being shifted from terrestrial television to OTT is because of various constraints caused by terrestrial television’s relatively small budget.



▲ Main characters in the South Korean drama have a date at a sandwich restaurant franchise.



▲ Anti-wrinkle cosmetics PPL is often seen in “Extraordinary Attorney Woo.”

Meanwhile, Netflix, one of the industry-leading OTT companies, has unstinting support for content production. Netflix, which has a large number of users all over the world, produces and broadcasts Netflix Original Series exclusively at a huge investment. Compared to this, Korean terrestrial broadcasters are still far short in terms of budgets. Lee Hee-dae, adjunct professor at the Graduate School of Media & Communication of Kyung Hee University, said via Newsis, “The production cost per episode of Netflix Original Series content ‘Kingdom’ Season 2 is up to five times higher than the miniseries dramas of Korean broadcasters, which cost 400 million won (US\$301.43) to 500 million won (US\$376.78) at most.” He also said, “It does not seem that Korean contents will win in head-to-head competition with large OTT companies in the OTT market, where content quality determines viewer’s choices, especially in the field of well-made content such as movies, dramas, and entertainment shows.” Viewers put a high value on content and then select OTT, so it is important to invest in content production and raise the quality of work. Therefore, PPL and advertisements that appear in the middle of the story due to budget problems are a fatal weakness.

Lump Sum Contract

The reason Korean voice actors lost their voices to Disney Plus is because the voice actors signed a “lump sum contract” with Disney Plus. A lump sum contract is a special type of contract in which the OTT company takes all rights, including IPR and secondary works that recreate the original work, after paying the creator and the production company in advance for content. In a lump sum contract, the creator and the production company can obtain a stable profit by being paid in advance regardless of the success of the work. However, the profit generated from hits exceeding the production cost are possessed exclusively by the OTT company. There are various problems surrounding this.

In the letter of subrogation that the voice actors signed with Disney Plus in a lump sum contract, there is a clause called “New Exploitation Rights.” The related clause states, “I am aware and hereby acknowledge that new rights to the Work may come into being and/or be recognized in the future, under the law and/or equity, and I hereby grant and convey to Disney Plus any and all such New Exploitation Rights to the Work.”

This means that Disney Plus will have the right to use the recorded voices of the voice actors. In addition, the lump sum contract states that the names of the voice actors may or may not appear in the end credits depending on circumstances. In fact, the names of the voice actors who participated in the dubbing

could not be seen in the end credits of the Marvel series “Hawkeye,” which was released in November 2021 on Disney Plus. Hwang Dong-hyuk, director of the Netflix original series “Squid Game,” also signed a similar contract with Netflix. Therefore, since he and the production company legally transferred IPR to Netflix, Netflix monopolized all profits generated by “Squid Game.” He did not earn any additional income officially, even though it recorded a huge success. Furthermore, except by special agreement, Netflix will also have the rights to secondary works such as games, costumes, and performances of “Squid Game.” It is the most basic norm for an OTT company to recognize the ability of a creator, and it is necessary to specify and promise the rights of creators in a legally binding contract for improving the competence of creators.

Drought in the Deluge of Contents

According to the report on “OTT Service Trend 2022” of “Open Survey,” OTT platform subscribers cancel a subscription when they do not have more content they want to see. People decide to cancel their subscription when they have seen all the content they want to see or if there is not very much, and they resubscribe when new interesting content is opened. In particular, the proportion of those in their twenties

All rights to such Work are owned by DEI, for the duration of the rights, including all extensions and renewals thereof, throughout the universe. I am aware and hereby acknowledge that new rights to the Work may come into being and/or be recognized in the future, under the law and/or in equity (hereafter the “New Exploitation Rights”), and I hereby grant and convey to DEI any and all such New Exploitation Rights to the Work. I am also aware and do hereby acknowledge that new (or changed) (1) technology, (2) uses, (3) media, (4) formats, (5) modes of transmission, and (6) methods of distribution, dissemination, exhibition or performance (hereafter the “New Exploitation Methods”) are being and will inevitably continue to be developed in the future, which would offer new opportunities for exploiting the Work. I hereby grant New Exploitation Methods with respect to the Work. If, by operation of law, I am unable to assign and/or grant any rights in the work or to such New Exploitation Methods, I hereby license such rights to DEI on an exclusive, irrevocable, perpetual, worldwide and royalty-free basis. I hereby acknowledge and agree that I shall not have, and shall not assert or claim, any legal, equitable or other right, title or interest, in whole or in part, in or to any of the Work.

▲ Creators and OTT companies should make a contract legally based on clear agreement.



▲ The names of the voice actors are not shown in the end credits.

©Hawkeye / Disney Plus

who sign up once and remain subscribed is lower than that of other age groups, and they often tend to cancel or resubscribe.

Jun Ho-kyeom, Research Professor at Seoul Venture University, said, “In the case of South Korea’s OTT service, there are few attractive or diverse contents to make it worth paying about 20,000 won (US\$15.28) per month, so the splitting selling trick phenomenon occurred,” he explained. Of course, “I was looking for dramas to watch via an OTT service while eating, but eventually turned to YouTube because there was nothing to watch,” is posted frequently on the internet. Oh Seung-eun, Department of African Studies ‘20 at Hufs, said, “I have used two OTT services because there are different contents for each OTT platform. When there was no content to watch any more, I wanted to cancel the subscription. I also found that the one-day pass was cheap, and I thought that it would be convenient because I could catch up on what I want to see in a day.” Additionally, looking at the positive reviews of Paycense users, it can be predicted that the one-day pass was created to satisfy the needs of viewers who want to watch content for a short period of time at an affordable price.

Limit



Winner Takes All

In August 2022, Minister Park Bo-kyun from the Ministry of Culture, Sports and Tourism, said, “OTT is a new platform that breaks down the existing media order and is in the vanguard of Hallyu* culture. Based on the competitiveness of K-contents, we will support the domestic OTT industry with a well-structured policy so that it can grow.” This means the South Korean government also began to take an interest in OTT beyond private companies. However, despite the support of the government, OTT platforms from South Korea are not able to compete with Netflix, which has an absolute advantage in the OTT market. Moreover, there is concern that the competition in the Korean OTT market may become overheated, causing missteps.

Given this situation, seezn, which is the OTT service established by mobile operator KT in November 2019, and Tving are going to merge into one company. According to Mobile Index, a big data platform, the number of users for 31 days as of June 2022 was 4.02 million for Tving and 1.57

million for seezn. The number of total users will reportedly be approximately 5.59 million, surpassing the 4.24 million of Wavve and becoming South Korea’s largest OTT platform. Although some are expecting the emergence of a new OTT company to compete against Netflix, such a merger is highly likely to cause “polarization” in the Korean OTT market. This means that as the influence of large-scale platforms grows, it causes problems on specific platforms. The birth of a large-scale OTT company that produces contents between Korean mobile operators and broadcasters can be the first step in reinforcing a position in the Korean content business, but in the end, it may be limited to only sharing existing subscribers.

*Hallyu: Hallyu means “The Korean Wave,” referring to the increase in popularity of South Korean media worldwide since the late 1990s.



Half of Law: Decreased Desire for Creation

The current Copyright Act in South Korea is insufficient to protect the rights and interests of creators. Although the Copyright Act in 2020 was amended to add the obligation to mention creative contributors and the right to claims for additional compensation, some criticized it as ineffective because it is claimed only when “a significant imbalance occurred.” In a statement released in November 2020 by the Korean Independent Producers and Directors’ Association, “This is a poisonous clause because there are few cases in which a significant profit imbalance has been recognized in civil litigation.” It is fair that the right to the creation should be recognized, but the market does not offer a corresponding reward. Improvement of the actual rights and interests of all those who make content is the most important rather than establishing an inadequate law, but still in South Korea, creators cannot be protected until now.

The point is that if the right to creative work is not secured because of an unfair contract, the creative desire plummets, and it becomes difficult to expect high-quality content to be produced in the future. According to the “Factual Survey for Improving Unfair Practices in the Literary Field” published in December 2021 by the Korean Culture and Arts Committee, new types of literature and content are emerging in the rapidly changing media environment, and huge platforms such as OTT are directly participating in the literary ecosystem, and becoming serious. It also said that in this society, the right of transmission and secondary copyrights that allow

copyright holders to provide works to others can give many opportunities and values based on a fair system, but in a situation where unfair practices are prevalent, the tragedy of the commons* occurs. Moreover, the deeply rooted practice in the Korean culture and art community of not recognizing creators as copyright holders is an obstacle in improving the protection of creators' rights and interests. Creators are abused due to contracts under the current vague Copyright Act, and as a result, this problem has a negative influence on people who participate in content production. Before the growth of Korean content is stunted, society as a whole should be interested beyond those who are entangled in the interests of the lump sum contract.

*Tragedy of the commons: A situation in which individuals with access to a public resource act in their own interest, and in doing so, ultimately deplete the resource.



Splitting OTT Service Accounts


The one-day pass from Paycense is a violation of the terms of service of OTTs. As stated in the Tving service agreement, "Subscription members cannot engage in any commercial activities using paid services without approval of the company. If the company or a third party suffers from any damage due to the profit-making behavior of the subscriber, the subscriber fully assumes responsibility." However, this clearly evoked a positive response from consumers. Professor Jun said, "Pycense clearly violates the clauses and conditions, but a one-day pass will be a way for consumers to see content at the price they want when they want to see it. It will be a good way to meet the needs of those in their twenties, who are

particularly burdened with the price of a pass."

In response to the need for a monthly subscription at a lower price, Netflix and Disney Plus have officially announced that they will introduce a low-cost subscription that allows users to watch content at a relatively low price by inserting advertisements into the content. However, the introduction of advertisements into content ultimately fails to satisfy the consumer's needs, even if the price becomes cheaper. Oh Seung-eun, a student at Hufs, said, "I understand the intention of reducing the price by introducing advertisements, but what is the difference from YouTube? Aren't they finding a way to gain profits with the pretext of meeting consumer needs?" Like her, most of the consumers responded with a similarly negative reaction. Disney Plus and Netflix did not understand the actual needs of consumers, and they are about to apply a retrogressive plan, which has resulted in a backlash from consumers. All OTT companies need to recognize the fundamental reason that consumers are attracted to a one-day pass, and they need to think about whether a plan for lowering the price with advertisements is the best way to satisfy consumers.



©Official Blog of SK networks

"Squid Game" released through Netflix not only introduced South Korea as a differentiated cultural content market but also achieved a splendid accomplishment, being nominated for the Emmy Awards by The Academy of Television Arts & Sciences. OTT has become a distribution agency that ultimately introduces Korea to the world with K-contents. However, the OTT industry is clearly going through a transition period. In order for the unstable OTT industry to move in the right direction, it is necessary for the government, viewers, and people around the world who use OTT to be interested in it. The Argus suggests an objective and fresh perspective to examine the social and cultural phenomena derived from OTT, and provides time to check whether readers are independently selecting services. The Argus hopes readers enjoy a healthy cultural life. 

leejuwon@hufs.ac.kr

Mind of Empathy Understands Diversity Better



By Lee Jue-hyun

Staff Reporter of Theory & Critique Section

On the morning of September 11, 2001, two U.S. aircraft hijacked by Islamic extremist forces crashed into the

Twin Towers in Manhattan, New York of the United States and caused about 2,977 casualties. It has been 21 years since the incident happened, and the U.S. still remembers and talks about the September 11 attacks (9/11). Every September 11, at the U.S. National Public Radio, citizens talk about 9/11 freely. Everyone who went through the accident talks frankly about how 9/11 affected their lives, and citizens show sympathy and support.

Meanwhile, Korea also experienced a tragic accident on April 16, 2014, called the “Sewol ferry disaster,” but people are not united. After a certain amount of compensation for the bereaved families was made, public opinion began to divide into voices of boredom and voices of remembrance after just two years. Some considered the bereaved families to be seeking compensation and said, “Stop asking for the truth about a simple maritime incident.” Moreover, on this 8th anniversary, this division of voices has expanded to another division of voices, the gender conflict among those of the 2030 generation.

Unlike with 9/11, the fact that the Sewol ferry disaster rather spread to conflicts of political, media, and social groups shows that social solidarity is in urgent need to solve the fundamental problem. Why are people saying, “I’m sick of it?”

Furthermore, why are there people speaking out with the bereaved families even if they are not involved? The Argus finds out why differences in attitudes of empathy appear through the lens of psychology, which helps people with different beliefs understand each other and have a higher sense of citizenship.



Sewol Ferry Disaster: A ferry called “MV Sewol” capsized on April 16, 2014, near the coast of Jindo-gun, Jeollanam-do, South Korea. Most of the people on board were high school students on a school trip, and 304 out of 476 people died. It is the fifth highest casualty figure of a coastal accident in South Korea. At the time of the accident, repeated announcements to stay in the ferry led to the evacuation being delayed and failure to respond properly and efficiently, and eventually caused massive casualties. This incident is considered to show the current state of South Korea’s safety management mired in safety insensitivity and the height of a chaotic society.

People Saying “I am sick of it”

Zeigarnik Effect and the Need for Cognitive Closure

Whether consciously or not, people are constantly concerned with unresolved problems and try to abruptly draw a conclusion out of them. An incomplete solution that has not received careful consideration thus seems to be constantly repeated in the memory circuit,* so the memory lasts longer than the completed one, and this is called the “Zeigarnik Effect.” Russian psychologist Bluma Zeigarnik discovered this law by chance in 1927 through a waiter working at a café in Austria. Zeigarnik, looking at the waiters receiving orders from numerous customers, asked a waiter what item he had just served to the table next to him. But the waiter, embarrassed, scratched his head and replied that he could not remember at all. Based on this experiment, Zeigarnik conducted an experiment dividing participants into two groups: Group A finished the work without any interference, and Group B was interfered with and unable to complete the work. As a result, it was found that Group B remembered twice as much about the work they did.

Until now, eight years after the Sewol ferry disaster, the bereaved families’ demands for investigation to find the truth about culpability have continued. Meanwhile, some public opinion has formed suggesting that the issue is over, as the punishment for the person in charge and compensation to the bereaved families was made. In this social disaster, the Zeigarnik Effect is related to “the Need for Cognitive Closure.” The term cognitive need for closure, proposed by American social psychologist Ari Kruglanski, is the desire to achieve an unmistakable and firm conclusion when a human encounters any type of information. The inconclusive matters cause confusion, uncertainty, or ambiguity, which subconsciously evoke disgust in humans. The psychology behind the good recollection of what is not completed conflicts with the desire to make a conclusion. According to Kruglanski, when the

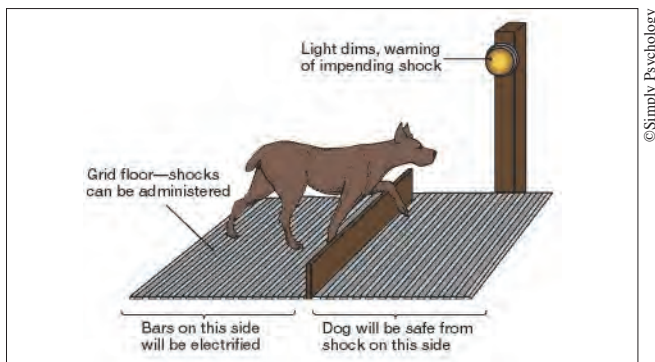
need for cognitive closure is strong, people tend to follow easy and straightforward opinions. When seemingly logical reasons are presented together, it is easy to follow the opinion. Moreover, this phenomenon appears more frequently when the person presenting the opinion has authority. In addition, prejudice affects decision-making, as it deepens distrust and facilitates an unhealthy way of binary thinking. After the Sewol ferry disaster, the government – in the position of leadership – and the press with logic told the public that they uncovered the cause and punished the person responsible and the compensation for the bereaved families was completed. Therefore, those saying “Isn’t it over?” are focusing only on the fact that the legal process has been completed rather than on understanding why the families are still asking for truth.

*Memorial circuit: Memorial circuit is a neural circuit in charge of memory.

Learned Helplessness

If one is repeatedly exposed to an unavoidable or insurmountable situation, one becomes desperate and remains in the situation even if the one can overcome it with one’s own ability, which is called “Learned Helplessness.” In 1967, American psychologists Martin Seligman and Steven Maier discovered this by chance while conducting an experiment on 24 dogs. They first divided 24 dogs into three groups and then put them in a separate box and gave them electric shocks. Group A was provided with an environment in which they could stop the electric shocks by themselves by pressing the manipulator with their nose. Group B was provided with an environment in which electric shocks could not be avoided even if the manipulator was pressed with their nose and no response could be made since their bodies were restrained. Lastly, Group C was placed in the same box but did not have electric shocks. After 24 hours, they were placed in each section of the box divided by a low partition enabling them to jump over it to avoid electric shocks. As a result, all three

groups were in a situation where they could avoid electric shocks if they jumped over the middle wall, but only Group A and C crossed the wall and avoided electric shocks. On the other hand, Group B crouched in the corner, accepting the electric shocks with no response. Group B learned helplessness, the idea that they would not be able to overcome the situation no matter what they did.



▲ The box is divided by a low partition. Dogs in each group were able to avoid electric shocks. The experiment shows the different response after repetitive experiences.

In addition to the Sewol ferry accident, Korean society has been exposed to negative events such as the collapse of Sampoong Department Store in 1995, the fire accident at Sealand Youth Training Center in 1999, and the Daegu subway fire accident in 2003. Jung Tae-yun, a psychology professor at Chung-Ang University, diagnosed Korean society through No-Cut News, saying, “The repetition of negative events experienced through Korean society has made people become more inclined to cover up, ignore, and forget incidents as soon as possible.” Professor Jung explained that this attitude is an effective psychological strategy for adapting quickly to the unstable Korean society, adding that this, in fact, proves the society is not stable. Citizens have reprimanded the person responsible, established countermeasures, and changed their behavior to prevent accidents after those big disasters. As the same incident occurs repeatedly, however, people tend to feel helpless and have no idea how to effect societal change. Helpless sentiments such as “Trying does not change anything,” or “Our country is always like that,” have been solidified, causing people to avoid rather than discuss the truth and solutions about the Sewol ferry disaster.

Confirmation Bias and False Consensus Effect

People absorb information in a self-biased way to reduce cognitive dissonance.* This psychological effect, “seeing

only what you want to see, hearing only what you want to hear, and believing only what you want to believe,” is called “Confirmation Bias.” American psychologist Raymond Nickerson defines confirmation bias as “an act of inappropriately reinforcing a hypothesis or belief in which truth is uncertain.” Humans are defensive about their beliefs wavering according to the environment in which they have lived. Lee Ji-yeon, a counseling psychology professor at the Graduate School of Education at Hufs, said, “People believe their opinions are socially accepted and want to absorb biased information to reduce the psychological discomfort caused by cognitive dissonance. Social media news feeds use algorithms to display posts consistent with our opinions and interests, which can lead to a stronger self-deflection if exposed only to those that confirm our perspective,” she explained.

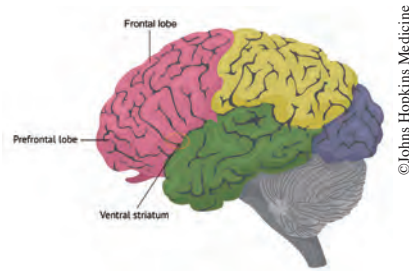
Information-oriented acquisition consistent with one’s beliefs can lead to a “False Consensus Effect.” The term false consensus effect means an overestimation that more people will agree with one’s opinions without a logical ground. The online world is a place that can change the interpretation of reality depending on which arena one spends time in. The information encountered by the algorithm could lead to biased opinion as professor Lee warned above. Similarly, participants interacting only in a space with people having similar opinion are much easier to think that non-participants would also think as they do. Kang Mi-eun, a professor of communication and media at Sookmyung Women’s University, who wrote a 2008 column in the Dong-A Ilbo, stressed, “The effect of false consensus implies an intention to accept one’s image more positively and gain social recognition by universalizing one’s actions. There is a high risk of moving toward collective thinking while similar people are expressing their opinions and creating a false consensus effect.” It would be inadequate to conclude that one’s perspective is universal without basis on an undistorted sense of reality, because it can lead to automatically assuming that others’ views are wrong. In a situation where the view of the Sewol ferry disaster is starkly divided, one should take caution when discussing the incident only in a community friendly to a specific view, which can lead to a false consensus effect.

*Cognitive dissonance: Cognitive dissonance refers to a mental stress or discomfort that an individual experiences when one has two or more opposing beliefs, thoughts, and values at the same time, or when one encounters new information that is contrary to what he has.

People Consistently Speaking Out

Brain Responding to Altruism and Fairness

What about those who constantly speak out, such as the bereaved families? American neuroscientist James K. Rilling's team discovered that in the prisoner's dilemma* situation, the brain



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▲ The ventral striatum reacts when people determine to help others.

of those who decided to cooperate with others showed the ventral striatum* being activated and sending a reward signal. If the decision was inevitable, the outer prefrontal lobe* of the brain region related to the ability to suppress desire would have been activated, but no such reaction was observed. Kim Hack-jin, a psychology professor at Korea University, said, "Designed to try to achieve maximum efficiency with minimal effort, our brains naturally seek the most efficient rewards to maximize their viability, and social rewards, such as praise and appreciation, which meet these conditions well. Recent brain science studies show that social rewards after helping others can strengthen the behavior and that if these experiences are repeatedly learned over a long period of time, their motivation can be internalized and trigger altruistic behavior even unconsciously."

Fairness and transparency problems were what made people feel anger during the investigation of the Sewol ferry disaster. At that time, the media expanded and produced articles that lacked perspective and sided against the bereaved families, and the government still has not clarified the details of the incident or accounted for the vacancy of the head of state, who was responsible for the disaster. When the human brain is placed in such an unfair situation, the area of the insular lobe is activated. The insular lobe is an area that responds to pain or unpleasant stimuli. This means that humans experience the pang of unfairness which is similar to the pain of something unpleasant. On the other hand, when receiving a fair proposal, the ventral striatum is activated and feels rewarded. Professor Kim said in an interview with Monthly JoongAng, "Unfairness can be seen as a signal that an imbalance has occurred in body homeostasis and fairness as a signal that the imbalance has been restored." Regarding the activation of different

parts of the brain, Professor Kim said, "Fair conditions are sufficient for intuitive value judgment, but unfair situations require analytical judgment to resolve value conflicts. The activity of the insular lobe when receiving unfair proposals means that analytical thinking is activated to escape from this state. In contrast, the response of the ventral striatum when receiving a fair offer is that the brain has sensed that "it is okay to settle down because this condition is satisfactory enough." In the face of an unfair situation, it is intended to resolve the imbalance of the inner body by judging from why this situation occurred to how it could be solved." The 4.16 Regiment speaking out with the bereaved families is still calling for a thorough investigation, saying that the truth of the incident should be fully revealed, as those responsible for the abuse of public power remain unpunished.

*Prisoner's dilemma: This is a game theory purporting that cooperation is the best option in that it is the most beneficial situation if two suspects cooperate with each other, but if they betray each other, one is in a dilemma that puts them in a disadvantageous situation.

*Ventral striatum: Ventral striatum is a subcortical region of the brain that is involved in the processing of the reward pleasure signal.

*Prefrontal lobe: The prefrontal lobe is a brain area that controls emotions by reinterpreting negative emotions and suppressing unwanted memories.

Frustration Effect

The phenomenon in which frustration acts as a powerful motive for another behavior is called the "Frustration Effect." The experience of frustration affects behavior, reinforcing either positively or negatively. Even if people experience the same situation, some experience failure and give up, while others' frustration becomes a strong motivation and an opportunity to seek active alternative behavior. Kim Sun-hee, a psychological counselor, stressed the positive reinforcement of the frustration effect in 2021 in the Seoul City magazine. "Those who do not give up their goals easily and challenge themselves rise again even if they experience severe frustration. Humans make constant efforts to realize satisfaction when their needs are not satisfied." She added, "The motivation to do anything stems from these deficiencies when needs are not satisfied. No deficiency, no motive. Deficiency can be said to be a source of motivation."

Including the bereaved families of the Sewol ferry disaster, Korea experienced many setbacks after the incident. At the beginning of the incident, it was believed that all passengers were rescued due to the media's false reports, but when it turned out to be wrong, people felt guilty that they felt relieved and did nothing to help. In the process of finding out the truth, as the incident turned into a political controversy, criticism

based on distorted information, such as bereaved families engaging in an extreme struggle for substantial compensation, continued. Recently, an anti-memorial community was formed under the name of “Ferry Sewol Crew” using Kakao Talk open chat rooms, criticizing supporters of the memorial. Professor Kim said, “People who have already formed a strong bond with the bereaved families can feel that their self-esteem has been trampled and ignored by those who oppose or are indifferent to efforts for the bereaved family. These feelings can be expressed as greater solidarity and collective action.” As the South Korean government has changed three times but has yet to uncover the truth, the frustration of the families has served as a strong motivation to act, and they are speaking out more strongly about the Sewol ferry disaster.

Action Bias

Which is more disappointing between regretting doing something or regretting doing nothing? American philosopher Jack Bowen wrote in his 2012 book “Philosophy with Bumper Stickers,” “The negative feelings you feel when you’re doing nothing and then going through bad luck are greater than the negative feelings you feel when you’ve actually done something and then going through bad luck.” Even though one may experience bad luck or failure, it is possible to say, “But at least I’ve tried.” When a situation is unfamiliar or unclear like this, the belief that it is better to act than to stay still though the same or worse results come out is called “Action Bias.” As discussed earlier, humans try to avoid situations where they encounter cognitive dissonance. If one believes that what he does is the right thing and is altruistic, continuing to practice it is also an effort to reduce cognitive dissonance. Professor Lee said, “Most people do not feel serious discomfort even if they suffer from psychological discomfort caused by cognitive dissonance. They just ignore it if they have other important




▲ On April 11, 2022, the community named “Youth” demanded the truth of the Sewol ferry disaster for the South Korean government.

values or points in their lives. However, if factors related to one’s identity or life cause great discomfort, the motivation to align one’s actions and beliefs may be greater.” Those who believe that the truth of the Sewol ferry disaster has not yet been revealed act in accordance with those beliefs to resolve cognitive dissonance, and in this process action bias works.

The difference between those who show constant interest in the Sewol ferry disaster and those who do not is in how they interpret the accident. Those who speak out consider the Sewol ferry disaster simply a personal affair. Kim Tae-hyung, psychologist of the psychological research institute, Together, explained about those who continue to show solidarity in the Sewol ferry disaster, saying, “It’s a big factor that they think this incident is everyone’s business. It goes beyond simply helping people in difficult situations, and they recognize it as their own mission, too. They think that their fate aligns with that of society.” Na Hye-jin, executive secretary of the Masan YMCA, who continues to speak out about the accident, said, “If you ask me again why it is still being feverishly discussed, it is because the whole process of revealing the truth of the Sewol ferry disaster is the cornerstone of creating a safe Korea.” As such, people’s belief that it is right to act based on their beliefs continues.

The Sewol ferry disaster is a marine accident that turned into political, media, and social conflicts. It should be clear that the psychology of people cannot be generalized through this binary approach. However, for the fundamental solution of social disasters, putting forth effort to understand the diversity of minds is the first step that Korean society should take. Currently, South Korea is frequently exposed to an atmosphere rife with judging and controlling the beliefs of others, which perpetuates a vicious cycle in which an individual cannot be respected as an individual.

Conflicts sometimes conceal what is important. Division of the public over the Sewol ferry disaster makes society forget what to focus on right now. People understand and sympathize with the pain of others, and society remembers that pain so that it does not repeat it. Every member should work together to make the space we are living in right now be a healthy space. 

hufsworkspace0520@hufs.ac.kr



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By Shin Jun-seo
Editor of Social Section

Will people agree to kill their dogs if there is a dog epidemic? Will people agree to kill each other if they had to exterminate humans like the scene in the movie “Flu” released in 2013? Since the outbreak of African swine fever (ASF)* in South Korea on September 5, 2019, 43,602 pigs raised at 39 pig farms were killed in Ganghwa county, and Incheon, 47 kilometers from Seoul. As such, once a livestock epidemic spreads, livestock in the area are exterminated.

In Korea, under Article 20 of the Act on the Prevention of Contagious Animal Diseases, the mayor, the head of the county, and the head of the district may execute a stamping-out policy if it is necessary to prevent the spread of a specific type of livestock infectious diseases, such as rinderpest or foot-and-mouth disease.* The purpose of the Act on the Prevention of Contagious Animal Diseases should be to prevent the occurrence and spread of infectious diseases and help to support a healthy livestock industry. The direction and means of the policy should also be quarantine and prevention of spread to healthy livestock. However, in actual policy and administration, efforts to improve the breeding environment to prevent diseases and strengthen immunity are neglected. The quarantine policy relies on the stamping-out policy, which is basically an animal massacre and should be the last resort. The Argus aims to illuminate and raise awareness of the slaughter of animals living on the same planet with humans, by examining the problems, causes, and alternatives to stamping-out policies.



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▲ Since the outbreak of African swine fever on September 5, 2019, 43,602 pigs were killed in Ganghwa county.

*Foot-and-mouth disease: A disease in which hoofed animals such as cows, pigs, sheep, goats, and deer are infected. It is a highly contagious disease that causes blisters on the lips, tongue, gums, nose, etc., and causes severe illness or death in young individuals.

*African Swine Fever (ASF): A deadly viral hemorrhagic swine epidemic. A disease that is highly contagious and causes tremendous damage to the pig industry because the fatality rate reaches nearly 100 percent when infection is acute.

Before Reading

Stamping-out policy: Defined in the OIE (World Organization for Animal Health) Terrestrial Animal Health Code as “The killing of animals which are affected and those suspected of being affected in the herd and, where appropriate, those in other herds which have been exposed to infection by direct animal to animal contact, or by indirect contact.” Stamping-out policy is divided into general type and preventive type depending on whether it is a definite risk or a potential risk. General stamping-out policy is carried out to prevent damage caused by the disease after confirming the infection of the disease through epidemiological investigations or precision tests in response to the identified risk. Preventive stamping-out policy refers to stamping-out policy performed when there is a risk of damage regardless of whether the animal is infected. In the case of live burial, animals are buried in the ground to die.

Problem

1. Live Burial of Animals

According to Article 10 of the Animal Protection Act, if an animal is exterminated, it is stated that either gas or electricity must be used to stun the animal and minimize the pain and move on to the next stage, which is actually killing the animal while it is unconscious. However, these laws and other guidelines are usually not followed at the stamping-out policy sites in Korea. An unconfirmed number of animals are subject to the extreme distress of being buried alive. Lee Won-bok, a representative of the Korea Association of Animal Protection, said, “I have been active in this animal organization for more than 20 years, but the most unbearable and painful site was the site of stamping out.”

Burying conscious pigs alive clearly violates the African Swine Fever Standard Operation Procedure (SOP), the Ministry of Agriculture, Food and Rural Affairs’ guidelines for stamping-out policy. The SOP prepared and distributed by the Ministry of Agriculture, Food and Rural Affairs stipulates, “Stamping-out policy has to be done in a method easy to apply in the field and can be completed quickly, and it has to be done in a way that minimizes animal pain, induces immediate loss of consciousness and causes death while unconscious.” But it is just a recommendation, so it does not have the force of law. Representative Lee also said, “The current Animal Protection Act also stipulates that stamping-out policy must be done by minimizing the pain animals feel, but the regulations set by the SOP are not followed in the process even though thousands of animals are exterminated every year. It is an illegal slaughter of animals.” Live burial can be a big problem in that it not only adds to the pain of animals that must die, but also does not comply with humanitarian standards under Korean quarantine guidelines.



▲ Korea Association of Animal Protection protests against the live burial of chickens due to preventive stamping-out against Avian Influenza.

2. Contamination of Land and Water

Stamping-out policy also poses a major environmental problem. In November 2019, tens of thousands of exterminated pigs were piled up without being buried in the ground. Blood from the dead pigs flowed into a tributary stream of the Imjin River in Yeoncheon county, Gyeonggi province, 59 kilometers from Seoul, causing Paju city to stop taking water from the Geumpa water intake. The Korean government, as well as Yeoncheon County, said they would conduct a thorough investigation of pig burial sites. But as it happened in Yeoncheon County, poor management of stamping-out policy burial



▲ Leachate is a liquid made when rotten water and blood from the corrupted dead bodies of livestock in the burial site are combined.

sites due to livestock epidemics has occurred not only in the past but is also happening right now.

In the case of soil, it is not easy to recover from contamination caused by killing. Author Moon Sun-hee, who has photographically recorded the burial site of animals due to stamping-out policy, said at a seminar on “Asking for Life” in 2018, that she randomly visited 100 burial sites three years after the stamping-out policy which was the excavation ban period, and found that most of the burial sites were still in very bad shape, with a terrible smell even three years later. She said that the moldy burial site was soggy, and it even felt creepy.

The same is true of groundwater. In November 2011, when the Ministry of Environment was struggling with foot-and-mouth disease, the Korea Atomic Energy Research Institute found that there was a possibility of leachate leakage, a liquid made when rotten water and blood from the corrupted dead bodies of livestock in the burial site are combined, at 105 burial sites nationwide. In the groundwater of two plastic greenhouses 30 meter away from the livestock burial site, 3.817 mg and 1.120 mg of livestock carcasses were detected per liter respectively. As such, the burying-type of stamping-out policy has a serious bad effect on the environment.

3. Mental and Physical Health Problems of Participants of the Stamping-out Policy

According to Yonhap News, Jung, who worked for a livestock cooperative in South Chungcheong Province, committed suicide in 2011 due to the trauma of killing animals. Jung was sent to conduct livestock burial work after the foot-and-mouth disease broke out in Dangjin City, South Chungcheong Province, 80 kilometers from Seoul, in late December 2010, when he was forced to bury live cows and pigs, including newborn livestock. However, Jung had to visit the burial site until September 2011 to remove leachate flowing out. Jung could not endure the guilt and stress and eventually committed suicide in October 2011. This kind of trauma is not just unique to Jung. In 2017, according to the National Human Rights Commission of Korea’s survey of 268 people, including public officials across the country, 76 percent of the respondents showed post-traumatic stress disorder.*

However, this PTSD has now become a phenomenon mainly experienced by service companies and foreign workers in such companies. This is because recently, service companies are mainly in charge of carrying out the stamping-out policy. According to the Ministry of Agriculture, Food and Rural Affairs’ report “The status of manpower participating in the stamping-out policy due to foot-and-mouth disease and Avian Influenza (AI)*,” the ratio of public officials decreased from 50.3 percent between 2014 and 2015 to 16.4 percent between 2017 and 2018. On the other hand, the ratio of service personnel increased rapidly from 27 percent to 74.8 percent during the same period. Representative Lee said, “Recently, most of the time, service companies are participating in the stamping-out policy instead of public officials and they are going through unspeakable stress and trauma. Chickens are crumpled in a bag and the sound of bone crushing is heard, and pigs are screaming to save their lives; of course, post-traumatic stress is inevitable,” he said. It is time to reveal the problems that service companies and a majority of foreign workers belonging to them have to experience in the stamping-out policy process that leaves such stress, and also the problem of the stamping-out policy itself in the first place.

*Post-Traumatic Stress Disorder (PTSD): A condition in which a person feels fear after experiencing a serious event such as war, torture, natural disaster, or accident, and suffers through continuous re-experience after the event, and consumes massive energy to escape it.

*Avian Influenza (AI): Avian influenza is a highly contagious viral disease which occurs primarily in poultry and wild water birds. Avian influenza viruses are either high or low pathogenic viruses depending on the molecular characteristic of the virus and its ability to cause disease and mortality in chickens.



Cause



1. Justification for Need of Fast Quarantine

Before 2011, when the SOP did not exist, the government exterminated more than 10 million animals in a way that was close to a live burial. However, since 2019, though the SOP has existed, the situation has not been much different. Depending on the situation, the guidelines can be subordinated because the quarantine authorities focus only on rapid quarantine, or the speed of execution, rather than minimizing animal pain and because the legal sanctions are nominal. In the case of foot-and-mouth disease, if it occurs in one place, it quickly spreads to the surrounding area. Therefore, the government is conducting preventive stamping-out policy within a radius of 500 meters for cows and 3 kilometers for pigs to prevent the spread of viruses. The practice is to kill all livestock within the given range without considering whether they are infected, which leads to a situation in which a huge number of livestock have to be killed and buried at once.

Professor Lee Hu-jang from the Department of Veterinary Medicine at Gyeongsang National University said, “The cost of drugs to get euthanasia is huge, and it takes a long time because you have to inject them into animals’ veins one by one. Pigs are even slower in drug response than other animals, so it takes a longer time.” If the drug injection takes a long time, it can be combined with an electric shocker, or the animal can be exterminated by gas. However, it is not easy to equip some electric shockers through the budget, since some cost about 100 million won. Representative Lee said, “There are no facilities or tools for killing at the stamping-out site. The quarantine authority has been killing without any facilities or equipment for more than 20 years, and we’re just doing it without clear plans.” When local governments do not have good financial conditions or try to follow convenient and fast methods, live burial is conducted.

2. Leachate Outflow

The main cause of environmental pollution during the stamping-out policy process is the outflow of leachate. Naturally, harmful microorganisms and fungi from the dead body during the corruption are mixed into this leachate. If such leachate leaks and flows into soil and groundwater, humans can also suffer secondary damage. In order to prevent leachate leakage, two layers of vinyl are placed at the bottom of the burial site before livestock is buried, but the reason why it is a problem is because animals are buried alive despite a principle to kill livestock before burial. If buried alive, livestock will struggle, and the vinyl will be torn. As a result, leachate generated from decomposed dead bodies of livestock can leak and contaminate groundwater.

According to the Korea Environment Corporation’s “Final Report on Environmental Impact in Areas Around AI Outbreak,” 23 sites were investigated among 1,200 of foot-and-mouth disease and AI burial sites between 2004 and May 2010. It was found that leachate leaked from 8 burial sites and contaminated nearby groundwater and soil. According to the report, in the case of the burial site in Ganghwa County, where 781 pigs were buried due to foot-and-mouth disease in



▲ To prevent leachate leakage, two layers of vinyl are placed at the bottom of the burial site before livestock is buried.

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2011, the water quality of groundwater 17 meters underground was 772 PPM based on BOD,* showing a big difference from tap water of about 120 PPM. It is contaminated with the level of leachate in the landfill (BOD 400-800 PPM), which is usually considered the dirtiest water. If leachate leaks and groundwater is contaminated, people who drink it are more likely to get sick. Therefore, leachate outflow into groundwater and soil is dangerous.

*BOD: The amount of oxygen consumed when microorganisms decompose organic matter in water. It is the amount of oxygen required to purify water.

3. Outsourced Work

Until 2014, before the stamping-out policy was outsourced to quarantine or manpower companies, it was mainly local government officials who did the work. However, after the outbreak of AI again in January 2014 and when the government officials had to kill 24,772,000 chickens and ducks for 517 days until November of the following year, the Korean Government Employees' Union protested, saying, "Stop the forced mobilization of public officials to stamping-out policy." After that, soldiers have been mainly in charge of it, but this time, parents who sent their children to the military have protested as concerns arose that AI is a waterborne disease that can be transmitted from animals to humans. It became difficult to mobilize soldiers and eventually the task went to day labor workers from foreign countries. The country has found workers that have no union to generate backlash and no parents to protest. Due to the outsourcing of the stamping-out policy process, efficiency has become the highest value, and to this end, a large number of migrant workers, who are easy to handle from the government's point of view, have been mobilized.

The reason why quarantine and service companies prefer migrant workers is because of their efficiency. According to an interview between Hankyoreh and Chung Sang-chul, CEO of a service company, "Koreans don't do this work very often. First of all, Korean people don't listen. If we use foreign workers, those who can't work, we just don't use them from the next day. If you starve them for a few days, they will come and get a place next time. I'm gradually filtering out people. A hundred people will come and 10 people will quit, and 10 more will participate, and later only elite troops will be left," expressing the situation of migrant workers who have no choice but to participate in stamping-out policy. As such, no one spoke out for foreign day labor workers, and they were exposed to long hours and night labor without being properly guaranteed their labor rights. They had to endure the mental pain of working in hell. As many day labor workers were assigned to work in the stamping-out policy, there was no way to avoid doing inhuman acts such as pushing livestock that tried to escape by using a forklift since they had to finish the amount assigned to get their daily wages. And this has led to trauma and worse -- suicide.

Solution

1. Animal Welfare and Preventive Vaccines

As a fundamental measure for animal infectious diseases, instead of stamping-out policy, the problem should be approached through animal welfare. Representative Lee said, "A healthy animal with strong immunity has a less infectious effect even if viruses invade," adding, "In an environment where laying hens are raised in a cage with factory-style livestock, pollution in the barn is intensified and viruses and germs hidden in an unsanitary environment are bound to increase. This is serious animal abuse, and a big reason livestock are vulnerable to animal epidemics." In other words, factory-style livestock are

serving as a warehouse and factory for animal infectious diseases. It is said that when livestock epidemics spread under a factory-style livestock system, viruses and germs are likely to spread rapidly due to dense breeding.

Another fundamental measure is vaccination. Preventive vaccines should be used in the case of animal infectious diseases. Regarding the vaccine, Representative Lee pointed out, “AI antigens are already prepared, but they are not being used due to anxiety and fear of the vaccine. I requested in the meeting with the Ministry of Agriculture, Food and Rural Affairs for the introduction of a vaccine for livestock, but this request was ignored,” criticizing the government for not being interested in preventive vaccines. Regarding the effect of the vaccine, he claimed, “When I reported on YouTube the scene of tens of millions of pigs being buried alive under the Lee Myung-bak government, the government applied the foot-and-mouth disease vaccine only to pigs, so there was no execution of stamping-out policy on pigs until the ASF.”

As such, vaccines have to be introduced and factory-style livestock should be converted to animal welfare livestock, and it is time to implement scientific quarantines and improve regulations, moving away from the unconditional stamping-out policy. The stamping-out policy has been repeated for more than a decade, polluting the environment and devastating the physical and mental health of livestock farmers and workers. If livestock epidemics cannot be prevented through this process, it is time to focus more on breeding environments and preventive vaccines.



▲ The problem of stamping-out policy should be approached through animal welfare.

2. Environmental Safety Standards and Legal Stamping-out Policy

The current Act on the Prevention of Contagious Animal Diseases sets a management period on stamping-out sites of at least three years and at most five years after the burial and stipulates that it can be used for other purposes after this period. However, since the characteristics of soil are different from region to region, the possibility that carcasses will not rot after three years cannot be ruled out. That is why the Board of Audit and Inspection determined that the management of the current stamping-out burial site was not appropriate based on the results of a 2015 British government study which found that it took 10 to 12 years for the animal body to be completely decomposed.

Therefore, environmental safety standards for burial sites should be established first. According to Yonhap News, experts said that “From now on, burial sites should be thoroughly and systematically investigated and managed at the national level.” In other words, it is necessary to create environmental safety standards for burial sites. At the 2011 debate “The status and countermeasures of foot-and-mouth disease and AI, what is the problem,” the need for thorough pre and post measures was discussed, including environmental stability standards. In addition to establishing a program to monitor groundwater and soil around the burial site, measures to stabilize the burial site should be established sequentially, such as “Environment Impact Assessment” that examines the impact of environmental hazards on human health. This means that it is essential above all to reorganize the legal system and regulations so that they can be managed in a scientific system.

Representative Lee also said, “When pigs are buried alive in the ground, pigs often tear vinyl inside the pit, causing contaminated leachate to flow underground, causing secondary environmental pollution and damage. Legal and humane killings are important to reduce environmental damage.” To protect the environment, not only environmental stability standards but also legal and humane stamping-out policy should be carried out.


3. Thorough Trauma Treatment

In 2019, as ASF broke out in Gyeonggi and Gangwon Provinces, stamping-out cases increased, and the psychological support to the workers began to materialize. According to the 2020 project report from National Center for Disaster and Trauma, the Ministry of Agriculture, Food and Rural Affairs revised the guidelines for emergency operation procedures against livestock epidemics from 2019 to 2020 by adding information on “Psychological support for participants such as stamping-out policy.” The contents include the implementation of “Trauma Prevention and Safety Education of Participants in Stamping-out policy and Carcass Disposal,” and other measures. Local governments have also emerged to designate their own bylaws for personnel participating in the stamping-out policy. A bylaw of Gyeonggi Province passed the Health and Welfare Committee on February 18, 2020, to support the prevention and treatment of psychological trauma for personnel participating in the stamping-out policy.

Professor Lee said, “There are measures being arranged, but actually, there are no measures to cope with post-traumatic stress yet. Regarding the stamping-out policy, continuous treatment counseling for PTSD should be established nationwide.” According to an interview with Hankyoreh and lawyer Ha Seung-soo, who participated in a constitutional complaint, “The factory-style livestock industry is unconstitutional,” said in 2013. He also said, “As the stamping-out policy is carried out in a hurry, humane regulations are hard to follow. You can’t hope for every rule to be strictly kept when the worker is working in a bad environment and labor conditions. For this reason, the government should not leave the trauma of stamping-out workers up to individual discretion. They should be responsible for direct treatment for the workers.” The government should take responsibility for the treatment of the trauma of stamping-out policy workers and come up with systematic post-traumatic stress measures as soon as possible.



▲ No more animals should be buried alive in the ground for prevention against disease.

Why do livestock get killed through the stamping-out policy, even the healthy ones, while humans make numerous efforts, such as developing vaccines when there is an infectious disease? The situation of humans developing vaccines to cure their diseases and animals that are killed after living their whole life in a dense space seems so different. All living things are equal in the face of viral infections. There is no being that deserves to be buried alive in the ground for prevention against disease. The stamping-out policy should face criticism because it is a policy that depreciates life and considers only administrative concerns. There is a need for a new policy with environmental considerations to save animals from the threat of viruses. 

wedae20@hufs.ac.kr

2022 SUMMER IN KOREA

Photo Essay

Seoul

By Nam Gyeong-eun
Editorial Consultant





Seoul Gwanghwamun Square

The renewed Gwanghwamun Square widened the street roads for citizens and organized resting places for people. Kids wait for water fountain to blast up and when it does, they jump in it. People sit down on a bench and enjoy cold water flowing under their bare feet, which reminds them of how Koreans often spend their summer on the mountain stream.





Daejeon





The Art Space 193



Daejeon

The most innovative city, Daejeon is the future of Korea Science field. On The Art Space 193, an observatory offers innovative exhibitions which combine art and science, and a viewing platform to look down the street where Korea Advanced Institute of Science and Technology (KAIST), National Science Museum, and EXPO science park are placed in a row.

Expo Science Park

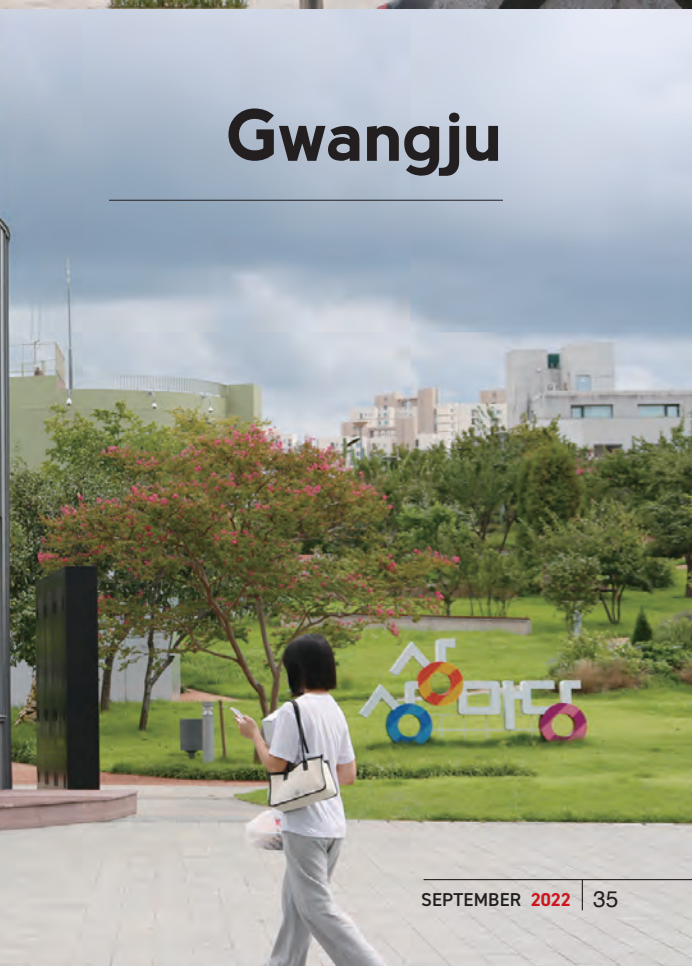


National Science Museum





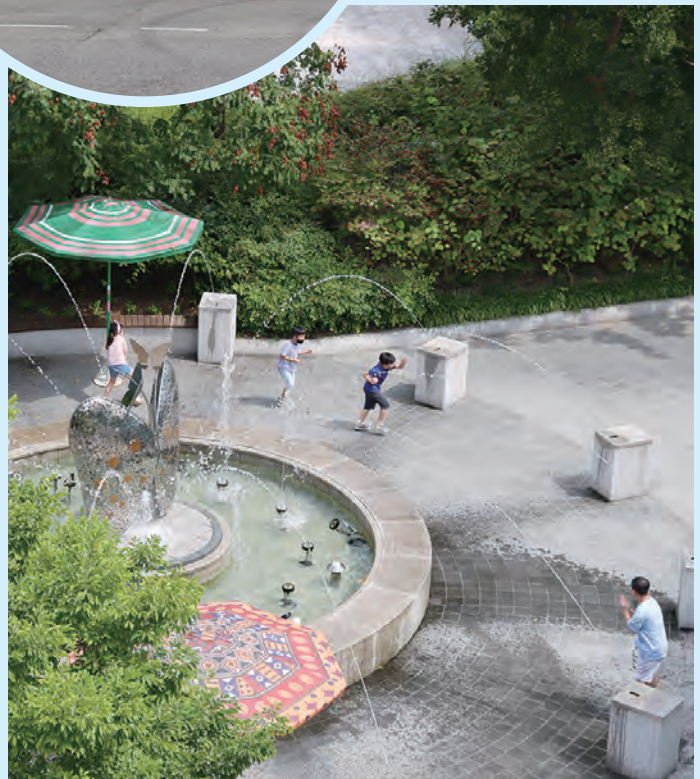
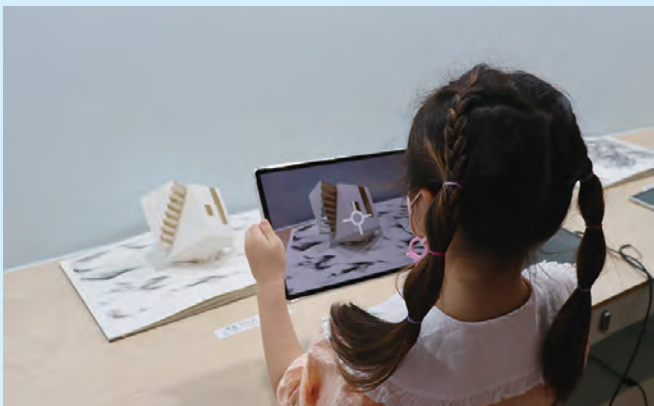
Gwangju





Gwangju Asian Cultural Center (ACC)

In the cultural city, Gwangju, there is national ACC where free exhibitions, free lectures about asian culture, and free plays and movies for kids to watch are provided. Especially the exhibitions urge people to participate and feel the art aggressively. ACC works as place to rest, enjoy, and learn. The huge land and buildings offer questions to discover the details of land and buildings, such as the historical stories about 5.18 Gwangju Uprising, which was held where the center is placed.



All photos are taken by Nam Gyeong-eun from The Argus

“ECONOMY IN TIME”

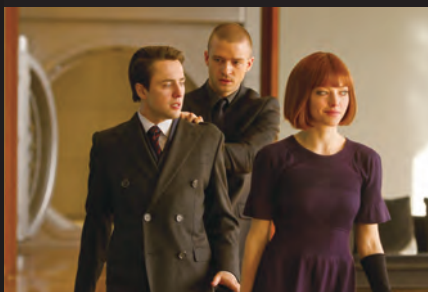
By Park Kun-ha
Editorial Consultant

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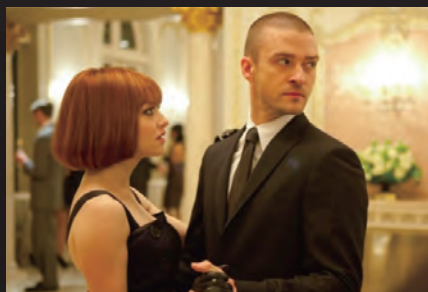
Today, as we enter the second half of 2022, in South Korea where the COVID-19 pandemic seemed to be over, the slight glimmer of hope has faded again due to the soaring number of COVID-19 patients. However, two phenomena still seem to exist in the post-corona era: the government's easing of social distancing measures and extreme inflation. In accordance with the epidemic catastrophe called COVID-19 from 2020 to 2021, the government has released money to the market through various welfare policies, including disaster support funds. In addition, according to “The Impact and Implications of the Spread of COVID-19 on Consumer Price” announced by the Korea Institute of Finance on April 24, 2020, when the rapid spread of COVID-19 occurred, it greatly reduced domestic economic activity and the consumption of items directly affected by COVID-19 at the time. This led to a sharp decline in consumer prices, allowing consumers to enjoy consumption at relatively low prices. However, as the current situation where most social distancing measures have been eased since the COVID-19 has calmed down, consumption of these items has recovered, and prices have risen rapidly, leading to continuous high inflation. Thus, the consumer price index is in the midst of an unstable flow. Such phenomenon of inflation also appears in the movie “In Time” released in 2011. The Argus will analyze the phenomenon of inflation caused by soaring prices in connection with the movie “In Time.”

📈 Plot

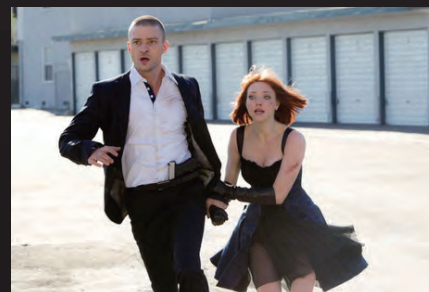
In the distant future, real money has disappeared. People live by consuming “time” built into their body instead of money. The standard established in time currency is four minutes for a cup of coffee, two hours for a bus ride, and 59 years for a sports car. The cost of production activity is also paid with time, and consumption is also counted with



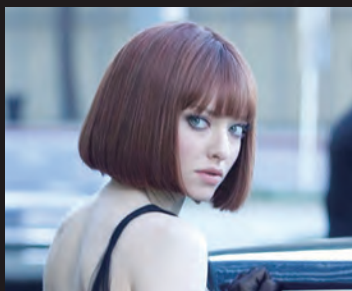
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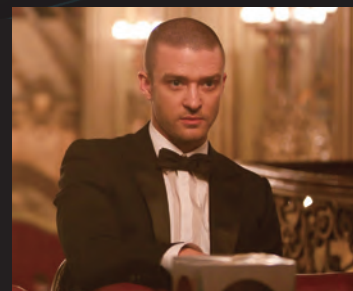
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time. Gene manipulation made humans stop aging after reaching the age of 25, yet a grace period of only a year is provided on the count body watch engraved on the forearm. The clock on the forearm shows the remaining time of life second by second. Even in the future world of the movie, the gap between the rich and the poor still exists. The rich accumulate hundreds of years of time to live forever, and the poor have

to earn, buy or borrow the time to extend a little time of life to survive. If someone cannot earn enough time or uses up all they have, they are confronted with “time out” and die of a heart attack on the spot. Those who want to prolong their lives must continue to earn or steal time. Consequently, there are time keepers, cops who stop time stealers.

The main character, Will Salas, is poor. Will's father had a heart attack when his clock went to zero after an arm-wrestling match to gain time, and Will's mother also died running out of time because she did not have time to pay for bus fare. One day, after losing his parents, Will rescues a 105-year-old man named Henry Hamilton, and he learns about a system in which many must die for the sake of the eternal life of the few. Will spends a day with Hamilton, and Will tells Hamilton that he would not use it in vain if given extra time. Hamilton, who has lived in vain for a long time, gives Will 100 years of time and then commits suicide. After being given 100 years of time as a gift, Will moves to New Greenwich, where wealthy people live. He gambles with Phillippe Weis, the president of a finance company, in a casino and earns a lot of time. Will is mistaken by the Timekeeper as a murderer and is in danger of being arrested but escapes with Sylvia Weis, a daughter of Phillippe, and at the same time, a hostage. However, he loses his time in an accident and becomes poor again, barely surviving one day at a time. Will joins hands with Sylvia and robs the Weis time banks to share time with everyone. Because of this time freely released on the market, the financial market system becomes paralyzed. After stealing Phillippe's million years of time, they give it to everyone. Finally, Will and sylvia dream of robbing another bank later.

💰 Prices, Economic Thermometer

How will people react if inflation continues? In such conditions, the value of money drops sharply from moment to moment. Since an increase in the price level means a decrease of the value of money, people will try to hold real things, such as goods and services, rather than money. As such, price fluctuations are linked to the value of money. If the value of money continues to decline, loss of trust in money makes people hesitant to trade, plan, or borrow, especially in the long term. The lender will demand compensation to cover the principal loss. If inflation is expected to be low because the value of money is maintained, the interest rate gets lower because the lender will demand lower future financial compensation. In this respect, price fluctuations and the value of money are like two sides of the same coin. Thus, inflation drives the time horizon for



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economic agents in the short term. Conversely, if a stable price level persists, the interest rate also becomes stabilized by lowering inflation expectations. This lowers the borrowing cost of the company, enabling long-term investment. However, when high inflation is expected, it causes economic distortion by focusing resources on avoiding inflation risk rather than focusing on production activities.

💰 Society Where Inflation Leads to Death

Will's mother suddenly dies on the street because she is not able to afford the bus fare. In an economic situation that requires the consumption of limited goods, inflation is inevitable. Even in the future, where productivity and efficiency are highly increased due to the development of science and technology, prices are inevitably set according to the principle of supply and demand. As a consequence, the price naturally rises when demand is greater than supply. Basically, inflation means a decrease in the value of money. This means that when the price of money rises, the value of money decreases. Thus, people will make more money by the depreciation of the currency.



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Is there any way to prevent Will's mother's death? What if there was a central bank that governed time? The prevention of such from happening would have been possible if there had been a central bank with a supernatural ability to mobilize the issuance and controllability of time to slow or to speed up the flow of time. If the Central Time Bank, concerned about inflation, decides to lower the standard time from 60 seconds per minute to 30 seconds, the value of hours per minute could be twice as high as before. This is similar to the effect of raising the base interest rate in the real world. If this happens, people's consumption will be greatly reduced, and they will try to live according to what they have rather than borrowing time. If the Central Time Bank had taken a preemptive policy of time tightening, it would have been possible to change the consumption activities of the characters in the movie, ultimately preventing the sudden rise in prices.

💰 Scarcity and Depletion of Resources

Will is a day laborer, working in a factory and using his time to make a living. In Will's world, where even inflation is serious, coffee, which was three minutes until yesterday, rises to four minutes in only one day. The bus fare, which used to be one hour, suddenly increases to two hours. In fact, inflation in the movie "In Time" is a conspiracy plotted by the rich. As the population grows, resources become even more scarce, making it difficult for the rich to live longer regardless of their biological clocks. Then they artificially cause inflation and shorten the lifespan of ordinary people.

This part is in line with Thomas Robert Malthus's theory of population or the report "Limits to Growth" published in 1972 by the Club of Rome,* which predicted resource depletion, in that it insists on the realization of zero growth.* Malthus put forth the gloomy prospect that food growth would not keep pace with population growth, leading to human poverty and famine. Fortunately, his prediction was wrong. The depletion of resources is not expected to come as quickly as initially thought, thanks to improved productivity, efficient use of scarce resources, and the development of alternative energy sources.

*Club of Rome: At the suggestion of Italian industrialist Aurelio Peccei in 1968, European managers, scientists, and educators, who had a sense of the problem of the finiteness of the earth, gathered in Rome. These conference members founded this non-profit research institute meeting for the purpose of seeking, warning, and advising others on how to overcome the crises humans confront.

*Zero growth: a condition of demographic balance where the human population neither grows nor declines


💰 Consumer Surplus and Producer Surplus

Most countries have a market economy. In voluntary transactions in a market economy, consumers gain consumer surplus. Consumer surplus can be calculated as maximum utility minus cost. Let's take bus fare as an example. The person who rides the bus pays a fare in exchange for the utility of getting to the destination. The utility that the passenger can obtain is set at the maximum fare the passenger is willing to pay. If the maximum fare they are willing to pay is US\$2 and the real bus fare is US\$0.90, the passenger gets a consumer surplus of US\$1.10 while riding the bus. If the basic bus fare rises to US\$1.05, the consumer surplus decreases by US\$0.15, but there is still a consumer surplus of US\$0.95, so they take the bus. Of course, producers also participate in the transaction, so producers gain producer surplus just as consumers gain consumer surplus. Producer surplus is the amount of money a producer actually earns minus the minimum amount of which he thinks he should earn. Thus, in every transaction, the consumer and the producer each gain a surplus. Therefore, the economic principle of "all parties voluntarily participating in a transaction will benefit" is established.

Conversely, in the movie, scarce time is traded, but the price of time is not determined by the market. Instead, it is determined by some wealthy people called the "system." It is similar to a planned economy system in which the state sets prices. The system exploits consumer surplus by raising prices. Still, reluctantly, consumers pay. The tolls are so high that the poor cannot even enter the rich districts. In this way, the system controls the economy. The society is in a condition where the gap between the rich and the poor in ownership of time, which is an asset, is extreme. Thus, it leads to the situation where only the system benefits and consumers do not.



Watching the movie "In Time," Benjamin Franklin's saying "time is money" naturally comes to mind. The main character, Will, lives a life that is significantly different from the real life, but when looking at the economic situation that occurs in "In Time," it also resembles our reality to some extent. A disorganized flow of economic principles can be found in a planned economic system of the society in the movie by oppressing people through price fluctuations and inflation, led by fears of scarcity of resources. As a consequence, people outside the system suffer from no guarantee of a consumer

surplus. In the real world, society now exists in an unstable price flow in the post COVID-19 era. Fortunately, most countries are market economies, so there is no need to actively change the economy by robbing banks like Will. However, even if long-term forecasting is difficult by grasping these economic trends, it will be an important item on the agenda for the national economy as well as for individuals to make short-term future economic forecasts. 

trulymonica1224@hufs.ac.kr

Precious Memories and A New Start in The Argus

Yang Yu-min

Last year, as a Staff Reporter, I thought that I was not the type of person to be in The Argus. It was very difficult for me to write an article, and I had no idea what kind of article to write. However, thanks to the help of fellow reporters and the people around me, I was able to endure difficult times and grow to the next level. The last period provided me with the food for growth, and a year later, I became the Editor-in-Chief. Although I am still lacking, I want to do my best for this semester with reporters.

Lee Ju-won

One of my strengths is that I can stay completely positive even if I am suffering from any tough situations. When I got training to be a Staff Reporter during summer vacation, it was a hard time both physically and mentally. But I am happy now because I overcame it all and finally became a member of The Argus. So, as always, when I feel depressed, I will not stay down but bounce back up like a roly-poly this semester.

Shin Jun-seo

Every moment, every second of my preparation of an article in The Argus is special and happy. I will always enjoy the company of The Argus and this semester I will write good articles to make The Argus bright. New reporters have come to The Argus and I welcome them to a good environment in which they can experience special things. I hope every time they write an article, they will learn something and that also applies to me.

Nam Gyeong-eun

My best moment in The Argus is walking around Korea with a camera hanging on my shoulder, capturing the beautiful and unique moment of people. During the journey from Seoul to Daejeon, and Daejeon to Gwangju for this issue's Photo Essay, it was especially heartwarming to capture kids playing and giggling as if there were no room for worries. Picturing them, I somehow learned how to be passionate, and positive about my dreams and future. I hope our readers could feel the same thing with me reading these thought-provoking and passionate articles of The Argus!

Cho Eun

The moment I cannot forget is when I interviewed two French girls at Changgyeonggung Palace. I think it was the bravest thing I did after joining The Argus. It is always hard and nerve-racking to ask someone for an interview, but the price is worth it. Listening to various people in other majors and circumstances makes me see a diverse view about a particular issue and even on life. I look forward to the new vision and interviewees I am going to meet this semester with The Argus!

Lee Jae-hyun

Honestly, the first term preparing the article was not as easy as I thought. In the beginning, I got lost and took time to find my own thing. But with so much help from others, I could finally get my things done. More than the feeling of pride that I finished the first article, the gratitude to be with such great people was the biggest happiness I got this month. I hope every passion we have can be something for readers to learn and grow.

Park Kun-ha

It has already been two years since I entered Hufs. The best choice I made during those two years was to join The Argus. Not only did my eyes open to various issues in our society, but I've also had invaluable experiences of composing and polishing my article for publication with the help of good people around me. It feels strange to serve as a commentator for other fellow reporters, but the fact still remains that I want to contribute to the development of The Argus by doing my best in my own way.



The Argus

110기 수습기자 모집

 **지원 자격** 최소 3학기 이상 활동 가능한 한국외국어대학교 재학생

 **전형 일정**

- 원서 접수: 2022년 9월 1일 (목) ~ 9월 16일 (금) 23:59
- 서류 전형 합격자 발표: 9월 19일 (월) 개별 문자 통지
- 필기 및 면접 전형: 9월 21일 (수) ~ 9월 23일 (금)
- *장소 및 시간은 서류 전형 합격자 발표 시 공고
- 최종 합격자 발표: 9월 25일 (일) 개별 통지

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- 편집장 양유민 / 010-5335-6904
- 아거스 공식 이메일 / hufsargus@gmail.com
- 아거스 공식 인스타그램 / @hufsargus

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