


The Argus

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The Jobless Youths in the Lean Years, but still no hopelessness

Recruitment of white or blue-collar workers
become more narrow



HANKUK UNIVERSITY OF FOREIGN STUDIES

Cover Story

Hankuk
University of
Foreign Studies



The Jobless Youths in the Lean Years, but still no hopelessness

The rising unemployment rate of the young in their 20s are getting worse. The difficulties make 20s wander where to go and where to arrive. The Cover Story deals with the issues and seeks for solutions to the problems, which can provide with an opportunity to realize where the Korean society is.

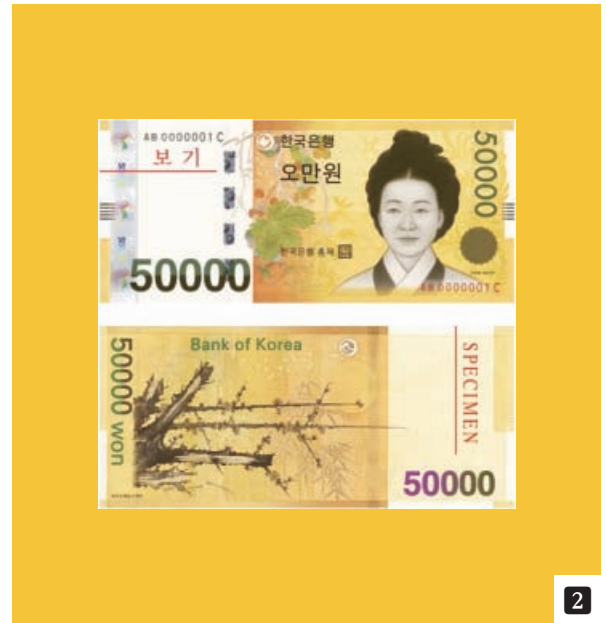
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- 1 **Dating On Sunday** - Professional writer Jeong Woo-ri entered HUFS this year. What benefit does Jeong get by her late school life? And what was the standard which led her into HUFS?
- 2 **Culture Insight** - The recent issuing of the 50,000 won banknote is one evidence that the “feminine wave” is blowing ever so strongly in the Korean society today. Are we to believe what we see?

The Argus

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Golden Saying | Editor-in-Chief

The hottest places in hell are reserved
for those who in a period of moral crisis
maintain their neutrality.

— “The Divine Comedy” by Italian Poet Dante Alighieri

Former South Korean President Kim Dae-jung passed away on Aug. 18, 2009 after fighting a long battle with pneumonia. Kim dedicated his life to the promotion of democracy for Korea. His confident belief was, “Rage against the unrighteousness, act in the cause of justice.” Also, he criticized people for being indifferent to social crisis, saying that, “The conscience which doesn’t rage against immorality is on the side of the evil.” His message is in the same vein with the above cited passage from Dante’s masterpiece, Divine Comedy. Dante wrote that the lack of sympathy for other people is an immoral attitude. It has been several months since six people were killed in a January clash between tenants and riot police in Yongsan, central Seoul. But people would not know the tragic incident has not been resolved and barely have sympathy for the lamentation of the victims. If people are indifferent to the suffering of the others and do not rage against the immorality, like the warning in the passage by Dante, the hottest places in hell might well be reserved for them.




Finding True Liberty

As the global economic crisis sweeps across Korea, leaving insecurity and anxiety in its wake, the driving ambition of most youth here has been to secure stable employment and a steady income. Finding oneself adrift in these uncertain times, as full-time positions are increasingly replaced by part-time jobs without benefits or security, can be a terrifying prospect. The result has been an intensified competition as more young job seekers work to enhance their abilities, hoping to better position themselves for a piece of an ever-shrinking pie.

Still, despite the long hours of self-improvement, most youths say they are unhappy and dissatisfied with their lives. The reason for this is that the external motivation of landing a high-paying job quells any intrinsic passion or creativity that youth, especially, have in abundance. Obviously staying competitive in a shrinking job market means working hard, but most young people wrongly believe that finding steady work is the solution to their suffocated lives.

In philosophical terms, the notion of liberty means an individual has the right to act according to his or her own will, to determine the path one takes in life. But as unemployment and the threat of job loss loom for so many here, a person's sense of liberty becomes diminished. A report released in June by the Federation of Korea Industries, an aggregate of some 380 major Korean companies, showed that 1.13 million youths are unemployed or seeking work, more than three times the number cited in government statistics.

True liberty comes from uncovering the source of one's fear. Today's youth must learn to develop their inner lives in order to free themselves from the suffocating fear of unemployment. They must learn to expand their own horizons rather than adapt to the current constrained situation. 

Editor-in-Chief
Park Hyun-chul



‘Tuition Fee Equality’ Fizzles Without Formal Agreement

By Lee Jin-woo
Editorial Consultant

Freshmen at HUFs will be shocked to find that their second semester tuition fees have remained the same as those of the first quarter despite an earlier agreement between the University and the General Student Council (GSC) to lower their tuition fees and bring them in line with those paid by sophomore, junior, and senior students.

For several years, the University has implemented a policy that requires first year students to pay higher tuition fees than other students at the school -- sophomores, juniors and seniors --, arguing that freshmen are more likely to have an opportunity of enjoying greater access to facilities and other benefits at the school. In fact, many buildings on the HUFs campus have recently been under construction. The construction has led to setting up the Student Center and Dormitory and the building of College of Law, and improving the outer images of Humanities Building and the Audio-Visual Education Center.

The processes could be responsible for the inconvenience of concentrating only on studying. Also, many students have complaints that they have not had the chance to use the facilities, which have been recently built and improved. By the time the construction ended, the students graduated or became seniors. With this in mind, the freshmen are likely to have more opportunities to have access to those new and better buildings, now that the construction is completed.

However, the GSC did not accept the University's point-of-view. The GSC contends that it would be unfair to force the freshmen to shoulder more of the burden of the rising amount of tuition fees because they are more likely to have access to the new facilities. Some freshmen will lose the chance of getting admission

if they can not pay tuition fees for universities by the scheduled day. Therefore, freshmen who want to enter universities cannot help but pay tuition fees decided by universities which they are admitted to.

Members of the GSC went on a hunger strike in April to protest the measure and demanded that the University abolish it. The two sides eventually met and reached an agreement to equalize tuition fees for all the students. The students believed that the issue of the tuition fees was settled. The GSC made an announcement in good faith that the agreement showed that the students could get what they want from the University if they organize and present their side of the problem fairly. Second semester tuition invoices sent to the freshmen after the settlement, however, still showed the higher rates.

Part of the problem involves the timing of the agreement's implementation. While the GSC believed the decision would take immediate effect, the University maintains that the annual budget had already been settled and could not be changed to take into consideration the lower fees. University officials say a plan is currently being drawn up to do away with the fee policy for the freshmen, but it won't go into effect until next year.

The differences between the GSC and the University stem from the fact that their agreement was only verbal, with none of the specifics, including when the fees would be lowered, having been put into writing. Because of this, the university administrators are unlikely to shift from their current stance on reimbursing current freshmen for the higher fees. While the agreement will no doubt benefit future incoming students once it is put into place, the GSC must make greater efforts to ensure that members of this year's freshmen class are compensated for paying the higher tuition fees. ■

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'Lectures in Foreign Language' in Question

By Lee Kyeong-eun
Reporter of Campus Section

HUFS has been offering various lectures in foreign languages. In these courses, professors give lectures in foreign languages -- including English, Spanish, French, and so on. Since HUFS introduced "Lectures in Foreign Languages" (henceforth LFLs) on a large scale a few years ago, it is now appropriate to take stock of how efficiently HUFS has been implementing this system and to ask whether there are any blind points that should be addressed. Will HUFS score a perfect 10?

In its long-term plan of future development, dubbed "Vision 2016," HUFS makes various pledges including the development of LFL courses. First of all, HUFS considers this system as an index of the globalization of the University. In other words, the

background of this system is the goal of globalization.

A Necessity in the Eyes of Givers and Takers

"Through these lectures, the students can naturally become accustomed to German," said Cho Kuk-hyun, a professor of Department of German at HUFS. He taught "Advanced Reading" in German in the past semester. "The LFL system is meaningful in that the students are learning in foreign language as a part of majoring in it."

Jang Hyun-jung (Dept. of International Economics and Law - 08) is satisfied with LFL. Department of International Economics and Law offers most of its lectures through foreign languages. "In the past semester, I took many lectures and they were given in English. As most academic work in social sciences originated in Western-language scholarship, the relevant concepts can be

conveyed easily in English," said Jang.

Inconvenience in Conveying the Concepts

However, difficulty in conveying the relevant concepts makes up the greatest inconvenience. Professor Cho said, "In the lectures, I have difficulty in conveying the concepts. The reason is that the students are not familiar with either the concepts or the language." According to a specialist, graduate students in fact can easily internalize the concepts as they already have plenty of scholarly knowledge in their major field.

Kim Bong-chul, who teaches part-time in the Department of International Economics and Law, said that "In conveying the scholarship of social science, the combination of defining concepts and giving related examples is important. However, the students experience some difficulties in dealing with this combination." In addition to

these difficulties, Professor Cho said, “Before class, I hand out the English notes of the lectures. However, I need to explain the lecture in Korean in addition to this. Moreover, I usually speak only in simple English.”

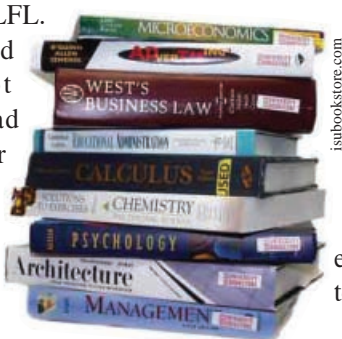
Inconveniences Resulting from Multiple Levels of Proficiency in Classes

A second difficulty stems from the gaps between the levels of proficiency among students. “Actually, students in the class have different comprehension levels in reading, listening and writing. Therefore, it is only natural that there will be variation in the students’ levels of comprehension of the lecture,” said Lecturer Kim. Foreign students who are not from English-speaking countries especially have difficulty in taking the lectures.

Such gaps in language proficiency result in a certain amount of estrangement between those who are more and less proficient in English during class time. More proficient students usually take active part in class discussions, but less proficient students tend to be inactive in class. “In such cases, I have to deal with the problem of inactivity during class,” added Kim.

Worse yet, this estrangement leads students with lower proficiency in English to avoid taking the LFL. A HUFSan who took one such class remarked that “Most students of that class were students who studied abroad or foreigners.” Furthermore, one can see in a glimpse that students are generally reluctant to take LFL.

Classes designated as LFL do not have widespread appeal for students, and so they tend to have low rates of registration.



Shortage of Supply

HUFS heralds the study of foreign languages in its very name. Accordingly, HUFS has a plenty of foreign language departments. However, does the school have sufficient numbers of foreign professors commensurate with its name? In 2007, when HUFS introduced numerous lectures in foreign language, it promoted all the foreign part-time instructors to contract full-time instructors. This trial suggests the seriousness of HUFS’ efforts. But this was the case only for foreign instructors of “Practical Foreign Language Courses.” What about compulsory courses?

In practice, some departments of linguistics have a shortage of foreign professors. One of HUFSans who majors in Russian confirmed that this was true, requesting himself to be anonymous. This HUFSan said “I think the number of foreign professors is insufficient.” In fact, the number of the professors assigned into some divisions is low. According to the data from Academic Affairs Team, seventy five percent of all the divisions assign one to three foreign professors. “Actually, non-native foreign language speakers have some difficulties in conveying the intent of the lectures adequately,” said Professor Cho. In his view, there is a precedent for this. At HUFS, many Korean professors give lectures in foreign languages. This could be an alternative to address the shortage of foreign professors. In practice, this system of calling upon Korean professors to deliver their lectures in

foreign languages has borne some fruit.

According to Kim Hyung-lee, Team Leader of the Academic Affairs Team at HUFS, it is a challenge to appoint foreign professors. In the process of engagement, HUFS and foreigners tend to have conflicting views about

Department	Numbers of Foreign Professor
English Linguistics	6
Spanish	6
Chinese	3
Russian	3
French	2
Italian	2
Portuguese	2
Scandinavian Languages	2
Vietnamese	2
Dutch	1
Hindi	1


(Seoul Campus) / Academic Affairs Team

One to three foreign professors were assigned to 75 percent of all divisions for the second semester of this year.

salary and living quarters. Due to these disagreements, few foreigners apply for HUFS.

Where Does the Buck Stop?

About two years have passed since LFL were introduced on a large scale. Yet there remain several lingering problems. Has HUFS lacked the capacity to address them? Maybe not. The index of “globalization” from “Report Card for the University” stipulated that there be a certain proportion of foreign professors and the lectures they give. In consideration of a commonly-held view, the recommendation might have made HUFS introduce the LFL system. Consequently, HUFS placed second among Korean universities by the index of globalization. It is a kind of reversal of the proper order of things.

The interested parties at HUFS agree on the continued necessity of offering lectures in foreign language. However, perhaps it is time for HUFS to take stock of the results of its recent efforts in this direction, revamping its plans to make further progress. 

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If I Could Talk to the Animals



By **Kang Hye-rim**

Associate Editor of Culture Section

You might have wondered what your dog is trying to tell you with his or her long stares. The field of animal communication, or how to understand the animal world in general, could give you an idea of a two-way conversation with your horse, dog, cat or other animal friends, according to animal communicators. While human beings have developed verbal and written communication skills, this has in turn diminished their ability to communicate on a deeper level. One of the ways that animals communicate is telepathically creating a mental connection that transcends geographic and linguistic boundaries. Animal communicators around the world train people to talk with their animal brethren.

Animal communicator Park Min-chul says people often disregard an animal's feelings, despite the fact that the two often share the same spaces. "I facilitate communication between people and their animals. The easiest way to think of it is to imagine you are speaking one language and your animal is speaking another. I act as a translator between the two of you. My goal is to deepen the connection through mutual respect, compassion and communication."

A typical day for Park involves waking before dawn and climbing a nearby mountain to the Taehwa River, where he meditates on the wild around him feeling for the animals in their native habitat. This is one of the basic methods in learning to communicate with animals, he says.

For the rest of the day, Park consults with pet owners on learning to read the signs their animals are giving, to sympathize with and understand what they are saying. "People don't respect an animal's ability to adapt to a new environment," he says. "They remove the claws from a pet cat because they worry the animal may slide around on the tile or wooden floors. But a cat will often lick its claws to keep this from happening, so de-clawing them isn't necessary and can actually be harmful for them."

Park also volunteers as an animal rescuer, though he says injured animals can be dangerous as they are often mistrustful of humans. "They question your motives. They wonder why you want to help, or why you show them love. I try to convey to them

that I am trying to aid them but their first response is usually 'take a hike.' They're a lot like people, he says, in terms of their psychology.

He describes once trying to rescue a bear that escaped from a local farm. "The owner asked me to bring the bear back, but it was obvious to me that he was more bothered by the bear's escape than he was about its safety. He was embarrassed, and I knew that bringing the bear back to the farm would mean its death." Park never brought the bear back, though not because he was not able to, he insists. "I wondered who the rescue was for, the bear or its former owner," he added.

Another case involved a little puppy that refused to eat. "Why don't you eat anything?" Park asked the troubled canine. "The dog was depressed, overcome with a sense of futility. I assured him his owners loved him." The problem, he said, was lack of communication between pets and their owners.

Park makes the most of the time he has, stopping just two times a day for short, 5-minute vegetarian meals. "Meat is too expensive, and when I see it I feel the animal's pain." Another reason, he says, is that his time could mean life and death for a distressed animal.

Besides his work with animals, Park also publishes materials on animal communication, though he says he turns down offers from companies that are only concerned with making a profit. At present, he is working on a book about communicating with animals and learning to understand their state of mind.

He also offers lectures on animal communication, sometimes drawing large audiences. "The basis of love is understanding, whether between people or animals. The more we understand each other, the deeper our love will be," he added.

"As I worked with animals, I learned to develop my sense of empathy. I spent years as a music academy teacher and found that teens are another very misunderstood group. From them I learned to listen deeply and not make assumptions based solely on their behavior. They displayed great strength and heart in the face of difficulties, just like the animals I work with."

Park's latest project involves getting pet owners and their pets to train together for competitive events. The combination of enhanced communication and rigorous physical training often leads to improved performance for both.

People need to learn to communicate with animals while considering the animal's mind. If humans and animals can hold something in common in their minds, the world will be a more peaceful and happier place. 🐾

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Park communicates with animals at an international fair on the pet industry.



Park Min-chul



Hwang Jung-hyun / The Argus



Animal communicator Park Min-chul often practices meditation as a part of his trainings to communicate with animals.

tip How to Communicate with Animals

Give this a try. Your animals will love it! Talk to them as if they understood everything you are saying. Describe your message in words that create pictures and watch how quickly they catch on to what you are saying.



Finding Connections: The Mathematical Origins of Music

By Jang Ho-Jun

Associate Editor of Theory & Critique
Section

Speakers at the Korea Science Festival 2009, South Korea's largest science fair, stressed the need for greater integration of academic fields. The event was held from Aug. 4-9 at the Korea International Exhibition Center in Ilsan, Gyeonggi Province, under the auspices of the Korea Foundation for the Advancement of Science & Creativity and the Korea Institute of S&T Evaluation and Planning. Among the lecturers was Kim Choon-mee, a professor at Korea National University of Arts, whose lecture "Music is Mathematics" delved

into the mathematical origins of much of the world's artistic heritage, highlighting the relationship between seemingly unrelated fields.

Digest

While most think music and science belong to completely different academic fields, both trace their origins to the world of mathematics. For millennia, students around the world have been taught to view math, science, and the arts as separate and unrelated fields, a practice that continues into the present day. While research is helping to uncover these relationships, boundaries persist.

Going back to ancient times, scholars attempted to decipher the workings of the universe and the world around them through rigorous observation, hoping to ascertain the fundamental principles behind the phenomenal world. Their efforts laid the foundations of logic and mathematical thought to the present day, simultaneously creating the basic structures for the visual arts and music.

Take the harmonic scale, probably the most vivid example of the relationship between math and music. The 4th Century Greek philosopher Pythagoras maintained that numerals could describe the structure of sound. "All nature is ruled by number," he said, arguing that abstract concepts could be explained

through numeric formulation. His philosophical worship of numbers, as described by later Greek thinkers such as Aristotle, encompassed such abstract notions as harmony in nature and in the universe to the relationship between space and time, as well as to the physical world, astronomy, and music.

According to legend, Pythagoras stopped while passing a group of blacksmiths at work after being struck by the beauty and evident harmony of the sounds emanating from their anvils. He concluded that whatever scientific law was at work here must have a mathematical explanation that could be applied to music. Returning once again to the blacksmiths' shop, he discovered that the tones produced by the anvils were relative to the length of the anvils. Extrapolating from his theory that the distance between planets could be arranged as simple ratios, he concluded that the acoustic relationship between tones could similarly be described through numbers.

The human pulse provided another source of musical inspiration, the steady rhythm of the human body finding echoes in the earliest pieces of musical work. German composer Ludwig Van Beethoven's "Symphony No. 5 in C minor," for example, laid great stress on setting the distance between notes. The



Professor Kim Choon-mee lectures on the relationship between art and science at the Korea International Exhibition Center on Aug. 9.

traditional West African balafon breaks from the Pythagorean scale, instead using the pulse of the human heart for its tonal structure. Examples such as these demonstrate the intimate relationship between art and science, between the mathematical world and the world of music. Even the simplest pieces contain this seed of math.

Focus

In her lecture, Professor Kim emphasized the ties between art and science, stressing that both are born out of human creativity. “We find harmony in mathematical structures, just as we can find the underlying scientific foundations of beautiful works. Pythagoras actually did just that a long time ago.”

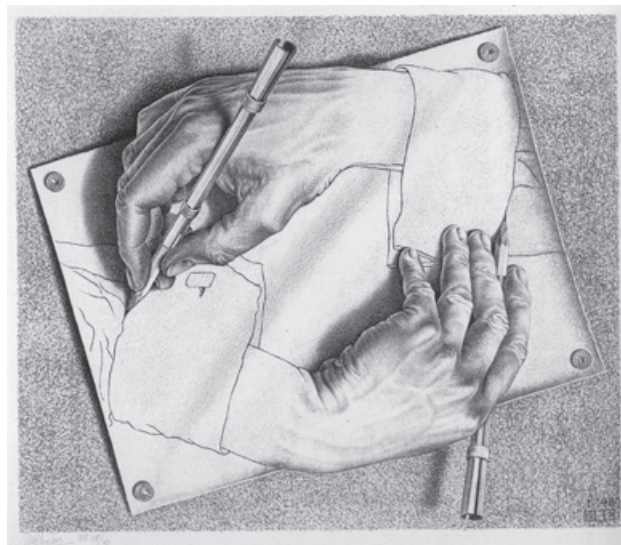
Numerical progression is an example of the mathematics hidden in elements of music. When Pythagoras studied the sounds made by the blacksmiths, he found that the lengths of the anvils, separate by regular intervals, were in proportion to the sounds that each blacksmith made. If the length of the first anvil is 1, and the length of the second is half the first, while another is two-thirds the first, each one would produce a sound the frequency of which is inversely proportional to its length. That is, the first anvil would produce a frequency of 1, the second a frequency of $2/1$ and the third a frequency of $3/2$. As is clear, the sounds represent a numerical sequence more commonly known as the harmonic progression.

Another example of the role of numbers in art is equal temperament, a system of tuning in which every pair of adjacent notes has an identical frequency ratio. In equal temperament tunings, an interval -- usually the octave -- is divided into a series of equal frequency ratios. For modern Western music, the most common tuning system is the 12-tone equal temperament, which divides

the octave into 12 logarithmically equal parts and uses the 12th root of two as the ratio of frequencies between two adjacent semitones. The 12 intervals are the same as the geometrical sequence that has the 12th root of two as its common ratio.

Numerous works such as the Parthenon and the Venus de Milo also show the relationship between math and art, making use of the golden ratio, the ratio of the sum of the quantities to the larger one equals the ratio of the larger one to the smaller. The irrational number, approximately 1.618, is usually called the golden ratio. It can also be produced by dividing the bigger number by the smaller one from two adjacent numbers in a Fibonacci sequence, a list of numbers where each successive number is the sum of the previous two.

Another example is a fractal, a rough or fragmented geometric shape that can be split into parts, each of which is a smaller copy of the whole. The term was coined by Benoit Mandelbrot in 1975 and derives from the Latin “fractus,” meaning “broken” or “fractured.” The symmetry in a mathematical fractal led to discoveries of fractal shapes in nature, such as snowflakes and lightning. In art, musicians, painters and writers all imbue their work with fractals. Paintings such as “Drawing Hands” by M. C. Escher and “Number 1” by Jackson Pollock, a famous abstract expressionist,



Drawing Hands by M. C. Escher, 1948, Lithograph.



Number 1 by Jackson Pollock, 1950.

Underlying both illustrations are mathematical structures.

feature a repetition of similar parts. “The Writer,” by the American poet Richard Wilbur, uses expressions that iterate similar meanings and connect varied parts to the whole. Fractals are the living example of how nature brings together scientific, mathematic, and artistic ways of thinking.

“Students of any field should keep in mind that all areas of study connect with each other,” Professor Kim said in response to a question from the audience, “as they begin to discover the phenomena connecting human beings, nature, and the universe.”²

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Bet on Your Own Value

Lee Kyeong-eun / The Argus

By Lee Kyeong-eun
Reporter of Campus Section

One HUFSan has two different names. One, “Jeong Woo-ri,” is for her normal life, and the other, “Jeong Ji-young,” is for her working life. A professional writer Jeong Woo-ri (Economics - 09) entered HUFSan this year as a freshman. Naturally, she is rather older than other ordinary students. The Argus met writer Jeong Woo-ri and listened to her life.

Differences between Older and Newer Universities

A year has passed since she entered HUFSan. But she still thinks she has not adapted to her university life. She thinks that today’s universities have changed a lot from the 1990s.

She was especially surprised at English because today it is essential, whereas in the past it was just a tool. Moreover, she was also shocked at students not having social etiquette. According to her, the responsibility of being reliable, like coming to class on time, are among the basic values for professionals, but students seem to take it lightly. Jeong thinks that although university life can be a chance for students to become more

socially aware, universities do not seem to offer them such a chance.

“Although universities took responsibility for taking measures to prepare immature students adequately for the professional world, such measures have faded away in recent times.”

Various Views on Economics

In HUFSan, she majors in economics. “Of course, I had difficulties in learning economics, and I even panicked at times.” Although economics is a difficult field to master, the vibrancy of social science makes Jeong love her major. “In the larger society, there are many complex situations that are hard to explain. I have seen that economics often clarifies these complex situations. I like this characteristic of accuracy,” said Jeong.

“Even though the students take a responsibility lightly, it’s the basic and critical value for professionals.”

Moreover, as economics becomes an essential subject of study, she feels pride in her major. For example, there are many people who read N. Gregory Mankiw’s “Principles of Economics” in their workplaces, which reflects the fact that economics has become a must-study subject for many people.

But economics is not an easy subject, and one cannot expect to master it by reading just one book. So as a student majoring in economics, she thinks her study of it during her college years will give her valuable knowledge. “Even though I don’t have as much academic knowledge about economics in comparison with other students, I do have a fair amount of practical knowledge in a variety of fields, so that when I gain the relevant academic knowledge I can easily relate my learning to practical situations. I think the ability to bridge the two types of knowledge is very useful.”

As a Scriptwriter and as an Author of Children’s Books

Jeong is an author of children’s books as well as a scriptwriter who digests the difficult sentences into easy ones. As a scriptwriter, she has dealt with children’s books.



“I know something valuable is always accompanied by hardships. That is, I believe I might be truly unique after this course.”

In her books, she addresses difficult topics and explains them in the way that is designed to be understandable by children. But it was only after entering HUFs, that Jeong has mainly functioned as a writer and recently authored scripts of self-development for children. Since most children's books are similar in form to comic books, it is ideal if the author can deal with drawings. Jeong, who has a career as a comic book illustrator, can deal with children's books more readily than other writers.

The Argus asked Jeong why she stopped making illustrations for comic books and shifted into the career of book writer. “I think scarcity is what can make a characteristic valuable, and this has largely determined my behavior and the career choices I have made,” said Jeong. “As I am experienced at illustration and I can write texts at the same time, I knew I would have unique qualifications to write children's books.”

Plans during the School Days

Today, Jeong writes books related to her major, economics. “While I am studying economics, I'm going to write books about the subject,” said Jeong. “Within the bounds of economic topics, I could write any kind of books -- novel, essay, self-development, and so on,” she added. Ultimately, Jeong is planning to write one basic economics book for the public. “In Korean publishing

circles, most basic economics books are hard to read because of the technical economic terms in them. I hope to write a basic economics book that people can approach with ease. I hope professors of HUFs will help me in this process.”

Carrying out Two Works

The Argus wondered whether Jeong had any trouble in carrying out her plans of studying and writing a book simultaneously. Each of these tasks requires a great deal of effort.

Moreover, while Jeong is an experienced professional who should be responsible for her job, she is a beginner at the same time when it comes to the academic study of economics. Jeong said she might have to sacrifice some opportunities. For instance, publishing companies would tend to think of her as a busy person and hesitate to entrust Jeong with book-writing.

“I would accept these situations with modesty,” said Jeong. “Balancing my job responsibilities with the studies on which I have embarked is in some ways like falling in love. Devoting myself totally to my new interest while neglecting my other responsibilities cannot be complete or sustainable, so I will devote myself to studying and developing my ability in my leisure time.”

Scarcity : the Determining Criterion That I Have Followed

Before Jeong returned to being a student, she had published several books and they were quite successful. In spite of the fact that she already had a successful career, Jeong entered HUFs in her thirties. Starting life anew as a college student means not only losing her spare time, but also upending the lifestyle to which she had become accustomed. How could Jeong be brave enough to make such a dramatic turn at the helm?


Her answer can be summarized in one word: scarcity. For Jeong, every aspect of life at HUFs, including making friends who are in their twenties, learning economics and using foreign languages, was challenging. But she has never regretted becoming a student. “I know something valuable is always accompanied by hardship. That is to say, I believe I will have something truly unique to offer after completing this course,” said Jeong.

Discovering One's Aptitude

The Argus saw Jeong's passion for what she does throughout the interview and concluded that it came from the match between her job and her aptitude.

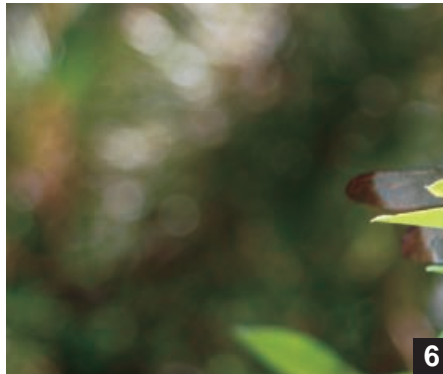
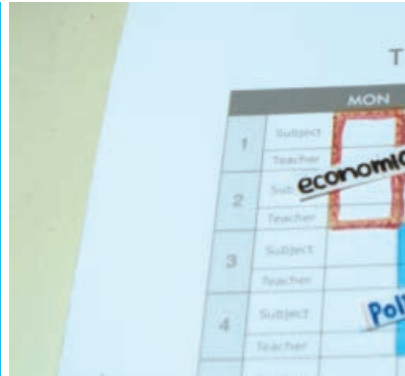
“If you do not realize your aptitude, you will lose your subjecthood. Consequently, those who lose their subjecthood are apt to have what they can do be dictated by others.”

In addition to this, she advised HUFsians not to be afraid to express their feelings. “Anyone who is an expert in a given field has the right to express her thoughts on the area of her expertise. Expression is a means of gaining authority,” she added.

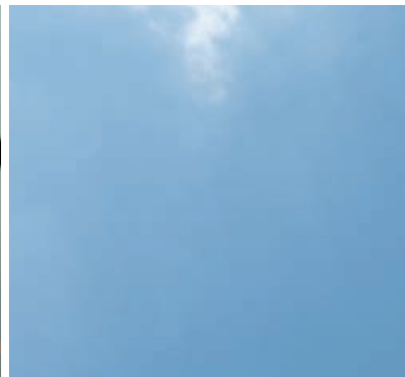
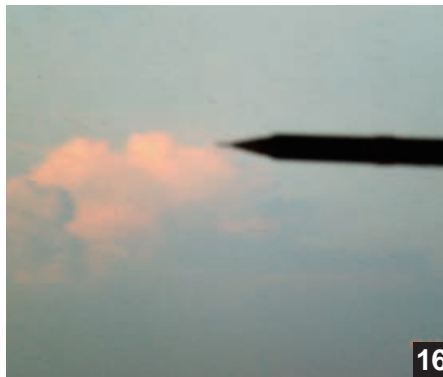
In the last part of her interview, Jeong quoted the maxim, “O Youth, Go Abroad.” That may be the best advice she can offer to most HUFsians to study and gain global perspectives. 

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Love the Beginning



- 2/3. New September with lightened heart
- 4/5. Ring my sweet bell; Are you ready to depart?
- 6/7. Ready to take off
- 8/9/13/14. A.M,05:30 The beginning of seoul station
- 12/17. Clouds make a fresh start
- 15. Waiting for the first grab
- 16. Can I start drawing my dreams?
- 18. Go your own way





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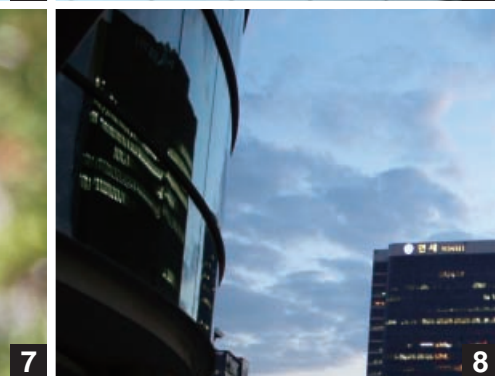
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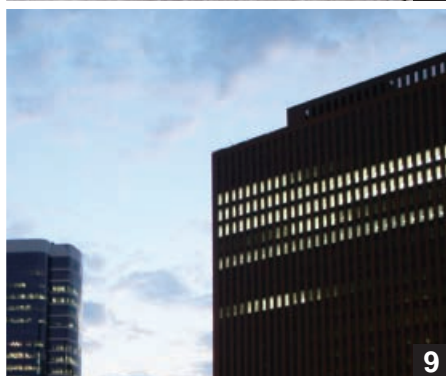


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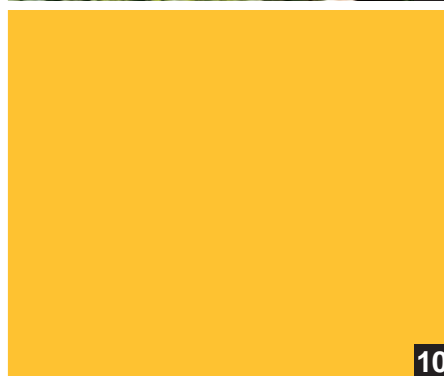


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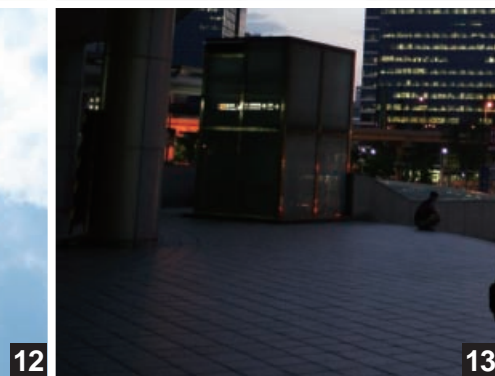
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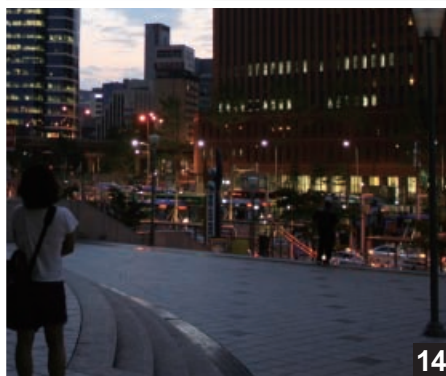


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Station

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Jobless

121
Station

Back to the Beginning: A Wild Jobless World

By Jeon Seong-jin
Associate Editor of Campus Section

Throughout history, there have been a lot of times when the young people of a society have been the ones to solve a nation's issues. Korea, also the nation which the young people are working to develop is remarkable. Democracy in Korea

is something that was initiated by the efforts of young people. This is because the young people of a nation have the energy and talent that will decide the nation's success or failure. Because young people do not have a sense of fear to try something new and are always trying to learn more, they can move the nation forward. Even though the candle-light vigils of last year met a

lot of pessimism, these gatherings were filled with light from the hopes of each little candle. This shows that the young people of Korea are trying to make the nation better.

However, young people today are now in a terribly sorry situation. As the global financial system has come down, the whole world cannot help but suffer through the economic crisis. It is the

OECD Unemployment Rates Percentage of Labor Force

	2006	2007	2008	2008				2008				2009	
				Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Jan	Feb
OECD - Total	6.2	5.7	6.0	5.6	5.8	6.1	6.6	6.2	6.4	6.6	6.8	7.0	7.3
European Union	8.2	7.1	7.0	6.8	6.9	7.0	7.4	7.1	7.3	7.4	7.6	7.7	7.9
Canada	6.3	6.0	6.1	5.9	6.1	6.1	6.4	6.2	6.3	6.4	6.6	7.2	7.7
France	9.2	8.3	7.8	7.6	7.6	7.8	8.2	7.9	8.0	8.2	8.3	8.5	8.6
Germany	9.8	8.4	7.3	7.6	7.4	7.2	7.1	7.1	7.1	7.1	7.2	7.3	7.4
United States	4.6	4.6	5.8	4.9	5.4	6.0	6.9	6.2	6.6	6.8	7.2	7.6	8.1
Japan	4.1	3.9	4.0	3.9	4.0	4.0	4.0	4.0	3.8	4.0	4.3	4.1	4.4
Korea	3.5	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.2	3.3	3.3	3.5

Survey of Definitions of the 13th Conference of Labour Statisticians, 2009

same with the young people of Korea. As a result of the economic crisis, the door to employment has become narrow at big corporations and small. Young people, many being without jobs, cannot contribute to help change society in good and constructive ways. Above all, they find it difficult to survive because they cannot earn money. The situation today in Korea is that too many young people are unemployed and because of this, their concern is not the betterment of society but getting a job so they can get the money they need just to live.

Do Not Judge a Book by Its Cover

The official report on the economy of June 2008 shows that the rate of jobless youth is 3.1 percent. However, the data is not an accurate reflection of this problem. Among the Organization for Economic Cooperation and Development countries, Korea has the lowest percentage of joblessness, but people who give up searching for a job are not counted this calculation. In 1999, there were over 1,361,000 jobless youths. In 2008, that number rose to 1,456,000. If these calculations included this increase, the rate would be well over 3.1 percent.

More and More People are Giving up Looking for Jobs

In terms of an employer, it makes sense to decrease the cost of marketing and employment in order to cut the costs of the enterprise. This trend, however, forces many people to give up their search for jobs. The report of the Korea National Statistical Office suggests that the number of people who are not participating in the economy is increasing, which means there are fewer people who are helping to make Korea economically strong.

Young People Have Become the Center of the Jobless

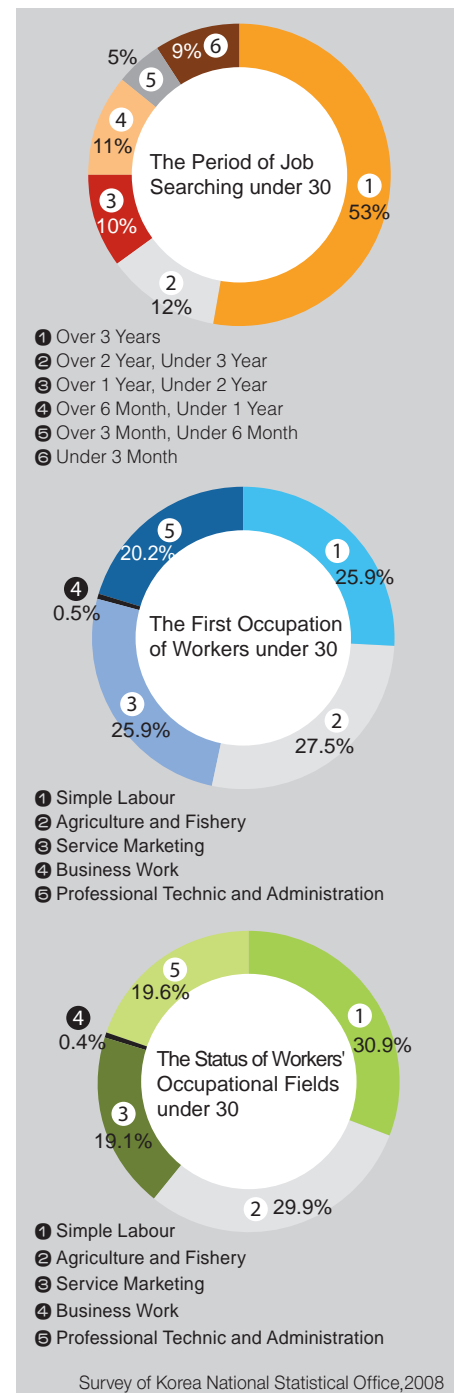
Rather than the unbelievable 3.1 percent rate of joblessness, there is more serious problem. The rate of joblessness among young people (those under thirty) is 7 percent. Furthermore, if this is calculated including the people who give up looking for jobs, this rate is possibly over 10 percent.


The Problem after Being Employed

The average period for seeking a job is under eleven months. This means that one out of four young people are searching for jobs for over a year. There is a saying that graduation does not guarantee employment. This is not the end. What really becomes the problem is the amount of time a person has left to work after getting a job is not that long. In other words, though one person gets hired, he or she does not work at that company for a long time. This is because this is the first job for a young person. In Korea, the likelihood that graduates have of getting a job at one of the big companies such as Samsung or Hyundai is not very good. So many young people decide to look for jobs at smaller companies. As a result, the first job of a young person may not be their ideal job, and inevitably they begin looking for another job at a company with more prestige. Even if a person finds a better job, they cannot get enough salary at the beginning of work. 40 percent of the young people at their first or second job cannot but accept the low and unreasonable salary.

The Problem of Being Young in Korea

If a young person is satisfied with her-or-his first job at a big company, he-or-she must stay late and work hard. On the other hand, in the case of young person who could not find satisfaction with her-or-his job, he-or-she tries over and over again to get a job with higher status.



That is, a young person cannot let her-or-himself become a salaried employee in a small company. Young people who find themselves in situations like this are not better off because even small companies do not guarantee high salaries or steady work. 

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‘The Hope’ for the hope

A Network of Possibility

By **Kim Jun-kyu**
Reporter of National Section

As the rate of joblessness increases in Korea, young adults have had more trouble finding jobs, but Korean society is not hopeless in this terrible situation. The Hope, a Social Networking Center for the Next Generation is a beacon of hope in the dark. The Hope is a Non Profit Organization (NPO) for the work and hope of young adults. It plans and manages lots of programs in order to help young people make their successful entry into the job market and settle down in society. For young adults, it informs them by holding forums where they can discuss their problems with experts dealing with the job market. Also, this NPO awakens social interest about joblessness to all of society through many types of action. In this way, The Hope is providing practical solutions for the problem.

The Projects and Programs

The Hope operates various programs and projects for people in their twenties. On Aug. 14, The Hope had an opening of a new project called Mapo is University. The Hope insist that young people get too many pressures and stress to prepare for the job market. Through lectures put on by various institutes of society, young people feel they must earn something. At their universities, their friends disappear one by one to graduate or to study abroad. In their workplaces, young people need to bring their energy and new ideas to their jobs. Foreign languages are an indispensable condition in order to survive in such a competitive society today.

Mapo is University started in order to emphasize the importance of enjoying

the work as well as getting a job. To give a hope to these young

recruits of the society, The Hope is operating practical courses in Mapo-gu. The NPO insists that Mapo is the place to start something. Starting with a bright mind to find information and sharing this information of jobs with the others in the class are the point of the project.

Information is Lifeblood

Mapo is University shows a quite different and interesting point of view. Unlike ordinary classes for the jobless, this project focuses on works that are joyful. Choosing the jobs young people like and enjoy is important than the amount of money the job will pay. To tell people about this, Mapo is University holds a class about managing cafe. The class is called Three friends meet and open a cafe. This class sends many messages to the students in the class. For the students who are going to start and engage in a cafe the class provides them with rich information. The class includes the ways to start or manage a cafe with the others and a course of making a cafe. Most of all, the teachers of all the classes tell the stories about the failures of operating a cafe. It is not easy to hear the stories about failure instead of success. By telling the stories of failure, the students are warned and given notice and are inspired and motivated to work harder to succeed.


Providing more interest and experience to the students helps the students think more about having their own jobs. For one to manage a cafe, the class teaches what is needed. And for the students who have no interest in managing a cafe even though they attended the class, they

could earn valuable experiences about a part in society and widen the eyes of their thoughts of outlook on their life. In these ways, it provides substantial ways and inspiration for those who are looking for jobs.

What Should be Emphasized

The activities of The Hope must be clearly and widely known to many people. By various activities, it sends hopeful messages to young adults. Starting lots of projects, this NPO makes many programs for those who seek jobs that they really want to do.

Unlike lots of employment agencies, NPOs like this are few in number. For young adults who are so far jobless, and who wonder about their futures, organizations such as The Hope can be the answer. But these organizations have many troubles because of low interest and little support from the outside. For example, The Hope is managed by young adults and seeks more volunteers who want to participate in helping the students.

Activities that those people do to make the society bright are good for most of young citizens. Lots of people can realize hope rather than despair or difficulty through these actions. For the jobless, more and more voluntary activities like The Hope are needed for our society. Through these positive actions, our society will become stronger and the lives of individual citizens will become more stable. 

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The Walls of Employment

By **Kim Jun-kyu**

Reporter of National Section

As the unemployment rate of young adults increases, people in their twenties have great difficulties in getting a job. An interview with Han Myoung-ryun, a job seeker in his twenties who is suffering in looking for a job, with not much success so far, can reveal the harsh reality.

Argus: What difficulties do you have trying to find a job?

Han Myoung-ryun (Han): First of all, preparing the documents needed to get a job is the most difficult thing. The papers should make me stand out among the other candidates. However, it seems unclear which criteria are needed to qualify for companies I want to work for. Recently, employers tend to demand more and more. I need to participate in famous volunteer projects such as Habitat for Humanity or something like that. I also have to enhance my English ability since every company requires high Test of English for International Communication or the Test of English as a Foreign Language scores. Furthermore, people say that speaking English fluently is not enough. We need to speak other foreign languages too.

Argus: What do you think is the most valuable skill you can have in getting a job?

Han: Individually, I think English fluency is the most important factor. People emphasize the importance of English fluency so if you cannot speak

English well, they think you cannot be a good worker. However, in the long-term view, the economic rebound would be the solution to the growing employment problem. It can lead companies to hire more workers, so people like me can get more of opportunity of getting hired.

Argus: Forgive me if this question is rude, but people might think that the trouble with jobless young people come from their attitudes. What do you think about this?

Han: I think it's true. People may find what they can do in other workplaces. But they only focus on the narrow path, which is the big company. But you know what Korean society is like. People look down on people who do not work for famous companies. Most people study several years in universities. They think they deserve to work for a big company.

Argus: What do you think of the government's reaction to the unemployment problem. Do you think there's help?

Han: Well, no. For me, I wonder what it means when the government say in progress. We could show that the plans that the government promotes are not in use by looking at the issues dealing with regular employment and interns. Even though you go through the steps of being an intern, there is no guarantee that you will get a job related to what you prepared for in your internship. Nope, even preparing for a job by being an intern may give you disadvantages. After graduating and working as an intern, you cannot tell if it helps you because



Kim Jun-kyu / The Argus

you may just be wasting time with no benefits and get handicapped when competing with others. We young people are suffering from being unemployed, and still, nothing seems to get better. This vicious circle continues.

Argus: Then how should these problems be solved? What is needed for young people and what should be done?

Han: I think a believable policy must be put in place. The unstable situation of getting a job is the biggest problem for most of us. So I think jobs must be guaranteed to all people willing to work. We need jobs and the government needs to handle it. The things I have said are well known to the people in our society. It is true that solutions are not in sight right now. Young people do feel heavy about thinking about unemployment. The problems and the solutions in need have not progressed, but we have no other choice but to wish for a better future. ☹

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A Sense of Fellowship

A HUFS Graduate Emphasizes the Value of Teamwork

By Jeon Seong-jin

Associate Editor of Campus Section

The world keeps changing faster and faster. The latest electronic devices are released nearly on daily basis, with the boy next door buying a brand new cellular phone one day, and the next day his neighbor buys a model that is even more snazzy. Trends whizz by in a blur, it seems, and no one seems capable of keeping up with the frenetic pace of modern life. Students can now confirm an appointment with a professor from their cell phones via text message.

“This sense of competition should not detract from a sense of fellowship”



Bus fares are a thing of the past as commuters swipe a magnetic card when boarding a bus or train. Networking sites like MSN allow children to speak face-to-face with parents or friends who might be on the other side of the country, or on another continent. iPhones, Twitter, rapid transit systems, everything is geared towards faster and more efficient ways of getting from one place to another.

This is especially true of Korea, which leads the world in access to high-speed Internet services. Choi Chul-woong (Dept. of International Business - 91), HUFS alumnus and head of the advertising team from MONEYTODAY Network Inc., understands better than most the nature of Korea's interconnected society. His company is actively working to open new doors into interactive communication. The Argus had a chance to speak with Choi about his work and ideas.

Argus: *Could you talk about the time you spent at HUFS? Why did you choose HUFS and the Department of International Business?*

Choi Chul-woong (Choi): I graduated from a high school of foreign studies, where I majored in Spanish. This background led me to an interest in HUFS, which was then as it is now acclaimed for its foreign studies. When I entered HUFS, the name of my major was not the Department of International Business but the Department of Export

and Import Business Studies. I thought it would be interesting to deal with foreigners and make international business contracts with them. I didn't kill myself during my student days at HUFS, trying to do a bunch of small things. Instead, I put all my effort into the few things I was doing, like becoming the top student in the College of Social Sciences, or participating in one of my department's academies. To answer the question, there was not any specific reason for my choice to attend HUFS, but once here I did my best in whatever task was before me, big or small.

Argus: *What led you to decide to look for work in the marketing field?*

Choi: It sounds a bit strange, but my activity in the academy that belonged to my major helped me in finding a job in this field. Even though technically I work in mass media, my job actually involves a lot of marketing to other organizations. My major and other academic activities at HUFS gave me the skills to eventually become the team leader of the Advertising Marketing Team at MONEYTODAY.

Argus: *As Korea has grown and keeps growing at such a fast speed, the reach of mass media and the number of outlets has expanded greatly. Would you tell our readers about your thoughts on the present status of mass media and*

communications in Korea?

Choi: Above all, I want to stress that mass media has such enormous power. As democracy was developing in Korea, media played a big role in keeping people informed of the day's events, and in doing so, provided a sense of fellowship. Even now, in our highly developed society, the power that media possesses has expanded, leading to the so-called Individual-Media Generation. With all this progress, a lot of media platforms have been created, including the release of portable devices and other high-tech communication technology. Thanks to this, we can communicate over international borders, post messages on Twitter, and write daily briefings on personal blogs. Modern media is much faster, more interactive, and in real-time, giving it a greater impact. But, this in turn has created an atmosphere where it is possible to monopolize the media and other forms of communication in Korea. This led to different kinds of chaos within Korean society too: fisticuffs of politicians, conflict between the government and citizens, the rapid change of related laws, and newer twists are coming up every day. I do not want to criticize our society too much about this, but I do want to state that this is also a way to a better end where more people can have easy access to ways of communications and media platforms. Things change through lots of factors for a better solution, or so it seems to me.

Argus: *The company you work for is focused on business. What is the biggest difference between your company, MONEYTODAY, and other media outlets?*

Choi: It is true that we focus on the topics you mentioned, but at the same time MONEYTODAY gives its audience valuable advice on investments. Most people think that the money game only allows the rich to get richer, and that ordinary people cannot afford to enter the stock market. We are trying hard to break this stereotype, to convince people that they can gain wealth through investments. Most of our programming is, in fact, geared toward this end. This comes from the idea that it is possible to develop the present status of the global economy into great power. When it comes to an end like this, if more people concentrate their wealth into the market, their economic well-being will inevitably get better. So it is really important to gather people to the market first. Second, I want to say that Koreans also think that investments just exist for the rich or the big companies, and eventually feel a sense of fear making investments for themselves. For this reason, MONEYTODAY also tries to help people get rid of their fear by giving them good information about investments.


Argus: *A press release regarding MONEYTODAY's "uMTN DMB Service" noted that you are in charge of the project. Would you mind sharing the details with our readers?*

Choi: MONEYTODAY has had airtime on cable channels for many years. The "uMTN DMB Service" is another platform that provides viewers with a chance to watch our programs anywhere, anytime. DMB service, including both ground and satellite based service in Korea, started several years ago, but uMTN differs from

other DMB programming because it is the first channel that focuses solely on business and the economy. In addition to this, because uMTN program service on DMB is in its early stages, the marketing team is putting out promotional material for uMTN viewers these days such as person-to-person professional counseling services about individual investment for free. Also we are promoting events where we are giving away prizes.

Argus: *Could you offer some advice to current HUFS students who are looking to enter the marketing field?*

Choi: These days, students are so focused on so called "specs," which refer to having as many outstanding marks a person could have, including high TOEIC and GPA scores. These have become the hallmark of a good student. I do not want to deny the meaning of competition, but I do want to stress that this sense of competition should not detract from a sense of fellowship shared between students. As a marketer, I meet countless people day after day. And what I have to do when I meet them is to try to understand what they want. I have to understand the truth behind each and every client I meet. This is the most important thing I do. Though

I meet people in my company for the purpose of making profits, first of all, I have to understand what they want and what they want me to do, which means that I must understand that the human being comes first before any other element. I want to stress that the most important thing HUFSans can do for themselves is to try to understand one another. Students at HUFS learn logic, presentation skills, and how to speak in front of an audience. They compete in classes, and at the end of the semester, students are valued by grades: A+ to F. But such skills and outcomes are for the individual absolutely. If they are not extended to include a sense of community, then those elements will not help a student succeed in life. In the end, how you win the competition is not as important as who you win it with. This is also for campus life at HUFS. Competition itself includes winners and losers. However, in this fast-moving and developing world, at least students ought to care and cherish what really matters in life. In one phrase: look for competition through relationships and a sense of fellowship. 

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Korea Times File

New Ground-Based DMB Opens Another Door to Enormous Contents.

There are two kinds of DMB signals: one ground-based, another satellite-based. The first one is called "T DMB" and free for everyone for any platform. And the latter one is being serviced by group "tu" and free for restricted viewers and platforms. MONEYTODAY has released a new channel on the first one, "T DMB," and the channel name is "uMTN." T DMB service was composed of major Korean channels like MBC, KBS, SBS, and others. For now, as uMTN is released, there has been added a wholly new characteristic channel on T DMB. uMTN began transmitting its signal on July 31, 2009, and is transmitting 24 hours a day, seven days a week.



Women, No Longer the Weaker Sex?

By Lee Yeong-eun
Reporter of Culture Section

What does the recent issuing of the Korean 50,000 won banknote show? For one thing, it is prominent evidence that Korea has taken a huge step forward to show that the “feminine wave” has indeed hit the nation. The character printed on the largest banknote is a woman, “Sinsaimdang.” She is a Korean historical character, known for her artistic talent and good role model as a wife and mother.

It has been a tiresome but meaningful journey that Korea has taken -- from the “New Women” movement of the 1920s to the “Alpha Girl” movement that we see today. The term “New Women” appeared during the Chosun Dynasty, referring to those women different from traditional Korean women. They had a different perspective regarding issues of Korean life during that time and were brave enough to voice them out. After about nine decades, the new term “Alpha Girl” was introduced, referring to women with great potential comparable to that of men. It is surprising to see how much progress women have made through the past nine decades, and how big a part they are playing in influencing and shaping contemporary Korean life today.

Today's Korean Society and her Trends

Comparing past women's contributions to the Korean economy with that of the present, the increasingly important and significant role played by women in making the economy stronger and more vibrant is evident. While in 1965, women's economic participation rate was 34.4 percent, by 1999 the number increased to 48.1 percent. Through their contributions to the economy, women have gained more recognition in Korean society than before. Grudgingly and gradually, the society has shed its image of women as docile and submissive homemakers. Women are now appreciated for their abilities to achieve great things for the nation.

Consequently and with much championing by female activists, most women find themselves free from the traditional chains that impeded their predecessors. While once having considered their duty to take care of household chores, women today are less obliged to carry out such mandatory duties. Most family units practice partnerships where both husband and wife share the mundane tasks of running a house. Surprisingly, more men are taking up the tasks to run the household. The number of “Trophy Husbands,” men who devote themselves to running the households, has increased 35 percent since 2003, amounting to 140,000 in 2007. Such developments would have been unfathomable in the 1960s.

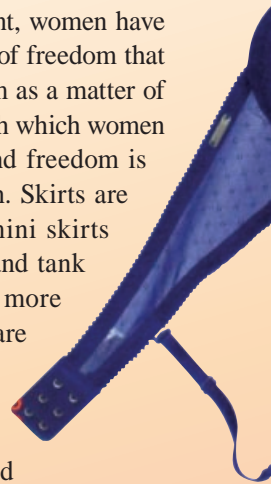
Also, with empowerment, women have gained a greater amount of freedom that used to be denied to them as a matter of routine. One medium with which women express their newly found freedom is in their choice of fashion. Skirts are getting shorter, micro-mini skirts and shorts are popular, and tank tops and tops exposing more than half of their backs are in fashion right now.

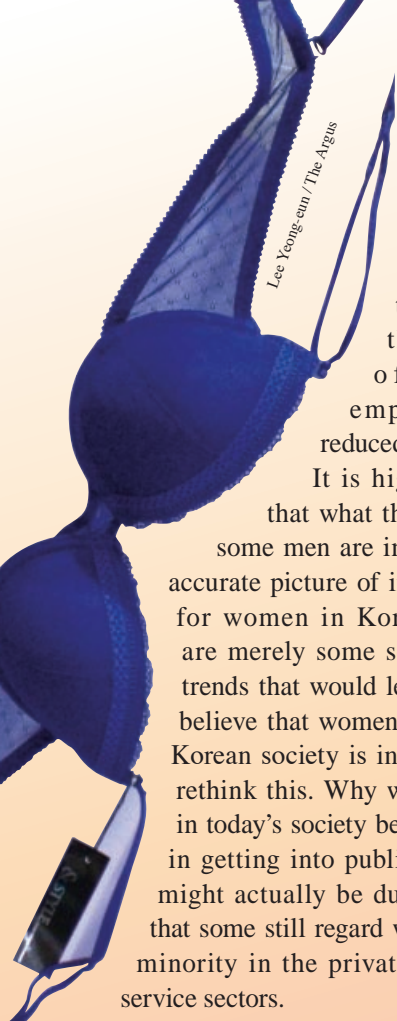
Fashion does not just stop there, though. There are also new and different forms of dress codes according to different functions and themes. Compared to the 1970s, when policemen used to measure the skirts with rulers to ensure they are of satisfactory length to protect their modesty, women are light years away from that.

From the contributions made by women and the entitlements that they have fought for and earned, one could be quick to assume that the “feminine wave” is sweeping across South Korea and women are increasingly recognized as equivalent to men. However, is this really a true reflection of the Korean society?

The Professional Area

Despite reports that more women are entering the workforce, what can be seen in the current Korean society indicates otherwise. According to the 2009 OECD report, while 83 percent of women managed to receive tertiary education,





by the time they are about to graduate, their chance of finding employment is reduced.

It is highly evident that what the media and some men are insisting as an accurate picture of improvements for women in Korean society are merely some scenarios and trends that would lead people to believe that women's position in Korean society is increasing. But rethink this. Why would women in today's society be so persistent in getting into public service? It might actually be due to the fact that some still regard women as the minority in the private and public service sectors.

Definitely, women in Korea are permitted maternity and childcare leave. However, some companies view such benefits as a drain on human resource and capital. Consequently, most women get fired or have their pay reduced if they use such benefits. Furthermore, OECD revealed that while Korean women work the longest, they are actually paid the least compared to women in other developed countries. Also, the percentage of women in white collar jobs is decreasing annually from 64.3 percent in 2007 to 50.9 percent in 2009. On the other hand, women in blue collar jobs increased from 35.7 percent to 49.1 percent in the same time period.

This shows that though the statistics of women entering the workforce have increased compared to previous years, the quality of jobs for women has deteriorated. It all seems that this is a major problem that still has to be dealt with, but has been wrapped up in "beautiful-and-all-is-going-well"

package. This may give the impression that Korean women's employment rights have been addressed, but they have not.

Household Affairs

The media is saying that men are contributing a lot more to household matters compared to that in the past. But the truth is, in today's society, many men still hold on to the traditional belief that it is a woman's role and responsibility to give birth and take care of the family while the man brings home the money, and that perception is still embedded in many men. Look at it this way: why of all women, Sinsaimdang was chosen to be on the 50,000 won banknote? Possibly, Korean society still values the worth of a woman not on her capabilities but on her ability to perform the role of wife and mother well. Subconsciously, this could have led to the decision for choosing the excellent homemaker as a role model for women.

Just as it takes two hands to clap, women should also help to improve the situation. Most women are not able to overcome the "Cinderella complex" -- they still fear independence and have an unconscious desire to be taken care of. If women think this way, it is not surprising that media and men do think the same. This also hinders efforts for women to progress further in society, causing the possibility of that men will take for granted women's roles.

Fashion

In today's society, many Korean women are trying to enhance their worth through investing in their appearance, regardless of age or status. They have become more image-conscious and wish to stand out in the crowd. Resorting to surgeries and eye-catching fashion accessories, they have become attractive and beautiful. Many have lauded such transformations that come with the benefits of freedom. However, is this


really freedom? Instead of being confident in their natural looks and the strength of their personalities, women have become slaves to cosmetic and fashion industries.

In actual fact, one form of enslavement has given way to another. Women want to look beautiful because the society demands it.

Moreover, looking beautiful has the unfortunate consequence of putting women at higher risks of sexual harassment and violence. According to results announced at the Forensic Psychology Annual Conference, men's wild desires and thoughts get triggered when women dress in thin or exposing clothes. Ultimately, this acclaimed so-called freedom of expression is actually a disguise for the grip on women through societal pressure, which still holds women strongly today. And this disguise is placing women in more vulnerable situations.

Women Today and Tomorrow

Compared to other developed countries such as the United States, Japan and countries of the European Union, Korea still has a long way to go. In order to develop further, it is necessary to be more skeptical about these general statistics and on-the-surface, short-term benefits. Instead, the inner aspects of these trends should be exposed.

These trends are trying to tell us something about our society and our culture and it is our responsibility to listen closely and set these trends right to create a better, more equal, and beautiful future for both women and men. 

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Illusion of an ‘Ideal Car’

What motor companies do not tell about hybrid cars

By **Jang Ho-jun**

Associate Editor of Theory & Critique Section

A hybrid vehicle is a conveyance that uses two or more distinct power sources to move. The term “hybrid vehicles” mostly refers to hybrid electric vehicles because of the combination of an internal combustion engine and more than one electric motor. To reduce air pollution resulting from the gas emission of typical cars powered using gasoline, engineers started developing technologies for vehicles using electric motors instead of engines in 19th century. However, they ceased the development of electric-powered cars because of their high production cost as well as the insufficient power of the models. The idea of using both electric and gasoline-based power sources to maximize the merits of each has been developed by researchers and realized in the form of the technology now known as “hybrid vehicles.”

In accordance with the current trend towards prioritizing fuel efficiency as

well as reducing greenhouse gas, major automobile companies have embarked on producing eco-friendly vehicles like hybrid cars. After the world-famous Japanese auto maker Toyota Motor Corporation first commercialized its “Prius” hybrid car model in 1997, other models of hybrid vehicles have been brought out continuously. This year, the Hyundai-Kia Automotive Group took up the challenge in Korea by showcasing the “Avante LPi Hybrid” and “Forte LPi Hybrid” with domestic technologies.

Many people expect that hybrid car technology can solve environmental problems and guarantee good mileage; however, it also needs to be analyzed in diverse aspects to prove its real functions.

Efficiency of Engines

The majority of advertisements of hybrid cars focus on their high fuel efficiency as well as their eco-friendly image. The mileages that motor enterprises claim, however, sometimes contain mistakes caused by inaccurate methods of mileage calculation. In the

case of the Hyundai-Kia Automotive Group, its researchers indicated that the mileage of its hybrid models could be as high as 38 kilometers per liter, if using liquefied petroleum gas (LPG) in Korea. This claim led to heightened criticism from experts since the company’s hybrid car had its tank filled with the amount of gasoline fuel equivalent to the price of LPG, the model’s actual mileage would drop to 17 kilometers per liter.

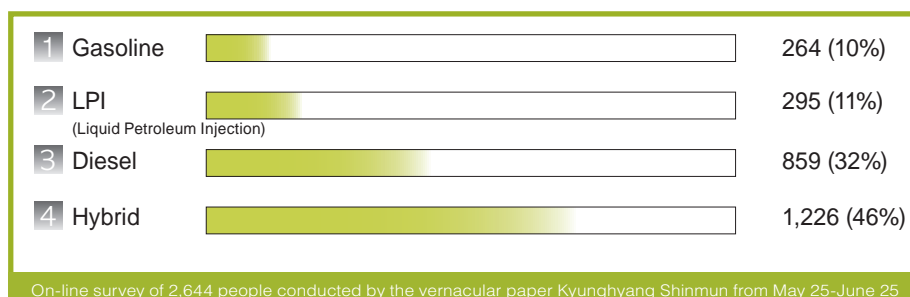
The important point is that the mileage of hybrid cars can be efficiently attained only through conducting regular acceleration and deceleration on the road. If the driver continuously accelerates on an expressway or keeps the car’s speed above a certain point, the electric motor will stop being utilized, and the main, gasoline-powered, engine will have to keep working. In such situations when the electric motor cannot contribute to powering the vehicle, a hybrid car’s mileage becomes the same as that of a gasoline-only car.

A journalist of Kyunghyang Shinmun, who drove a hybrid vehicle on the road near the mountainside, has demonstrated that the method of mileage calculation used by the Hyundai-Kia group was not appropriate for predicting the hybrid car’s actual mileage attained on roads such as highways or inclined roads, which require power or high speed.

Environmental Issues

Lee Myung-bak’s administration and municipal offices recommend the use of hybrid cars to promote eco-

Q Which type of a car do you think gets the best mileage among the models below?



friendly technologies among ordinary citizens. Nevertheless, it is not certain which automobile technology functions the most efficiently to protect the environment. A variety of different types of engines -- gasoline, hybrid, diesel and electric -- have their own outstanding benefits and drawbacks. Harald Behrend, the president of Mercedes-Benz Korea, expressed admiration for diesel engines in an interview with the Korea Economic Daily because diesel engine models are better than hybrid ones in his view.

Like the problem of mileage, hybrid cars can contribute to reducing gas only if they are not driven at sustained high speeds. In the case of high-speed driving, only the combustion engine works, releasing greenhouse gas just like the ordinary gasoline-powered cars. Also, drivers' habits, such as idling or excessive acceleration, have a significant impact on air pollution in relation to the fuel waste, which leads to the release of carbon dioxide. Recently, the Korean Transportation Safety Authority, established for studying ways to decrease traffic accidents, has announced ten principles for "eco-drive," which means eco-friendly driving. It emphasizes the importance of car users' acknowledging that environmental conservation depends on their habits even if they use power sources that are designed to reduce pollution.

The Cost of Production

What makes car purchasers hesitate to buy a hybrid vehicle is its expensive cost compared to gasoline or diesel models. For instance, the price of the "Avante LPi Hybrid" is estimated to be approximately 22 to 25 million won, which is 6 million won higher than the conventional gasoline model of the "Avante." Officials from Hyundai Motor Company said, "The government compensates consumers who buy the hybrid model with 3.1 million won. Furthermore, the cost of LPG is about half that of the same amount of gasoline, so hybrid car owners can earn back the differential cost between the two within three years."

However, batteries, which provide the essential benefit of a hybrid vehicle with both a gasoline engine and an electric motor, act as another burden upon customers when the batteries need replacing. Kim Pill-soo, a professor of Department of Automotive Engineering at Daelim College, pointed out that the period of free after-sale service for batteries is relatively short compared to the car's lifespan. "Customers commonly use their cars for ten years. This means they have to buy another battery which costs approximately 2 million won when a battery in Hyundai's hybrid car does not function well after six years due to the company's six-year warranty. Who will be delighted to know this fact?" he added.


Hybrid Cars on the World Market

The trends in world car technologies are usually arranged in three ways: clean diesel models tend to be

promoted by German automakers, hybrid cars have been led by Toyota, and electric cars have been pioneered by General Motors and Nissan Motor Company. Currently, Toyota monopolizes major patents regarding hybrid car technologies, broadening its sales market from 43 to 80 countries. Otsuka Akihiko, Toyota's chief engineer, showed confidence in the company's hybrid models in many interviews with major newspapers, stating that "Hybrid technology is not just a transitional step, but the core skill that will be adapted to future vehicles."

Other companies, however, including Korean firms, do not agree with Toyota's prediction. They believe that different car technologies will be pursued according to the particular circumstances of the resources in each region. Hyundai officials admit that their brand-new hybrid models aim for domestic markets to resist Toyota's car exports. Professor Kim added, "It is risky to choose just one technology, concentrating on its development like in the marketing of Korea's hybrid car. Diverse engine models should be organically developed to satisfy the demands of the world market."

For the Future Eco-friendly Cars

Hybrid vehicles have tried to combine the advantages of combustion engines as well as of electric motors. However, some drawbacks have shown up that led consumers to become perplexed. But experts say that the companies cannot give up developing hybrid technology because it is a fundamental skill for the production of future vehicles. A hybrid vehicles itself may not be an ideal model or a complete solution for protecting the environment, but vehicles with other eco-friendly power sources may be developed in the future based on the hybrid technology. 

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Who Wants to be the Best?



“Are You Watching Closely?”

By **Lee Yeong-eun**
Reporter of Culture Section

On July 23, a group of students and people helping them were caught in Korea using unjust means to increase their Test of English for International Communication (TOEIC) marks by more than 600. This leads to the necessity look into our society another notch and examine these issues.

Never to be underestimated from the start to the very end, the plot of “The Prestige” shows in immense depth and scope on how destructive excessive rivalry can become. “The Prestige” takes place during the 1900s when magic was just getting popular in London.

The two main characters in the movie, Alfred Borden, “The Professor,” and Robert Angier, “The Great Danton,” are both great magicians, each with his own talent. Initially, Borden, Angier and Angier’s wife work on the same team. However, the two magicians are brought apart by the accidental death of Angier’s wife, which he strongly believes is the deed of Borden and his ego to be the unrivaled greatest.

Central to the plot is “The Transported Man,” which is a display whereby one seemingly disappears and reappears in another location. The rivalries between the two magicians become more extreme, as both men resort to sabotages and betrayals to prove a point that each is the superior one. Borden loses his finger while Angier becomes lame. Borden’s wife is unable to comprehend Borden’s split personality and commits suicide while his mistress Olivia leaves him. Meanwhile, Angier’s desire for victory sees no end and eventually seeks Nicolas Tesla to create a teleporting machine. This machine does not merely transport its occupants to another place. Slowly, Angier begins to lose his humanity and plays with life and death.

Ultimately, the obsession of both men is all for naught, as they lose everything they ever had.

Hyper Competitiveness: When Human Beings Go to the Extreme

This movie shows that people can go to the limits and even beyond, even to the extent of going against their principles just to prove their

capabilities. As the competition gets intensified and the stakes are raised, winning has become paramount. Both Angier and Borden, frenzied by their immense desire to outdo the other and claim the spoils of war, were willing to sacrifice anything precious to utterly destroy the other. Angier was willing to let go of Olivia and his humanity to see Borden collapse, while Borden, both his wife and Olivia to defeat Angier. Ultimately, while trying to destroy each other, were they not destroying themselves?

This can also be seen from the recent Korean drama “East of Eden,” where one of the main evil characters, Shin Tae Huan’s desire for power and wealth causes him to use whatever means to try and get rid of anyone and everyone who comes in his way or seems to have greater potential than he does, even to the extent of making use of his family. This form of excessive rivalry and competition is not something we see only in the movies, but it occurs in real life as well.

Society has unknowingly but ever so dominantly become too success-conscience and focused on excellence in every way. It is no longer a surprise



to see people who are ready and more than willing to try even illegal or unjust means to be the top and the best. Such an attitude can be seen prominently from the recent case where a group of people assisted their students on the TOEIC examination using secret headphones and other methods. Korea places such inordinately high value on scores achieved on the TOEIC examination that it is called “The TOEIC Republic.” It is an obsession not only to be employed in Korea, but to be employed well. Thus, it is no wonder the “TOEIC craze” never seems to die down. In a way, we could also see this as the fight for survival in society.

High school students are driven to study and compete to enter the best universities, but the competition does not stop there. Even in universities and society, people have to fight for their employment, promotion, and the security of their jobs, resulting in intense competition like that experienced by Borden and Angier in “The Prestige”. This ultimately leads to mistrust and dangerous work politics that could undermine others.

This is not all. Even in countries such as Italy, several major football clubs were caught in a scandal in 2006. Directors of these football clubs

were caught contacting the officials to influence referee appointments in favor of the clubs. Football is a major business with huge benefits such as fame and money available to the top teams. With such intense competition for top placing, football clubs are tempted to turn to underhanded means to gain an advantage over their rivals.

As renowned American educator and author of hundreds of academic journals, magazines, and newspapers, Alfie Kohn, says, competition corrupts people. It has led to alienation of individuals as people are willing to risk their relationships they built with others to achieve success. In extreme cases, some people are sacrificing the principles governing their lives without realizing it. Integrity, sincerity, passion for what is right, and the ability to feel happy for another’s success have given way to an all-or-nothing attitude where the winner takes it all.

Beautiful Rivalry: When Rivalry Goes Beyond Winning

We need to know that although it is necessary for people to have a certain amount of competitive spirit to make the best results, winning is not everything. The movie “Brian’s Song,” released in 1971, shows the story about two American football players, Gale Sayers and Brian Piccolo, one black, one white respectively, competing for the same position, running back, on the Chicago Bears, one of the greatest teams in the National Football League of the United States. Despite their differences and rivalry, they eventually become best friends who help each other improve and get better. This movie shows us that friendship is worth so much more than a mere spot on an athletic team.

Adding to that, during the 1936 Summer Olympics held in Berlin,

Germany, track-and-field athlete African-American Jesse Owens, was on the verge of being disqualified for the long-jump event after failing his first two attempts. German Luz Long, Jesse Owens’ toughest competitor, gave him an advice that enabled him to meet the qualifying mark to reach the finals. Jesse Owens proceeded to beat Luz Long in the finals to earn the gold medal. Luz Long did not believe the conventional notion that whites are superior to other races. In fact, he was not concerned about winning but more keen on facing the toughest competition to see his own position in the world.

It is also a healthy form of rivalry and competition to impress upon the fact that each individual is unique. Instead of competing with each other and creating a feeling of unworthiness for the person who loses the competition, it is best to explore the strengths of one another and work in harmony. Each person should regard her-or-himself as the toughest competitor and work hard to overcome his-or-her own personal record or target that she-or-he has set for themselves.

Korea’s pride and representative figure-skater Kim Yu-na would be one role model who thinks this way. She said in an interview that whenever she is practicing, she is awed by how great a skater Asadamao from Japan is and how she believes they can be good friends. Isn’t this form of competition truly beautiful and healthy?

So that we can see Korea become the greatest country it can be, the society needs to encourage healthy competition that does not cross over the limit. The desires to be the best through whatever means ought to be overcome and the true worth of fair play and team play should be realized. ³

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50 HUFS Couples Vie for 5 Mln-Won Quiz Show Prize



Jang Ho-jun / The Argus

Male participants during the filming of the popular TV variety show "Golden Ladder" hoist female partners into their arms at the Yongin campus on Aug. 20.

Fifty HUFS couples competed for a 5 million won grand prize on Aug. 20 on a popular TV variety show at the HUFS Yongin campus, though at the end of the day all walked away empty handed.

on the show.


International business majors Yang Jihyun and Hur Moon-jung looked strong going into the last round, but came up short after they failed to make it through the final challenge, disappointing the

The KBS 2TV program "Golden Ladder," which ventures out to local schools or offices, came to HUFS to give students a chance to claim the top prize. Participants included long-time couples and impromptu teams formed on the spot to compete

audience after a come-from-behind win in an earlier stage.

"Everyone worked so hard today for the one-hour broadcast," Yang said after the event. "Although we did our best, it's regrettable that we couldn't come up with the final answer."

The show's MCs include comedian Ji Seok-jin and Lee-teuk, a member of pop group Super Junior, as well as video jockey Boom. The program was filmed inside the Sehyang Build, unlike earlier broadcasts shot outdoors at various sites around campus.

Lee Jun-sang, who made it into the semifinal round, said he hoped to use the prize to help his ailing father receive the medical treatment he needs. "In the end it didn't work out, but I hope he enjoys watching the program." 

By Jang Ho-jun

HUFS Moves to Open Pharmaceutical College at Yongin Campus

HUFS has stepped up efforts to gain government approval for a pharmaceutical college at its Yongin campus outside Seoul, school administrators said.

The University recently launched a committee to promote its plan for the new college, following an announcement in June by the Ministry of Health, Welfare and Family Affairs that it will raise its quote of pharmaceutical students to 1,600 in 2011 from the current 1,210.

Led by HUFS President Park Chul, the 10-member committee includes professors from the bioscience,


biotechnology, chemistry and biology departments.

Hyun Hyung-hwan, dean of the College of Natural Sciences and a member of the committee, said, "The new pharmaceutical college would allow HUFS to enter into a new academic field, connecting biomedical and life science with medicine and pharmacology."

He added that the new addition would allow HUFS to train researchers in the life sciences, which he said would not develop in the long-term without a pharmaceutical college.

"HUFS aims to revise its curricula

to better meet the needs of today's globalized and information-oriented society, to strengthen global competitiveness in the educational and medical service industries and to boost cooperation with the local community," Hyun said.

HUFS says it is also hoping to attract professors in the pharmaceutical field, as well as provide modern research facilities and enhance cooperation with pharmaceutical colleges in Europe. 

By Kang Hye-rim

HUFS to Train Global Trade Experts


HUFS has been selected as one of 25 local universities to carry out a government initiated program aimed at nurturing experts in global trade and helping to advance the country's drive to increase its trade surplus, a school official said.

Seoul's Ministry of Knowledge Economy announced on July 30 that HUFS would be selected to conduct the Global Trade Experts Incubating Program (GTEP). The University had

applied for the program in March.

Co-sponsored by the Korea International Trade Association, GTEP aims to train experts in international trade as the country strives to increase its trade volume to some US\$1 trillion annually. Under the program, the University will offer a variety of courses in global trade, e-trade and overseas marketing. A total of 700 hours of coursework will be offered over three semesters beginning in August.

Participating students will receive certification from the Ministry of Knowledge Economy after completing the program and passing a final evaluation.

"The University will endeavor to train experts, ensuring they gain a good deal of international experience and are able to speak a second language," said an HUFS official. 

By Lee Kyeong-eun

High School Students Discuss Global Issues at HUFS

Hundreds of foreign language high school students discussed an array of global issues at a three-day mock international conference jointly hosted in late August by HUFS and the JoongAng Daily.

The 2009 Korea International Model Congress (KIMC) opened on Aug. 21 at the high-tech Lecture and Research Center on the Seoul campus, bringing together some 200 students from such institutes as Daewon, Hanyeong and Yongin foreign language high schools.

Aimed at expanding young students' interest in international affairs, the KIMC serves as a platform introducing key issues critical to the future development of Korea.


Students are divided into two categories -- domestic and international -- with each group then broken up into smaller sub-committees and designated a specific country for which they are to act as representatives. Students must then highlight the political, economic and social challenges confronting their



High school students form small groups to discuss solutions to current global issues during the Korea International Model Congress held at HUFS on Aug. 21

nations.

"By representing a country, I felt a sense of responsibility as a leader and the desire to do my utmost to serve my people. I also became more aware of what current leaders are doing for the countries right now," said Kim Min-ji, 17, from Gimpo Foreign Language High School, who represented Iran during a mock U.N. Human Rights Conference.

Other groups included the World Economic Forum, the World Health Organization and the U.N. Climate Change Conference. Student delegates discussed key issues and came up with practical solutions for some of the most pressing challenges facing the global community. 

By Lee Yeong-eun

Korean Art Academy Raises Copycats, Not Artists

By Hwang Jung-hyun
Editor of Culture Section

Hongik University has announced the permanent elimination of the fine arts talent test from its criteria for selection. It seems that the project of Korea's largest arts college will greatly affect the entrance exams of domestic universities of fine arts.

The new policy comes in response to the criticism that Korean universities are only cultivating skilled workers awaiting training, not artists. Aside from this, it has been pointed out that the talent test does not evaluate the creativeness and potential of students, and it has instead turned into yet another entrance examination, enabling private educational institutions to gain more influence.

When we look around at our nation's talent tests at arts colleges, it is a drawing of a plaster figure that has constituted the main focal point of the tests. The arts academy has included a component of turning design into shape as its most fundamental course since the 18th century. However, it is only Japan and Korea that still have a drawing as a talent test today. Starting with the practicing of drawing in the freshman year of high school, most aspiring artists' school schedules are tied up in design coursework for more than two years. The students' ability to draw a figure perfectly with their eyes closed is testament to rote practice. Accordingly, it is a natural result that persistence and exactness are the most important skills for passing the arts college entrance exam, while creativity is not rewarded or encouraged.


Adopted by Kookmin University first in 2001, "Inspiration Expression" has spread and become one of the ways of talent test for design course. In the test students are supposed to draw their pictures in five to six hours in accordance with the theme which is noticed on the test day. It seems to be a creative way but lots of hakwon, or cram schools, are ruining the test. Hakwon show students several expected themes and make them

just copy the model picture, so the students are not doing the inspiration expression but imitating. Just after five years of the new exam, a student was caught for copying other drawings in the entrance exam of Kookmin University. However, people in private education thought it would have happened some time or other.

Be that as it may, it is obvious that no one should be casting stones at the students. Hakwon have solely been teaching how to copy well so as to earn the most profit, not how to think creatively. In addition, incompetent professors and the parents of the students who zealously buy into private education play a significant part in perpetuating this undesirable situation.

In modern art, the most critical skills are vivid ideas and a fertile imagination, not the power of description. With a novel idea, anyone can be a great artist.

As today's Korean system of the arts college entrance exam has produced these unintended results, eliminating the talent test could be an effective part of clearing the way for cultivating real artists in Korean society at present. However, it is uncertain whether there can be a fresh and concrete alternative. And the question arises: How should senior high school students be preparing to be admitted to arts colleges? Admission officials should promptly set the guidelines for the students to grapple with the existing exam when they are confronted with it.

The most fundamental cause to be resolved is the exam "hell" of Korea. Improving the admission exam is no longer effective. As long as an academic career guarantees success, no entrance exam systems can ease the murderous competition. In addition, university education is useless for the students who attend college only as the academic stepping-stone to a career and not to devote themselves to their studies. A leveling off will be necessary to restore true meaning to education that can enlighten individual's traits. 


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9:59 A.M.

All HUFSans have to concentrate on keeping their fingertips ready to click away at 9:59 a.m. twice or more every year because they have to sign up for their lectures starting at 10:00 a.m. Their application to these lectures is a very important factor for students to have a meaningful semester.

I'm going to criticize the situation that the university provides very limited information on lectures to students during the lecture application process. To apply for lectures, students are only provided the syllabi that only indicate the lecture schedule, instructing materials and professor's name. However, it appears to be very insufficient for selecting lectures for the upcoming semester's life. Of course, we can search for information in "HUFSLife", the web site that gives students useful information on such matters, or ask other students. But these are just the students' subjective opinions. Students make use of lecture changing times about three times per semester on average; however, it is not easy to find satisfactory alternatives within these brief time periods.

It could be my subjective opinion too, but on some occasions I enrolled in lectures that turned out to be quite good even though they received bitter criticism from others. On the other hand, I have also ended up enrolling in lectures that were not so good even though they received favorable ratings from my fellow students. I have also taken courses that are instructive, but which are chosen by a minority of students because their course titles look difficult. Internet lecture sites, which I routinely used in my high school days, let students choose their courses easily by providing sample lectures. Of course, it may be unfair to compare a private academy to a university. Furthermore, I don't know much about the school system because I'm still just a freshman. But I think that if more information about lectures are provided in advance, it would be a good way to overcome dissatisfaction among students. 

Lee Bong-gun

(Division of Business Administration-09)



Bea Yeon-joo

Cartoonist
of The Argus

*He was
the greatest president
who took the first step
forward peace
on the Korea Peninsula*



Kim Dae-jung (1924.1.6~2009.8.18) was the president of South Korea from 1998 to 2003.



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