

The Argus

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The Global Campus Second Dormitory is Now Open to Students



HANKUK UNIVERSITY OF FOREIGN STUDIES

The Argus

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• *President and Publisher* Dr. Park Chul

• *Executive Editor* Prof. Kim Yoo-kang

• *Editor-in-Chief* Cha Eon-jo (EIT2-3)

• *Associate Editor* Kim Su-young (T-2)

• *Reporters* Kang young-joon (EC-1)

Woo Hae-chung (CH-1)

Yang Eun-young (SIT-1)

• *Copy Readers* Prof. Lyman McLallen

Prof. Brandon Walcutt

Prof. Christopher Derick Varn

270, Imun-dong, Dongdaemun-gu, Seoul, Korea
(Postal Code 130-791)

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

San 89, Wangsan-ri, Mohyeon-myon, Cheoin-gu Yongin,

Gyeonggi Province, Korea

(Postal Code 449-791) Tel: (031) 330-4113

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Kang Young-joon / The Argus



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People

How many people exactly know about poor labor environment? Recently, there are many issues in Korea society, such as U.S. military's spills of Agent Orange, half an hour delivery service, standing worker without chair and so on. In this column, The Argus meets Kim Shin-bum who is trying to help people under this environment. Let us hear his story about changing the world.

T&C Tower

The psychopaths are not only criminals. They may cause damage to you, standing right next you. The Argus is going to inform you about psychopaths' characteristics that you might not know.



Main Issue

Have you ever been to SSM(Super Supermarket), such as GS super, Lotte Super, Home plus express? It is convenient to stop by and you can buy products at a low price. In fact however, SSM can threaten to the small merchants' rights to live and even consumers' rights. In this month, The Argus tries to know the actual circumstances of SSM.

In Depth on National

SSM has advanced the alley district and owing to this lots of small merchants are on the decline. Thus SSM is coming into conflict with small supermarket. So The Argus considers the causes and solutions of conflict about SSM

Reportage

Small merchants are trying to improve their competitiveness with SSM through Nadle Shop project. Through this project small merchants can consult with experts and modernize their small supermarkets.

Korean Software, Where Should It Go?

Recently, Apple Inc. filed suit against Samsung Electronics, arguing that the Korean company plagiarized their tablet PC, iPad. For this reason, Apple insisted in German court that Galaxy Tab 10.1, made by Samsung, should be banned from trade in Europe. Fortunately, the Korean tablet PC is now being sold in European countries, but we should not be merely happy with this news.

As Samsung refuted, Apple's lawsuit might be contractive or far-fetched. However, the Korean company is not safe from the criticism that their software industry is still weaker than its hardware industry. Cell phone products of Korean companies such as Samsung and LG were ranked No.1 in the world terms of international market share. However, the Operating System(OS) of their smartphones is Android, owned by Google, which means Korea still does not have its own competitive software. As Korean cell phones depend on foreign software, researchers say that if Google demands pay in exchange for using Android, the Korean phone industry will be faced with great danger.

That is why Korean electronics should now concentrate on software, but the problem is chronic. Lately, Lee Gun-hee, president of Samsung, ordered more experts to concentrate their efforts in research and development of software. However, if the industrial cycle in Korea is not changed, the software business will not be developed. In Korea, major corporations dominate the software market, so it is difficult for small or medium-sized companies to win contracts. If more chances are given to more companies, there will be more ideas for better software.

There is still another point Even if many opportunities are allowed, are there enough people who are talented? Kim Taek-jin, CEO of NC Software, said Korean software is still weak, but it is not just because of major companies. The more fundamental reason, he said, is that there is not a desirable environment in Korea for talented people to invent better software. While many students want to go to medical school or they are not interested in computer programming. This is because it does not guarantee a good future in Korea.

All over the world, the significance of software has emerged. Although Korea has world-class IT technology, we should pay more attention to ways of developing the software industry. 

Editor-in-Chief
Cha Eon-jo

World Folk Culture Festival to Be Held in Yeouido

The 21st World Folk Culture Festival will be held on the Yeouido Floating Stage on Sep. 24.

The festival will proceed with a reception and a performance. Special areas for experiencing world cultures will be also prepared.

This festival is not only for HUFSSans, but also for the public including foreigners and multicultural families. For people to enjoy the festival, the promoters selected teams by considering their abilities and the cultural equity of each continent. At the same time, the managers rented the Yeouido Floating Stage and have promoted this festival on Twitter to many foreigners and have contacted many places including orphanages and embassies to make a big festival.

Jeong Jae-in, a chairman of the festival,

said, "Many HUFSSans, alumni and the public can have fun at this festival. I hope many HUFSSans will participate in this festival to make it a big event so that HUFSS can be proud of it. I also hope it can attract many foreigners."

The areas for experiencing world cultures will be open from 1 p.m. to 5 p.m. and will be composed of many countries' booths showcasing traditional exhibits, food, fun and music. In the booths, not only HUFSSans, but also the public can take advantage of these traditional events and learn each country's language. Secondly, a reception where President Park Chul is supposed to give his congratulatory address will be held from 5 p.m. to 6 p.m. and include a costume parade consisting of four selected students from each team that will travel on to the National Assembly. After that, a performance



▲ A scene of former World Folk Culture Festival

time will be started, where 16 teams will perform singing, dancing and playing.

This festival can only be held by HUFSS since it is the only place that teaches students the languages and cultures of 45 countries and benefits by its many alumni that live abroad and contribute each country's traditional costumes. ☞

By Kang Young-joon

Heavy Rain Floods at Global Campus

A record rainfall fell on July 27 and paralyzed the entire Global Campus. Due to this rainfall, Myeongsudang, the lake on the Global Campus, flooded for the first time since the campus' establishment.

In addition to the flooding, the back of the students' union was buried under a landslide which instantaneously left the first basement level waterlogged and the ground floor covered by earth and sand. The damage made it impossible to use the administration office, copy room, post office and lots of Dongari rooms.

The students' union building became off-limits to students due to the additional risk of building collapse. These floods and landslides also resulted in the casualties of a professor, two students, and four faculty members. In addition, 2.2km of main streets were destroyed, many school drains were blocked, and the schoolyard was flooded.

According to the Facility Management Team, part of the building from the first to fourth floors of the students' union that are connected to second semester classes will be restored before Aug. 29,

the first day of school. However, the restoration work on the first basement level will not be completed until Sep. 30. In addition, some tasks that are not directly connected to the second semester, such as the dredging of Myeongsudang, will not be restored until late November. To mitigate the inconvenience of students and faculty, administration offices have temporarily opened in other school buildings. ☞

By Yang Eun-young

The Global Campus Second Dormit



▲ A view of the Global Campus second dormitory



▲ Student dorm room



▶ Cafeteria



◀ President Park Chul and executives attend a ribbon cutting ceremony for the new dormitory at Global Campus.

Dormitory is Finally Built

The building completion ceremony of second dormitory was held at Global Campus on Aug. 22. President Park Chul participated in the ceremony with university executives, professors, and students. The occasion proceeded with a ribbon cutting and a report on the progress of the construction. President Park delivered the congratulatory speech after the executive director's address.

The new dormitory is composed of four student buildings and one foreign faculty building and can accommodate up to 1,730 people. Each dorm room has a toilet, bathroom, and an Internet phone. In addition, a fitness center, cafeteria, and a seminar room are the newest main facilities in the dormitory.

Park Chul said, "2,500 students now can stay at the existing dormitory and the new house, and especially, students in the second dormitory can experience 'global life,' in that foreign faculty members will also stay there."

Meanwhile, an instruction program will be operated for students in the dormitory, with classes such as English. To do this, an English Zone will be established, and various environments will be created for studies.

By Cha Eon-jo



▲▲ The outside of a cafeteria and coffee shop
▲ Student lounge



▲ Foreign faculty building



▶ Hallway of the new dormitory
▶▶ Student lounge



Overseas Volunteers Completed Their Missions

Student volunteers have safely returned after completing their missions in developing countries for 12 days.

Under the name of global volunteers, which had been supported by the Ministry of Education, students were sent to Cambodia, Thailand, Indonesia and Mexico to lend the poor inhabitants a helping hand. A team of filmmakers from the Korean Broadcasting Station (KBS) also accompanied the students to make a film of the volunteer activities.

Students primarily built homes for the homeless people and shared their culture with locals. Shouldering a load of bricks and dumping cement on the ground was heavy labor, but soon it became an unforgettable memory to the

participants. The work continued even if it rained. On the last day, there was a small festival that students introduce Korean food and cultures to the locals. During this time, they could also learn native traditional dancing and teach Taekwondo at the same time.

One of the participants, Kim Sooyeon who is a sophomore from the Department of Persian, said "I burst out crying on the last day at Mexico. The laughter of the children still remains vividly in my memory. It was physically challenging at first, I gained the confidence that I could do everything through this experience."

Lately many students are too busy to look around their neighborhood, but, there are brave HUFSSans who are



▲ Students are painting the wall of an elementary school in Indonesia.

willing to help others worldwide. This program will be open next year. 🇰🇷

By Woo Hae-chung

The Foreign Language Education Center to Be Open for HUFSSans

In the Foreign Language Education Center that was founded last June at the Global Campus, students can study English from Sep. 7 to Dec. 9 this year. Starting with classes, most of students have to take Practical English courses and there will be a change beginning this second semester. Last April, all of the freshmen on Global Campus took part in the Individualized Foreign Language Education Program (IFLEP) and, based on their scores, students were divided into five grades. Students have to take appointed classes

according to their grades so it is impossible to take a class that does not fit their level. Moreover, future freshmen who will enter HUFSS next year have to take the IFLEP before their admissions. Through the IFLEP, the school can induce students to study English and improve their grades so that students can prepare for language certification, which is a requirement for graduation. In addition, students who receive the first or second IFLEP grade can be exempted from the Practical English class starting next year. After their classes, students

can also earn up to four credits at the Foreign Language Education Center.

Course registration starts from Aug. 29 to Sep. 2 on the homepage of the Foreign Language Education Center and applications will be accepted in the order they were submitted. Lastly, students whose attendance rates and scores are high enough can receive scholarships. 🇰🇷

By Yang Eun-young



△ University students participate in a demonstration at Cheonggye Square on Aug. 15 to call for half tuition fees.

Kim Su-young / The Argus

By **Kim Su-young**
Associate Editor of National Section

One Step for Better Future

8.15 Fee Liberation Day - Students Celebrate Independence Day with Assembly Held on Cutting the Tuition Fees in Cheonggye Square.

Recently, many controversial social issues have appeared such as problems with Hanjin Heavy Industries & Construction, the Agent Orange spill crisis at seven U.S. military bases, naval base construction of Kangjung village, Jeju and so on. The Tuition Fee Liberation Day began at 4:00 p.m. in the Cheonggye Square to protest the problem of half tuition fees that were promised to university students.

Not long ago on July 2, a freshman of the University of Seoul died in an accident that took place at his part-time job at E-Mart where he was working to earn his tuition fees. However, E-Mart did not handle his death appropriately nor fairly. At the end of the Tuition Fee Liberation Day rally, the University of Seoul student's president told the unfortunate story of this student and said that the protest day was also the student's funeral day.

In June, university students began a candlelight vigil as civic participation spread. The Grand National Party(GNP)-Hannara came up with certain measures to try to appease the students. One of the measures was to commit 1.2 trillion won each year to provide for 10 to 30 percent cuts in tuition fees by 2014. The GNP also wanted student tuition fees immediately to be cut in half, but that was somehow seen as panic as the officials tried to establish reduction enabling measures. That all changed, however, since Hong Jun-pyo took office as a representative.

4 p.m on the 15th anniversary of Liberation Day was the first place that provided a glimpse of the possibilities regarding tuition fees. Five opposition parties, civil society organizations, and university organizations jointly sponsored and paid for the sizeable assembly that has been held every year by the progressive party and that this year went hand in hand with the rally on Aug. 15. Although we still have to pay high tuition fees for this semester, we hope the students' dreams will come true next semester. 

swimming@hufs.ac.kr



For Whom Does the Course Evaluation Exist?

By Woo Hae-chung

Reporter of Campus Section

Since last semester, there has been much controversy about college tuition. The big question with students is whether or not the universities are providing quality education for the tuition. Discontent among students about the seemingly lower quality of education provided by the universities is also one of the causes fueling the controversy. Indeed, Korean university students' satisfaction about the quality of their education was rated 39th among 59 countries according to a survey done by International Management Development in 2011. Owing to the rising voices of reform to the universities, the university authorities in Korea could no longer stand neglecting the demands for better educational settings. So this month, The Argus will take a careful look at the course evaluation that has been carried out by Hufs for the purpose of improving courses, and consider ways it can be improved.

Started, Implemented and Managed by HUFs Only

In 1993, a course evaluation was first initiated in Korea by Hanshin University. Along with other universities, HUFs also started to implement course evaluations in 2004 and put the Center for Teaching and Learning in charge of conducting it. Our course evaluation is composed of course assessments and releases the ratings to the students. HUFs stipulates that students must submit their course assessments in order to see their final grades. In the course assessments, students can score each category on a scale of one to five. During the period of registration for classes, the average scores of courses are open to students to help them choose the classes in which they will enroll.

When a course evaluation was first started at HUFs, the course assessment was made up of 13 questions devised by professors from the College of Education. Through a second revision in 2007, which extended the number of questions to 31, it took the shape of having ten general, three optional, and two descriptive questions until recently. In the latest revision, an English version was included and five additional questions were added for the students of the College of Global Business Administration specific to the courses in that college.

According to the Rules...

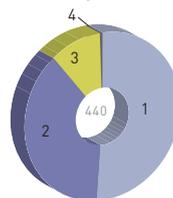
The initial purpose for implementing a course evaluation was to help the professors with self-improvement by showing them how the students viewed them. Not only that, it was thought to draw interactions between students and instructors in positive ways. You might wonder how it works at our university.

▶ **For the professors:** according to Article 4, written in the detailed enforcement regulations for Assessments of Achievements, if professors receive course evaluation grades above 4.41, they earn 100 points for their educational achievement. Professors who get grades below 3.80 gain 20 points. Getting a paper published in an accredited academic journal gives them 70 points. The points they get for high course evaluations is almost the same they get for publishing an academic paper.

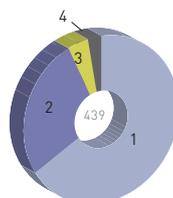
▶ **For the part-time lecturers:** their grades for the course evaluation have more influence on them than it has for the professors. The deans of each college evaluate their grades in considering their next appointments. However, it is merely a reference not a compulsion.

▶ **For the students:** the students must submit their course assessments online so they can get their final grades. Their anonymity is guaranteed since only the grades for each question are sent to the professors. In addition, for three weeks before and after the period of course registration, the grades of each class are released to help them select their courses for the next semester.

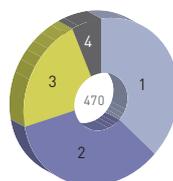
Survey for the Students



- Q. What do you think of the course evaluations?**
1. Necessary 51.3%
 2. Important 37.9%
 3. Not that necessary 10.2%
 4. Should be abolished 0.4%



- Q. Which is more important when choosing courses?**
1. Syllabi 66.2%
 2. Recommendations by friends 26.8%
 3. Grades by the course evaluations 4.3%
 4. Comments on HUFs life 2.5%

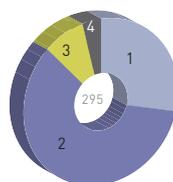


- Q. If you do not objectively answer the questions for the course evaluations, what are the reasons?**
1. The uncertainty whether anonymity is being guaranteed 38%
 2. The ineffectiveness of the results based on the indifference of the professors 34.2%
 3. The problems within questions written in the course evaluations 21.9%
 4. Due to close relationships with the professors 5.8%

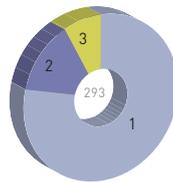


- Q. To make the course evaluation more effective, what should be fixed?**
1. A small number of the professors using the results of the course evaluation 31.67%
 2. The current system where students make their evaluations to get their final grades 26.04%
 3. A lack of transparency in managing the course evaluations 20.52%
 4. The problems with questions that are not appropriate for the classes 12.5%
 5. The time frame in which the results are sent to the professors 9.27%

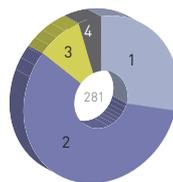
Survey for the Professors



- Q. Did the course evaluations help you improve your classes?**
1. Yes, a lot 29.1%
 2. Yes, somewhat 58.6%
 3. Not much 8.4%
 4. Do not use it 3.7%



- Q. Do you think the course evaluation system should be fixed?**
1. Yes 78.8%
 2. No 13.6%
 3. Do not know 7.5%



- Q. What will be needed to improve the course evaluations?**
1. Compensation for the questionnaire 29.1%
 2. The attitude of students 57.3%
 3. Strengthen the power of the course evaluations so they will affect the achievement of professors more than before 8.9%
 4. Enlargement of the scores in the course evaluations (ex. 5 → 10) 4.6%

However, the Truth Is...

As we have seen, the course evaluation has been accepted by our university from the beginning. However, a serious problem has occurred. The system is inflexible in that no modifications can be made, even if they are needed. Investigating the causes of this problem, The Argus conducted interviews with students and professors.



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► Students

Rumors about the course evaluation

“Do the professors really look at my course evaluation?” is a question that appears with great frequency on HUFSLife, the online community by the students. What is more, a lot of people write comments about that with diverse opinions. According to a survey conducted by The Argus, 50.6 percent of students who took the survey answered that they know very little about the rules of the course evaluation. Those students who reported that they have not been candid in their course evaluations doubted the guarantee of anonymity. The Argus discovered that a lack of accurate information leads to a negative perception among students and

also thwarts any efforts for an earnest evaluation.

No improvements have been made

Even if many students are honest on their course evaluations, many of them interviewed suggest that no improvements and modifications have been made. In The Argus survey, 31.6 percent of the students marked that the most necessary change needed in the course evaluation is for the university to give more weight to the evaluations. A junior stated anonymously that, “I have given the lowest score to the professor who did not show up for his lectures without notification. He did this several times during the semester. I wrote about it on the evaluation and expected it to be corrected. However, nothing changed the next semester. From this experience, I have come to not believe in the role of the course evaluation. It is not worth the time to fill out.”

Ineffectiveness of the release of grades

A large number of students are skeptical about the effectiveness of the release of the evaluation results. According to The Argus survey, only 4.3 percent of the students report that they use the evaluations in selecting their courses. Kim Ga-won, a freshman majoring in Chinese, said, “At first glance, the evaluations by the students helped me choose what to take the next semester. However, I soon realized that mere figures do not help me as much as the comments and further explanations do. Not only that, most of class grades are higher than 4 points which really do not indicate objective criteria.”

► Professors

According to the survey by the professors, 87.7 percent answered that the course evaluations gave them good feedback. Although many of the professors take a positive view of the role

of the assessment, 78.8 percent of them indicated the need for improvement. The results of the survey imply that the purpose of course evaluations is valuable but there are still some problems that need fixing.

The biggest problem that many professors pointed out is the reliability of the assessments done by students. It comes from the negative remarks the students made on the course evaluations. The majority of the professors answered that they have a difficulty in using this as feedback for their classes due to the insincere evaluations by the students. Professor Han Sung-Chul of the Department of Italian said, “I sometimes have doubts about the results of the course evaluation when it is done by younger students. They seem to select only one answer for every questions even without reading them.” He also added that the multiple-choice questions are so superficial that he only focuses on the short answers.

The second problem comes from the Assessment of Achievements system itself. In general, most of professors put more energy on their research that directly affects their achievements. Because published research is more important to the professors than teaching students, and since lower evaluations do not effect them that much, it depends only on the professors whether they consider the results for feedback or not.

Reasons for a Failure

Lack of willingness on the part of the university

Lee Seo-ul, a chief executive from the student council, has pointed out that the main reason for the failure of the evaluations is that the university is not serious about them. If the university placed more importance on them, they would be more effective. However, there

are no documented guidelines prepared for course evaluations.

No improvement in questionnaires

While KyungHee University consults with its student council when writing their questions, our university one-sidedly creates superficial assessments, thus hindering the essence of the assessments themselves. For this reason, none of the opinions from professors and students are at all reflected in the evaluations. This is because of a lack of participation, pure and simple.

Absence of an administrative system

Additionally, an administrative system implementing the feedback from class evaluations has not been established. The only duty of the university is to put the evaluations into statistical data and send them to the professors. There is nothing in the university rules about reducing professors with low evaluations or demanding improvement from them. Professors with 3.80 or below all equally receive 20 points worth of bonus points. This kind of nominal system brings into question whether the university wants to genuinely provide students with satisfactory professors and quality classes through the evaluation system.



Students with no expectations for their university

This lack of willingness on the part of the university leads to mistrust by the students in the evaluations. The students have even come to the point where course evaluations are thoughtlessly

filled out and seen only as a process to overcome in order to check their grades. This is because students think the evaluations may be transferred before professors input grades, or because of the lack of information assuring their anonymity. This points out the lack of students' interest in university affairs. Indeed, only the average grades are sent to professors contrary to rumors among the students that the course evaluations, along with their names, will be directly transferred to professors. The prevalence of rumor and bad information all proves the lack of interest among students and it devalues the genuine worth of the evaluations.

Are There Any Solutions?

The objectivity of evaluations and the need for reliability

The current system of evaluations is only composed of five multiple-choice questions that we can easily select with the click of mouse. The people in charge of the evaluations all know that students try to finish the procedure only so they can check their grades. Even if only a few students really put honest effort in making their evaluations, the questions are too superficial to deliver a real meaning.

Thus, the first thing that needs to be done is to reform the questions so that they are more meaningful. While making deliberate questions, the opinions of students and professors must be reflected. Also, the period of submission should be changed and students should be obliged to write short answers to possibly prevent insincerity.

Growing influence of the evaluations

With higher reliability gained through these suggested remedies, the influence of the evaluations to the achievements of professors can be increased. The current

system only has the duty of transferring the evaluations into statistical data and sending it to professors. Escaping from the passive management, the committee should be organized so that it can make significant improvements. The committee should not only include professors but also student representative who can gather public opinion.

At Hanyang University, instructors who got lower grades in the evaluations are disqualified for one year and receive disadvantages for promotion. We have to take drastic measures as HanYang has done. Yonsei University selects about 50 students for the team to monitor the evaluation and questions. Through policies such as this, the university would gain a better evaluation system.



Mutual Understanding and Cooperation between Students and Professors Needed

There is one more thing to bear in mind. The course evaluations should be regarded as a means of last resort. True enough that it is an important way for improving our environment for education. The more important thing, though, is mutual understanding and cooperation between students and professors. Students must sincerely evaluate the classes with humble attitudes and professors must take it as priceless advice. The evaluation, after all, is only a stepping-stone for good development for the university.☞

ouotoo@hufs.ac.kr

Keep Workers, Citizens from the Poor Environment!

By **Kim Su-young**
Associate Editor of National Section



Kim Su-young / The Argus

Since Chilgok U.S. military base drained away Agent Orange, uncovered issues have been reported. Problems of illegally dumping formalin into the waste Han River from Yongsan military bases are already known, but many more new cases of illegal toxic waste disposal involving nuclear weapons, Agent Orange, chemicals and asbestos have been raised across the country. To solve the problems, Kim Shin-bum proceeded to build the 2008 campaign ‘Standing workers need chairs and sweepers have the right to wash their bodies.’ This campaign has contributed to the creation of the government policy ‘Protection measures for standing workers.’ He works hard today under the motto ‘Keep workers and citizens from the poor environment’ and speaks out in the name of the people.

Argus : Tell briefly about the *Occupation & Environment Health Institute*.

Kim Shin-bum(Kim) : First, the Occupation & Environment Health Institute was established in 1999. Initially, in 1988, the idea of the institute arose because of the many occupational related deaths at Wonjin factory. Accordingly, Wonjin workers’ occupational struggle was inevitable. Also, in 1999, a 15-year-old boy died from mercury poisoning and the workers’ right to health movement has since become increasingly larger. The struggle caused Green Hospital to found the Occupation & Environment Health Institute in 1999. As a result, this institute is studying ways to strengthen the required workers’ right to health in the field. This institute also includes our patients’ wishes that a situation like the

unfortunate Wonjin research lab will not happen again on this earth.

Argus : How did you first start in this field?

Kim : I studied hard and went to the School of Veterinary Medicine at Seoul National University. However, university life was not very interesting so I got involved in the student movement and fought the government with my friends.

One day, a college senior said to me, “If you learn occupational health in graduate school, you might be able to help workers in South Korea.” I heard this and blindly attended a debate related to occupational diseases. Since I considered this work to be my calling, I graduated and then joined the newly formed Occupation & Environment Health Institute and started a second life. After the first institute, financial

difficulties made my life more difficult. However, thanks to many people working here, it is really good that many people can find the right to work in a better environment.

Argus : What is your specific work here?

Kim : Initially, the chair of the Korean Confederation of Trade Unions tasked us to study the actual conditions of labor associated with migrant and service workers. Recently, the topics of depression and emotional work are also issues belonging to this area. Since I began, my work in industrial hygiene, real environments and other risk factors have become of interest to other people who study the various social and occupational issues affecting workers.

Argus : From your perspective

on the current controversial U.S. military base problem, how well is the situation on Agent Orange issues being disclosed?

Kim : First of all, the U.S. military has said that there is no available information on the burying of Agent Orange. However, in the years since 1968 or 1969, many witnesses have talked. Currently, the U.S. military insists that from 1968 to 1969, Agent Orange was only used in the DMZ and no citizens were affected.

Steve House, although he suffered damages in that period, is not being recognized. In the past, during the Vietnam War, Agent Orange use affected 300 million or more victims. In Korea, the extent of damage is not known, but it was used until 1976 when its use was discontinued. At that time, it was decided to be disposed of safely in the middle of the ocean or incinerated. However, based on Steve House's testimony, Agent Orange was not totally incinerated in my country. Currently, the biggest problem is that the U.S. military exclusively has all the information and provides only small amounts to the government of South Korea. However, our country is allowed to access to the bases to find out the true survey information. Therefore, the Korea-U.S. task force experts will exert their expertise on the military bases' Agent Orange issue to complete the leak investigation.

Argus : Direct campaigns and the policy "Protection measures for standing worker" were presented at the Department of Labor in August



2008. Nevertheless, the fact is students who work part-time jobs still do not seem to have chairs. Beyond monitoring workers, are there any countermeasures?

Kim : Is it the country's problem to monitor and oversee that problem? Many probably would not think so. Similarly, many issues are still unseen by the Labor Commissioner because many people do not think there are sufficient reasons. The first thing to be done is that society should not be forgiven. Before going legal, the criticisms should first be made by the customers, convenience stores and supermarkets. So far, I have been fighting with department stores and large supermarkets, but the fight in the future, I think, will be with convenience stores. Convenience, currently in Korea, is increasingly becoming the trend. However, for workers working alone at night, a dangerous situation occurs during the nightly turnover ceremony. This is not correct.

Argus : During your variety of experiences, is there any memorial person or episode?

Kim : I remember what went on in Base Camp Carroll the most. Steve House and I went down from the camp to Waegwan to attend a meeting with the residents and offer them an apology. Then Steve House said, "I would have been here sooner and I am sorry to have come late. Influenced by my dad who is a veteran of Korean War, I have got affection for South Korea. However, it is unbearable that the people of South Korea have been unforgivingly damaged. I have held on to



the knowledge of this material for six years, but nobody trusted to listen to me. This is why I came." At this time, after hearing his story, an old man said, "I recognized the damage of Agent Orange in Vietnam veterans and, as a person, I will forgive you. I hope you receive an apology from the U.S. military and the Department of Veterans Affairs that recognizes the Agent Orange damage." He shook hands with Steve House, who happily returned to his country with the forgiveness of the people. Through this episode, I thought of him as a person to emulate.

Argus : What do you want to say to university students who will lead society into the future?

Kim : Society requires university students to possess a high level of ability. This state can be triggered by excessive competition. When I was young, I often felt frustrated. Not wanting to dream is the largest frustration. Recognize the frustration when you can finally dream of it. Therefore, people should not get to down on themselves and should not think that their dreams are impossible to find. Before it is too late, suffer frustration. Above all, I would want to be given a chance to be important. Suffering from frustration is to find meaning in my life. ☹️

swimming@hufs.ac.kr

In Depth on Nation



SSM: The Outlaw of Alley District

By **Yang Eun-young**
Reporter of National Section

“Quality of development is more important than quantity,” said President Lee Myung-bak in his speech on National Liberation Day. He suggested “Ecosystemic Development,” which is the new model of the market economy. According to this, he would protect owner-operators and the alley districts through vitalization of domestic consumption.

We can purchase products conveniently in a pleasant environment through SSMs. Besides, we can get goods much cheaper through SSM. However, small merchants are on the decline because of SSMs. Indeed, should SSM be supported on account of consumer rights or should it be limited owing to small merchants having the right to make their livings?

The Appearance of SSMs

SSM is an abbreviation for 'Super Supermarket' and it means businesslike supermarkets that are managed by major companies. SSM advanced have into the alley market since 2007 when competition of hypermarkets became over-heated. They encroached on the alley district in a short time owing to their great amount of capital, excellent brand power, and advanced distribution systems.

SSMs: Their Influences and the Conflicts They Cause

★ Enhancement of consumers' rights

Consumers can make a wide range of purchases and can buy products much cheaper through SSMs. In distribution, SSMs purchase products in quantity at reduced prices. The head offices of SSMs distribute products to their branches through national distribution networks. By contrast as most small supermarkets purchase products separately, their prices are much higher than SSMs. In consumer relations, most SSMs deliver products for free and often make free events. Currently, Emart-everyday, Lotte Super, and GS Super deliver products free of charge. Also, through advanced distribution systems such as Point-of-Sale systems, SSMs can analyze consumers' buying patterns and respond to their requests immediately.



▲ The front view of Home plus express.

But SSM's encroachment on the alley districts can lead to a market monopoly and oligopoly. Eventually, it could result in the infringement of consumers' rights. "A few conglomerates of distribution monopolize the department store, hypermarket, home shopping business, internet shopping business, and even SSMs. As it is, conglomerates of distribution would finally monopolize all distribution markets, and then consumers' rights will have no choice but to be invaded," said Won Jongmun, professor of the Department of Distribution at Namseoul University. Besides, there are old people who prefer small supermarkets rather than SSMs as they are not familiar and thus uncomfortable with SSMs.

Meanwhile there are suspicions that cheap goods of the SSMs and hypermarkets are perhaps weak goods and loss leaders. A wire was found in a candy sack that is manufactured by Home plus. And according to a Korea Food & Drug Administration report published last May, 23 private brand goods of SSMs and hypermarkets were condemned as unfit to eat from 2008 to 2010.

Also, SSMs arouse suspicions that by using some products as minor loss leaders, SSMs give the impression to consumers that goods at SSMs are cheap. Regarding this, Hwang Bo-yun, professor of Hoseo Graduate School of Global Entrepreneurship, mentioned that SSMs give the illusion that SSMs are much cheaper to consumers by abusing loss leaders.

★ Threat to small merchants' right to live

As our country suffered from the IMF crisis, credit card crisis, and global financial crisis, lots of people became retirees and some even jobless. The majority of them became owner-operators such as wholesalers or

retailers for living, because wholesale and retail businesses are not necessary to have a particular training and can be established with little capital. But the portion of Korea owner-operator is 31.3 percent and it is two times higher than of OECD-member's average which is 15.8percent. That is a third of our nation are owner-operators. Among them only 25percent make a stable profit. Although own-operators account for a great part in the labor market, the social safety net such as unemployment insurance is only wageworker oriented. Thus, owner-operators have to endure business failure on their own and are apt to become poor.

From 2006 to 2009, the number of retail stores of the big three SSMs (Home plus express, Lotte Super, GS Super) tripled and their sales doubled. On the other hand, the number of retail stores and the sales of small supermarkets were reduced sharply. In a report by Jo Seungsoo, a member of the National Assembly, due to the appearance of SSMs, sales of nearby small supermarkets decreased 48percent and the number of customers decreased 51percent on average.

The weak social foundation of owner-operators and the advance of SSMs will make small supermarkets endangered. Bankruptcy of small supermarkets could endanger our economy and, by extension, shrink potential for growth of the society as a whole.

Major distribution companies insist that they will create about 400 to 500 jobs per SSM, but most jobs created by SSMs are temporary positions that offer low pay and poor working conditions.

★ Subordination of regional economics

The owners of small supermarkets are consumers of the region as well as merchants, so they return the greater part of their profits to their local community. Conversely, most head offices of SSMs are located in the capital area and even though the SSM is situated in a



◀ A merchant throws water balloons to the picture of the owner of E-mart as a protest to the major distribution company.

<http://cafe.daum.net>

region, the significant share of profits is apt to flow to the capital area. Thus it can cause subordination of regional economics to the capital area. In fact, Daejeon requested to the hypermarkets and SSMs to increase the portion of their local buying in 2007. According to Daejeon, the portion of 14 hypermarkets and SSMs was 1.45 percent. Also, in monitoring by the Citizen's Alliance of North Jeolla Province last year, there were only 8 percent of the area's products in hypermarkets and SSMs on average. Like this, hypermarkets and SSMs do not care about the region's development and seldom contribute to the local community. They only care about making profits.

Causes of Conflict toward SSMs

★ The weak point of restriction laws

Last June the Development of Distribution Industry Law was revised such that the Preservation District of Traditional Business was expanded from 500m to 1km. Also, the Cooperation Law between a Major Company and Small Businesses was amended that if major distribution company pays more than 51 percent of costs to open a franchise SSM, the franchise SSM can be restricted legally. But new kinds of SSMs, which watch for unguarded point of law, are emerging now. For example, Home plus express and Lotte Super

abused the Cooperation Law. They opened franchise SSMs which their major distribution companies shouldered only 49 percent of opening costs. In this way, the laws become ineffective. Park Joo-young, professor of the Department of Entrepreneurship & Small Business of Soongsil University, pointed out a loophole in the Cooperation Law. It is hard to inquire into the actual portion of opening costs. Also, there is the possibility that collusion between the major distribution company and the owner of the franchise exist.

Won Jong-mun, professor of the Department of Distribution at Namseoul University, questioned the effectiveness of the Distribution Law. The regulation of SSMs can not revitalize small supermarkets and local areas. Still, consumers often shop at SSMs and seldom shop at small supermarkets. When an SSM is located in the Preservation District of Traditional Business, the chances would be high that consumers would use small supermarkets. Regulation of SSMs in these districts can bring about isolation of traditional markets and small supermarkets.

Professor Park mentioned that traditional markets are competitive with SSMs. In the last five years the government has made an effort to modernize and improve traditional markets. Owing to the slowdown of hypermarkets, strong rivals to

traditional markets, their competitiveness is strengthened. Substantially, regulation of SSMs is essential not inside of the traditional market but outside of it.

★ Major companies' indiscriminate business expansion

"It is not desirable that major companies go into alley districts. Major companies go ahead with their indiscriminate business expanding although it is easy to predict that a lot of small supermarkets will go bankrupt if they go into alley market. It goes against social responsibility of these enterprises," said Kang Jin-young, assistant administrator of the People's Solidarity for Participatory Democracy.

Professor Won also worries about the monopoly of major distribution companies. In the current situation, a few distribution companies monopolize retail and wholesale, from department stores to SSMs, consumers' rights are easily infringed upon, and manufacturing businesses could be ruined. Once major distribution companies monopolize the market, they can abuse their authority even more. In fact, many small manufacturing companies are troubled with the tyranny of the major distribution companies, such as pressure to cut their prices. In references issued by the Small Business Administration in March last year, only 35.4 percent of small manufacturing companies which deliver goods to major companies could reflect the cost increase in price. 42.9 percent of the manufacturers who were polled said that the main reason that they could not make decent profits is that the major companies refuse to pay natural price increases.

★ Insufficient competitiveness of small supermarkets

SSMs can encroach upon the alley district in a short time not only with their much greater capital, excellent

brand power, and advanced distribution systems, but also through insufficient competitiveness of small supermarkets. According to a report published by the Small and Medium Business Administration last year, 80 percent of small supermarkets are under 100 m² in area. Moreover, so many small supermarkets and their customer services are poor. Also, SSMs enjoy a comparative advantage in terms of price competitiveness due to their singular systems of distribution. Additionally, small supermarket who have modern systems such as Point-of-Sale were only 9 percent of sales in 2007.

Solutions

★ Institutional solutions

Designation of suitable business for small merchants

There is a huge overlap between SSMs and small supermarkets in selling products and commercial supremacy, so they cannot help competing and it is hard to coexist peacefully. Thus, by appointing suitable business for small merchants they can avoid excessive competition. In fact, many advanced countries including Australia enforce this system to protect small merchants. In Sydney, only small stores can sell alcohol. Also, SSMs and hypermarkets in Zurich, Switzerland, can not sell the alcohol. Instead, there is 'Coop' which is an alliance of owner-operators can sell alcohol.

Restrict SSM's business hours

Business hours of the big three SSM are long and overlap those of small supermarkets. Home plus express opens from 9 a.m. to 11 p.m. except for national holidays. GS supermarkets are open throughout the year from 10 a.m. to 11 p.m. Lotte Super always opens from 9:30 a.m. to 11 p.m. By introducing

a new system that SSMs have to close for a while out of obligation, small supermarkets can be revitalized. In Germany, hypermarkets have to close on Sundays and holidays, and on weekdays and Saturdays they can be open only from 6 a.m. to 8 p.m. Also in Italy hypermarkets have to close on Sundays and holidays and they can open only from 9 a.m. to 10 p.m. The U.K. and Japan also limit business hours of SSMs and hypermarkets.

★ Autonomous efforts of small merchants

Modernization of small super markets

·Nadle shops

Nadle shops are a state undertaking that support small merchants who suffer from the presence of SSMs. It backs improvement in accommodation and consulting of small supermarkets. Through adoption of modernized systems such as Point-of-Sale, small supermarkets can analyze consumer buying patterns and respond to their requests immediately. Also, Nadle shops provide differentiated service such as 'Npayback Service' that pay a refund in cash after points saving. Customers can also use a delivery service at the Nadle shops. "If small supermarkets make



▲ Small supermarket remodeled to Nadle shop at Gongdeok

good use of its advantage as a member of a local community and provide added service, small supermarkets could be competitive with SSMs," added Park Joo-young, professor of the Department of Entrepreneurship & Small Business at Soongsil University.

According to the Small and Medium Business Administration in Jeon Buk, sales at Nadle shops increased more than 12 percent on average since the first Nadle shop opened in May of last year.

·Construction of singular distribution systems for small merchants

In distribution, most small supermarkets purchase products separately. By contrast, SSMs purchase products in quantity at reduced prices. So SSMs have more competitive prices than small supermarkets do. Through construction of singular distribution systems for small merchants, they can unite into one distribution network and can strengthen the competitiveness of their prices.

★ Solutions that consumer can practice

Established consumers seek the most convenience when they buy products more than anything else. Recently, consumers tend to consider not only price but also influence of their buying such as commercial supremacy of the region and employment of local workers. Like this, consumers are moving slowly to change their spending. More and more, consumers are making conscious choices of value judgments and the ethics of where their money goes. When consumers consider this, they might pay more now, but they can protect the small merchants and commercial supremacy of the region in the long term, and this can reinvigorate the local economy. 

gjj1027@hufs.ac.kr

Reportage

WELCOME TO THE NADLE SHOP



By **Yang Eun-young**
Reporter of National Section

Due to the appearance of SSMs, many small supermarkets are in danger of going bankrupt. SSMs encroach upon alley districts in a short time owing to their greater amounts of capital, excellent brand power, and advanced distribution systems. However, many small supermarkets are undergoing improvements through the Nadle shop project that helps small merchants become competitive with SSMs. Through this project, small merchants can consult with experts and modernize their small supermarkets.

The Nadle Shop

The Nadle shop targets familiar supermarkets in the neighborhood. It is a national undertaking implemented by the Small and Medium Business Administration. It can help small merchants who suffer from the presence of SSMs, helping them

change and innovate on their own. The project ultimately encourages small merchants to develop and increase their competitiveness. There are 5302 Nadle shops nationwide and 799 of them in Seoul.

Before Changing to the Nadle Shop

Lee Hyun-duk, who has run Lucky Supermarket over 20 years in Myeonmokdong, Jungrang-gu, Seoul, applied for the Nadle shop project and last June went to that system. It was a critical decision on his part caused by the serious drop in sales due to the emergence of hypermarkets and SSMs during the last five years.

The Argus accompanied the consulting expert of the Nadle shop to Lee's supermarket last August and at the entrance of the supermarket fruits and gift sets were displayed messy, which gave me a bad impression. Chae Gyu-jong who consults with small supermarkets also pointed out that a

high doorsill prevents customers from entering. In case of customers wheeling a baby carriage, they have difficulty going into a supermarket. Inside the supermarket, wires were exposed and the wall had a crack on it. Also, products were on display on wooden shelves that were more than 10 years old, so it seemed that consumers would have trouble finding products that they wanted to buy. "Small supermarkets need a change for consumer-oriented practices to compete with SSMs," said Chae Gyu-jong. For this reason, he encourages remodeling of the supermarkets and rearranging products systematically.

After Changing to the Nadle Shop

Since Wellbeing supermarket changed to the Nadle shop last May, various products are now displayed prominently. There are various products such as vegetables, fruits, fresh meat, Seafoods, and also kitchen appliances. "Vegetables and rice are distributed from Yeoncheon-gun and solar salt is distributed from

Shinan-gun and they are popular with consumers,” said Yi Seong-ik, owner of the shop.

There are price tags on display stands and sections that are divided by different products such as vegetables, fresh meats, snacks, and so on. Thanks to this system, it is easy to find products at the shop and there are discounts and 1+1 events for some products. In addition, there are points accumulation programs, parcel, and free delivery.

“When I first applied for the Nadle Shop, I just expected to get financial support by government. But after a month and 15 days of remodeling, I now came to have a confidence about the Nadle shop’s concept itself,” said Lee. Also, analysis of commercial supremacy, which was conducted during consulting, is a great help to manage the supermarket. Through this Lee could grasp consumer’s buying patterns according to age and gender. In fact, Lee found out through the analysis that many Southeast Asians live in the vicinity, so he made a new section with foods from Vietnam, Thailand, and the other countries. Also, Point-of-Sale analysis makes it easy to control stock. In this way, through the Nadle shop undertaking, it is possible to have analytical and efficient management of the supermarket. And the sales of the supermarket have increased by 30 percent.

But Lee felt something was still lacking in the Nadle shop undertaking. Owing to shortages of public relations, customers usually did not know about the Nadle shop and they just felt that the supermarket had been remodeled. Also, the SSM is more competitive than the Nadle shop in prices.



Small supermarket remodeled to Nadle Shop at soheuleup, Pocheon-Si

Ways to Invigorate the Nadle Shop

The Argus attended the information session for invigorating the Nadle shop held at the Incheon Small and Medium Business Administration on August 18. This session let owners of Nadle shops learn about new services.

★ Npayback service

When consumers purchase Npayback partnership goods and complete the necessary work, they can receive cash refunds. It is a little different from a points accumulation system. Npayback pays refunds in cash so it is free to use anywhere but a points system refunds only points so its use is limited to that store only.

★ Delivery service

Last May the Nadle shop joined hands with Logen Delivery Service. Now, consumers can use this delivery service at Nadle shops. Nadle shops also handle storage of parcels so when customers are busy, they can get their parcel easily through the Nadle shop.

★ Construction of singular distribution systems for small merchants

The Small and Medium Business

Administration announced that by constructing singular distribution systems through next year, price competitiveness of small supermarkets will be improved. In distribution, most small supermarkets purchase products separately. But SSMs purchase products in quantity at reduced prices so SSMs have more competitive prices than small supermarkets do. Through construction of singular distribution systems for small merchants, these merchants can unite into one distribution network and it can strengthen their price competitiveness.

Through the Nadle shop undertaking, small supermarkets are changing into consumer-oriented shops. In fact, many of the shops are now successful. According to an investigation of the Small and Medium Business Administration last May, sales of nationwide Nadle shops increased by 15.5 percent on average. 82.9 percent of those surveyed responded that sales have increased and 2.9 percent responded that sales have doubled. Now, small supermarkets are not inferior to SSMs in customer service and shopping convenience. 

gji1027@hufs.ac.kr

The Eyes, Ears, Voice of Public

Kim Jong-jin

By Woo Hae-chung
Reporter of Campus Section

At Korean Broadcasting Station(KBS) The Argus met Kim Jong-jin who just finished attending a department conference. Even if a decade has passed since his last appearance on the 9 O'clock News, he looks just as he did back then. A well-known reporter as well as a proud HUFs alumnus, Kim Jon-jin has performed various roles such as a war correspondent, anchor, London correspondent, and producer. On this interview, we would like to tell you about his life and the message he wants to deliver to his juniors as a mentor.



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Argus : *Could you tell us about the current work you are doing?*

Kim Jong-jin(Kim) : I am currently responsible for overseeing the local department which consists of 20 reporters. We are covering the government's policies especially relating to education, healthcare, and the environment. Through our morning conferences, we select about 10 news items suitable for their timeliness. We have our general meeting a few hours before the 9 O'clock News to sort out news items according to their importance and about 7 items that we have submitted are broadcast in the end. One member of our team used to

work on The Argus, and Park Dae-gi, a famous reporter, is also in our team.

Argus : *Has being a journalist been your dream ever since childhood?*

Kim : No, it did not start out to be. I had been trying to get a job at a trading company, then everything changed for me. It was sheer coincidence that led me to KBS. During summer vacation of my senior year, I was scheduled to study in the U.S. for a month through the recommendation of a legislator. While I was preparing for this, my friends told me to go with them to KBS. They said KBS was looking for student-reporters who would go

all around the world accompanying a deep-sea fishermen. I went along with them just out of curiosity. Upon having a conversation with the producer in charge, I was chosen for the job. I hesitated what to do at first, but soon I decided to take this adventure. Throughout this experience, the work of being a reporter was stimulating and exciting for me, and from then on, I was determined to become a journalist.

Argus : *You have said it was only good fortune to be chosen, but there must have been something unique about you that led you to become a student-reporter.*

Kim : Well, I think my special ability was my skill with English and I was willing to try. I was more confident in speaking English than others as I served in the U.S. Army. Not only that, I kept trying to develop my language skills working as a member of the Interpretation Society of HUFs. Also, HUFs was worldly at that time and I tried to socialize with foreigners as much as I could. I think those efforts became my great strengths.

Argus : *Could you briefly describe yourself when you were an undergraduate student?*

Kim : Hmm, I was a bad student. Do not write that, however, it was true. I cannot help telling you the history that my generation had to face. Groaning under tyranny, students and professors could do nothing. There were police in plain clothes on the campus and universities were frequently ordered to close. As all students did in those days, I could not concentrate on schoolwork as well as I should have. That is what I regret most during my university years.



Woo Hae-chung / The Argus

▲ Kim Jong-jin is posing for a picture sitting in front of his desk.



▲ A scene from the program "correspondent's field report"

Woo Hae-chung / The Argus

Argus : *The social atmosphere always seems to have a great amount of influence on young people. Nowadays, many young people are forced to take part in this competitive society as your generation had to struggle for a more democratic society. What do you think of that?*

Kim : Yes, I know that the younger generations are also having a hard time under the society that our generation has formed. But the thing is that we were under the same situation that our previous generation had left for us. The difference is that we at least attempted to change it. There had been some amount of hopeful spirit that we could make a reconstruction of the society by ourselves. Those kinds of beliefs inspired us to have confidence and let us become strong even under great difficulties.

Lately, however, there seems to be little courage and firm determination among young people and reporters. The more the world becomes convenient for youth, the less they try to take risks. For instance, it was disappointing that many reporters were reluctant to go to Japan even if it was their bounden duty. Without taking risks and making self-sacrifice, you would not make any contribution and no progress.

Argus : *Have you ever fallen into slumps while carrying out your work?*

Kim : As you might already know, I have taken so many jobs that it is impossible to say that it was easy for me. However, confidence in myself and a strong sense of duty to my vocation as a reporter have given me strength in the face of those difficulties. Becoming a journalist means not being just myself but the becoming the eyes, ears, and voice of the public. That is the first step to become a genuine reporter who represents the people protecting and defending their right to know.

Argus : *We can see how enthusiastically you have spent your life. Closing our talk for today, is there something you want to say to your fellow HUFsians?*

Kim : Your age is living in the digital era, which delivers news through Social Network Services and the internet. You might feel it is a lot easier to watch video images than to read newspaper and books. However, your age must be exposed to print as much as you can. Regardless of the genres, fall in love with books, including poems, novels, and plays, as well as non-fiction. By doing so, you will build your own viewpoints of the world. Having set aside your own viewpoints, you could cultivate creativity that will enlarge yourselves. I hope that all HUFsians will read and think as much as you can. 📖

ouotoo@hufs.ac.kr

How Much Do You Feel Other's Pain?



©http://kr.blog.yahoo.com/dps456/

By Kang Young-joon

Reporter of Theory & Critique Section

After Yoo Young-cheol was arrested in 2004, Jeong Nam-gyu in 2006, and Kang Ho-soon in 2009, the general public was more interested in 'psychopaths,' as these serial killers who got arrested were all proven to be psychopaths. Those psychopaths were known as having characteristics like feeling a thrill from murder, committing a crime primarily from urges, and thinking about nothing but the crime itself. Currently, many dramas such as Sign, Crime and Quiz of God show the psychopath as murderer. We have a formula: the psychopath is equal to a murderer since the mass media which we meet almost every day describe the psychopath as a murderer who enjoys murder. According to a study analyzing CEO's personal characteristic in U.K., however, most of them have psychopathic characteristic. Is a psychopath just a murderer?

What Is the Psychopath?

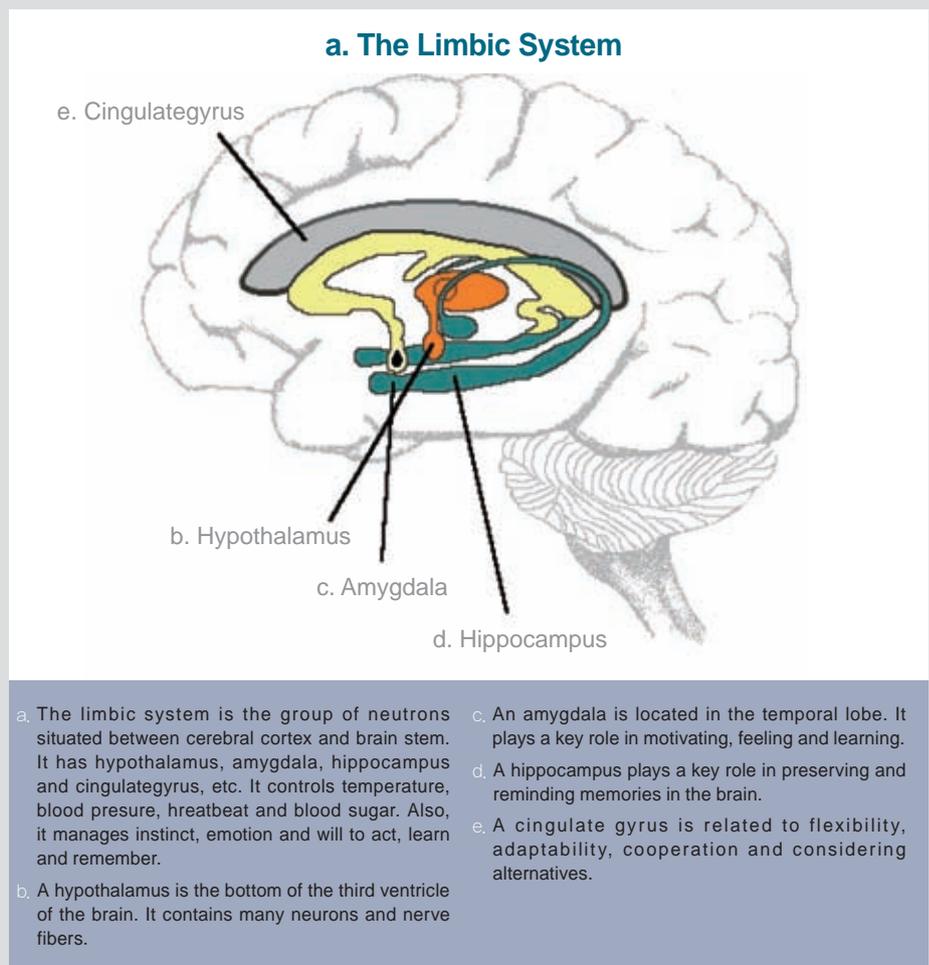
Fundamentally, the term and concept of 'psychopathy' showed first of all in 'The Mask of Sanity' by Cleckley and was widely known by Hare who defined concept of psychopathy in great detail. Psychopathic characteristic include that their human relations are too superficial and they are full of boastful pride, deceive others well, feel no compunction and have no life purpose. More generally, they are unsympathetic, impulsive, and irresponsible. Given that the criteria of diagnosis is solely characteristic-driven: a person who has psychopathic characteristics is the psychopath. According to a study in Korea, 15 percent of all felons made the criterion for being labeled a psychopath. Commonly, 1 percent of the general population is psychopathic.

Hypotheses about Cause of Psychopathy

There are two creditable biological hypotheses about the origins of psychopathy. First, the frontal lobe dysfunction hypothesis explains cause of the psychopath's peculiar psychological characteristic depending on the individual's neurologic structure and dysfunction. The frontal lobe, located in front of the brain, plays an important role in deciding whether a matter is dangerous or not. Also, it motivates and supervises goal-oriented actions such as planning, resolving and concentrating upon a something. Frontal lobe divides into temporal lobe, parietal lobe and occipital lobe. If one out of three parts is damaged, the individual affected could act antisocially. If serotonin, a chemical in the brain, is produced in smaller

amounts than normal, frontal lobe function declines and it gets damaged. The second hypothesis is damaged ability in emotional recognition. It is well explained in violence inhibition mechanism model (VIM) that relates the brain-damage mechanism to the psychopathic individual's intemperate violence. VIM, the core concept of this hypothesis, is a physiological system produced by the limbic system reaction to stressors. It is an autonomic nervous system. And when a man meets stressors, it makes the man suppress stressors and express reactionary aggression or morally emotional response. The reactions include regret or sympathy

through process of value judgment with augmented awakening. That is VIM's fundamental hypothesis that if a human accurately recognizes stressors like another's pain or sad expression, the VIM is activated automatically, the individual feels guilty and sympathy learned by society to be able to hold down excessive violence against others. However, as the psychopaths have a genetic damage to this part of limbic system, the psychopaths fail to accurately recognize stressors, and thus the VIM does not restrain violence. Therefore, psychopaths more readily express excessive violence against others.



Why Does the Psychopath Offend?

The psychopaths have a high-than-normal self-perseveration. This serves to keep out moral judgments and instead allows the psychopathic individual to focus on successively completing the crime. The high self-perseveration means that the psychopaths obsess over their profits and internal rules than external social rules, and seek immediate gains without thinking about his or her coming opportunity costs such as imprisonment. This is why psychopaths have high likelihood to duplicate crimes.

Criticisms of Existing View

Is PCL-R reliable?

PCL-R is revised psychopath check list which has recently been posted on the internet. Professor Min Su-hong of Police Administration at Kyounggi University said that PCL-R enumerates criminal's general characteristics. In foreign countries, the standard of psychopath is over 30 points on PCL-R. In comparison, the standard of psychopath is over 23 points on PCL-R in Korea. That's because we often tried to inquire into the motive for crimes by means of psychopath. If a felon like serial killer could not meet the standard on PCL-R, we thought "Korea might not be equal to the other countries." So when you had the PCL-R-test, even if your points met the standard of psychopath, do not worry! As PCL-R just lists general criminal characteristics, and is quite subjective, you may not be the psychopath.

Is psychopathy incurable?

According to Treichel's study, behavior-disordered children who have a gene which is made of Mono Amine Oxidase A (MAO-A), a protein involved in decomposing neurotransmitters in the brain, stand more chance of committing crimes or acts of violence than children who do not have this gene. If children who have the gene were brought up in ordinary surroundings, however, the gene did not seem to cause the children to commit crimes or acts of violence. In other words, the gene, MAO-A, does not directly cause one to commit antisocial actions, but provides only predisposition. Thus, if children with or without the gene are raised in a normal environment, the likelihood that such predisposition manifests is highly unlikely.

The Korea Institute of Science and Technology(KIST) research team found out inner painreceptor system in cranial nerves is involved in a sense of empathy related to fear, which makes some people feel other's fear, and type-L calcium ion channel plays a key role in this process. The research team discovered mutant laboratory mice that were lacking in a type-L gene composing type-L calcium ion channel had a low sense of empathy for fear. In other words, a person having a disordered sense of empathy for fear, such as the psychopath, is able to having a trouble on the type-L gene. If neurons are able to interact with one another and the very capability of neuron is measured later, a mental disease like the psychopathy will be able to be treated.

According to Professor Park Cheong-sun of Public Administration at Korea National Police University, the psychopath under treatment could act like a normal person, since the psychopath gets damaged to

the peripheral nervous system and the central nervous system. So the psychopath could possibly be controlled by injecting adrenaline into body or putting an electronic chip into the brain.

Is the psychopath congenital?

The frontal lobe damage is not only for congenitally lower levels of the serotonin. The frontal lobe can be damaged by a stroke such as cerebral hemorrhage and cerebral infarction by external injury, a frequent drinking or a drug overdose. For example, Phineas Gage, an American railroad worker, had got damaged to the frontal lobe for being poked by a round steel bar due to an accident during work. After the accident, he could not calmly work, frequently lost his temper and swore for no reason. Because of frequent heavy drinking, alcohol can impair the frontal lobe for individual causing him or her to have

Factor1 : Personality "Aggressive narcissism"

- 1) Glibness/superficial charm
- 2) Grandiose sense of self-worth
- 3) Pathological lying
- 4) Cunning/manipulative
- 5) Lack of remorse or guilt
- 6) Shallow affect
- 7) Callous/lack of empathy
- 8) Failure to accept responsibility for own actions
- 9) Promiscuous sexual behavior

Factor2 : Case history "Socially deviant lifestyle"

- 10) Need for stimulation/proneness to boredom
- 11) Parasitic lifestyle
- 12) Poor behavioral control
- 13) Lack of realistic, long-term goals
- 14) Impulsivity
- 15) Irresponsibility
- 16) Juvenile delinquency
- 17) Early behavior problems
- 18) Revocation of conditional release

Traits not correlated with either factor

- 19) Many Short-term marital relationships
- 20) Criminal versatility

Score every question on a scale of 0 to 2

<PCL-R>

trouble controlling emotions. That is why individual is upset easily and tends to be violent.

According to Professor Park, if a person having antisocial personality disorder was raised in a poor circumstance, the person can be the psychopath. For instance, in 1997, there was a case of torso murder in Japan. The victim was 11-year-old elementary school child. And her severed body was left on the main gate of a secondary school with an attached memo : 'It is just a beginning.' The police and media guessed the criminal might be an adult, for the criminal acted craftily like sending 'messages' which consisted of hard Chinese characters to mass media ; however, the criminal, captured after a tip-off from a citizen, was a secondary school student living in the same town with victim. In addition, he turned out to have murdered another elementary schoolchild. Although the criminal did well in school, he maniacally liked horror videos, books and comics dealing with bizarre crimes. According to his psychiatric evaluation, he was seized with urge to gain abnormal pleasure.

Psychopath Can Exist Right Next You

Competent psychopath

According to Professor Hwang Ui-gap of Police Administration at Kyunggi University, a study which analyzed CEO's personal characteristic in U.K. found out that most of them have psychopathic characteristic, and another study which analyzed businessmen's personal characteristic listed on director promotion list found out 3.5 percent out of them was psychopath. It's quite high

percentage compared with percentage of the common which is 1 percent . Many psychopaths can be spread throughout our society for they seem to be competent leaders with the ability of attracting others.

The psychopath makes good use of others

The psychopaths evaluate others' utility value through their desire and grasp others psychological power and weak points. These psychopathic individuals manipulate others by infusing advertently matched message into the others who they have their eye on. At the same time, they control the others with their reactions. These actions can be showed by ordinary people, however, the psychopaths fast and effectively get out of a dangerous matter as well as satisfy their desires. Finally, after the psychopaths thoroughly make use of the others or when the others realize the truth and are embarrassed, they abandon the others.

The psychopath with eloquent speech

The psychopaths can bring social taboos into the materials of conversation, for they respond to emotional stimulation like neutral stimulation. For many people, ways of conveying message is more important than contents of message. That is why many people are fascinated by the psychopaths because of their aggressive attitude that illustrates confidence as well as their eloquent speech in spite of their weak interaction with other people and their unsubstantial message. With these conversation techniques, the psychopaths make good use of confirmed information in

taking advantage of the others with their confidence that they can achieve anything they want because of their believing they are entitled to it.

Transformer, the psychopath

The psychopaths can cleverly change their personality according to circumstances as they have an insight into others and can persuade others with a superficial cogency with eloquent speech. In other words, they have the ability to transform themselves according to anyone.

Distinct from existing views; the psychopaths are the murderers or rapists, and they can exist around us. So, according to Professor Park Cheong-sun, we can recognize selfish people and those who have antisocial personality disorders as the psychopaths because of our hard-hearted and highly competitive society. In other words, we should not misapprehend these people as the psychopathic, for our society having a cohesive community with its roots in Confucianism may have produced a few psychopaths. Perhaps if the psychopaths are socialized in good circumstances, they can be help of the society with their competence and eloquent speech. We must build a society which helps the psychopaths in being socialized rather than we are only on alert against people having a characteristic similar to the psychopath. Commonly, we know the psychopath can not feel other's pain. Then, how much do you feel other's pain?

youngjoon92@hufs.ac.kr

What Should We Do for Preserving Heritages?



By **Kang Young-joon**

Reporter of Theory & Critique Section

The books of the Outer Gyujanggak, despoiled by France in 1866, were returned in April. But a condition for getting the books back was not a permanent return but lease renewed every five years. It is an ironic situation. Recently, parts of roof of the Dongdaemun, No.1 treasure, were chipped off by heavy rain. The underlying cause was that government poorly repaired the Dongdaemun ten years prior. Although Koreans should

be concerned about such cultural properties given our five thousand years history, many, including the current government, pay no attention to cultural assets. Many of internet sites related to returning cultural assets has no new posting since 2008, which is implying that the public also pay no attention to cultural properties. In this circumstance, what should we do to preserve and return cultural assets? Let us examine two people to find your way through this problem: a person from the past who loved cultural properties and an individual fighting to preserve those cultural properties.

Who Is the Person from the Past?

Gansong Jeon Hyeong-pil inherited father's property, whose estates was one of Korea's richest, when he was studying at Waseda University. Gansong then took the initiative in preserving cultural assets by virtue of his immense wealth. He returned to Joseon after graduation and was taught by Lee Se-chang, his permanent teacher, to be interested in conserving Korean art work. This passion led him to build the Bohwagak, Korea's first modern private museum. The Bohwagak was built in 1938, and continued operating. The Bohwagak was affiliated with the Korea National Art Research Institute and became part of today's Gansong art gallery, which keeps the greatest number of ancient books and paintings in Korea including 14 national treasures and 12 treasures.

What Did He Do?

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Gansong visited Ko Hui-dong, his Hwimun high school art teacher, and was taught calligraphy and painting. Ko also instilled in Gansong an interest in the

preservation of Korean culture. During his lessons, Ko told his student that he wanted him to be a scholar investing in saving the culture of Joseon. Gansong still did not know what he could do. After graduation, he met Lee Se-chang and was taught "preserving our relics is to preserve our national spirit." Gansong had a firm resolution, acquiring Korean cultural properties in Japan, preserving and returning those relics. In comparison with other collectors who were collecting cultural assets to keep up appearances or to show off wealth and later stop when those goals are superficially met, Gansong didn't stop despite his family trying to dissuade him. He maintained his belief, "Old

books and paintings of Joseon have to remain in Joseon because it is Joseon's pride."

In 1934, someone carrying Haeak Jeonsincheop visited Gansong. He said he had bought this from Song Jaekoo, pro-Japanese Song Byeong-jun's grandson, who acquired it after it came close to being burnt as a kindling by a farmhand in Song's house. Gansong looked at this work in admiration and bought it. Haeak Jeonsincheop was painted by Kyeomjae Jeong Seon, a painter in the late of Joseon Dynasty, and who made use of many creative brush techniques at the height of his skill in old age. Compared with the general public who tend to be unenlightened about art work, we can appreciate Jeong Seon's many creative works thanks to Gansong's effort. In 1934 autumn, Gansong could not take his eyes off Shin Yun-bok's 2 grayscale genre painting appearing in Joseon's Architecture and Art by Japanese scholar Sekino Dadasi. Gansong thought those conveying vivid living of Joseon should be kept in Joseon. Thus, Gansong persuaded Yamanaka, who owned the artwork. Yamanaka impressed by Gansong's determination sold those artworks for much cheaper than original price. In 1935, Gansong purchased a celadon porcelain called Cheonhakmaebyung, the current name is Cheongja Sangkam Unhakmunmaebyung and No.68 national treasure, at a high price from Maeda, a Japanese collector. After purchase, Murakami, a big collector, proposed purchasing that at twice the

price. Gansong declined the proposal with the reflections that Korea's relic should not be kept in another country. In the same year, Gansong heard a Buddha was carried into Incheon Harbor by Dakeuchi, a Japanese collector, to be sold in Japan. Upon hearing this, Gansong went to Incheon Harbor and bought the historical artwork. Three policemen, however, came and said the Buddha was procured illegally and it would be exhibited in museum of the Japanese Government-General of Korea. Refusing this notification, Gansong sued them for going against civil law in succoring bona fide purchaser. After triennium lawsuit, Gansong had the Buddha returned, which is now No.579 treasure Koisan Uisari Seokjo Buddha. In 1943, Gansong managed to purchase Hunmin Jeongeum Haeryebon from Kim Tae-jun. To preserve Hunmin Jeongeum Haeryebon, Gansong always carried it and slept with it put under pillow. Through these efforts, Hunmin Jeongeum Haeryebon was preserved, and thus designated as No.70 national treasure and UNESCO's Memory of the World.

Who Is the Individual Fighting to Preserve Those Cultural Properties?

Hwang Pyeong-woo is the head of Korea Cultural Heritage Policy Research Institute. He got bachelor's degrees in Environmental Health and Archaeology Art History, and a master's degree in Cultural Heritage Studies. He has taken on a chairmanship of the Cultural Heritage Committee in the Cultural Action since 2004 and

a consultative member of the Korean Council of Museums since 2008.

What Did He Do?

Hwang liked history, which led Hwang to visit various historical sites. On these visits, he detected cultural assets were getting damaged gradually, thanks in part to his knowledge of architecture. With this knowledge, he started a clean citizens' campaign for preserving cultural properties in his 40s with his belief, "Such a fundamental thing is such a great thing, and if we are faithful to the basics, disharmony will not appear."

In 1999, Hwang made a civil group preserving Byeongsan-Seowon to conserve the natural scenery around it. Hwang have begun preserving the Pung Nap Mud Castle and compensating citizens' loss due to its exploitation since 2000. From 2002 to 2005, he successfully campaigned to block a plan to build new American Embassy. Hwang has started a campaign for preserving damaged palace due to tourists' taking pictures, enjoying drinking, singing and dancing since 2003. In 2004, Hwang started campaigns for demolishing facility which were accelerating the damage of cultural assets, and for dismantling military facilities in the Cultural Properties Preserve such as Jongmyo Shrine, the Changdeok Palace and Seoreung. In 2005, Hwang began a campaign for preserving historic sites by restraining environmentally irresponsible development in Kyeongju-si and Bulguksa. From 2006 to 2007, Hwang made the public realize the



<Geumgang Naesan> of
<Haeak Jeonsincheop>



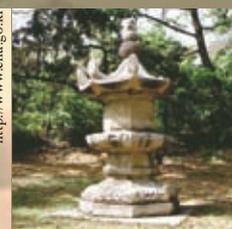
<Dano Pungjeong> of No.135
national treasure
<Hyewon Jeonsincheop>



<Ssanggeom Daemu> of No.135
national treasure
<Hyewon Jeonsincheop>



No.68 national treasure
Cheongja Sangkam
Unhakmunmaebyung



No.579 national treasure
<Koisan Uisari
Seokjo Buddha>

worth of the cultural assets and the need to get back despoiled cultural properties by co-hosting MBC program ‘the Great Heritages 74434.’ In this program, Hwang helped Kim Si-min’s meritorious message to be designated as a treasure by getting it back and donating it. In 2008, Hwang called for an alternative to damaging cultural properties by shooting historical dramas. From 2006, Hwang sued French government for not returning the books of the Outer Gyujanggak. Recently, Hwang investigated a cause of damaged Dongdaemun’s roof and considered a countermeasure.

Parallel between Past and Present

By comparing the past to the present, we see that Gansong was able to act alone but today many civic groups are busy attracting the public’s attention to cultural assets. First, the common point is preserving cultural properties. Both Gansong and Hwang were and are zealously living to return cultural assets to Korea and preserve them. The second common point is each man’s drive. Gansong strived to cultural treasures from the Japanese to prevent them from being shipped to Japan. Hwang went to damaged historical sites to start a campaign to prevent them from damage. Last common theme is an attention of the public. Although both men lived in different times, the attention of the public is the same: they pay no attention. When Gansong bought Haeak Jeonsincheop, seeing that Song Jae-ku, an educated person in

that times, was about to let it burn, the public might have been more ignorant about cultural properties. In the present, the public pays attention to cultural assets when matters arise. For example, ‘▶◀,’ a symbol of lamentation, was heavily posted on the internet when Namdaemun burned. At the same time, in comparison with the fact requesting to view Namdaemun was hard due to too many requests, at the present, the number of requestings to view Namdaemun is much reduced.

What Should We Do?



<http://www.kchnews.kr/>

Hwang said “in the present, the Korean standard of managing cultural properties is low, for it is not on national agenda.”

In other words, although cultural properties and heritages are important cultural contents, the government does not pay attention to and support them. Also Hwang pointed out an attention of the public, “the public’s standard of awareness of cultural assets is a zero.” Although the minority pays attention to cultural properties, they thought cultural assets should be developed for economic profits. To solve these problems, Hwang proposed to us that “we have to exclude pariah capitalism whose goal is making the public judge cultural assets by economic value, and identify cultural properties, which fruits of our forefathers such as Korean-style house and traditional monument, with our body.”

Denmark returned about 35,000 plunderers to Green Land, a former colony, over 17 years. It’s possible thanks to consultation of both countries’ museums. Peru had sued Yale University for despoiling about 40,000 Incan relics and eventually got all of them back. France negotiated with Germany for taking back despoiled



Hwang protests against constructing new American Embassy in 2002. CF of the Great Heritages 74434 team

works of Monet, Gauguin and Cezanne. China made ‘a fund for winning back despoiled heritages’ as a preparation for negotiation. But, in comparison with these countries, the Cultural Heritage Administration, whose mission is managing despoiled heritages, has done few actions due to diplomatic friction. Other countries’ governments actively negotiate with despoiling former colonial or other governments which plundered heritages to achieve these goals. Our government should try to get back despoiled cultural properties like these countries. The public as well as government should pay attention to cultural assets which are despoiled or neglected in Korea by following the example of two figures.

Our government has only taken part in the procuring of 28 percent of the returned national heritages to this point. The rest were procured by civic groups. For returning them, the Cultural Heritage Administration finds out evidence that cultural properties were illegally smuggled. Our government should actively negotiate with despoiling countries for winning back ‘our heritages’ by follow these examples. The public also should regard cultural asset as not an economic value but as our body, and pay attention to despoiled heritages. ☞

youngjoon92@hufs.ac.kr



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<Hunmin Jeongeum Haeryehon>, a manual of No.70 national treasure <Hunmin Jeongeum>



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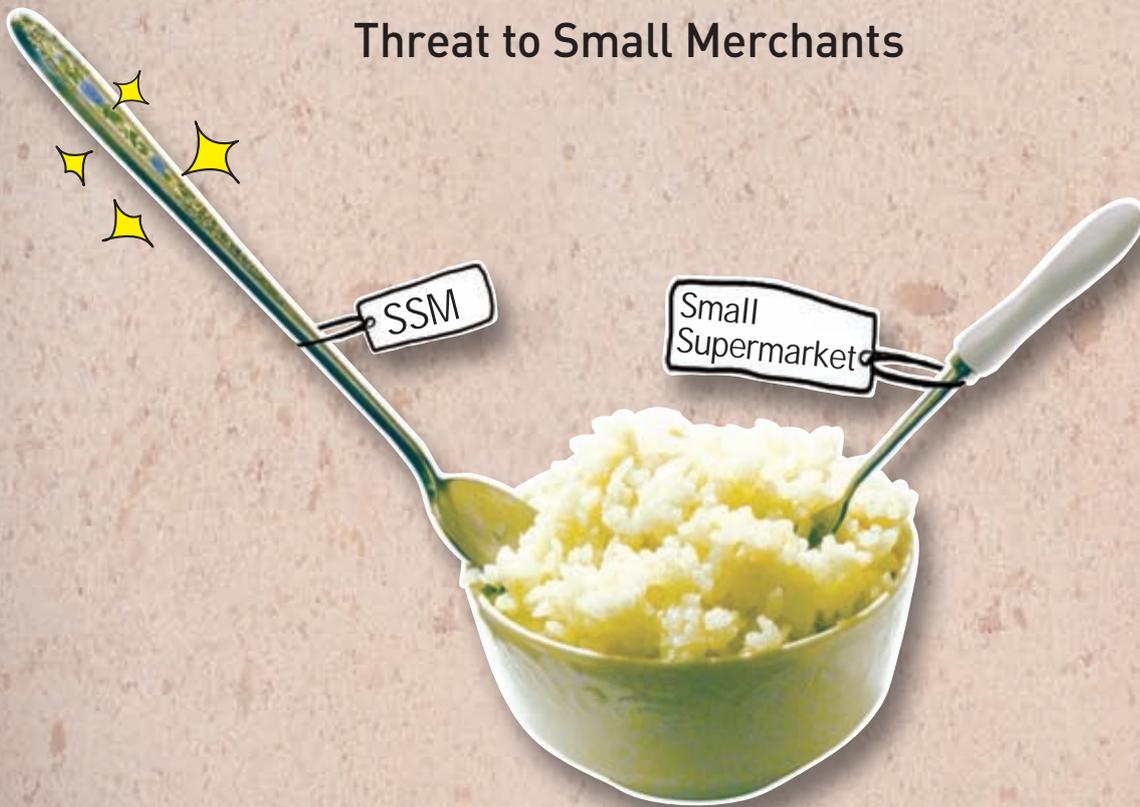
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