

The Argus

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Does Spring
Come to Tuition
Fee Committee?



HANKUK UNIVERSITY OF FOREIGN STUDIES

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Coverstory

Do you know how much HUFs has cut its tuition fees in 2012? This year, with the voice of students and the government's aid, many universities have reduced its application fees. HUFs has cut its tuition fees by 2.2 percent. This result was done through the Tuition Fee Committee meetings that happened four times. The Argus has, in fact, found some problems in the process. Read the article and wake your brain up.

In-depth

Hankuk University of Foreign Studies (HUFs) has reduced its tuition fees by 2.2 percent. But, this rate was not a 'first-plan.' In-depth on Campus looks closer on several problems surrounding the Tuition Fee Committee. In fact, the Tuition Fee Committee this year held for the second time, and it left us a new big homework to develop it more mature and complete.



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Tuition Fees Policies Swept away

What do you think about five percent discount from a hundred or thousand dollars?

In this year, the reduction rate of university tuition fees is controversial. In case of HUFS, tuition fees have been cut down by 2.2 percent. Meanwhile, Korea Student Aid Foundation announced that the average reduction rate of tuition fees is about 4.8 percent nationwide. Accordingly universities having tuition fees below average as HUFS attracted heavy criticisms. That is because people supposed to think selfishness of universities made it impossible to lower tuition fees. However, is it fair to force every university to offer tuition fee reductions as the average?

In general, some private universities in Seoul already have high tuition fees, but they still apply less than two percent of reduction rate. However, national universities in local areas give more than five percent despite the low tuition fees. According to this, difference of tuition fees between capital and local area is deepening. It also happens for universities in a capital as the same way. Sookmyung Woman's university, which has two percent of reduction rate, charges one million won higher than that of HUFS which offers 2.2 percent cut.

For this reason, though universities can apply similar reduction rates, there already is a big disparity in their tuition fees. And it is pointless to consider which point of reduction is suitable. HUFS gives lower tuition than other private universities in Seoul. If HUFS declines its reduction rate as others agreeable to government and public, it will lead to the fall of educational conditions in the university.

Thus, it is important to set right directions for university members without showing undue concern over the reduction rate. Universities that had already lowered their tuition fees should not be the victim of this controversy. Consequently, the most important point is the quality of curriculum and contents, not the reduction rate. University members need to gain importance in these points. Most of all, it is required for university members to communicate and participate actively with one another. In 2012, welcoming new semester, we hope to have harmonious relationship between university, students and government.

Kim Su-young
Editor-in-Chief





Roadcasting

Choi Ga-young

Department of Spanish 11'

If I go back to a freshman again, I would study harder. I did not study during my first year and just hung around with friends. I am a university student now. I do not have to study for an entrance examination. Nowadays, I came to think that if I have studied harder at that time, I would not feel pressured to raise my Grade Point Average (GPA). I hope freshmen will study harder instead of only playing.

**Bang Seung-bin**

Business Administration 06'

Welcome to HUFS, all new students!

If I go back to a freshman again, I would do exactly what I have done such as joining a soccer club.

I think, it was the best choice I have ever made since the entrance of HUFS as it gave a lot of help in building my relationship with friends and seniors. Come to HUFS soccer club, then you can gain what I received from here!



If You Go Back to a Freshman, What Would You Do?

Shim Jae-min

Department of Arabic Interpretation and Translation 10'

If I go back to a freshman again, I would go outside of the campus such as university-united clubs and meet a lot of people from diverse backgrounds. In there, I think I could learn a lot and make myself much better.

I also regret for my behavior neither concentrating on studying nor throwing parties with friends. So I will enjoy my life from now on and concentrate on studying when the exam period comes.

**Misa**

Exchange student from Obirin University 10'

If I go back to a freshman again, I would like to learn acting because I am interested in acting. And, I would like to travel around more often. Visiting different countries would help me experience different cultures!

Although I am from Japan, there are places I have not visited yet. So, I would like to travel there, as well. Lastly, I would work harder and earn money. I am currently working at a photo studio.



Watch for The Argus reporters in the campus. **The Argus will be casting you.**

HUFS Alumni Reunionized for 2012

On Feb. 2, the first HUFS Alumni Reunion for 2012 held at the Grand Intercontinental Hotel. Famous singer Yoo Youl hosted the event and the award ceremony of Proud HUFSSans, which was followed by a congratulatory message from HUFS President Park Chul.

Lee Pil-wong, President of Poong Lim Industrial Corp., Yoon Gang-ro, President of KR Futures Corp., and Kwak Young-jin, Vice Minister of the Ministry of Culture, Sports, and Tourism, were recognized for enhancing the reputation of HUFS through their outstanding examples. The event was attended by almost 400 distinguished guests, including professors and musicians.

‘Love Jovenes,’ a performance team from Department of Spanish Interpretation and Translation, entertained the alumni with a fine show. Also, students from Division of English Interpretation and Translation performed musical pieces throughout the evening that added greatly to the enjoyment of



▲ Proud HUFSSans toast to celebrate 2012 alumni reunion.

the alumni.

The 28th President of the HUFS Alumni Association, Kwon Soon-han, said of the event, “It was as great a time as I could imagine to come together with my fellow HUFS graduates once

again so we all could celebrate the accomplishments of many of our alumni. We are all proud of our university and we are confident that the greatness of HUFS will continue for a long time.”

By Woo Hae-chung

Tuition Fees Cut by 2.2 percent

Through the four meetings held by the Constitution of Tuition Fee Committee, tuition fees have been cut by 2.2 percent. The first assembly held on Jan. 12, the second on Jan. 16, the third on Jan. 19, and the fourth on Jan. 25.

The attendants of the committee meeting are as following: Kim Sung-jae, Vice President of Seoul Campus,

Shin Hyeong-uk, Dean of Planning and Coordination, Jeon Hak-seon, Dean of Student Affairs of Seoul Campus, Lee Gang-gook, Dean of Student Affairs of Global Campus, Han Joo-ok, the Chair of Emergency Committee, Lee Su-ji, the second leader of Emergency Committee, Lee Hyun-sung, the Head of the General Student Council (GSC) of Global Campus, and Choi Gook-sik, the Vice-

president of Global Campus GSC.

During the fourth meeting, the Tuition Fee Committee has made their final decision on the decrease rate of tuition fees. The minutes that can be found on a school Web site show what the members of the Committee has discussed in the meetings.

By Yoo Suh-kyung

CUFS to Construct Its Building

HUFS held a groundbreaking ceremony on Feb. 22 to construct a building for Cyber Hankuk University of Foreign Studies (CUFS) from March to next July.

Students of CUFS take most of their classes through the internet. However, when they need off-line classes, there have been no classrooms for them until now. To resolve this problem and improve the conditions of the classes, a building will be constructed.

The building site is next to the main gate of HUFS. The building is planned to have eight floors above ground and two underground. The size of the building will be 2,319 m². There will also be a parking lot accommodating 127 cars underground.

The building will not only be for CUFSans. The first floor is expected to have convenience facilities and an auditorium, which will be able to accommodate 400 people. The second floor is planned for use as a media gallery hall and will have many desks and chairs. HUFSans will be able to use the media gallery hall for debates and study. There will also be about 30 classrooms for HUFSans from the third to fifth floors.

“The rate of classroom use is up to 80 percent. To resolve this problem, classrooms of the CUFS building will be used for HUFSans. We will create a media gallery hall like a cafe, where HUFSans will be able to debate or study with a view of Imun-dong without



©Construction Planning Team

▲ The blueprint is the prospect of a new CUFS building.

having to buy coffee,” said Kim Jae-jun, Team Leader of Construction Planning Team. 📷

By Kang Young-joon

MOU with POSCO Signed for Multicultural Families

HUFS signed on a memorandum of understanding (MOU) for the promotion of class enterprise which is for language-talented people to empower the bilingual trait on Feb. 2, in the POSCO center. Through the agreement, HUFS plans to take the lead in the language and cultural education enterprise, targeting married immigrant for stable settlement of multicultural family.

Language class enterprise for empowering the bilingual ability fosters married immigrants to become professional instructors of Korean and their native language, implementing

language and cultural education for the children of multicultural family.

In that course, Center for Multicultural Education of HUFS is in charge of educating married residents to make them bilingual teachers. Also it operates characterized programs to help gifted people in language

At the same time, POSCO supports the expenses for the entire program and mentoring services of personnel.

Center for Multicultural Education has a plan to create and implement various programs continuously for making desired multi-cultural society, such as ‘translation service for immigrant



©Center for Multicultural Education

▲ HUFS president Park Chul (L), and Jung Joon-yang, president of POSCO, take a commemorative photograph, holding a written agreement.

women,’ ‘bilingual program for children from multicultural families.’ 📷

By Choi Hee-ji

Global Volunteers Shed Light on India

Global volunteers of HUFS spent a hot Christmas in India providing free medicines and educational training to Indian tribes at Nagpur from Dec. 24 to Jan. 6.

This volunteering program was organized by Asia Exchange Association which made first entry into India, and HUFS is the first one who participates in. The program consists of various events that students can experience Indian culture, food habits and religious faiths.

When the HUFS student volunteers arrived at the base camp, Khandriya Prathmic School, the village people welcomed them with red powder which must be applied on the forehead of the guests for blessings. With this symbols


put on each one's forehead, they could safely completed their volunteering services such as teaching English and Korean to children.

On the first day of 2012, there was a big community lunch and the students helped the women to prepare the meal and sit along with village people on the street for having lunch together embracing with the leave plate. This event is a kind of festival in this village and about 700 people including neighbor enjoyed having meals.

Professor Jeon Hak-seon from Department of Law also participated in this program with students to supervise the activities of the students. He said, "This program is to promote spirit of excellence of HUFSans. I hope that it



▲ A HUFSan teaches origami to Indian girls.

would become a stepping stone for this." After having finished all the programs, every member of the team safely came back to HUFS. 

By Woo Hae-chung

Membership Training Held for Freshmen



▲ New HUFSans get together at the Open Air Theater to leave the campus for Sae-teo.


This year, about 3,200 students attended a three-day long membership training for freshmen (Sae-teo) that started on Monday, Feb. 20, and ended on Wednesday, Feb. 22. On Monday, the

starting day, students gathered and welcomed freshmen at the Open Air Theater in Seoul Campus. The Open Air Theater was full of freshmen from different colleges on that day. Not only the approximately 2,000 freshmen attending but all the HUFSans who came to this orientation were excited about it and all had a great time. Hwan Hee-won, a freshman from Department of German, exclaimed, "I am excited to have fun. I finally feel like a freshman." Committee member, in charge of Sae-teo, said, "I have prepared for this day. I hope all freshmen come back to school safely. And, I hope Sae-teo this year becomes the best memory of them."

Freshmen enjoyed a concert prepared

by clubs or dongari at HUFS, followed by a variety of shows featuring a famous Korean singer group, Dynamic Duo.

For three days, all freshmen who attended Membership Training had a great time with their new friends and finally became a real HUFSan.

Not only Seoul Campus, but freshmen of Global Campus also left for their Membership Training on the same day. The place they have stayed at was Kumho Sulak Resort. The harder work General Student Council has put on, three days left all freshmen a greater impression. 

By Yoo Suh-kyung

Ceremony Held for Incoming HUFSSans

HUFS held a festival to celebrate freshmen at Olympic Hall in Seoul on Feb. 23. The celebration started with HUFS President Park Chul's announcement of admission.

Then, representatives of freshmen, Yoon Seo-young and Park Ki-hoon pledged freshmen's honor and received the university badge. In the student's address, Yoon said, "We are honored to have been admitted to HUFS, which we have pursued with firm resolution and great ambition. Moving forward, we pledge to remember the founding spirit of HUFS - Truth, Peace and Creativity - and expand our knowledge and will become valuable talents who will contribute to the nation and to the society."

After that, President Park Chul gave a

congratulatory message to freshmen. In his message, freshmen were informed of the superiority of HUFS which provides nice global education programs such as 7+1 Visiting Student Program and the internship program in KOTRA. He said "Our students need to have 'passion' in all aspects of life to go forward and achieve your dreams. Also you should be an active and creative student. These attitudes will make a meaningful and memorable time as an undergraduate." Kim Moon-jung, freshman of Department of Italian Interpretation and Translation, said, "Today is a very special day to me and I felt dignity of the university, enjoying the entrance ceremony. My emotion was a little different from the emotion which I felt when I heard the news of acceptance



Choi Hee-ji / The Argus

▲ PHUFS President Park Chul gives a congratulatory message to freshmen.

at HUFS. Finally I could realize that I really became a university student. Now I want to gain confidence through education which the university provides to us." **A**

By Choi Hee-ji

HUFS Proposes New Vision of Korean

HUFS and CUFS were chosen for a '2012 Project of Dispatching Korean Teacher to Thai High School.'

HUFS and CUFS will dispatch 54 Korean teachers to 51 Thailand high schools at the end of April by cooperating with National Institute for International Education, which is in conjunction of Ministry of Education, Science and Technology, the Ministry of Education of Thailand, Embassy of the Republic of Korea in Thailand and local universities.

HUFS is in charge of globalization of the teachers and CUFS supports them by remote administration and education.

Fifty four teachers, who will be dispatched on April, are regular teachers and paid by Ministry of Education, Science and Technology and the Ministry of Education of Thailand.

The business originated from 2010 Korea-Thai Summit where Thai Prime Minister Abhisit emphasized increasing demand of learning Korean and necessity of dispatching Korean Teachers.

Korean is adopted as second foreign language and learned by about 10,000 students in 59 secondary and high school in Thailand.

'2012 Project of Dispatching Korean Teacher to Thai High School'



©Strategy and Public Relations Team

▲ Participants grin from ear to ear at 2011 welcoming ceremony for dispatched Korean teachers.

contributes to developing inroads of overseas employment and advancement of diffusion of Korean culture to Asia as well as providing a model of new Korean education. **B**

By Kang Young-joon



Czech-Korean Poetry Evening

By Ivana Bozděchová

Professor, Department of Czech and Slovak Studies, HUFS

Department of Czech and Slovak Studies at HUFS and the Embassy of the Czech Republic in the Republic of Korea prepared a special literary evening that has turned out as one of the highlights and concluding events of Czech Points in Seoul festival in 2011. The event took place in the Korea Foundation Cultural Center in Seoul on Nov. 8, 2011. Professor Kim In-chon, chair of Department of Czech and Slovak studies, opened it with his welcoming address to more than five dozens of guests, representing both HUFS student and faculty community as well as other cultural, educational and social spheres. There were also two distinguished



Ivana Bozděchová

quests of honor participating in the evening: contemporary Korean poets Oh Se-yeong and Ko Un.

Poetry reading was introduced by brief information about translating Korean poetry into Czech presented by H.E. Jaroslav Olša, jr., the Czech Ambassador, and about translating Czech poetry into Korean, presented by Professor Kim Kyu-chin from HUFS. As it turned out, translation of Korean poetry into Czech has a longer tradition than translation of Czech poetry into Korean. Czechs have an almost 70-year history of translating Korean literature, translating directly from the Korean originals since the 1940s. The first representative translations of ‘sijo,’ — a Korean traditional poetic form — from Korean originals into Czech were published already in the 1950s: *Chrysantemums* (1958), *Everlasting Words from the Land of Green Mountains* (1967) and *Chrysantemums from the Land of Green Mountains* (1976) translated by Oldřich Vyhlídal in collaboration with Korean translator Nam Gi-dok.

Some of poetry translators are traditionally connected with universities in the both countries, such as in the Czech Republic: Professor Vladimír Pucek and Miriam Lowensteinová, both from Charles University in Prague who also worked as lecturers of Czech language at HUFS, and in the Republic of Korea: Professor Kim Kyu-chin and Kwon Jae-il, both from Department of

Czech and Slovak Studies at HUFS.

The main part of the evening was dedicated to poetry reading: sample poems representing the most outstanding and significant Czech and Korean poets were presented both in Czech/Korean originals and Korean/Czech translations. They were read by native speakers in both languages: Czech — Professor Ivana Bozděchová at HUFS, Jaroslav Olša, jr. the Ambassador, Ivana Smutná, Czech student of Korean, Korean — Professor Kim Kyu-chin, Kwon Jae-il, Yu Sun-bee at HUFS, Park Min-young, Korean student of Czech. The program included Czech poetry written by the greatest romantic poet, outstanding spiritual rebel and father of modern Czech poetry Karel Hynek Mácha (1810-1836), by one of the most prolific avant-garde Czech authors of the first half of the 20th century Vítězslav Nezval (1900-1958), and by a Nobel Prize laureate Jaroslav Seifert (1901-1986), and Korean classical sijo and poetry by Kim Sak-kat (1807-1863). Oh Se-yeong (1942) and Ko Un (1933) recited their own poems, and their reading turned out a special treat for the audience.

The highlight of the evening was a launch of the very first bilingual — Korean/Czech — edition including selected poems by Ko Un and published under the title “To je/It’s” (translated by M. Lowensteinová and Park Mi-young). There were historical and contemporary translated books of poetry in Czech and Korean on display during the whole evening so that everybody could look at them. Live flute music accompanied some readings and contributed to the nice atmosphere of the evening. The memorable evening bringing and sharing beauty of words and ideas, joy and inspiration for all who came and listen.



To Be a Poet

Jaroslav Seifert

Life taught me long ago
that music and poetry
are the most beautiful things on earth
that life can give us.
Except for love, of course.

....

In vain I snatched for ideas
and fiercely closed my eyes
in order to hear that first magic line.
But in the dark, instead of words,
I saw a woman's smile and
wind blown hair.

That has been my destiny.
And I've been staggering towards it
breathlessly
all my life.

Silk Road

Ko Un

No power
can keep the world from perishing,
from perishing slowly
or suddenly.
No love
can keep humankind from perishing.
There remains the whirlwind,
oh, the last breath. (oh, the last breath
of incantation.)



Ivana Bozděchová



“Return MBC to the People”

By Woo Hae-chung

Associate Editor of National Section

“**M**BC union’s illegal work stoppage interrupted us in providing news programs. We deeply apologize for this.” - MBC

This is what the Korean second-largest broadcaster, MBC, reported at the finish of its main news program. Due to the general strike that began on Jan. 30, the primetime news program, ‘News Desk,’ has been shortened to about 15 minutes and the production of many other programs, such as ‘Infinite Challenge,’ are expected to come to an end during this period.

Surprisingly, it is not for higher wages that led the unionized workers to go on a strike but for freedom of the press, which has been dominated by their politically biased station chief, Kim Jae-chul. Even though the losses suffered by its viewers are enormous, viewers are not lambasting the union, but even giving them support. What are the ultimate causes of the general strike and why do so many viewers agree with their radical action?

What Led Them to Strike?

Vanished journalism, unheard voice

Last year, MBC reporters were kicked out during the protest against the conclusion of the FTA. Up until 2008, when MBC reported the mad cow diseases on U.S. beef that hindered the FTA, the confrontation between MBC and the government seemed to intensify. Nowadays however, MBC reporters found that much of their audience believes they are unreliable due to their “pro-government” reporting.

The MBC union stated that they were forced to make pro-government reports on sensitive issues and were even ordered to ignore topics that were unfavorable to the Lee Myung-bak administration. Jung Young-ha, a union leader, said that, “Reporters who criticized the government were relegated to trivial jobs. Not only that, a program ‘News Who’ dealing with current affairs, was shut down.”

Lee Gi-hyung, the chief of the Media Cultural Action Center pointed out the difficulties of the present situation.

He said, “MBC and other major broadcasters should have set higher political standards and ethics than those set by Sisa IN, the weekly magazine. However, they did not.”

MBC executives are accused of being puppets of MB

Kim Jae-chul, the new station chief who was condemned for his pro-government political stance, declared at the time of his appointment in 2010 that, “I will fight against the government to the end to defend MBC’s independence and freedom. If not, you can throw me in the Han River.”

However, his fake willingness has vanished into thin air. He broke his promises to the labor union, having made the appointment of Hwang Hui-

moon as vice president who is known to be close with the government. Also, the newsroom and production departments have been dominated by Kim’s aides. Professor Choi Young-mook at Sungkonghoe University said, “We all know that a massive clampdown of MBC’s freedom stemmed from an intervention by its authorities.”

The problem does not end here as this has always happened with every regime in the past. Pro-government reporting is a chronic disease in Korean society, and this is why reporters and labor unions felt keenly for the need to blur out the widespread distrust the public has with broadcasters. Park Sung-ho, head of the Reporters Association, said, “We reporters cannot help reflecting on ourselves.”

Underlying Reasons for MBC’s Crisis

The food chain of the press world

In order to preserve impartial reporting of public broadcasting corporations and rebuild journalism, letting its people escape from the political influence must come first. However, the current system cripples them as if they are at the bottom of the food chain. If the press is compared to nature, MBC and its people might be fairly low on the food chain as if they were plankton.

The Foundation for Broadcast Culture (FBC), which holds a 70 percent ownership stake in MBC, has absolute control over personnel matters at MBC, as FBC is the main shareholder. FBC was originally founded for the purpose of promoting broadcast culture and a democratic atmosphere among the press. For this reason, appointing the head of FBC also affects MBC and its reporters. The Korean Communications Commissions (KCC) was formed in

2008 for preserving freedom of the press. KCC is supposed to regulate all matters related to the press, but President Lee Myung-bak appoints its chief.

So it goes like this: MBC is under control of FBC, FBC is under KCC, and KCC under President Lee, and this kind of structure can be truly seen as a food chain, forcing reporters to keep silent about freedom of the press.

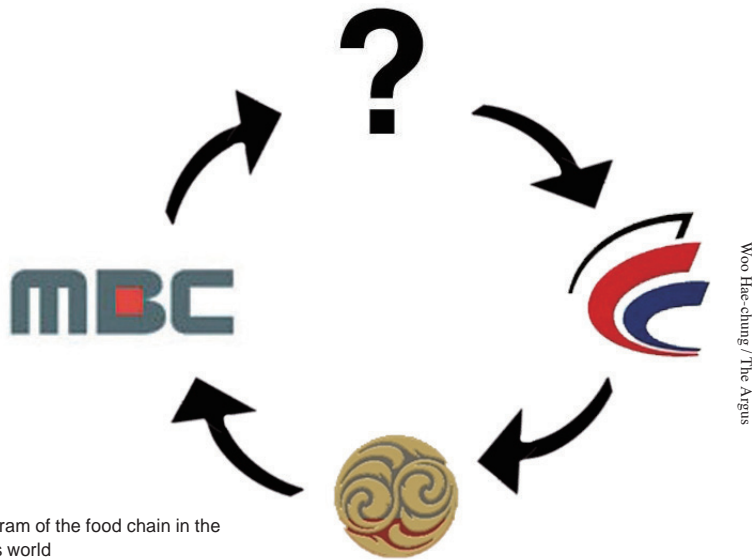
According to Yonsei University professor Jung Sang-sub, “The press must keep their eyes on government officials, watching if they are abusing their power or not. Meantime, the government also has to monitor the press so that it does not distort information. In this sense, the relationship between the government and the press should be strained.” However, the newly built food chain has destroyed this strained relationship and created serious problems.

Arising apathy among viewers

Viewers are turning their backs on the difficulties journalists must face. According to a poll conducted by the Korea Press Foundation in 2011, the



▲ Labor union of MBC came out on the street carrying a banner reading ‘We will return to the bosom of the people.’



number of viewers of major broadcast news programs has declined by half and it is no surprise that MBC news programs ranked the lowest among the three large broadcasters.

This shows that the growing numbers of distorted and pro-government reports are driving the viewers away from mainstream broadcasters, and away from MBC. What is worse, viewers who have been disappointed with their reporting have now lost affection for them too. Thus, MBC and its reporters are standing on the brink of respectability - and even professional survival - and they could not help but walk out to help restore public confidence. Finally, they are making progress with their actions as they try to get the trust of the public back doing a 'free hug campaign' and preparing for a 'strike concert.'

Fair Journalism, How Can We Revive It?

Journalists' must-do list

On Feb. 9, when the MBC union's general strike continued for the 10th day,

workers on strike uploaded their own news program on You Tube called 'True News Desk,' replacing the void of its original main news program. The newly launched news program deals with sensitive issues that the reporters were ordered to conceal at MBC.

In addition, some of the fired reporters, including Roh Jong-myeon from 24-hour news channel YTN who was fired in the wake of the YTN strike to protest the appointment of Koo Bon-hong as president of the channel, bound their strength together to produce a news program, 'News Breaker (News Tapa in Korean),' through pod-casts on the

Internet. They advocate impartial and perceptive reporting free from external intervention.

Despite these efforts, it is a great irony that conventional journalists have to resort to unconventional media. This is all because of the fatal defects driven from the current system that enables government officials to put a gag on members of the press who are outspoken and critical.

"A new system should be introduced to amend those drawbacks such as forming an appointment committee with members of the legislative body and from people outside broadcasting and government," Professor Choi Young-mook said. He added that, "People engaged in the press must put forth their efforts in carrying out this kind of reform. That is the only way to regain their lost power."

Choi Yong-ik, head of New Press Forum, also pointed out that the climate of exacting obedience from senior reporters' orders inside the broadcasting company must disappear first as "the top-down climate still prevails among reporters."

Viewers and voters' must-do list


This year, two major elections - the general and the presidential elections - will be held in Korea. Thus, it is important for viewers, who are also



▶ 'True News desk,' uploaded on You Tube by MBC Union (L) Famous singers and professors participated in a 'Strike Concert' (R)

voters, to receive good information from the press. As a lot of voters depend on the media to gain information about the candidates, they are vulnerable to being exposed to distorted and polluted information provided by the press.

This is why viewers should always be aware of that some journalism could be distorted, biased, and censored by interest groups. Also, viewers must attempt to evaluate and criticize the information provided by the media on their own. Even though journalists are on the strike to call for the restoration of public broadcasters, it is no use struggling without the efforts of the viewers.

“Journalism is a collaboration of reporters and viewers. Viewers not only sit at a critical position, but also should be motivating leaders,” said Choi Jin-soon, senior reporter of Korea Economy Newspaper. As part of the collaboration, civic groups are holding candlelight ceremonies in every Thursday around MBC headquarters. 

ouotoo@hufs.ac.kr



▲ Members of reporters' union sit together to produce News Tapa, an alternative news program.

Woo Hae-chung / The Argus



Dreaming of a Truthful Press, News Tapa is Making History

Former YTN reporter, Roh Jong-myeon is suggesting alternative news program free from political influence. He got fired from his job in 2008 for protesting against the appointment of

the president of YTN. However, with other reporters' help and donations, he devotes his talents to produce undistorted, faithful news programs through podcasts. Contrary to the popular podcast show, Na Ggom-su, peppered with occasional swearing, News Tapa is much more refined so as to attract a diverse range of viewers.

▶ **The Argus(Argus): By who, for who, and of who does News Tapa exist?**

Roh Jong-myeon(Roh): News programs and other TV programs exist neither for the government nor for the politicians. It is for the people that news programs are aired. I can say that News Tapa exists for the viewers.

▶ **Argus: What does News Tapa value the most?**

Roh: It is truth. Every article and report should not be based on censored or distorted facts, but rather on truth. I know that some might have different backgrounds in making their judgments on what truth is, yet this can be solved through discussion.

▶ **Argus: What do you think of the difficulties that the current press is facing?**

Roh: Well, as you all know, the government and the authorities are trying to degenerate the press into crippled puppets by exercising influence in assigning important positions to their subordinates. I have also experienced this while I was working at YTN. We had been ordered to omit certain information and even forced to provide pro-governmental reports against our will.

▶ **Argus: What do you think of MBC's walkout?**

Roh: There must be serious internal problems surrounding true journalism which has been vanishing inside MBC. Their walkout is the result of their will to step forward in rebuilding their identity as a public broadcaster.

▶ **Argus: Labor unions from MBC, KBS and YTN have said they will bind their strength together to get back their freedom of press. What do you think about this movement?**

Roh: What I believe is that the roles of journalists are really important as they can impact a large number of people. Therefore, I think their struggles to keep the press free from governmental influence should become much stronger to win this fight.

▶ **Argus: What should receivers and senders do to make the press better?**

Roh: For instance, customers have their own rights to demand high quality of products. This concept can be applied to the receivers and senders in media by speaking up for their demands. If the reports are distorted by the broadcasters, the viewers should refuse to watch them and require objective information.

▶ **Argus: For creating a fair society, what do university students have to do?**

Roh: You have to know that just an individual cannot stand up to media. The media can influence everybody. Therefore, you should keep studying and discussing to possess intelligence. This would then lead to a wide span of communication for an increase of unionized power. So, keep debating with your friends and make yourself solid.



Fair Chocolate Makes Fair Valentine's Day

By Kang Young-joon

Associate Editor of Theory & Critique Section

On Feb. 14, girls give boxes of chocolate to boys to celebrate Valentine's Day. The chocolate, which they give and receive, is made of cacaos. To harvest cacaos, African children labor in a poor environment. They work for wages equal to five percent of chocolate sales. In other words, if one dollar of chocolate is sold, they receive five cents. The price of fair trade chocolate is 2,000 won. You might think that fair trade chocolate is more expensive than other chocolate, but do you think the other chocolate is low-priced? Can African children live on their wages? To make a fair valentine and the world a better place, how about buying fair trade chocolate? 🍫

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All Photos by Kang Young-joon





Ongoing Controversy with Reducing Tuition Fees

등록금심의위원회 회의

2012. 1. 19

대학본부 502호

Is this how the
Tuition Fee Committee
is supposed to be?

By Yoo Suh-kyung
Reporter of Campus Section

This year has been no exception in the conflict over tuition fees. To help finish this argument, on Sept. 8, 2011, the government proposed 'Solutions to relieving the burdens on students.' This proposal is so that government subsidies of 1.75 trillion won and school scholarships of 346.7 billion won will cut tuition fees by about five percent. The plan, called "The 2012 Structure of Government Scholarships to Reduce Burdens on Tuition Fees," was settled in last November. A key point here is that investing 1.75 trillion won is to further reduce the financial burden on students.

Despite the investment of the government, HUFs has decided to cut its tuition fees by only 2.2 percent this year after meeting with the Tuition Fee Committee four times. This reduction is less than both the Seoul and Global Campus Student Councils' promise that they would work with the Committee to cut tuition fees by 18 percent, according to their statement. Although students have argued for an 18 percent decrease in tuition fees, why has the university stopped at 2.2 percent? Through what procedure has the Democratic Constitution of the Tuition Fee Committee drawn that percent?

The Argus took a look at problems that have been found in the work of the Democratic Constitution of the Tuition Fee Committee to see if there is a solution to each of these problems.

HUFs Democratic Constitution of the Tuition Fee Committee This Semester

« Jan. 12, 2012, the first Tuition Fee Committee meeting

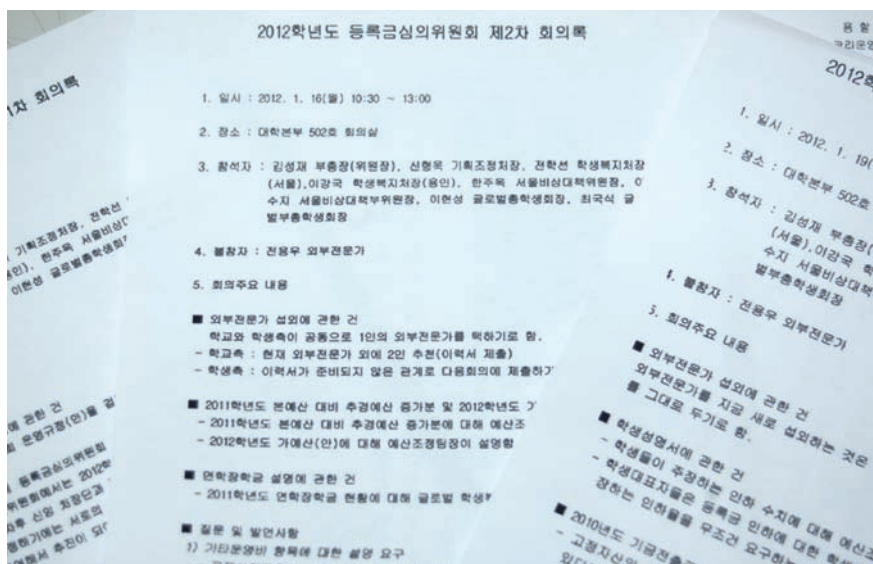
Internal regulations should be advanced as legislation related to the Tuition Fee Committee that higher education institutions have made. This semester's committee meeting should focus only on the 2012 tuition fees, and other regulations should be discussed with the new administration.

When setting a meeting schedule, it is better to leave a little latitude in between. For the minutes of the meeting, both the university and the General Student Council should produce their own set of minutes. Han Joo-ok from the Seoul Campus Emergency Committee said that, "During the first meeting, we discussed how the next meeting should proceed. We talked about the meeting schedule, the minutes and outside experts."

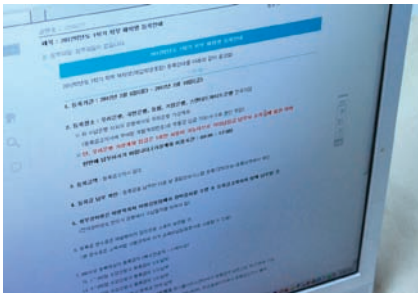
« Jan. 16, the second Tuition Fee Committee meeting

The representatives of the university stated that HUFs will have a budget deficit if it freezes its application fees. Team Leader of Budget Coordination Team said, "HUFs lacks a foundation to support us with grants." He also said, "Other private universities in Seoul are planning to freeze or raise their tuition fees. So we should do the same because we have weak financing without strong support of the foundation."

The General Student Councils from both campuses argued from their prepared statement that, "At least 12.7 percent 'bubbles' have been confirmed." They made sure that the 18 percent decrease in tuition fees could be possible when subtracting the reserves with the depreciation costs and dividing that into the number of students enrolled at HUFs based on 2010 numbers. An expression such as, "Why change your mind to freeze tuition fees after promising to reduce them with the aid of national



▲ The minutes of the Tuition Fee Committee meetings are posted on the school Web site, 'www.hufs.ac.kr'.



Yoo Suh-kyung / The Argus

▲ Students of Hankuk University of Foreign Studies check the school Web site before paying their tuition fees for this semester.

scholarships?” shows how upset the students were when it comes to reducing fees.

« Jan. 19, the third Tuition Fee Committee meeting

In front of room 502 at the Main Building of HUFS on Seoul Campus, student representatives held a silent protest against the university in favor of cutting tuition fees. Still, the university held firm on the fees. Team Leader of Budget Coordination Team said that, “Students cannot reduce the fees by force.”

The General Student Councils continued to argue for reducing the fees.

« Jan. 25, the fourth Tuition Fee Committee meeting

At this meeting, the university and the General Student Councils negotiated on the issue of tuition fees. The big question this day was: Did the university cut the fees because of the negotiations? According to ‘Solutions to reducing burdens on students,’ the government provides aid of 3.1 billion won to the university when it reduces tuition fees. The result of this is that the tuition fees were cut by only 2.2 percent. Also, the minutes written by the university have not met approval by all the members of the committee, even after a month. The university

mentioned nothing about this but is rewriting their minutes because they did not meet the approval of the General Student Council of Global Campus.

The Original Intent of Democratic Constitution of the Tuition Fee Committee

The second article of the regulations related to college tuition fees of the Higher Education Law explains the role of the Tuition Fee Committee. When a university leader decides what fees and other money is due, the Tuition Fee Committee meeting should be held after much deliberation, which comes under Sub-Section Two and Section 11.

The Committee must consist of more than seven members, including representatives from the faculty, student body, and relevant experts. Also, parents of students and alumni may also be on the committee.

At Kyunghee University, the Tuition Fee Committee meeting about fixing tuition fees was held with students on Jan. 26, and their entire meeting was broadcast on its school webpage.

Problems of The Tuition Fee Formulation Process at HUFS

« Failure in maintaining objectivity

According to the Higher Education Law, the Tuition Fee Committee must consist of not only university officials but also an expert from outside.

At Sookmyung Woman’s University, the Tuition Fee Committee enhances bilateral confidence by inviting one alumnus and one outside expert to its meeting.

HUFS, on the other hand, only just

started discussions about inviting outside experts, though they should have done this long before now. What is worse, the Tuition Fee Committee meeting did not even have one expert present during the discussion, thus degrading its reliability by ending up with a closed committee.

« Ambiguity at the fourth meeting of the Committee

Regular students and staff can learn of the proceedings of the Tuition Fee Committee only through the minutes, but there are problems with the minutes. Preparing the minutes is the university’s responsibility. The first, second and third minutes are posted in the “the Present Condition” column on HUFS Web site. Yet, the fourth minutes were not made public, even after a month had passed. This is because the General Student Council from Global Campus did not sign the university’s version of the minutes.

Students and other members cannot read the minutes of the fourth meeting before the tuition fees are due because of this lack of communication. The university stated that the issue with the minutes is still under discussion with the General Student Council from the Global Campus. Lee Hyun-sung, President of Global Campus General Student Council said that, “We did not sign the paper because we cannot



Yoo Suh-kyung / The Argus

▲ Budget Coordination Team is closely related with tuition fees.

agree with the minutes the university has written. The minutes did not have the exact words we have discussed in the meeting.” In spite of the opposition by Global Campus, Seoul Campus General Student Council signed the minutes.

Problems with Student Representatives

The Tuition Fee Committee members were not sure of their role in the Committee meeting. The student representatives should have found out where the Tuition Fee Committee decided to decrease the university's budget, but they actually did not. This explains why those attending the meeting had little or no understanding of the committee's regulations.

The Students' Unilateral Communication for the Unconditional Price-cut Campaign

Student representatives have demanded 18 percent decreases in the tuition fees and the university has

tightened its belt by reducing costs in fixed assets, plant maintenance, promotion expenses, administration management, and other areas. At the same time, HUFS expanded its budget for student welfare.

While the university is trying its best, students are not making substantial efforts in cutting tuition fees. Students, in charge of Student Councils, should put their efforts on saving money they spend on independent events; this would enable the university decrease tuition fees.

Possible Reasons for the Tuition Fee Committee Is not Working Well

« No watchdogs

With a watchdog, any error in procedures can be detected and corrected. But at HUFS, the Tuition Fee Committee meeting has been continued without any outside experts or watchdogs to keep an eye on the proceedings. This means the Committee underestimates the value of watchdogs who can examine its work.

The Committee also lacks transparency. The Tuition Fee Committee meetings will not let anyone attend, other than the members of Committee. Professors and staff who want to attend the meetings must be allowed to take part in the process of fixing tuition fees. They are not allowed to observe the meeting, though, and this is not all. The meeting is not open to average students and to college press agencies, including The Argus and Oedaehakbo. It is the right of all who want to observe to watch



Yoo Suh-kyung / The Argus

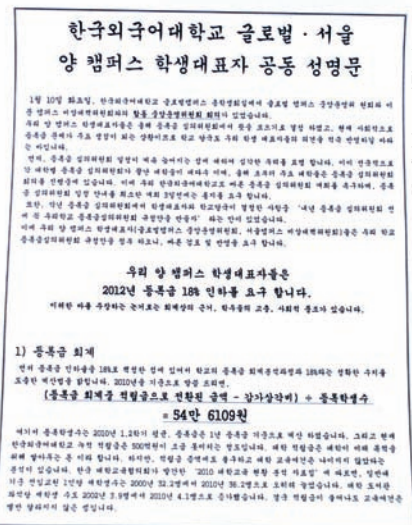
▲ The General Student Council in Seoul Campus is replaced by the Emergency Committee.

the process of fixing tuition fees, but the Committee held its meetings behind closed doors of room 502 of the Main Building this time and this means that students and faculty members have no way of learning what goes on at the meetings.

« Lack of communication

As the record for the fourth meeting has not been signed yet, it is clear that our university and students are not communicating with each other harmoniously.

At Sangmyung University, the university has supported a five percent decrease in the tuition fees, the



Yoo Suh-kyung / The Argus

▲ The General Student Councils from Seoul and Global Campus gather to come up with reducing tuition fees.

General Student Council was for a 5.5 percent decrease. At last, they ended up with a seven percent reduction through negotiation, which shows that the university and the students had good communication with each other.

« Lack of responsibility in student representatives

Seoul Campus is temporarily absent from the General Student Council. The Emergency Committee was formed but it did not undergo a transfer from the last 45th General Student Council to the new one. The head of the Emergency Committee said, “Our Committee consists of the leaders from six colleges (College of Business and Economics, Division of International Studies, College of Social Sciences, College of Law, College of Japanese, College of English). So we are already busy with managing our colleges.” Also, they are not properly doing their job because they find it hard to focus on the work of the General Student Council.

The Emergency Committee on the Seoul Campus did not see any problems in the report of the fourth meeting when the errors came up and the General Student Council at Global Campus did not confirm the errors. The term of the Emergency Committee of Seoul Campus will expire in March when re-election takes place, which shows that the Emergency Committee cannot conduct its business responsibly compared to the General Student Council that is in office for only one year. Thus, the absence of Seoul Campus General Student Council is one reason for the weak voice for the students in fixing tuition fees.

« Indifference of students

Students know that HUFs has

decided to cut the tuition fees by 2.2 percent, but they do not know how it is to be done. Students think that it is the faculty members and student representatives’ job to earn decreases in tuition fees, not theirs. A sophomore from the Department of Public Administration asked, “Did our university even have a Tuition Fee Committee?” Like this student, many students do not recognize the importance of the process in fixing tuition fees.

Solutions

« What the Tuition Fee Committee needs for its future

The Tuition Fee Committee should not stop but should become more systematic and plan meetings with much greater preparation. Assemblies that conduct important business, such as determining application, fees should follow transparent processes. Also, assembly reports are not merely papers written after the meeting is done, but documents that show the content of a meeting in detail to all those interested. When looking at the third minutes, it states that, “Team Leader of Budget Coordination Team makes a position in tuition fees reduction that students argue for.” This is not how it should be written, but it should state the exact percent the students demanded, and what position Team Leader has made. The way Kyunghee University broadcasts the Committee’s meetings can be one of the methods to solve this problem.

« Not one-sided, but two-way communication

The university should open all of its meetings to people curious about drafting the budget. Students have the

right to know how the university uses their tuition fees. The Vice President of the Nationwide Parent’s Association for Higher Education said, “The university needs to consider its policy on the Tuition Fee Committee. And the budget meetings should be open to not only student representatives, but to all students.” She added, “That would rebuild confidence in students when discussing a range of issues concerning tuition fees. Our students are not in elementary, middle, or high school, but are young adults at university. Opening the university’s budget meetings is the basis of the students’ right.” As mentioned before, Kyunghee University decided to broadcast their tuition fee meetings in order to persuade its members that they tried their best.

« Yes, the General Student Council

While Global Campus General Student Council has raised the question for the minutes of the fourth meeting, the Seoul Campus Emergency Committee has not. In order to form a more systematic



▲ School members have to turn light off before leaving the room.

Yoo Suh-kyung / The Argus

General Student Council, Seoul Campus should also build its own General Student Council. Lee Su-ji from the Emergency Committee said that “Likewise, the absence of the General Student Council makes it difficult to gather the students’ opinions. With the General Student Council, the influence and power of the students’ opinions would become stronger.” The Vice President of the Nationwide Parent’s Association for Higher Education highlighted the significance of the General Student Council by saying, “The student leaders would announce the university’s actions to students quickly and exactly. In situations like this, students need the General Student Council and they should put more attention on university matters.”

« Becoming smarter students

Students should not depend only on

46대 총학생회 선거 무산 공고

년 11월 28일 ~ 12월 2일 진행된 46대 총학생회 선거가
있음을 다음과 같이 알립니다.

Yoo Suh-kyung / The Argus

◀ The 46th General Student Council of Seoul Campus does not exist due to its low election rate.

the student representatives when it comes to university matters such as fixing tuition fees. The students pay the university, so they should look at university matters with attention and responsibility. Hanyang University and Kwangwoon University have decided to cut their tuition fees by two percent and shorten the semester from 16 weeks to 15 weeks. Not only the student representatives, but all students are not hesitating to stand

for their rights and protest against the universities’ decisions. They have not remained indifferent, but have put up a board that says, “Do not reduce tuition fees by shortening the number of school days.” on the door of the faculty office.

HUFS should change as well. Students should take an active role in dealing with important university matters that affect themselves. They should not only ask the university for changes, but should make efforts to show how serious they are. They could start by turning off lights and the air conditioner after finishing using a room and that would save on electricity bills.

In a nutshell, the tuition fees are an important matter that affects every student. Because of this, the university and the students should work together as much as possible in deciding tuition fees. To succeed this, a Democratic Constitution of the Tuition Fee Committee should be systematic, and to do this, we need the General Student Council. Even though all of the students can not attend the Committee meetings, the General Student Council representing all students should not forget that they represent the students. 📧

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Yoo Suh-kyung / The Argus

The school motto of HUFS is 'Truth, Peace, and Creation'.

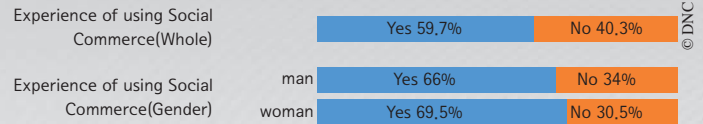
Social Commerce through Behavior Economics

By Choi Hee-ji

Reporter of Theory & Critique

Nowadays, Social Network Service (SNS) is largely used in many parts and the users of it account for almost 60 percent in Korea. The social commerce company named Ticket Monster announced that the market size of the social commerce would be one trillion dollar in 2012. However, there are many people who complain after buying goods through using social commerce. For example, there was a fraud case that one social commerce company deceived the consumer, using a department store gift card. On Feb. 12, the Fair Trade Commission (FTC) made some guide lines to protect consumer in social commerce part and said they would check every half year and announce the result. Is it certain that the social commerce is a helpful system for consumers? Is it nothing more than a means of marketing?

Investigation of awareness and utility condition of social commerce

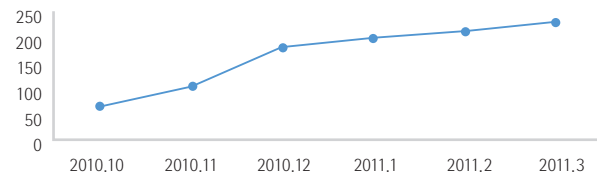


▲ The proportion of people using Social Commerce is almost 60 percent in Korea.

Appearance of the Social Commerce

Social commerce is a kind of the electronic commerce using the SNS like Facebook or Twitter. The seller sets the number of people who may get the goods at a discounted price. If the number of consumers exceeds the designated number, the seller gives consumer goods or services by offering discount rate from 30 to 50 percent. It is largely known after 'Groupon,' an online discount-coupon company established in Chicago, America, made the business model of the social commerce and got a success. According to the Korea Information Society Development Institute, the number of the social commerce company is about 300 these days.

The number of domestic social commerce enterprise



© Reconstititional Korea Information Society Development Institute

▲ The number of the social commerce business increases nowadays.

Social Commerce, Economical Means of Buying Products

Low price of the goods

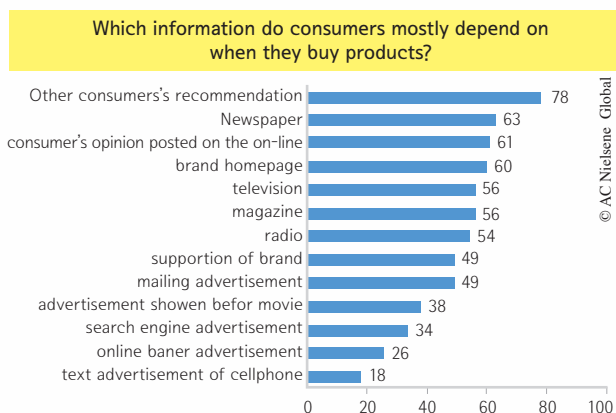
Why do people search for the social commerce? Of course, it is because of the efficiency in social commerce. At first, let us look at this with the economic point of view. If sellers set the discounted price, the number of the consumers is getting higher and that number satisfies the suggested number by the 'Law of Demand*'. For this time, consumers could purchase the products at the discounted price, and it could be the economical consumption. Lasting the recession, consumers become sensitive at a price and they crowd into the half-price goods so that they

* In economics, the law of demand is an economic law which states that consumers buy more of a good when its price decreases and less when its price increases (ceteris paribus).

could get the products at a low price. Also, considering that major users are young people, those who depend on pocket money or income of part time job are more sensitive to the price. Oh Su-jin, professor of Department of Consumer Economics at Sookmyung Woman's University said that social commerce is a good idea in that it gives consumers some price benefits.

Low marketing cost

Social commerce could also be an economical means to the seller. This is because consumers who are interested in certain product voluntarily promote it by using SNS to gain the designated number of consumers. People's voluntary promotion gathers attention of other people and it finally satisfies the designated number. According to the research which was announced in 2011 from Wantelet Incorporated, when consumers buy the goods, 82 percent of them depend on SNS opinion of other people and 71 percent of them refer to the opinion of family or friends when they purchase the goods. Through this, seller could sell their products without any huge amount of cost for marketing. Kwak Chang-kyu, the author of 'When economic and regional economy meets,' said that social commerce can be a cheap marketing tool for a small-scale businessman like who manages regional restaurant. That could help the growth of regional business area, which leads to economic development.



▲ The information which consumers mostly on is other person's opinion.

Making regular customers through 'Lock-in-Effect'

Why do sellers open an opportunity for customers to buy their products at considerably low price? That is because they want to make their regular customers. This situation could be explained by economic term,

'Lock-in Effect.' It means controlling the choice of other products or service accompanied by certain product. And it means that the sellers give consumers a chance to use their products with a lower price, which leads them to use their product or service continuously. Customers could be easily affected by this effect.

Is It Really Effective to Use Social Commerce?

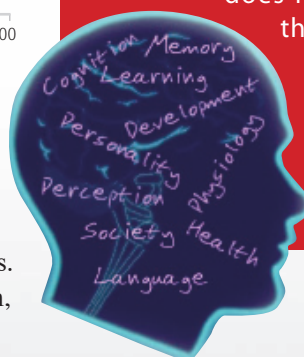
If we look at the social commerce system only from an economic perspective, it could be an effective tool for both sellers and buyers. But does the discounted price help the consumer to make a beneficial choice? Is it no more than just a marketing tool which stimulates the consumer's mind? Also, would it be possible that sellers can gather their regular customers through social commerce?

We can catch the problem of social commerce through people's psychological perspective which we cannot find through economic perspective. In reality, people are influenced by the relationship, inner mind and social environment. And it leads to the result that the real situation could not be explained enough, only by economic theory. In this point, through Behavior Economics which combines economics with psychology, let us look at what kind of problem social commerce has and what kind of psychology social commerce uses.

[What is the Behavior Economics?

: Economics + Psychology]

Behavior economics is an important field, especially these days, which is made to compensate for the error the mainstream economics has. The mainstream economics has the premise that the all human beings are rational in all aspects of life. In reality, however, a rational person who is an ideal person in economics does not exist and it leads to the situation that the does not accord with the economics theory. To solve this problem, the behavior economics is made by investigating how the real people behave, experimenting various human minds and revealing the result from the experiment.



Social Commerce, Arousing the Consumer's Sentiment

Discounted price dazzling consumers

“Wow, the real price of the item is much cheaper than the discounted price in social commerce site!” You may have this experience after buying some products in the social commerce. ‘Anchoring,’ which is the theory of the behavior economics says the human behavior depends on the first given information when we have to choose or set the criteria. For instance, even if the real fixed price of a pair of jeans is a 50,000 won but they raised the price to 90,000 won and gave 40 percent discount so that its price becomes 54,000 won. It says that “We even offered ‘40 percent’ discount.” At that time a consumer does not compare the real fixed price to the discounted price. They just compare the price which the social commerce site suggested (90,000 won) to the discounted price (54,000 won). That makes people feel that they get the much benefit just ‘anchoring’ the 90,000 won which is the social commerce’s first suggested price. But, customers actually paid 4,000 won more than the fixed price.

FTC announced a report, which requested Consumers Union of Korea to survey the 53 social commerce enterprise’s products. And the result was that the discounted price of 29 products among them is much higher than the online highest price. In other words, even though social commerce enterprise strongly advertises that they applied 50 percent discount in the products, it is not true because



▲ A customer is buying a wrist watch on the social commerce, Coupang.

they just exaggerate the discount rate compared with the real discount rate. Social Commerce enterprise’s exaggerated discount rate is a wrong point, but the reason consumers are psychologically affected by the discounted price is because consumers do not tend to consider the real product’s value. They just focus on the first suggested price 90,000 won which catches the consumer’s mind. A rational person who is expected to be in economics will consider whether the price 90,000 won is reasonable or not. However, the person in reality has the limit to consider all part of goods. That is why he has a trouble to do it, and just put the criteria to the wrong price information which social commerce enterprise suggested, irrationally.

Wrong judgment due to limitation on time and amount

If we get in to the social commerce site like ‘Coupang,’ they say we can purchase the stuff with the discounted price only ‘Today’ and that day’s discounted product’s list is sent to the

online member’s mail. In this point, the word ‘Today’ makes people think that they could not get benefits if they miss today, and they tend to think the products are more precious. That is just the ‘Heuristic-Thinking’ work on our mind. ‘Heuristic-Thinking’ is the theory of the Behavior Economics. ‘Heuristic’ is a process that the person unconsciously or deliberately disregards the recognized information. The reason we make a mistake when we purchase the products could be explained by our ‘Heuristic-Thinking.’ According to that theory, consumers are putting more importance the value to the products having time and amount limitation, disregarding the original product or service’s value. Lee Sung-min, sophomore of Department of Mathematics in HUFS, said “Time limitation that we could get the discounted products only ‘today’ makes us think that we must buy that products and must not miss the chance, even though the product is not really necessary to me. I think that time limitation disturbs our wise purchase.” It means that the

limitation of time and amount which social commerce emphasizes is a big cause of occurring 'Heuristic Thinking' in our minds.

Then, Is Social Commerce Really Beneficial to Sellers?


If we only see in the economic perspective, it could be an effective way to seller. If, however, we consider consumer's psychology, it could be hard to gather their regular consumer through social commerce system. That is because of the 'Gain/Loss asymmetry' theory in Behavior Economics. The theory implies that people tend to think they suffer bigger losses compared to amount of

who have an experience, getting a product at a discounted price, think they got loss in monetary when they have to pay full price of the product. That mind causes less times of repurchase intention. A seller of Kyunghee Aesthetic, Won Kyung-hee, said "In the case of customers who have used social commerce system, re-visitation rate of our service is less than 10 percent. We expected the effect of increasing the number of regular customer rather than economical profit, but the social commerce led to the result of non-efficient way."

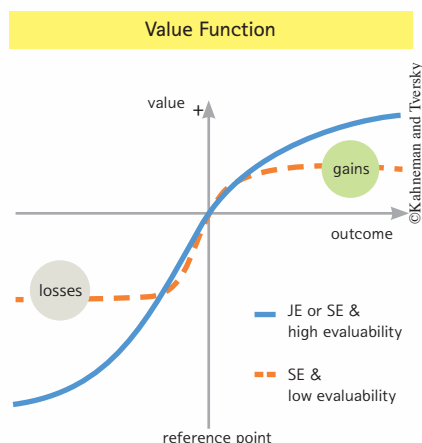
How can we use social commerce wisely?

Like this, the possibility that the consumer could do irrational economic activity can be higher due to social commerce's exaggerated advertisements. So, it is very important to have a careful attitude and make a decision with, logical thinking. Joo Saw-yeon, professor of Department of Consumer Studies at Ewha Womans University, said "The psychological trait make a much influence to consumer's attitude when they buy goods by using social commerce which has a special traits that the dealings are done in on-line space. Consumers should control their mind more carefully, and try to look at the original value of the stuff by showing rational decision making." Rather than just looking for cheaper goods, we should consume what is essential to us, even though it has a low discount rate. And we have to distinguish the discounted price with real fixed price not suggested price in social commerce site. Also,

when we compare two products which are at discounted products, we have to focus on the discounted amount rather than discounted rate and as shown above, consumer should not have inner conflict due to the 'limitation' of time or amount and have a careful consideration reserving the buying plan until you have the necessity that the product is very essential to you. Jo Youn-mi, the director of the headquarters of Green Consumer Network in Korea, who founded by civic group for protecting consumer's right, said, "Consumers should not be swindled by the 'limitation' the social commerce suggested, confirm the correctness of the detailed information about the products and try to use the social commerce keeping the guide line which FTC presented." Social commerce itself should try to reduce tricking the consumer sights and present the right products or service to consumer. That will lead social commerce to act as a good electronic commerce.

The desired purpose of the social commerce is to act positively for consumer and seller, accelerating business, economics, and consumption. However, in this point, social commerce just intensifies the confusion in consumption behavior. Today, we should recognize that even though social commerce is a means to buy products, it can ruin our consumption behavior in a moment if we are not careful. Let us reduce our irrational daily life as a consumer by knowing which kind of psychology trait could affect our consumption behavior. 

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* Utility function under high and low evaluability and in joint evaluation(JE) or single evaluation(SE)

pleasure getting from product even if it has exactly the same value.

In the graph, even though the absolute value of gain and loss is the same, sensory value which points in y-axis shows big difference between them. In generally, the sellers think that if the consumers use their products, they will buy their products one more time. Consumers, however,



Adam Smith

Talks about True Market Economy

By Kang Young-joon

Associate Editor of Theory & Critique Section

Last year, a system called ‘profit sharing’ was proposed by Chung Un-chan, the former Prime Minister of South Korea, to alleviate the polarization between large and small companies through unfair subcontracts. Although the commission on shared growth for large and small companies came up with a new, softer name for its shared growth objective, ‘cooperation profit distribution,’ it is still controversial because the idea of excess profit sharing is considered to be against market principles. What is the true market economy? Readers can think about the true market economy by looking at Adam Smith, who is the author of ‘The Theory of Moral Sentiments.’

« Adam Smith and ‘Theory of Moral Sentiments’

Smith is known for his ‘invisible hand’ theory and is widely cited as the father of modern economics and capitalism. He is considered to be the embodiment of personal selfishness and unconstrained competition among the people. If they only read ‘An Inquiry into the Nature and Causes of the Wealth of Nations (Wealth of Nations),’ they may draw that idea. If,

however, they can comprehend Smith’s ideas in his other book, ‘The Theory of Moral Sentiments,’ they may change their mind.

The keywords of ‘The Theory of Moral Sentiments’ are ‘sympathy,’ ‘impartial spectator,’ ‘wisdom’ and ‘weakness.’

According to Smith, human beings have a natural tendency to care about the well-being of others for no other reason than the pleasure they receive from seeing others’ happiness. He calls it sympathy. This concept can be extended to our own sentiments. If we sympathize with the feelings of others, we judge that their behaviors are just. If we do not sympathize, we might judge that their behaviors are unjust. In doing so, our own actions are self-judged as to whether they are just or not. Smith calls it an impartial spectator.

If one acts with an impartial spectator’s approbation, that his actions are just and he can be considered a wise man. Contrary to this, if someone acts without an impartial spectator’s approach, their actions are unjust and they can be considered a weak man. Dome Dakuo, who wrote ‘Adam Smith,’ a book rewriting ‘The Theory of Moral Sentiments’ and ‘Wealth of Nations’ with his interpretations, cites Smith’s idea that people can set the standards of moral issues by sympathizing as an impartial spectator.

道德感情論

The Theory of Moral Sentiments



아담 스미스 著 / 朴世逸 · 閔庚菊 共譯

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◀ The Theory of Moral Sentiments(L), first published in 1759 by Adam Smith, is translated by Park Se-il and Min Kyung-kuk.

▼ Adam Smith(R), written by Dome Dakuo, is a rewritten version of 'The Theory of Moral Sentiments' and 'An Inquiry into the Nature and Causes of the Wealth of Nations.'



<http://www.ewnews.com>

« Sympathy in 'The Theory of Moral Sentiments'

Smith says the conditions of happiness are health, being free from debt and having no compunction. And that means it is possible to meet the requirements of happiness by earning money. Therefore, people want to make money to gain happiness and, in this process, a country's economy grows. A wise man will not seek excessive money if he meets the requirements of happiness. If, however, he is a weak man, he thinks that happiness is always proportional to his wealth and will attempt to earn excessive quantities of money despite meeting the requirements. Weakness develops a country's economy, but society would collapse if all people are weak men. Smith thought wisdom is essential for society. In this respect, Smith interprets economic growth and preserving society by connecting the

concept of sympathy to the social phenomenon.

In modern society, weakness can be interpreted as large companies' reckless actions. "Large companies are seeking their profit, but they have little self-control," said Koo Kyo-jun, professor of Department of Public Administration at Korea University, discussing about large companies invading the fields of small companies. In pursuing profit, it is wise to practice self-restraint. However, many large companies have little wisdom. To resolve this situation, cooperation profit distribution is able to provide wisdom to large companies.

« Sympathy in Modern Society

Human beings become impartial spectators by sympathizing with each other. People are divided into wise men and weak men through their degrees of sympathy as impartial spectators. Smith said that the concept of impartial spectators can be extended to society through the sympathy of all the people. Modern society also has impartial spectators. Individuals and groups can be wise if they accept an impartial spectator's judgment.

Smith said wisdom is a pillar of society. Weakness can develop society under this pillar. Most of the rich are seeking excessive money in spite of meeting the conditions of happiness. They are even dishonest in seeking their profits. Cooperation profit distribution restricts large companies who

Major Resulted Contents of Discussion on Shared Growth

	Detailed Contents	Notes
Basic Data		
1. Settlement for Difficulty of Cooperative Companies	-Reflection and adjustment to fluctuation of prices of raw materials -Reduction in payment for unfair contract -Liquidity support for 2nd or 3rd cooperative companies	Being reflected in the existing articles
Adding Points		
2. Cooperation Profit Distribution		
3. Benefit Sharing		To be reflected by creating necessary articles
4. Support and Investment in Shared Growth		

▲ This table shows how shared growth, which includes cooperation profit distribution, is expected to be implemented

are monopolizing interests.

According to Woo Kyoung-bong, who translated 'Adam Smith,' cooperation profit distribution reflects the concerns about the high-handedness of large companies and their trade with small companies and the demands for rectifying the inequalities. Describing the current large companies' behavior, he says, "If a mutant lion is able to eat grass, a deer is deprived of his own food. Similarly, it would be difficult to maintain an 'ecosystem of business' if large companies deprive small companies of benefit through their reckless actions." He added, "Although cooperation profit distribution might hinder market efficiency, we should reconsider what are the honest rules of a market."

Currently, weakness is excessive in Korean society. According to Smith, a society without wisdom would collapse. Even if it is the market economy, every person can live an ordinary life in a society with wisdom. To create a strong society, people need wisdom. Cooperation profit distribution is considered to be wisdom for large companies, who are seeking their own profit without considering others' benefit. Cooperation profit distribution is a 'win-win' system for large and small companies. Large companies can benefit from small companies' creativity and small companies can receive the benefits from the patronage. Small companies can strengthen their competitiveness if cooperation profit distribution becomes effective. As, however, the implementation of cooperation profit distribution is left to the discretion of companies, Professor Koo said, "If large companies have little self-control, it is necessary for the government to regulate them." 📖

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Discover Your Own Way, HUFSans!

Congratulatory address
for graduates in College of English

By Lim Jong-boo

Attorney at law, College of English, HUFS

President Park Chul, Dean Sohn dong-ho, Dean Park Jeong-woon, distinguished guests and faculty, friends, loving families, and the class of 2012, I am deeply honored to be here, and it is a tremendous privilege to be addressing you today.

When I was invited to speak to you on this momentous day in your life, I was initially very elated and excited to come here, honor you, and inspire you. Then, as I thought about the responsibility that comes with it, panic settled in. So I asked a few people wiser than me what I should do. They said, “Just be yourself.” That did not help much. I cannot stand here and tell you, “In case of emergency, panic.”

I know you all want me to finish my speech quickly so you can go out and celebrate with your friends and families. Do not worry. I feel the same way. I want to get this done as expediently as possible so I can get out and have a meal here. I heard the food got much better from my days here.

I took a brief tour of the campus yesterday with fond memories rushing in my head. The buildings were shinier. The students seemed to be taller and better nourished, both physically and intellectually. But I saw myself in them. It felt good to be back home.

Unlike other luminaries who spoke here before, I think I need a little self-introduction for those of you who are wondering, “who is this guy and why is he talking to us?” I graduated from this happy institution in 1974 as an English major. I met my wife here. She was my classmate. For four blissful years of my life here, I was busy, studying part time and dating full time.

I lived 28 years of my life in Korea and 34 years in the United States. But the seeds that were planted in me here at Imun-dong have stayed with me throughout my life. What they said about a boy and Brooklyn was right. You can take a boy out of Imun-dong, but you cannot take Imun-dong out of a boy.

While studying at this school, I developed two fascinations, one for English literature and the other for the Anglo-American legal system. After graduation, I served as a naval officer for three years and half, teaching English to the midshipmen at Korean Naval Academy in the city of Jinhae.

I was discharged from the Navy on Aug. 31, 1978, and on the next day, went to the United States. After two years of studying American literature, history, and political system as a Ph. D. candidate in American Studies at Yale University and a brief detour to Oxford University in the U.K., I moved to Boston University School of Law to begin my law study. After law school, I decided to move to New Jersey where I live now, because that was where I spent my first night in America.

I admit that watching one too many episodes of Perry Mason in Korea might have influenced my career choice. When I finally realized that, unlike in Perry Mason, witnesses do not collapse on the stand but stick to their lies, it was too late for me to change my career. So I practiced law for 25 years in New York and New Jersey. After retiring from law practice, I moved onto investment management, which I thought, would be somewhat less stressful than law practice. That pretty much summarizes who I am.

Now, why am I talking to you? How can I possibly match the men and women with great achievements who spoke here before and those, who are far worthier than me, who would have been happy to speak to you today? I thought about why I was invited. Maybe it is because I was an English major at this school just like you, and 38 years ago, I was sitting where you are sitting now with the same aspirations as well as the same anxiety that you might have now. Perhaps, I am expected to tell you how what I learned here related to my career and later life, and give you some advice based on that relation. So that is what I will do today.

Let us first ponder upon what makes us, the graduates of HUFS, different from others? We chose this school, because we wanted to learn foreign languages, in your particular case, the English language. We went to this school, because we wanted to learn about other countries, other people, and other cultures, and use that knowledge to improve ourselves. “Know thyself” was written over the portals of the antique world, both East and West. The best way, actually, the only way to truly know yourself is to learn about others, and it is impossible to learn a foreign language without also learning about the people who use it as their native tongue. Without knowing about others, we will end up as the proverbial frog in the well.

Knowledge and enlightenment are a goal we should always strive to attain more, because we are

what we know. People who read Shakespeare and Dickens will write differently from those who did not. Reading Donne's love poems would make you a more thoughtful lover. Reading Bronte sisters, Jane Austin, and George Eliot will improve your sensibility and psychological insight, and make you a better screenwriter, if you ever try your hand at that. Oscar Wilde and Bernard Shaw would help you keep your wits razor sharp.

Deep understanding of foreign institutions will uniquely equip you with the tools with which you can make a valuable contribution to your own country. Studying what Jefferson, Hamilton, and Lincoln did for their country might shed a light on resolving the issues that your country is facing today.

Studying other cultures will deepen an appreciation of your own nation's heritage and traditions. It will enable you to sort out the values and traditions that are nationalistic and provincial and the values and traditions that have more universal application. I learned British history the way British people learn their history, by reading Shakespeare's history plays. Reading them made me realize that, all the contributions British people made to the advancement of democracy notwithstanding, they never had a king as great as King Sejong. The greatest admiral of that great seafaring nation paled next to our greatest admiral.

What you learned here as an English major should be a deeply satisfying experience and a fulfillment in itself. But it is also a very practical tool which will open up many opportunities for your career in this day of globalization. It would be difficult to find a job or a profession where what you learned here would be irrelevant. However, you have to remember that opportunities are like lovers. Sometimes they may come to you on their own. But, most of the time, they need a lot of coaxing to come your way.

Those of you, who plan to continue studying on a graduate level, will find what you learned here extremely helpful, no matter what you choose to study. Mastering a foreign language is a long and arduous process that requires a lot of efforts, persistence, and dedication. After that, any other study might seem to be a breeze. My wife studied psychology at Columbia University. She tells me that studying psychology was not half as difficult as studying English. My experience at an American law school was not much different.

The education you started here should not end here. Four years are too short a period to master a language or any other subject. As has been said, the man who stops learning upon graduation is uneducated the day after. You have to continue the learning process you started here for the rest of your life, mindful that a little knowledge can be a dangerous thing. Throughout your life, you will be constantly comparing your country with other countries in countless ways. That is the destiny we carved for ourselves when we chose to attend this school. If you have never done that, you probably went to a wrong school.

What is most different today from my days here a generation ago are the advances in information technology. When I was attending this school, I remember going to the United States Information Service in downtown Seoul a few times a month to read the New York Times and other periodicals. Today, you can access all of them with a click of a button. I have a practical advice for you here. Read the New York Times on a daily basis at least for a few years. It will make a big difference in your understanding of world affairs. As an English major, you owe it to yourself.

Learning English and learning about other countries and other people have never been easier. You can watch TV and movies in English all day long, if you want to. You can read all the books, newspapers, magazines, and other publications in English from the comforts of your room. Turn the computer on, and there is more information than anyone can possibly absorb. You live in

Seoul, but you can learn about London, New York, or Los Angeles as much as the people who live there can, if you make the effort.

You live in a small country. Korea will never be the largest country in the world. Korea may never be the most powerful country in the world. But let me tell you what kind of country you can live in. You can live in a country that is politically most democratic, technologically most advanced, culturally most sophisticated, and economically most developed. You can live in a country where individual freedom and the dignity of every man and woman are jealously guarded and given first priority. You can live in a country where arts and science flourish, and courtesy and civility prevail over rudeness and hostility. You can live in a country with the highest living standards and clean environment.


Looking back at what Korea has achieved in the past few decades, that is a goal achievable in your lifetime. But that goal cannot be achieved, if our country is too proud to learn from others. That goal cannot be achieved unless our country produces a lot of people who have deep understanding of other countries, other cultures and institutions. As the graduates of this venerable institution, you are expected to play a huge role in helping our country achieve that goal.

After you leave the sheltered life of academia, everything may not be all rosy and wonderful. There will be trials and tribulations. Competition can be fierce. Life may seem brutal at times. As an attorney, I had an opportunity to help people start new businesses and observe their progress. To my great dismay, I found that more than half of new businesses fail within a year. This may be true in all human endeavors. Failure is more common than success.

How do you deal with this dismal statistics? There is only one solution to this problem. Try again. The more you try, the more likely you are to succeed. Do not ever be afraid of failure. How you react to failure shows your true character. Let failure make you stronger and wiser. As they say, happiness and success are a journey, not a destination. You will be fine, as long as you do not let your failure dampen your spirits. Always keep your spirits high, and try again. Keep your passion alive, you will be young as long as you keep it.

As a parting remark, let me tell you one thing that many may hesitate to tell you on an occasion like this. Luck plays a role in life. That does not mean you should not give your best efforts to everything you do. You should. But remembering that luck plays a role in life will help you keep a perspective on life and maintain humility.

I have seen people with angel hearts get sick and die early. I have seen honest and hardworking people fail in business. When you become wildly successful which I fully expect, have compassion for those who are less fortunate than you are. After all, when the smoke clears and life's journey nears its end, you will realize that the only thing that really matters is the love you gave to your friends and loved ones and the love you received from them.

Listen to your heart, follow your dreams, go out and make a difference for yourself and others. Congratulations and Godspeed to all of you. 

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Leaping Boundaries of Knowledge through Discussion

By Jang Ho-jun

Editorial Consultant


Since the death of Steve Jobs, CEO of Apple, the world has been endeavoring to learn his innovative ideas through researching his company and products and Korea is no exception. Many scholars emphasize the importance of 'tongsub,' Korean translation of the scientific term 'consilience,' to symbolize the unity of knowledge. Also, the World Class University project, planned by the Ministry of Education, Science, and Technology in 2008, promised to provide 825 billion won for a five-year period in creating new growth-gathering technologies and interdisciplinary studies.

Since Choe Jae-chun, a well-known biologist, introduced the term 'tongsub' in Korea while translating 'Consilience,' a book by the American biologist, Edward O. Wilson, there have been controversies about Choe's translation and theory. It is still important that experts in all fields accept his suggestion as the ideal model of future intelligence. It shows that people accept the need of the interdisciplinary approach.

Some scholars worry about the general public will use the word without thinking about its deeper meaning, such as the integration of the humanities and social sciences on the basis of biology, leading to an imperialism that information in genes decides most of human activities and culture, and this is the main argument in Wilson's theory, called Sociobiology. Curiously, there has not been much public discussion to decide the definition of consilience and how to accept sociobiology in Korea. Those who applaud him say that Wilson suggested this new way to interpret the social sciences. Through active discussion and debate, though, opinions could compromise finding the best ways to use the new word.

Critics say that Wilson's book, 'Sociobiology,' which he wrote in the 1970's, tries to explain most of human activities based on several biological theories, such as genes, advocating inequality in race, gender, and ethnicity. They emphasize that Koreans use the term undoubtedly because there were no historical tragedies like the holocaust in Korea. That argument is just not true if you know anything about Korean history. But there is no reason to call it a new imperialism. Sociobiologists themselves do not trust that basic theories are always helpful and some fragments can determine cultural phenomena, due to many varieties. Even Richard Dawkins, who contributed to the popularization of sociobiology, tells us that we should protect ourselves against the danger of 'selfish genes' in his studies.

Other opinions against sociobiology propose that the spread of consilience was supported by the social atmosphere that scientific methods have been enacted by authorities in Korea who all should follow. However, this happened in a certain government and is not a universal explanation that penetrates the whole of Korean history. Fair discussions with the masses can reduce the possibility of authorized science mixed with nationalism.

In Korean society, people learn the concept of consilience as 'tongsub,' which means the unity of knowledge, while scholars in the humanities criticize it in the limited space of newspapers. There should be more conversations in diverse fields about the definition and limit of consilience and sociobiology between the general public and scholars. Communication through social network services or overt debates through the mass media could help the formation of good definitions. It is not too late yet. 

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Celebrating New Departures for 2012

★ Editor-in-Chief, Kim Su-young

Greetings to all of our readers! With a mild spring breeze tickling the faces of all our readers everywhere, a new spring semester has just begun for HUFSSans. It seems like it was yesterday that I wrote my first article, but unbelievably I am greeting you now as the Editor-in-Chief of The Argus. As in past semesters, we have been preparing the first issue of 2012 during the winter break. We promise to give you excellent reporting once again. Please keep reading our magazine and write letters to us when you feel you have something you want to tell us. Thank you.

★ Editorial Consultant, Jang Ho-jun

The reporters of The Argus - the English university magazine with a long history, concentrate on issues with new viewpoints and questions to bring insight to our readers. We always challenge ourselves to change the question marks in your minds into exclamation marks. With the start of a new semester, we reporters wish everyone good luck in all of your work and welcome every kind of comment and criticism you offer. As always, thank you for reading.

★ Associate Editor, Kang Young-joon

Thanks to all our readers! Our magazine is published for you, our readers. It has been a year since I joined The Argus. In fact, I did not know anything about The Argus before I applied for a job as a cub reporter, but since then, I now know what The Argus is. We endeavor to provide you with information on our campuses, our society, our culture, and about science. The Argus is treasure of HUFSS, a treasure that can be found and mined through participating and helping us make the magazine better through your careful reading.

★ Associate Editor, Woo Hae-chung

Spring is just around corner and with it comes the new semester. Jeepers, I can't believe that it's already my second year at HUFSS. As I major in Chinese, my parents and professors put much pressure on me to study harder. So I'm now thinking of establishing a Chinese Newspaper, 中華日報 or something like that. I will be leaving The Argus in a few months. Sorry. So sorry, but... Ta da! I'm kidding! It is the earliest April Fool's day joke!

★ Reporter of Campus Section, Yoo Suh-kyung

My first article is finally published in this month's magazine. Although it was tough working on this article, I know I have learned a lot. I hope my words wake you up and leave an inspiration. If there is anything you would like to ask, please e-mail me and ask. (suhkyungyoo@hufs.ac.kr) I look forward to answering your questions and considering your suggestions about any issue on the campus. Have fun through The Argus.

★ Reporter of Theory & Critique, Choi Hee-ji

Wow! Finally, the March issue of The Argus is now released. This month's magazine is very special to me because my first article and column are published. Making this magazine, I experienced a lot of things which were new, exciting, and sometimes difficult. However, publishing our magazine, I hoped that our readers can find things to think about, and that hope keeps me going. I hope you enjoy our magazine and that you also have a great semester!

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