

The

No. 464 SEPTEMBER 5, 2014

Argus

Since 1954



THE SECRET IN THE HOTTEST ITEMS



HANKUK UNIVERSITY OF FOREIGN STUDIES

The Argus

ESTABLISHED 1954

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

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Printed by KYEONGBO MEDIA

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Editorial

The Calculated Passion of the Youth in Reality

There is a concept referred to as 'Passion Pay' that is used to justify the low salaries that some young people receive. For example, some employers think it is acceptable to pay talented workers low salaries if the workers are passionate about their work.

Some people work overtime at night without being paid overtime rates, and some workers receive less than minimum wage. In the case of the Korean movie industry, most of the film crews are not guaranteed wages despite their many efforts. In 2013, the Korea Film Council revealed that most staff members make less than minimum wage, earning 350 won per hour.

These days it is hard for the youth of Korea to get a job while holding onto their ideals. Even parents are reluctant to advise their children to pursue their dreams when seeking employment because of the belief that doing so may recklessly endanger one's future economic stability.

Society underestimates the willpower and passion of young people resulting in the loss of young people's time and labor. The youth deserve something better. The growing pains of the youth cannot be justified anymore as a learning process. Demanding fair compensation and receiving it will change the current paradigm.

"After all, tomorrow is another day!" Pondering the immortal words of Scarlett in *Gone with the Wind*, young people may comfort themselves with the hope that tomorrow will be a better day. However I want to tell the youth, including myself, that it is time to make the change that we want to see in the world. We can make tomorrow be the world of our dreams. 

By Kim Min-jeong

Editor-in-Chief

김민정



THE ARGUS ESSAY CONTEST

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[Seoul and Global]

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CONTEST DATE: 9.25 [Thu] 19:30

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*Please be present by 19:20 on the contest date

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On the Official Website of The Argus - www.theargus.org

First Prize_ 400,000 won

Second Prize_ 200,000 won

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Awardee's works will be published on the October issue of The Argus.

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**“I became a journalist because
I did not want to rely on
newspapers for information.”**

- Christopher Hitchens

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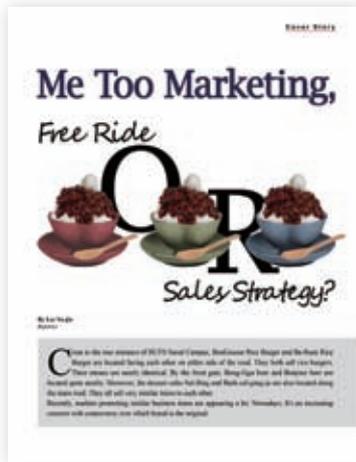
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Let Us Sell Our Passion!

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Korea's Railway Day

On Sept. 18, 1899, South Korea opened the first national railway.



©Strategy and Public Relations Team



Centennial Complex Opened in Global Campus

A ceremony was held to celebrate the completion of Centennial Complex on June 12 at the HUFs Global Campus. Started in October last year, HUFs' 20-month project is finally completed and open to all students and faculty members on the campus. The campus had another change after HUFs Dorm was remodeled at the beginning of this year.

Located opposite to the student hall, the new building has 12 floors in total with 11 stories above ground and one underground-level. It provides a gross floor area of 22,401.9m² and is fully equipped with the latest facilities.

There is also a large area of artificial turf in front of the building where

students may enjoy leisure activities. From the second semester this year, students can attend classes at the Centennial Complex.

The building, 'Centennial Complex,' was named after the new motto adopted early in 2014 in anticipation of the centennial anniversary of HUFs.

As the complex became the main building of the Global Campus, previous main building changed its name to the Cultural Studies Building.

In the ceremony, Lee Nam-ju, the Board President, Kim In-chul, HUFs President, Kwon Sun-han, the president of alumni association, were among those who attended. 

HUFs Founder's Statue Unveiled in Global Campus



©The Argus

On Aug. 1 a statue of Kim Heung-bae, the HUFs founder, was positioned next to Myeongsudang pond on the Global Campus. In spite of opposition from students, the school pressed ahead with the plan to erect the statue.

After being discouraged by HUFsCandle, the GSC of the Seoul Campus, the plan has been implemented at the other campus. Although the Emergency Planning Committee of the Global Campus submitted a statement in July to the university opposing the statue's erection, the school declined to reconsider its stance and CCTVs have also been installed around the statue.

The committee has continued to publish articles expressing their opposition and HUFsCandle has said that it is hard to take aggressive steps without justification

In the mean time, Kim Heung-bae remains suspected by some of aiding Japan during its 1910-45 colonial rule of Korea. 

By Kim Min-jeong



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38th HIMUN Discusses Biodiversity for Sustainable Development

On Aug. 9, HUFS International Model United Nations (HIMUN) was held in the Coex auditorium, Seoul.

HIMUN discussed 'biodiversity for sustainable development' encouraging the assembly to notice and draw attention to the upcoming 12th Convention on Biological Diversity (CBD) to be held in Pyeong-Chang in September.

The first section of discussion by the assembly dealt with the agenda of 'biodiversity' and second section was followed by a discussion about 'bio-safety.' Formerly designated college students took the roles of delegates of 13 countries and a number of heated debates regarding the agenda topics were held. 

▲ 13 delegates are discussing about biodiversity at HIMUN.

By Lee Yu-jin

Revision of School Regulations Beginning in 2015

The grade evaluation revision announced on June 23, which was previously planned to be applied from this second semester, was delayed due to students' opposition. Considering that the announcement was an abrupt notice to students, the revision will be applied beginning with the first semester of 2015 instead.

These revisions consist mainly of three parts which require that classes of less than 15 students, instead of 20, will use absolute evaluation, students retaking courses will be graded by a relative evaluation instead an absolute one, and a grade limit of A0 will be applied to all courses retaken.

Such changes are solutions to the University Information Disclosure's announcement in April that recognized HUFS as a school with serious grade inflation. 

By Park Ji-yeon

HUFS Opens New Departments

HUFS announced the creation of new departments to be available during next year's admissions. LT (Language & Trade) will open on the Seoul Campus, the Department of Knowledge Contents will open on the Global Campus.

For the entering students of the LT department on the Seoul Campus, the college will offer a four year scholarship. LT Students will also be granted priority for double majors, international exchange programs, and housing in the dormitory. The admission exam will be exempted for LT students who register for the Graduate School of Interpretation & Translation.

On the Global Campus, the Department of Knowledge Contents and Department of Computer Electronics will be newly opened. 

By Lee Yu-jin

HUFS, K-Arts Agreed on Joint Management of Liberal Arts College

The Liberal Arts Colleges of HUFS and Korea National University of Arts (K-Arts) will be managed upon a mutual agreement in accordance with a contract made on June 9. The agreement will take effect in the fall semester of 2014.

This agreement was designed to create an environment where students can learn linguistics, regional studies, and humanities along with the arts. A separate council in charge of class registration and course management will be established for the proper operation of this agreement.

This is the first case of a private university and a national university deciding to mutually manage their Liberal Arts College, and this will become an example of joint education. 

By Park Ji-yeon



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6th YTN, HUFS Youth English Debating Championship Held

The 6th Youth English Debating Championship took place on the Seoul Campus from July 23 to 24 and was comprised of high school student contestants. It was co-hosted by YTN and HUFS.

A team from Daewon foreign language high school became the champion and got a chance to visit Harvard University for a week.

In the debate, 56 teams of 168 high school students covered diverse topics over the two days. 📖

By Park Ji-yeon

Physics Festival Promotes Interest in Physics

The High School Physics Festival, co-hosted by HUFS, the Korean Physical Society (KPS), and the Korea Institute for Advanced Study (KIAS) took place on the HUFS Global Campus on July 28 and 29 to encourage high school students to enter the field of physics.

29 teams of selected high school students in Korea participated and presented their works related to physics and science. Those who won awards in the event will work as physics public ambassadors and teach underserved middle school students.

The head of the KPS, Lee Cheloh-ee, Guem Jong-hae of the KIAS, and HUFS vice-president of the Global Campus Lee Bo-hwa took part in the event to award the students. 📖

By Jo He-rim

School Festival to be Held This Semester

The HUFS festival is going to be held during the second semester.

The Global Campus festival will be held from Sept. 23 to 25, and the Seoul Campus festival will be held from Oct. 29 to 31. Originally the festival was slated to be held in May, but it was delayed. Ju-jeom created some controversy on the Seoul Campus last year and will be not allowed this year. Global Campus continues to allow Ju-jeom as usual.

In the meantime, the Global Campus is now operating with no General Student Council. The Global Campus has formed an Emergency Planning Committee for the time being. 📖

By Lee Yu-jin

Lecture on North Koreans' Human Rights during the ISS



©HRNK

HUFS hosted a special talk about the civil rights of people in North Korea as a part of the International Summer Session (ISS) on July 30 at the Seoul Campus.

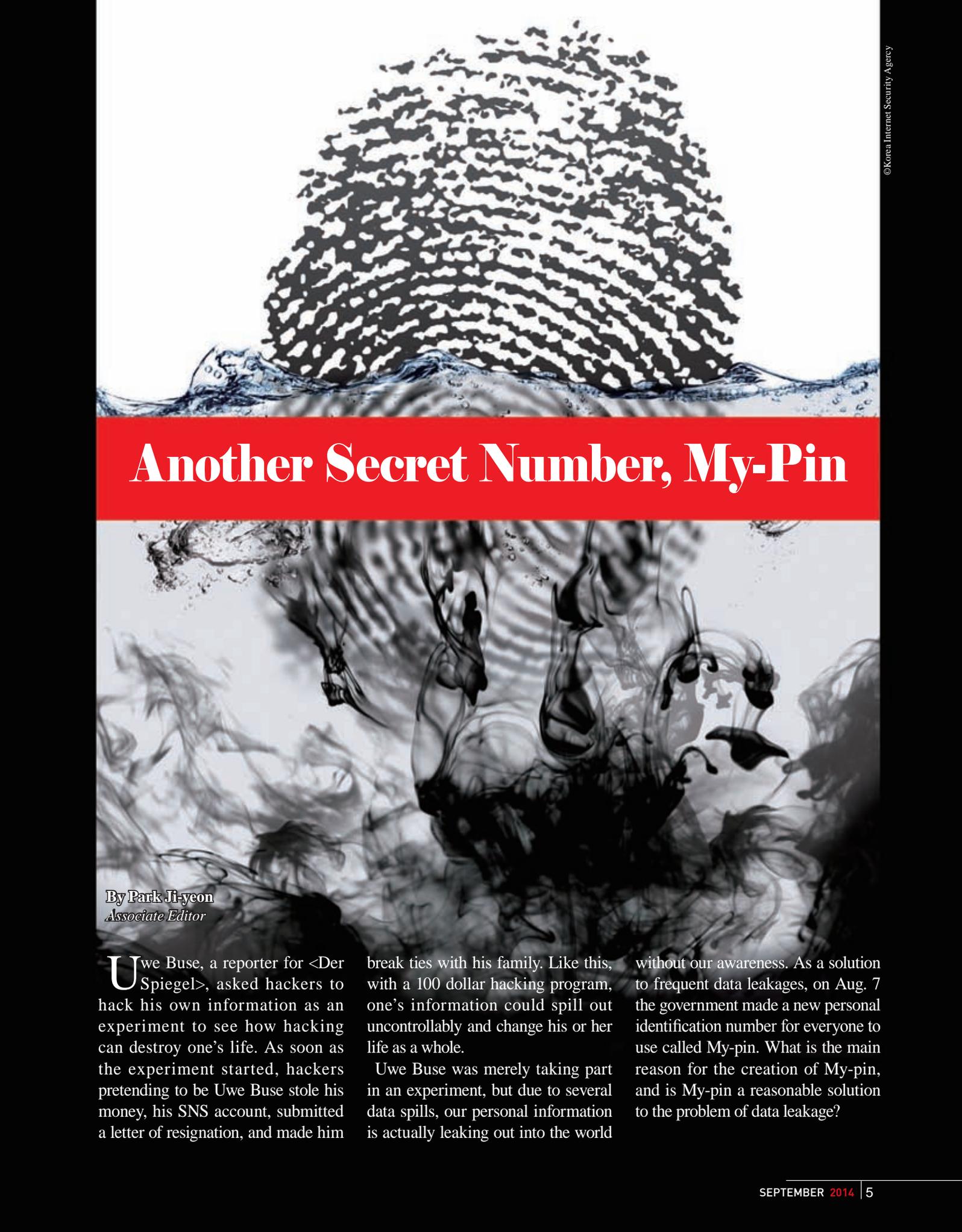
Greg Scarlatoiu, an executive director of the Committee for Human Rights in North Korea (HRNK) and professor of a regular curriculum course for HUFS ISS, lead the session with a detailed explanation about the reality of North Korea.

Also, people who have lived in North Korea presented in the course. For example, Kim Kwang-jin, a North Korea defector and current member of the Institute of National Security Strategy, talked about his life experiences in North Korea.

As the executive director of the committee in Washington D.C., Greg Scarlatoiu plans, coordinates, manages and conducts research and outreach programs aiming to focus world attention on human rights abuses in North Korea, and to seek creative solutions for improving the human rights situation.

His guiding objectives are to close North Korea's gulags, to provide information to the North Korean people, to encourage companies investing in North Korea, to feed the hungry in North Korea, and so on. 📖

By Kim Min-jeong



Another Secret Number, My-Pin

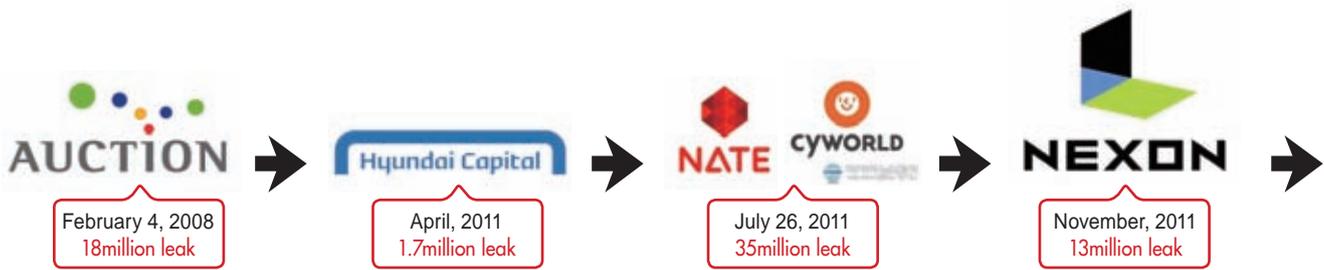
By Park Ji-yeon
Associate Editor

Uwe Buse, a reporter for <Der Spiegel>, asked hackers to hack his own information as an experiment to see how hacking can destroy one's life. As soon as the experiment started, hackers pretending to be Uwe Buse stole his money, his SNS account, submitted a letter of resignation, and made him

break ties with his family. Like this, with a 100 dollar hacking program, one's information could spill out uncontrollably and change his or her life as a whole.

Uwe Buse was merely taking part in an experiment, but due to several data spills, our personal information is actually leaking out into the world

without our awareness. As a solution to frequent data leakages, on Aug. 7 the government made a new personal identification number for everyone to use called My-pin. What is the main reason for the creation of My-pin, and is My-pin a reasonable solution to the problem of data leakage?



Everything about me, Resident Registration Number

Every citizen of Korea has a thirteen digit resident registration number. The number has a lot of your basic information in it; your date of birth, sex, the area code of your birth registration,

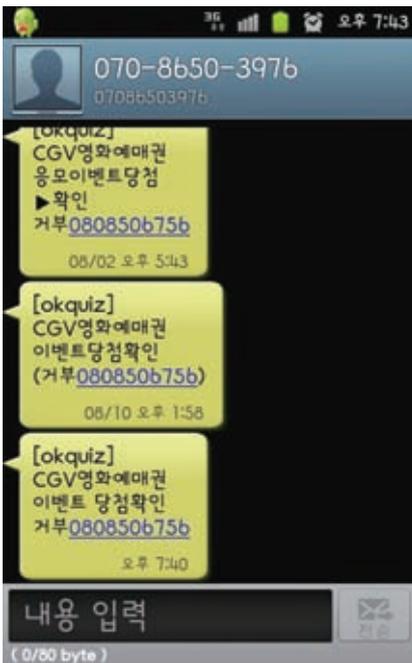
the order of your birth registration, and a number derived from an algorithm that utilizes all of the twelve numbers ahead of it. In other words, every person has their very own number.

People are taught not to share their resident registration number with others because it is their private information. However, a lot of places like banks and mobile communication companies often require resident registration numbers. The actual point of resident registration numbers is to distinguish every person from one another, so that administrative agencies can provide welfare services and charge taxes to every citizen without confusion. In reality, our personal identification number exists in the records of every company and service provider and can be used for their own purposes.

As it can be seen on the image above, there have been a lot of serious cases in which countless people's resident registration number was obtained by hackers or employees who were paid

to leak it. There were 410 million cases of resident registration leaks in the past, and even President Park Geun-hye's personal information was leaked on Jan. 20 when Lotte, KB Bank, and NH Bank faced a data leakage. Our personal identification number has become a public number now, and so text spamming, voice phishing, the loss of money due to mobile payment phishing, and the illegal use of names have become a disturbing part of our life.

What can be done about one's private information in this situation? In October 2006, I-pin was made as an 'online resident registration number' which people could use instead of their real resident registration number. By making an ID and password, one could use I-pin to become a member of various websites. However, according to a National Assembly report in 2008, each of Naver and Daum member's I-pin usage was only 0.2% and climbed up to 5% this July. I-pin's low usage was an inevitable result, considering the complicated issuing process, the limited number of websites that allowed people to sign up using I-pin, and an increased use of identification via mobile devices. Like this, I-pin proved to be ineffective in the online world; so leaving I-pin behind, My-pin appeared in our offline world on Aug. 7.

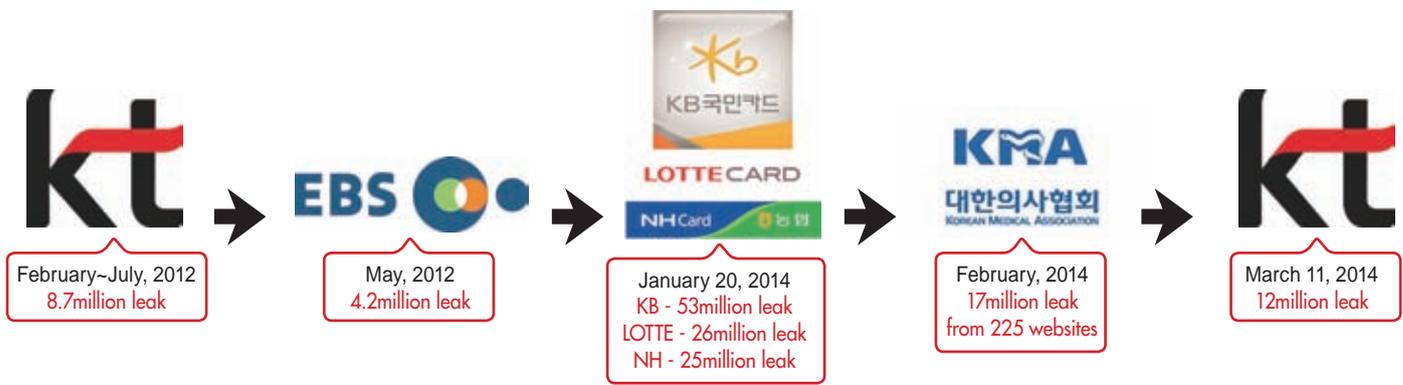


◀ Personal information leakage leads to mobile payment phishing and text spamming.



The two roots of data leakage

There are mainly two reasons why our private, supposedly secret number keeps on falling into the wrong hands. First of



all, the society we live in requires it in many situations. The second reason is the attitude of the public.

The atmosphere of asking a person for his or her resident registration number is casual in our society. Every kind of service requires people's private information which always includes the thirteen digit number. So many situations in our daily life require us to give our personal information, such as making an appointment with a doctor, buying insurance, shopping online, receiving mobile services, signing up for a website, etc.

In addition, there is barely any penalty given to a company that leaks its users' information. For example, 5000 victims of Nate and Cyworld, two portal websites of SK Communication that had a massive personal information leakage in 2011, recently lost another suit against SK Communication on April 20. The victims had sued SK Communication for using a weak and free protection program but the judge claimed that, "SK Communication demonstrated a lot of effort in protecting the user's information. It was impossible to block the professional hacker's attacks," and so the victims have lost more than ten law suits in a row, failing to get compensation.

The image above shows how often personal data have been lost, but these important incidents also show how many people gave away their information to companies. When signing up for a service,

it is hard to find someone who hesitates before checking off the boxes that describe how the company is going to handle the user's information. Though everybody has been taught that they shouldn't tell strangers their resident registration number, people tend to take this issue lightly, especially when signing up for a website. "People did become a bit more sensitive about filling in their information recently, due to the frequent massive leakages," said Right to Information, an NGO that asserts the need for a strong system that can protect personal information thoroughly.

My-pin, a new 13 digit number?

My-pin became active on Aug. 7, the same date resident registration numbers were not allowed to be collected by any private company. In other words, now that resident registration numbers can be collected only by administrative agencies, there had to be a new set of numbers that could work as a personal



identification code.

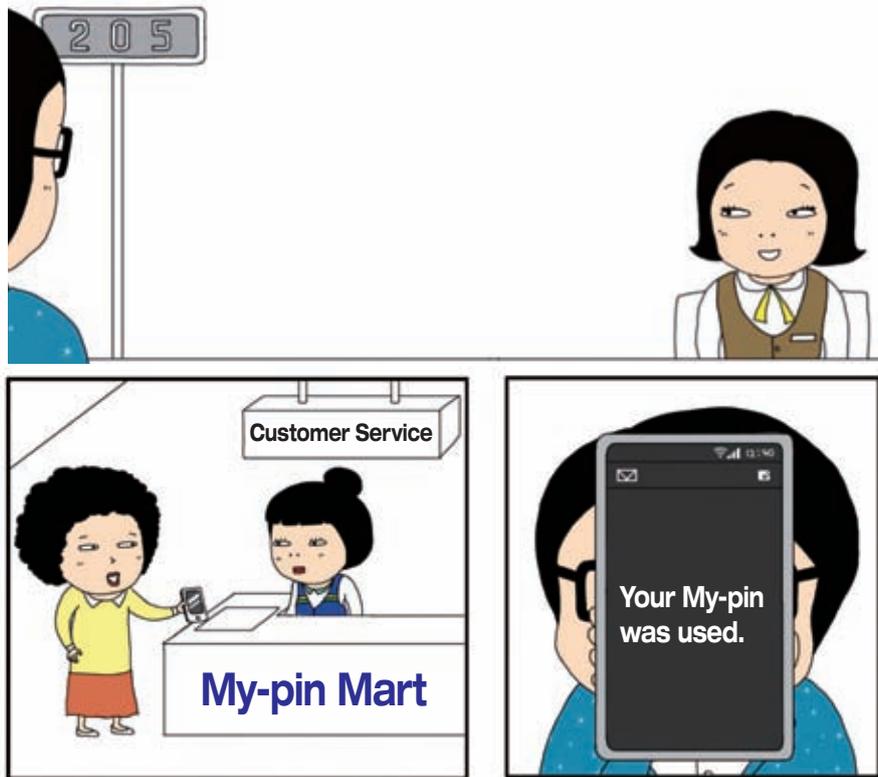
My-pin consists of thirteen numbers, just like the resident registration number and I-pin, except it doesn't include any personal information. If one feels like his or her My-pin is not safe, My-pin can be reissued up to five times a year. Also, anyone over 14 years old can get a My-pin by going to a nearby Community Service Center or by choosing from one of four online My-pin centers. This issuing process requires an I-pin and a resident registration number. Upon hearing the news about My-pin, netizen Lee Jung-hwa remarked, "Now I don't have to hesitate and worry when I write my resident registration number. I can use My-pin instead."

The limits My-pin is facing

"Nobody I know knows what My-pin is. The agencies should work on developing the concept of My-pin and let people know about it", suggested Park Kwan-dong, another netizen who heard the news about My-pin. However, there are more serious drawbacks to the My-pin idea that people are barely aware of.

Previous problems should have been solved before going forward with My-pin, but this step was skipped over. My-pin is based on the issuer's resident registration number and I-pin. That is, if My-pin faces a data leakage, it is impossible to avoid another massive spill of resident registration numbers again. Also, according to Right to

From Aug. 7, 2014, resident registration number cannot be collected without legal proof.



©The Ministry of Security and Public Administration

▲ The Ministry of Security and Public Administration’s cartoon recommends using My-pin.

Information, “The fact that the My-pin system is based on the already leaked resident registration number should be questioned. There should be a direct solution to previous personal data spills first.” There are numerous kinds of personal identification codes including the certification system, resident registration number, and I-pin. There should be a better way to make good use of the many identification codes we already have.

Around a month has passed by since My-pin became active, and several issues have been noticed. First of all, the four companies that issue My-pin are private corporations and this reduces user trust. “It is hard to take in the fact that the government is actually encouraging citizens to get My-pin from a private enterprise after all these incidents,” said Right to Information. Second, the range of companies that can

collect resident registration numbers is unclear. Particularly hospitals and mobile services that need exact personal identification are of concern. To the question of whether one can use My-pin instead of one’s resident registration number when making an appointment, ASAN Medical Center asked what My-pin is and after listening to the explanation, said that registering with My-pin is not available. Yonsei University Health System, also known as Severance Hospital, similarly stated, “Only the hospital registration number or resident registration number will be accepted. The hospital’s computer system doesn’t support My-pin yet.”

The future of our personal data

As Right to Information puts it, “My-pin isn’t a complete solution to personal

information leakage. The best solution is to make the relevant corporations solve the problem first.” It is important to first minimize the collection on private information, and like the NGO said, establish an official system that can protect people’s personal information when a leakage occurs.

Countless people’s personal and private information has leaked out through so many incidents, but the people directly involved in the issue care little about how safe their information is. Along with the public’s awareness of how our information can be protected, corporations should also provide secure systems and display their efforts to protect the private data of the very people who registered for their services. 📱

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News Briefing

By Kim Min-jeong

Editor-in-Chief
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30%



© George Tarsoudis

‘Super’ moon on Aug. 10 was about 30% brighter and 14% larger than a normal full moon. It is going to be observed again on Sept. 9 in South Korea.

“May they **combat the allure of a materialism** that stifles authentic spiritual and cultural values and the spirit of unbridled competition which generates selfishness and strife.”



©republicain

Pope Francis, the pope of the Catholic Church, visited South Korea and delivered a special message to the youth on Aug. 15.

“Everybody has a song and we sing their songs. If we, journalists don’t do it, who’s going to do it?”



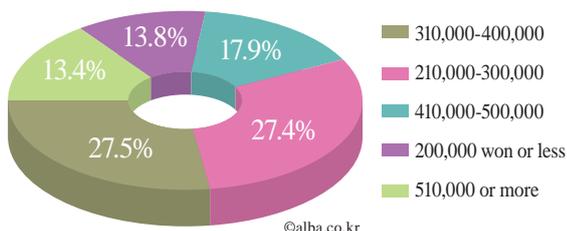
©pulitzer.org

John H. White, a photojournalist, awarded the Pulitzer Prize in 1982.

People will be able to see the moment that “nothing becomes something” in Hangaram art museum. The prize-winning exhibition is held until Sept. 14.

408,000 won

Average living cost of Koreans in their 20s
(2,382 University students under 27)



65.3% of those surveyed said that their living costs have increased compared to the last semester.



©CNN

90%

:Ebola virus disease (EVD) fatality rate

Although it first appeared in 1976 in Nzara, Sudan, pharmaceutical companies have been unwilling to invest in vaccines for reasons of profitability.

Holes in the world



©albenews

Why sinkholes form is strongly related to water mobility.

A New Library: Everything Open Except for Books

By Park Ji-yeon
Associate Editor



Brief Scanning of 'Forest of Wisdom'

- The library is divided into three parts: Section 1 is the entrance area, Section 2 is the cafe area, and Section 3 opens 24 hours a day.
- By an 'open library,' it means that everyone and anyone can use the library.
- Instead of librarians, there are volunteers called 'book advisers' who take care of visitors and suggest books to them.
- The five hundred thousand books were all donated by publishing companies and scholars.
- You cannot borrow books, and the books are organized by donation order.



▲ Section 1 is the entrance area, Section 2 is the cafe area, and Section 3 opens 24 hours.

The entrance of the ‘Forest of Wisdom’ is grand, with a stretch of eight meter tall bookshelves against every side of the wall. As the first cultural work of Paju Bookcity, which was dedicated in 1999, the Forest of Wisdom opened on June 19 with the theme of an ‘open library’. However, the Forest of Wisdom is facing criticism that it isn’t worth the seven hundred million won the Ministry of Culture, Sports and Tourism invested in building it. The Argus went to the Paju Bookcity to see how people are actually using the Forest of Wisdom and to see its library system.

impossible for one to reach up to the top shelf. To the question of how to see the books on the top shelf, book adviser Park asked back, “Why do you want to read the book on the top?” She went on to say that, “Most of the books on the top are the same as the ones at your eye-level. There are already a lot of books you can read on the lower shelves.” There were ladders, however, they were locked up. One electric ladder and one ladder with wheels were spotted in the library in Sections 1 and 3, but they were not in use, and the book adviser was very hesitant about using the ladder to see the books on the upper levels.

up high and no rules about young children playing in the area, the Forest of Wisdom seems more like a tourist attraction than a library. “I came here with my children as a summer vacation instead of going to the sea,” said visitor Lee Ju-hyeon.

A library in use 24hours? @ Section 3

Section 3 is quiet and calm compared to Sections 1 and 2, with soothing lights shining on soft couches and wide desks where people read books. Though the cafe is in Section 2, it is Section 3 that is like the peaceful book cafe people usually dream of. Section 3’s upper

floors house a guesthouse called Jijihyang, so people staying at the Jijihyang often come downstairs to read books. It is also this area that is open to the public 24 hours a day.

A little past 7 p.m., however, the book advisers in Section 3 leave one by one and it is only the Jijihyang guesthouse’s employees at the front desk. These employees can only answer simple questions the Forest of Wisdom visitors may ask. Book adviser Han Soon-dan shared her experience that, “I’ve tried working here until 9p.m. once, and there was barely anyone.” According



Open or not? @ Section 1, Section 2

People can’t help but stop and pause to take a picture at the entrance of the library. The eight meter tall bookshelves work as a great background for a nice picture, especially for the many children who come with their mothers. Most of the visitors spotted at the entrance were young children, their mothers, and a few young couples.

All of these people came to see the first open library in Korea and read books, but what The Argus saw was that some parts of the library were not very open, especially the books themselves. The towering bookshelves against every wall are full of books, but it is actually

While some of the books are unavailable, the library is also too open about people using it.

Unlike other libraries, the Forest of Wisdom is open to children too, and so it is open to a lot of distractions as well. Children looking for their mothers, parents reading books out loud to their children, and many other sounds could be heard in Section 2. “There should be a strict rule about the noise kids make in the reading area,” said Park So-yeon, a visitor to the Forest of Wisdom. “It is disturbing to see children running around, not taken care of,” she added.

With five hundred thousand books stacked

“If indiscreet acts are noticed more often, restrictions will also have to happen.”





▲ An electric ladder and a ladder with wheels are not in use.



©All photos taken by Park Ji-yeon

to her explanation, Paju Bookcity is not a residential area and the transportation is not good late at night so it is mostly visitors staying at the Jijihyang that use the library once in a while.

Though Section 3 is open to the public 24 hours a day, it is mostly empty from night until early morning. Unless a person staying at the Jijihyang cannot fall asleep at night and visits the library, one cannot help but question the point of being open all day and night.

To not become a 'Paper Forest'

A library that is not computerized means that people can only read the random books they come upon while browsing the bookshelves and this is all that is possible at the Forest of Wisdom. Due to the books being organized by the order in which they were donated, and with no searching service, people were choosing books that seemed interesting instead of looking up the books that they wanted to read. "I didn't expect to, but I really like the book I randomly found here. It would have been better if I could borrow it," said Park So-yeon. According to Lee Ju-hyeon, the books aren't bound in a typical method, and unfortunately, the books are not

organized. In the Forest of Wisdom, everyone keeps their eyes wide open to find the book they want to read and skim through it before it is time to go home.

Also, book adviser Han Soon-dan says that though the Forest of Wisdom is the first open library in Korea, if indiscreet acts are noticed more often, restrictions will also have to happen. "Mothers consider this library a sightseeing course. When I see mothers bringing lunch boxes and talking away while leaving their children play around the bookshelves, I realize how people's library manners are still undeveloped," she said.

The Forest of Wisdom is different from typical libraries in that it is open; open choice of books, and open to everyone. However, if it doesn't want to become an 'unfriendly' library too, there should be improvements in its organizing and borrowing system, opening up the books on the top shelves, restricting distracting activities, and open hours. People expect the Forest of Wisdom to have the basic qualifications of a library so that they can use it as a place where they can freely read books. 

bloomindi@hufs.ac.kr



'Me Too' Marketing,

Free Ride



Sales Strategy?

By Lee Yu-jin
Junior Reporter

Close to the rear entrance of HUFSS Seoul Campus, BonGousse Rice Burger and Ba-Ruen Rice Burger are located facing each other on both side of the road. They both sell rice burgers; their menus are nearly identical. By the front gate, Bong-Ggu beer and Bonjour beer are located nearby. Moreover, the Korean dessert cafes Sul-Bing and Baek-sul-gong-ju are also located along the main road. They all sell very similar items to each other.

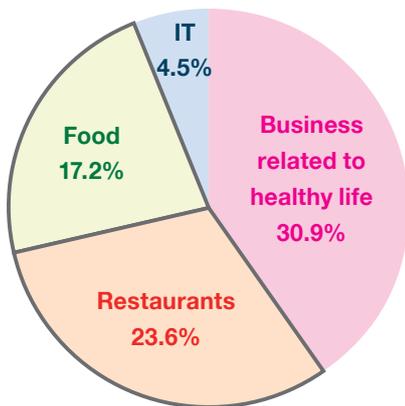
Recently, markets promoting similar business items are appearing a lot. Nowadays, it is an increasing concern with controversy over which brand is the original.



▲ BonGousse Rice Burger and Ba-Ruen Rice Burger are located facing each other on both side of the road.

Item imitation on food industry in youth startup

Item imitation in the business sector has been repeated continuously. However, this phenomenon has now led to youth startups being caught up in controversy recently. Youth startups are becoming of upcoming interest in society because the unemployment rate of young people is increasing rapidly. Youth startups are especially popular in the restaurant industry.



<The ratio of participated items in a recent startup exhibition in Busan>

One of the typical examples of businesses in controversy item involves the debate between Bong-Ggu beer and Bonjour beer over the originality of their business which arose in August, 2014.

Another example of a business controversy concerns the announcement by the founder of BonGousse Rice Burger in February, 2013, that the Chef Rice Burger chain has copied BonGousse's idea.

Small Beer is a pub that sells French fries and beer as the main menu items in an area of under ten pyong. It is spreading rapidly promoting Bong-Ggu beer, and other almost identical pubs are emerging on stream with comparable rustic names or interiors and with similar menus.



BonGousse Rice Burger is selling a burger made of rice and other ingredients. The founder of BonGousse started initially with a small stall and it has developed into a chain with 800 branches throughout the country. Now, there are various other restaurants boosting their trade by serving rice burgers including Chef Rice Burger.



People get confused between the original and imitations. Most customers view this phenomenon negatively because it looks immoral on the surface. However, some insist that it is merely a sales strategy.

Not copying but sales strategy, Me Too marketing

Me Too marketing is an economic term. It is a marketing strategy where the company is taking an item from a similar business and imitating it for sale in the marketplace. In other words, taking a free ride on the back of the original's fame.

There are two opposite views when looking Me Too marketing. One view is that Me Too marketing is an act of copying an item and stealing an idea. The other one is that it can be justified as a sales strategy. The first accepts that there is no innovation or invention on the part of the company. "It is nothing but a free ride" the official said. If imitation continues to happen, it discourages the worker's desire to research and develop a new creative items.

On the other hand, the positive side asserts that Me Too marketing is a strategy of benchmarking. "It is vital for a business to be alert to other companies. Me Too marketing is a strategy, and it is an essential factor in the marketplace" said Kim Young-



Moon, a Professor of Business School in Keimyung University.

Me Too marking has more positive points in the marketplace than it appears.

First, the customers can get the ‘taste of the original’ easily because lots of similar items exist in the marketplace.

Second, the original restaurant gains an advantage because people search out the original as the number of imitations increase. “Among the similar items price is a significant factor. Even if the prices are similar, I would prefer to go to the original if possible” regular eat-out student, Choi Woo-gun of Dept. South Slavic Studies said.

Thirdly, it creates a competitive market rather than a monopoly. It makes companies try to develop their product range more. As they compete, the quality of the items improve and the companies have to try and differentiate in other ways. For example, Winix , a dehumidifier company, offers to customer

after-service for five years compared to other dehumidifier Me Too companies.

Finally, it helps to revitalize the marketplace and society. “It extends the marketplace in a very short time,” said Jung Jong-gun, a professor of Business School in Hankuk University of Foreign Studies.

Why can't we sanction business item imitation?

Customers still view it negatively even though there are various positive factors of Me Too marketing. Then why is it impossible to impose sanctions on the imitations?

First, the ‘original’ is ambiguous. For example, BonGousse Rice Burger insists that the rice burger is their own idea. However, the shape of rice burger already used to be sold in Lotte-Ria under the name of ‘Rice Burger’ before. So the menu item of a burger made from rice

existed. In the case of Bong-Ggu Beer, they also assert their rights about their menu, french fries with beer.

<Examples of works that are on the copyright law>

- ① Novels, poems, articles, lectures, speeches, plays, and other paperworks
- ② Music works
- ③ Play works including plays, dances, pantomimes
- ④ Artworks including drawings, calligraphies, sculptures, industrial arts, applied fine arts and other artworks
- ⑤ Architecture works including structures, models, construction architectures.
- ⑥ Photo works including pictures and works made of similar process
- ⑦ Image works
- ⑧ Maps, graphes, blueprints, sketches, models and other figure works
- ⑨ Computer program works

These items are, however, already widely sold. What they have done was simply combining the two items. Thus, it is hard to identify them as ‘original.’ Even Sul-Bing has just taken the bing-su menu item from previous cafe’s menu.

◀ Bubble tea, honey chip icecream, coffee shop, and bing-su, korean traditional shaved ice, are popular Me-Too items.



Cover Story

Therefore, item imitation in the food industry with youth startups is likely to occur frequently than any other parts of business. It can be concluded that it is not a brand new menu but merely an extension and transformation of previous menu.

Second, there are no rights associated with food business. Business items, especially recipes are not covered by copyright law. In addition, most founders usually do not respond aggressively to protect their idea because of time and money problem. It takes lots of money and time if they start a lawsuit or trial. People avoid further legal action and come to a mutual agreement in the end. There is no precedent to deal with items in the restaurant industry so far. “We will stick to our style even though other companies imitate our idea,” the headquarters of Bong-Ggu Beer said. The Korea Copyright Commission reported that, “A trial would be one way of formulating new standards for lists that not covered by copyright. But there is no historical precedent of it so far.” In fact, asserting the copyright for food is very difficult because it can be imitated easily, and also be easily adjusted.

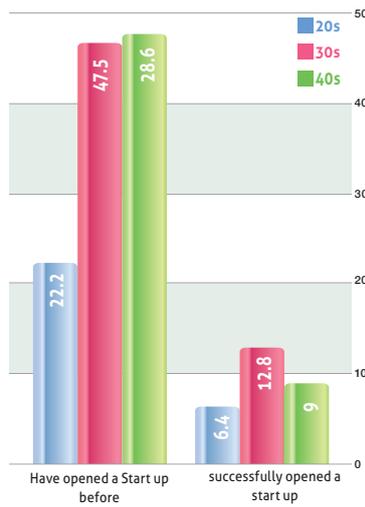
Finally, it is hard to take action for business imitation because it occurs not as a one but in large numbers. It happens like a trend and also disappears in a very short time.

Me Too marketing for youth startup revitalization

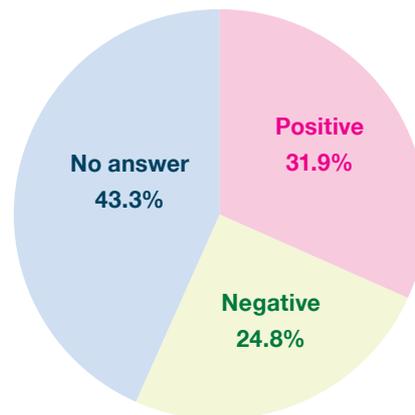
The negative side of Me Too marketing is stressed a lot because of the founder’s ‘emotional appeal’ although it has various advantages in the market and society. However, if item copying has become controversial in Korean society, it is not the problem of Me Too marketing in itself but the insufficiency of youth startups in Korean society.

Many young people express interest

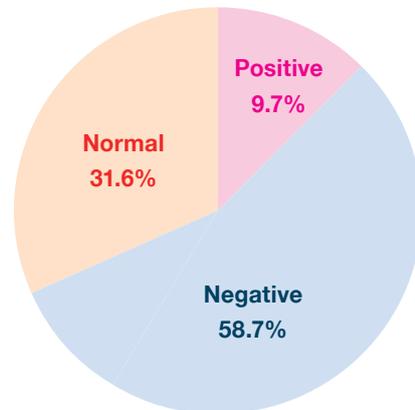
Koreans’ Startup Experience
(Job Korea)



501 young people interested in startup
(Korea Research Institute for Vocational Education)



<About possibility of success in startup >



<About startup environment>

in youth startups, but not so many have succeeded. Also, many young people think that Korea’s youth startup environment is still weak and poor.

To solve the poor infrastructure in youth startup, focusing on accepting Me Too marketing as a sales strategy is more needed than criticizing Me Too marketing as a “Free Ride.” For more development of youth startups, institutional solutions are needed. The ultimate solution for youth startups is more input to business institutions. Also, we should aim for an effective process of policy. “Government ministries competitively come up with policy and support works for youth startup. However, they are all similar or overlapping,” said Lee Dae-ki, a Korea Institute of Finance researcher. In addition, personal development is needed through business education, a mentoring program and an extension of business continuity.

Balance between ‘Imitation’ and ‘Strategy’

Me Too marketing in food industry in youth startup is now inevitable. Hence, ideal direction of Me Too marketing is benchmarking and differentiating factors.

It is important to have a differentiating factor that can distinguish the brand’s own character from others. Me Too marketing founders should try to add upgrade factors to the original characteristics of an item. Copying is an act of imitation that does not add to one’s creativity at all. However, benchmarking is making others aim and develop themselves by learning from other’s strengths.

Therefore, Me Too marketing should not be copying but benchmarking! 📌

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Let Us Sell Our Passion!

By Lee Yu-jin
Junior Reporter

Nowadays, young people are very interested in creating startups. A newly started business is called a startup. The Argus visited one of the youth founders belonging to Young Seller, which is a group of youth who started businesses with a small amount capital, and had have a chance to listen their real experiences in forming startups. The Argus also took note of their opinions about the issues of business item imitation and their own distinguished strategies.

청년장사꾼

Young Seller

Young Seller is a group of youthful business people that was started in January 2012. It was formed to help young people who want to start businesses and work to boost the community's economy through business education and share actual business experience and cultural activities. They try to make young people know there is a path to success doing what they want to do, even though they don't have all of the certifications that society wants them to have. They try to connect young business people together to form a human network for developing their businesses. Young Seller started with a cafe, and gradually extended out to seven branches. Their phrase is 'Sell Our Passion'. 'Seller', to them, means to both sell food and passion.

The Argus: Please introduce yourself and briefly explain about the group.

Ahn Sang-young (Ahn): I'm Ahn Sang-young. I'm the manager of Passion Potato, the second branch of Young Seller. We sell french fries as our main menu item. Young Seller is a group of young business people formed to help young people who want to start businesses. We also work to boost the community's economy through business education and share actual business experiences and cultural activities. We even wrote this on our menu for customers who need an explanation.

The Argus: What did you do before you started your business and what circumstance made you start?.

Ahn: I was an ordinary person who left school for a while and served in the military. I was discharged from the military last year and participated in the Young Seller education program. I have been interested in startups for a long time, and the program was a good chance to take the first step into business.

The Argus: Where did you get the capital when you started?

Ahn: I started with a loan when I began the startup. Including the boss of our group, most youth founders started with loans. Actually, it is an important factor that you borrow the money properly.

The Argus: Do you have any special reason why you choose french fries as the main item on the menu?

Ahn: The best reason why I chose French fries is that it doesn't need any special skills to make. I just get a potato and fry it. Because it is a small capital business, I tried to find a simple menu item to cook. Another reason for the choice is because french fries has been in the spotlight recently as it was chosen to be the best menu item to consume with drinks.

Young Seller, ▶
Ahn Sang-young,
the manager of Passion Potato.



The Argus: What is the concept of the stall and what factor distinguishes it from others?

Ahn: The distinguishing factor of the Young Seller's markets is the people. Actually, the taste of the french fries or drinks is not that different than other restaurants. The Young Seller's market does not use part-time employees. All staff members are regular workers. Therefore, all staff members have a sense of responsibility and they think as employers. Another factor is communication. We go to customers and talk first, regularly check their comfort and make sure they have a good time.

The Argus: Recently, markets with similar business items are forming, what do you think about this?

Ahn: I think that item imitation is natural. It's a natural trend in the restaurant business. In every period, there is a cycle of trends. It peaks for a while and then subsides. Actually, markets try to protect their ideas through trademark rights, but it is difficult to exercise this right for food because it's difficult to distinguish. For example, we started to use specially designed cups for drinks, but other restaurants copied its design as time went by. Therefore, we started a 'People cannot be copied' motto. It is good to have a larger size marketplace because as it becomes larger, markets with similar items grow. However, people should be careful because a mistake or accident in one market may affect other markets. A whole market of the same item can collapse.

The Argus: Why didn't you think about starting a franchise which has a greater possibility of success? Then you could start the business easier.

Ahn: Franchises first charge high fees. The most important reason why I didn't think about a franchise is because it cannot account for the big picture. You just join in the last moment of a completed business. I also look at franchises a little negatively because it feels like treating member stores as a source of income.

On the other hand, if you start a small capital business, you must know everything about business and should learn every elements that consists of running a successful business. So if you want to continue business for long time, I absolutely recommend not to start with a franchise. Easy come, easy go. You can feel more when you do it directly, whatever it may be.

The Argus: What is the process of the education program? What factors can we learn from it?

Ahn: We are carrying out a two week education program that accepts applications from young people who want to be business people. Participants have a chance to learn about the real experience of business, how to manage a market, conduct inventory management, analyze items and commercial entities, design business interiors, invent new menus, as well as learn about service education, event and culture management, enter mentoring programs with supervisors and other useful programs concerning business. Participants don't need to pay and even receive wages from their work. It's a really good program and people learn a lot from it. Though not as educational as a real business, this program will be very helpful in providing a birds-eye view of business.

The Argus: Do you have any words for young people who want to start a business with small capital?

Ahn: I just want to recommend to them that they should not carelessly begin a startup. I used to think like this. Do not think that creating a startup is easy even though you may have the experience of a part-time job and feel like you know all about the business. Start carefully. To start a business, there are many factors to consider. Actual experience is better than learning from a book or theory!

Young Sellers try to gain real experience in what they want to do even though they are young. As he mentioned, business is a hand-on experience. We can feel more and learn more if we really do it. Recently, similar item markets are excessively appearing. As their motto is a 'Person is a Strategy', it is important to try to be different from others.

Moreover, all Young Sellers in the restaurant work really passionately. The Young Sellers' message to youth is that they should live passionately; they should be passionate in every moment whatever they do. It becomes a good source of energy to gain success. 🍟

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What is the Military Culture Like in Your Country?

By Park Ji-yeon
Associate Editor

Several severe accidents occurred in the Korean military lately. On June 21, sergeant Lim killed five soldiers in a shooting spree, and on July 31, private first-class Yoon's death due to beatings was made known to the public. In addition, on Aug. 12, two soldiers on the military's "requiring extra attention" list committed suicide. Since many serious incidents have happened concurrently recently, the Korean military system and culture has faced a lot of criticism. The Argus interviewed five students with the question, "What is the military culture like in your country?"



Eva, France, French major

France changed its military system from compulsory to voluntary around 15 years ago. There is no bullying in the military anymore. People choose to go to the military to earn money, and since France also needs the soldiers' service, it cannot maintain an oppressive atmosphere in the military these days.



Jean, Philippines, Student at the Center for Korean Language and Culture

Because the main job of Filipino soldiers is more about cleaning up natural disasters and giving out relief to people, the military isn't considered to be a training place for war. Lower class people also think that having a soldier in their families is honorable and not dangerous, so the idea about the military in the Philippines is quite different from Korea.



Ruslan, Uzbekistan, Student at the Center for Korean Language and Culture

I was a soldier in Uzbekistan, and life as a soldier wasn't tough at all. Everyone was equal and there was no bullying by either high ranking soldiers or military mates. If such a beating occurred, the aggressor would lose his job in the military. Our daily routine was relaxing too, with exercising and taking classes about issues in Uzbekistan being the main focus.



Myun-joong Kim & Ishimoto, Japan, Student at the Center for Korean Language and Culture

There is no military service in Japan, but if you want to become a soldier, you can work as an inspector. Becoming an inspector is voluntary so if the job is tough, you can always change your job. Since there is no oppression in the military service, we've never seen issues concerning bullying between inspectors.

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How much do you know about Jeonju?

By Jo He-rim



Nambu Market, Cheong-nyeon Mall



Deokjin Gongwon, a park near Chonbuk National University.
Lotus flowers are in bloom, filling the whole pond.

The Red-haired Girl's Eternal Solution for Happiness



By Cha Eon-jo
Editorial Consultant

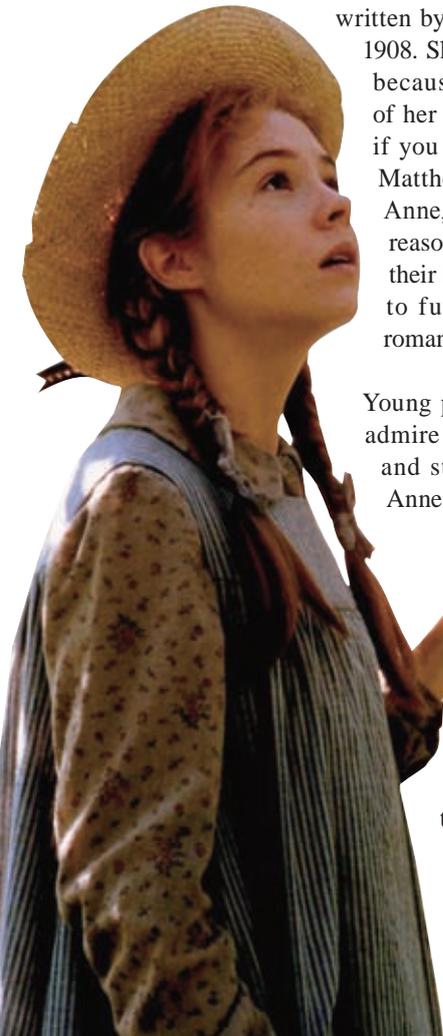
Anne Shirley, a skinny, freckled and red-haired orphan girl has been one of the most loved heroines in the world since the novel; *Anne of Green Gables*, written by L.M. Montgomery, was published in 1908. She is also an idol for many young girls because she achieved her dreams in spite of her own deprived background. However, if you first read the novel as an adult it is Matthew and Marilla Cuthbert, who raised Anne, who will be fixed in your mind. The reason why Anne was the God's blessing to their life was that she symbolized the ability to fulfill her childhood aspirations and romantic desires.

Young people will be inspired by Anne and admire her, because they are impressionable and still have the traits that characterize Anne.

Their sensitive hearts will be inspired by Anne's big words or splendid descriptions and they may concentrate on her achievements such as winning a first prize in exams or gaining a scholarship. However, it is much easier for grown-ups to understand Matthew and Marilla's confession of their love for Anne. At first, Matthew and Marilla decided to adopt an orphan boy who would help Matthew, but the orphanage sent the girl by mistake. However, later Matthew said "She's been a blessing to us, and there never was a luckier mistake than what

Mrs. Spencer made—if it was luck. I don't believe it was any such thing. It was Providence, because the Almighty saw we needed her, I reckon." After Matthew's funeral, Marilla tells Anne "It's never been easy for me to say things out of my heart, but at times like this it's easier. I love you as dear as if you were my own flesh and blood and you've been my joy and comfort ever since you came to Green Gables." They would not take their eyes off Anne from the moment Marilla got the first kiss on her cheeks from the little girl. In the story, the sudden sensation of startling sweetness thrilled her, while she hid her reaction and acted brusquely.

What we need to consider is why grown-ups can appreciate the story in that way. The reason is that they can understand how very precious youth's own sensibility is. Before Matthew and Marilla met Anne, they were blunt and did not know how to express their emotions easily and love others deeply. The reason why the life of the Cuthberts was changed and why they could not but love her is the girl is the symbol herself; she is childhood personified, she is pureness herself; she is lively imagination. For example, Anne is the girl who uses her own specific skill for naming things and places. Using her imagination, she changed the names of roads, the orchard, the lake, or trees to names such as the White Day of Delight, the Lake of Shining Waters, and Snow Queen. She loved big words, so she swore to her best friend Diana 'as long as the Sun and Moon shall endure.' Also, she had a very positive outlook saying that "looking forward to things is half the pleasure of them. Mrs. Lynde says 'Blessed are they who expect nothing for they shall not be disappointed.' But I think it would be worse to



expect nothing than to be disappointed.” Adult readers feel catharsis by realizing the distance between themselves and pure imagination, and also, they are able to regain part of their pure nature as Matthew and Marilla did.

Moreover, the author shows what it means to be grown up; Anne, who becomes 15 years old, has changed. Although her mind is still more sensitive than other peoples, she has become much quieter and doesn't use big words as she used to. This change made Marilla feel a queer sorrowful sense of 'loss.' The author seemed to show that becoming grown up is the process of losing something, large parts of which are connected with childlike imagination. After all, the novel proves the power and the importance of the dreams and romance, which can make your life valuable.

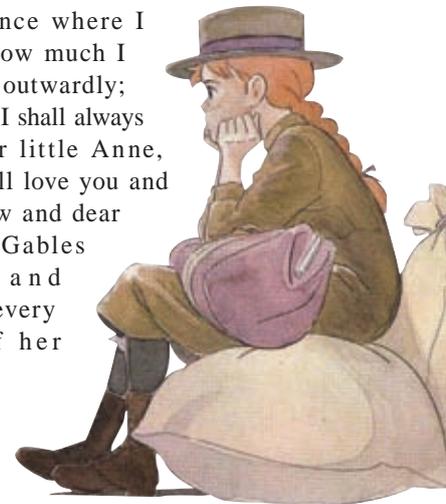
Nowadays is the era of news; everyone can write their own articles whenever they want, thanks to the development of media such as SNS and blogs. However, Today is also called the day of dead poets; although our current environment is overflowing with lots of images and contents, there is not much time for philosophical or literary speculation. Speed and effectiveness are the most important values. Whilst struggling with such reality, and as we become adults, we have lost the ability to find romance from common things by ourselves, which is

Anne's advantage. Some people might think creating metaphors by themselves is just something embarrassing or a waste of time.

Anne's message is that you don't have to feel ashamed of being imaginative. Even if we are not as imaginative as we were in our childhoods, it doesn't mean it is impossible to have wonderful imaginative moments in our lives. On your way, why don't you stop for a moment and consider anything you think beautiful, from objects to people? Why don't you make up a special name for something precious that surrounds you, just as Anne did? By doing that, you may find meaningful aspects for all sorts of things, even if you are already familiar with them. It may not just be a time for a break in your daily life. If romance—which involves a bigger concept than that of love—is the essential element to make your one and only life worthy, there is no need to hesitate to love metaphors and literacy thoughts. According to Anne, authority or money does not provide you with the ability for a satisfying life. The old lesson, 'Happiness depends on your mind' may lose its power and become just an old cliché without romance.

Our sensibility is not a relic of the past yet, as

long as this novel is still being read by this generation. Anne, the icon of a sensibility that would enable people to make their lives more abundant, may be still alive somewhere in your hearts. In the second half of the novel, Anne consoled Marilla, who cried for her lonesome thoughts that Anne was not a little young girl any longer. If you are saddened by the scene, Anne's words will encourage you, too: "The real me—back here, is just the same. It won't make a bit of difference where I go or how much I change outwardly; at heart I shall always be your little Anne, who will love you and Matthew and dear Green Gables more and better every day of her life." 



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Congratulations!

60

th

Anniversary

The Argus has seen the world from 1954, and has been putting a lot of effort in giving precise information to the readers. Like Argus, the 100-eye creature in the Greek mythology, never did The Argus close its eyes. Moreover, information became an important part of our life that helps us recognize and solve problems. Based on journalism and academism, The Argus will continue to stand up for what is right.

Cha Eun-jo
Editorial Consultant

60 years is a long time. As the modern history of Korea has passed, The Argus has observed the scenes of the campus, society, and lives of various people and students. I am happy to be one of the members of The Argus. I hope passionate HUFSSans will continue to concentrate on the contents of The Argus for another 60 years.

Park Ji-yeon
Associate Editor

I remember meeting a 'sunbae,' senior, who was one of the founding member of The Argus, in other words, one of the very students who made The Argus on July 1, 1954. It is hard to believe that the whole process of making an English school newspaper; from choosing article items to actually covering them on the spot, began 60 years ago. I am delighted to be one of the current members of The Argus on such a meaningful year and I will continue to enjoy my tough but exciting job as an Argusian.

Jo He-rim
Editorial Consultant

Happy 60th Birthday The Argus! It is proudly said that The Argus has been with the establishment of our school, HUFSS since 1954. During the years, not only has it been recording the history of HUFSS but also has continuously observed the lifestyles of university students. I am very happy to take part in the magazine and also wish The Argus to keep with its critical and concrete view as the school's media.

Lee Yu-jin
Junior Reporter

I am pleased to join The Argus as a reporter this semester. I had various new experiences in the process of making a magazine, thanks to The Argus. 60 years is a very long history for a campus newspaper and I am happy to be a part of it. I hope The Argus keeps up the good work and continues its fame.

Kim Min-jeong
Editor-in-Chief

It has been two years since I met The Argus and my last semester with it has just begun. Celebrating the 60th birthday of The Argus, I was reminded of what I've been through as an Argusian. From being a Cub-reporter to the Editor-in-Chief of 2014, there were so many good people who stayed next to me and helped me out, which is the reason why I could enjoy my job without any serious hardship. As a journal made from university students' eyes, The Argus would go on and cover issues that others cannot easily spot.

Visiting a Gallery in New York through The Argus

The last June issue covered many issues that happened on campus and out of campus, in our society. I had the opportunity of learning many viewpoints of these issues thanks to The Argus.

It was especially the article, 'Exploring the Korean American Art History in New York', that caught my eyes. It was like I was actually at the gallery opening, looking at the pictures displayed, just by reading the article. I also got to know about the Korean American artist's world in America; what kind of interests they have, how their arts range widely in the means of the materials they use and the topics they cover, and so on. In the same contest, the fact that the gallery exhibition was an archive compiling the milestone artworks of Korean American artists came as a surprise to me.

I look forward to the diverse topics The Argus covers, especially international topics written by Overseas Correspondents. As to add, the articles covering campus issues were also very informative because I could get to know the in-depth of controversies on campus.

Park So-yeon 12'

Dept. of Business Administration

The Argus Is a Street of Communication

I didn't know well about the school newspaper and magazine, until I found The Argus in the Student Union one day. The unique title of the magazine caught my eye, which was why I picked it up. I was surprised to see all of the articles in English, not Korean. I got to know the details of the articles by using an English translator. The social and cultural contents were informative and helpful, because it was based on social issues which made it easier to understand.

To bring more readers to The Argus, I suggest columns to have a short introduction at the top so that people can understand the purpose of the article more quickly. After reading the previous July issue, I think I already became a great fan of The Argus.

Lee Se-young 14'

Dept. of International Finance

Course Registration

Planning timetable



Hmm, it's perfect!



course registration day

Full already?

OMG NO!



This can't be true...

