

# The Argus

No. 482 NOVEMBER 9, 2016

Since 1954

## Earthquake Alert at HUFSS Buildings

### Cover Story

- Are HUFSS Buildings Safe from Earthquakes?
- How Do Your Countries and Universities Deal with Earthquakes?

### Dating on Sunday

Enjoy Your Meals with HUFSSPOON

### Culture Insight

Flagship Stores Flag Fresh Experiences

### Reportage

Truth which Hundreds of Candles Work to Illuminate



HANKUK UNIVERSITY OF FOREIGN STUDIES

# The Argus

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

- *President and Publisher* ..... Prof. Kim In-chul
- *Executive Editor* ..... Prof. Kim Bong-chul
- *Editor-in-Chief* ..... Byeon Hee-jin (JLC-2)
- *Editorial Consultants* .....  
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Lee Sei-yon (DEL-1)
- *Copy Readers* .....  
Prof. Brandon Walcutt  
Prof. Merrilee Brinegar  
Prof. Michael Heinz

107, Imun-ro, Dongdaemun-gu, Seoul, Korea  
(Postal Code 02450)

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

81, Oedae-ro, Mohyeon-myon, Cheoin-gu Yongin, Gyeonggi  
Province, Korea

(Postal Code 17035) Tel: (031) 330-4113

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## Editorial

# HUFS, Safe Zone from Earthquakes?

On Sept. 12, there was an earthquake with a 5.9 magnitude in the North Gyeongsang province. There were also several secondary shocks. This was quite a big and long-lasting earthquake for Korea, and the occurrence alerted everyone to the earthquake. Afterwards, many people started to wonder how to prevent earthquakes and whether or not buildings in Korea have earthquake-resistant designs. People are searching for the information if the buildings where they live have earthquake-resistant designs on the official homepage of Seoul City.

It is a very essential and reasonable curiosity because whether we know the evacuation steps or not, if the houses or buildings we live in have been built with earthquake-resistant design directly relates to people's lives. However, as other disasters such as typhoons and floods are more frequent in Korea, many people do not get ready for prevention of the earthquakes. For example, the warning message was sent about 15 minutes after the earthquake and many people do not know what to do when it occurs.

Now, The Argus has also become curious as to how well HUFS is prepared to withstand earthquakes. As some of you might have expected, HUFS does not have proper evacuation plans or earthquake-resistant designs for all of their buildings on campus. In the November issue, The Argus looks in depth at HUFS' deficiencies in regards to their earthquake response system. Moreover, The Argus interviews other neighboring countries that more frequently and severely experience earthquakes as compared to Korea. 🇰🇷

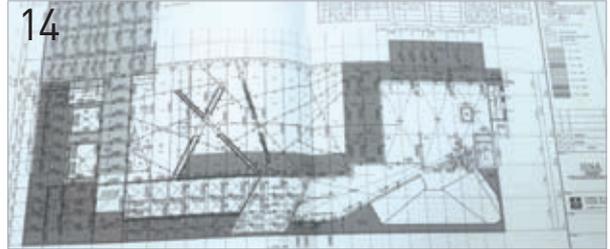
By Byeon Hee-jin  
Editor-in-Chief



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## Cover Story

>> On Sept. 12, an enormous earthquake hit Gyeongju. Because of this earthquake, people have noticed Korea is not safe from earthquakes anymore. So The Argus started wondering. Is HUFS safe from earthquakes? The Argus reports on the current condition of the earthquake response system in HUFS.

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▲ Students discuss whether or not to remove the UCC president from her position in the Emergency Extended Steering Committee meeting.

## UCC President of Global Campus Gets Removed from Office

The 34<sup>th</sup> president of the Union Companion Circle (UCC) of the Global Campus, Kang Ju-hee (Dept. of Indian Studies '13), was removed from her position on Sept. 29 due to her lack of qualifications as president.

The UCC of the Global Campus was brought up as a problem when the former UCC vice president, Bae Ji-heun (Dept. of International Finance '14), uploaded his waiver with five accusations against the UCC through the UCC's official Facebook account on June 15. He exposed overall problems of the UCC – its absence of accountability for the budget and balance, unclear standards of the finance setting system, unreasonable disciplinary action toward him, physical violence against him, and proxy receipt of scholarships.

In rebuttal to his claims, the UCC uploaded a statement to indicate its stance; however, it did not give sufficient reasonable explanations, which caused the students to doubt and distrust the UCC even more. A lot of students, filled

with anger, voiced their opinions on the HUFS Global Campus Bamboo Forest Facebook page by posting, "All UCC authorities should give a full account of all controversies and apologize accordingly."

As the controversy flared up, the president of the UCC took a leave of absence, and everyone from the UCC except one member resigned irresponsibly. Judging that the UCC cannot perform its ultimate role anymore, the Emergency Planning Committee (EPC) of the General Student Council held an urgent meeting and decided to cancel the UCC president's position.

Meanwhile, the UCC formed an emergency committee to fill the vacancies and guarantee stable activities of the UCC on Oct. 14. Kim Han-joong and Eom Hyo-jae were appointed as president and vice-president respectively, with a unanimous vote. 🗳️

## Seoul Campus Fails to Hold Student Meeting While Global Campus Succeeds



©EPC Facebook page

▲ Global Campus students take a vote during their student meeting.

The Seoul Campus failed to hold the Student Assembly due to students' lack of participation on Sept. 28 at the Main Stadium, while the Global Campus successfully held it on Oct. 4 at the Open-air Theater.

Seven hundred sixty nine students were needed for a quorum to hold the student assembly on the Seoul Campus. However, only around 450 students attended, thwarting the meeting.

During the assembly, four issues were going to be discussed: the appointment of former President Park Chul, who was suspected of embezzlement, as an honorary professor, the students' right to participate in the presidential election, new changes in the grade evaluation system, and complaints about Minerva College.

Meanwhile, 1,076 students showed up for the Global Campus' Student Assembly, exceeding the required quorum of 721 students. They suggested five improvement to be made: Lecturers' observance of the grade entry period, the construction of a second library, control over outsiders' access to campus, the stabilization of merged departments' curriculum, and the remodeling of the College of Engineering and Natural Science Building. 🗳️

## Dept. of Portuguese Celebrates its 50<sup>th</sup> Anniversary

The Dept. of Portuguese rejoiced at its 50<sup>th</sup> anniversary in the Obama Hall on Sept. 29. The Portuguese faculty and the Portuguese ambassador enjoyed the evening's events prepared by the undergraduates and the Alumni Association.

The objective of the celebration was to pay tribute to the achievements of the graduates and further activate the alumni network. Since 1966, the Dept. of Portuguese has focused on training specialized human resources and has produced 1,296 graduates over half a century. The ceremony also offered scholarships and bestowed special achievement rewards to alumni in different fields of the specialty.

In commemoration, thousands of HUFS logos were labeled on the bottles of Messia, a Portuguese red wine selected for the occasion. 🇵🇹



▲ Dept. of Portuguese and the Alumni Association exhibit photos at the anniversary.

## Shuttle Bus Runs for Free

The Emergency Planning Committee (EPC) of Global Campus decided to propel free shuttle bus for Gyeonggi - Gwangju station, starting on Nov. 1.

“Shuttle bus for free” was one of the agenda items discussed at the regular student assembly in the first semester. As it is actualized, the shuttle bus became free of charge from 1,000 Korean won. In addition, the tickets bought but unused are able to be refunded, according to the EPC.

Meanwhile, the late-night bus, heading to Seohyun and Pangyo, was canceled due to low usage rate. Instead, the school runs a late-night bus for Gyeonggi - Gwangju station, so the students and faculty need not experience inconvenience. 🇵🇹

## HUFS Library Holds Electronic Information Exposition

The HUFS Library held an exposition on electronic information in and outside of the library of the Seoul Campus on Oct. 25.

The library aimed to communicate with its users and heighten their interest and knowledge about electronic information. The faculty and the students could improve their usage of information through a variety of booths and events.

Users could earn stamps by visiting the booths and participating in their education through the stamp tour. Other events included a quiz in the front of the library, user intelligence training and a commentary event. 🇵🇹

## 5 HUFSSans Selected as Diplomat Candidates

Out of the 41 diplomat candidates that the Ministry of Personnel Management (MOPM) selected on Sept. 29, five people were from HUFSS.

Among the three categories that included general diplomacy, regional diplomacy, and economic and multilateral diplomacy, three people were assigned to general diplomacy and the rest to regional diplomacy and economic and multilateral diplomacy respectively.

This is the fourth diplomat candidate test ever conducted since the diplomatic examination was abolished. The selected candidates will complete a one-year course at the Korea National Diplomatic Academy, and be employed as public officials. 🇵🇹

## HUFS Holds Meeting for Lee Deok-Seon and His Scholarship Students



©Strategy and Public Relations Team

▲ Lee Deok-seon smiles with university authorities and scholarship students.

HUFS held a meeting with an alumnus donor Lee Deok-seon and his scholarship recipients on Sept. 28 in Jamsil.

Four students who received scholarships, and with the previous receivers, discussed ways together to make meetings more active.

During the ceremony, Lee Deok-seon said, “I hope that the scholarship students will have a bright future and become great people, who give assistance to others.”

## HUFS Knowledge Press Publishes Big Indonesian-Korean Dictionary

The HUFS Knowledge Press published a big Indonesian-Korean dictionary in stores on Oct. 26.

The first edition was published in 1988, and the newest edition was published approximately 20 years after the first edition. It contains about 100,000 vocabulary words. This is twice the number found in the previous dictionary.

Ahn Young-ho, the HUFS Malay-Indonesian honorary professor, said, “To promptly include new expressions in Indonesian, the big Indonesian-Korean dictionary was compiled.”

## HUFSans Win LPGA Tour

A HUFSan pro golfer Kim In-kyung (Division of International Sports and Leisure ‘12) won Reignwood Ladies Professional Golf Association (LPGA) Classic on Oct. 2 in Beijing, China.

“I did not aim for the victory. I tried to play aggressively and only concentrated on the game, but the result was successful,” said Kim, with a smile on her face.

Meanwhile, another HUFSan pro golfer, Park Sung-hyun (DISL 12’), earned second place from the 2016 Evian Championship, which is the last major championship on the LPGA Tour.

## Presidents of EPC and UCC Maintain Their Positions

The presidents of the Emergency Planning Committee (EPC) and the Union of Companion Circle (UCC) of the Seoul Campus were approved to maintain their positions in the Entire Student Representative’s Meeting held on Oct. 6.

As the presidents of the EPC and the UCC were suspended from school on Oct. 5, they were demoted from regular members to associate members. Unlike a regular member, an associate member does not have a qualification to carry out his role properly. Thus, the discussion of whether to keep the presidents of the EPC and the UCC as regular members was underway at the meeting. With the majority’s approval, their qualifications to remain as regular members and retain their roles were confirmed.

Meanwhile, the presidents of the EPC and the UCC received disciplinary measures from the university authorities on Sept. 28. The reason for the punishment was hurting the school’s reputation by occupying the President’s office, holding a press conference outside the Ministry of Education, and picketing outside the press center where former HUFS president Park Chul’s retirement ceremony was held.

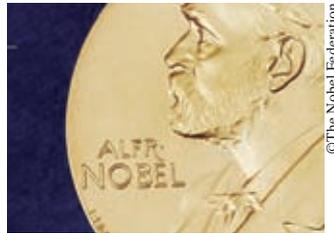
As a result, the EPC president, vice-president, and the UCC president were suspended from school for six weeks, five weeks, and four weeks, respectively.

# News Briefing

By **Byeon Hee-jin**  
Editor-in-Chief  
angelatheb@hufs.ac.kr

## 2016 Nobel Prize Awards

The winners of the 2016 Noble Prizes were announced from Oct. 3 to 13. Typically, the Nobel Prize for Peace is the last to be announced, but this year, the literature award was the last to be announced due to its one-week postponement. The awards ceremony will be held in Sweden and Norway on Dec. 10, which is the day when the originator of the Nobel Prize, Alfred Bernhard Nobel, passed away.



©The Nobel Federation

## Copyright Open Week 2016 Is Held

The first week of November was designated to be Copyright Open Week 2016 by the Ministry of Culture, Sports and Tourism. A global forum, discussing the topic of “Revolutionary Change in Future Copyright Environment: Challenges and Responses,” was held from Nov. 1 to 4.



©Korea Copyright Commission

## Railway Goes on Strike



©Yonhapnews

Railway workers staged a walkout for more than a month, starting on Sept. 27. This strike started in opposition to the government’s decision to

introduce an annual salary system based on performance. Along with the railway strike, freight workers also went on strike on Oct. 10. As the strike period overlapped, a great logistical disturbance ensued.

## Typhoon Chaba Hits Korea



©Yahoo

Typhoon Chaba struck Korea on Oct. 4 on an unexpected scale. About 10 people died or are missing and more than 600 buildings

were damaged by the flooding. Because of the unexpected scale of the damage, the government called an emergency meeting and discussed supporting measures for the affected area. Many volunteer groups also helped with the restoration of damaged places.

## Culture Day Gets Legalized

Culture Day, which occurs on the last Wednesday of every month, became officially legalized on Oct. 11. Culture Day began in January 2014, but local governments incurred hardships because it was not officially enacted. Through this legislation, local governments can now hold more cultural events on Culture Day simply by allocating the budget. With more active involvement, the government expects increased vitalization on cultural aspects. 



©PCCF

# ENJOY YOUR MEALS WITH HUFSPOON

By Byun Hee-jin

Associate Editor of Campus Section



©Byun Hee-jin/The Argus

Recently, a new colorful banner showed up in the student cafeteria of the Seoul Campus. HUFSPOON, a mobile application that translates the HUFs cafeteria menu items into various languages, became available for international students' convenience. In April, The Argus wrote an article about the hardships that HUFs international students go through on campus. One of them was the struggle to understand the student cafeteria menu since it is only written in Korean. Finally, the problem has been resolved through HUFsans' spontaneous endeavor. The Argus met the team "Monday Spoon" and listened to their special stories.

**The Argus: Nice to meet you. Please introduce the team "Monday Spoon."**

**Kim So-young (Kim):** Hello, we are "Monday Spoon," the developers of HUFSPOON. We are composed of four HUFsans – Kim So-young (Dept. of Turkish and Azerbaijani '12), Juhn Jin-cheol (Dept. of Public Administration '10), Lee Sang-rok (Dept. of German '12) and Lee Seung-joon (Chinese Linguistics '14). We wanted to name our team using the word "spoon," because our first project is called HUFSPOON. Since we meet every Monday, we decided to name ourselves "Monday Spoon."

**The Argus: Would you introduce your application HUFSPOON?**

**Juhn Jin-cheol (Juhn):** HUFSPOON translates and shows the menu items of all three cafeterias on the Seoul Campus – the Humanities Building, Faculty Office Building II and the Sky Lounge – in various languages for



▲ The banner of HUFSPOON stands in front of the ticket machine at the student cafeteria of the Seoul Campus.

©Monday Spoon

thought HUFS would definitely have an English version of the student cafeteria menu, but there was none. I heard that even neighboring universities like Kyung Hee University and Hanyang University provide menus in English. Unlike HUFS' renown as the "No. 1 Globalized University in Korea," the absence of translation services was very strange to us. We felt HUFSPOON was a must for international students.

a long time thinking about which part to emphasize and which color to use to be effective. Making an application professionally was extremely hard, but I learned lots of new things, and it was fun.

**Kim:** It was difficult to find various translators. At first, we had two languages translated as Jin-cheol worked on translating words into English and Seung-joon asked his Chinese acquaintance for Chinese translations. Just in time, we had an opportunity to introduce HUFSPOON at the exchange students' orientation. Then, we asked if anyone was interested in translation, and thankfully many students contacted us to help. As those students could not understand Korean, they translated the English translation into their languages. However, there were many unfamiliar foods that translators had no idea about how to translate. Fortunately, a German translator had a good understanding of Korean food, so that student took a central role, and the translators gathered on weekends and translated together. We want to say a big thanks to our translator crew.

HUFS international students. Seven languages, including Korean, English, Chinese, German, Spanish, Portuguese and Italian, are available at present. In addition, it provides information about restaurants and cafés around Imun-dong and their menus.

**The Argus: What led you to come up with HUFSPOON?**

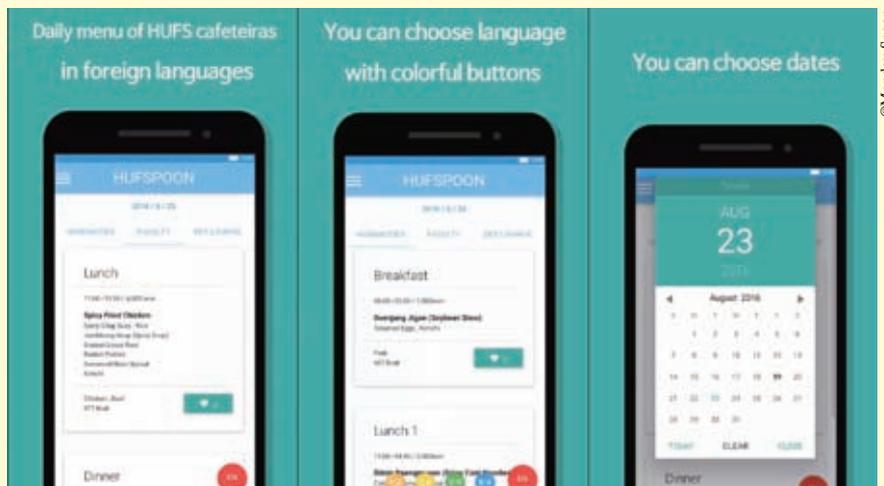
**Juhn:** We first met each other as team members in a programming club. As we studied coding together, we planned to make a project in which we could apply what we have learned. Since our team members are all HUFsians, we wanted to do a project that could be of help to HUFS.

**Lee Sang-rok (Lee):** We first came up with the idea when we saw a menu called "Saloman(boneless chicken)" at the fried chicken restaurant in front of HUFS. Normally foreigners would not understand its meaning unless they are good at Korean like native speakers. While waiting for food, we discussed the topic "How could foreigners understand that menu? How do they go to restaurants around HUFS? Do they have any problems eating at the student cafeteria?" In the end, we came up with the idea of HUFSPOON.

**Kim:** It is known that HUFS is the university with the highest number of international students in Korea. We

**The Argus: Would you explain the process of developing the application?**

**Lee:** I was mostly in charge of developing the mobile application and website. I already had the technical skills to develop an application because I have been studying programming since high school. However, when making it, not only coding skills but also the ability to design things considering usability are required. I did not have any experience with that, so I had to absorb a lot of new knowledge. Resources related to mobile design are all in English, so it was very difficult to read and study programming words in English. Also I struggled for



©Monday Spoon

▲ HUFSPOON translates and shows the menu items of all three cafeterias on the Seoul Campus in six different languages. You can use HUFSPOON by application, KaKaoTalk, Facebook, and website (www.hfspn.co).

**The Argus: What has the response to HUFSPOON been like?**

**Juhn:** HUFSPOON is currently recording 153 downloads and approximately 700 page views daily. Our analysis shows us that the revisiting rate for the website is very high, so we think that there is a fixed number of people who are constantly using our service. Also, it is quite popular among international students and staff. Occasionally, I see some international students using our application in front of the student cafeteria ticket machine. Moreover, the school cooks have told us that complaints from international students have decreased compared to the past. They got complaints every year that the menu needs to be translated into English, but now the problem is resolved so the cooks really appreciate us.

**The Argus: What are some aspects of HUFSPOON that leave something to be desired?**

**Juhn:** We wanted to add Asian languages such as Japanese since the number of exchange students from Asia is very high. However, we could not make any contacts amongst people who would translate those languages. More unfortunate thing is that the application does not provide the service to the Global Campus. Making a service itself is not technically difficult, but we lack the manpower to cover it. Since four of us do all the work from application development to promotion, just working on the Seoul Campus is hard enough.

**Kim:** I think international students use iOS devices more than Android, so we have tried to broaden the service to iOS. However, this is not a problem that can be settled unless we scout or hire an expert by spending money. It is unfortunate that we cannot make it by ourselves.

**The Argus: Have you faced any hardships while running HUFSPOON?**

**Juhn:** We are doubtful if we can maintain HUFSPOON after this semester is over. I am seeking a job right now, Seung-joon has already gone to serve in the military, Sang-rok will be an exchange student next semester, and So-young is preparing for graduation. I think promotion is the biggest problem. The service will keep working if the server is on, but if its promotion ends, then the users would decrease and eventually the application will disappear.

As HUFSPOON is a service that is helpful to HUFs, we need a lot of help from the school for the service to last. We hope that the school will give us supports for the maintenance of the application and have further discussion on this issue soon.

**Lee:** A lack of manpower is the biggest problem for an app developer. It is very strenuous to manage the service with three people and study at the same time. We could complete translation work with little manpower because the amount of material that requires translation is fixed, as the student cafeteria repeats the same menu periodically. We thought of so many good plans and events; however, it is so unfortunate that we cannot fulfill those due to the small size of our group.

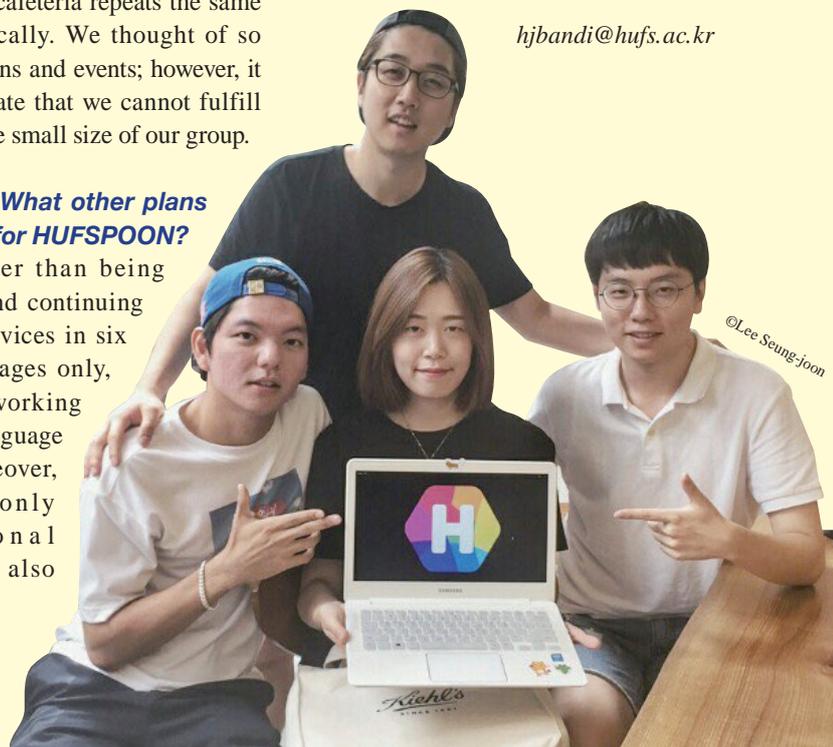
**The Argus: What other plans do you have for HUFSPOON?**

**Juhn:** Rather than being complacent and continuing to provide services in six foreign languages only, we are still working to broaden language choices. Moreover, I hope not only international students, but also

Korean students will consider using our service. I heard that the cooks have a lot of concerns since the menu feedback channel between the cafeteria and students does not exist anymore after the student cafeteria bulletin board at ‘HUFs Life,’ a HUFs online community, disappeared a few years ago. They told us that they have been eager to develop new menu items based on student feedback. However, they have to maintain the same menu since they do not know what students like and what to improve. I want HUFSPOON to be the medium between students and the cafeteria to help it improve.

The Argus met with “Monday Spoon” who has resolved the decades-old language issue that existed between the school and international students. Taking a step further, they are endeavoring to become a communication channel between HUFsans and the student cafeteria. Based on the effort of Monday Spoon, The Argus hopes to see the day when every HUFsan interacts in harmony without any barriers on campus. 🍴

*hjbandi@hufs.ac.kr*



# Flagship Stores Flag Fresh Experiences



©Jung Mun-kyung/Newstomato

**By Lee Sei-yon**  
*Reporter of Culture Section*

Last July, Kakao Friends opened its first flagship store in Gangnam. After only a month, thousands of people swarmed into the place, approximately an average of ten thousand people visiting the shop every day. The reason for such enormous popularity stems from the cultural characteristic of the store rather than the store simply selling a range of cute character products. Within the Kakao Friends Store, there is a photo zone where people take photos with famous characters and a cafe showcases not only a characterized dessert menu but also character contents to delight the customers as they savor their desserts. As such, a variety of brands are establishing flagship stores in the form of a cultural complex, as the need for the sentimental aspects provided by cultural experiences is rising. The Argus examined these examples of flagship stores, the causes of their emergence and the prospects of this rising trend.



▲ Sulwhasoo conducts a Holistic Beauty Class for its regular clients, in which they experience all the beauty programs available at the store.



▲ Female customers exercise using rumbler rollers on the the third floor gym in the NB flagship store.

### ▶ What is a flagship store?

The term “flagship store,” also called a flag shop, is derived from a naval flagship or the ship in command of a fleet. In a similar context, this word refers to the representative store of a brand that has been carefully furnished from the exterior to interior to best describe the image and values of the brand in question. Initially, famous luxury brands launched their own flagship stores in an effort to not only promote their brands, but to execute market research. However, these days, other industries are also opening flagship stores that take the shape of complex cultural spaces that provide consumers opportunities to experience the brand.

### ▶ Examples of flagship stores

Last March, a cosmetic brand named Sulwhasoo established a flagship store that resembled rays of beaming light in correlation with their brand concept of illuminating the path toward Asian beauty like a lighted lamp in the dark. On the first and second floor, there are displays of new seasonal and exclusive products available only at this store and a corner for testing. The third floor offers a variety of cultural classes including personal beauty counseling and regular tour service of the brand’s flagship store. The fourth floor allows consumers to be immersed in a special spa filled with raw materials prescribed by Sulwhasoo.

Last May, New Balance (NB) launched a flagship store specifically for female fitness products and services near Gangnam station. While the first and second floor exhibit a range of products for female consumers, the third floor allows for a real fitness experience within the NB Women Studio at which invited instructors teach monthly exercise programs that include yoga and Pilates.

The staff of the NB flagship store stated, “Since June, a wide range of programs have been offered to people and thanks to avid participation, the studio is operating well on a regular basis.”

Similarly, a fashion brand 8 SECONDS launched a Creative Project Space named “Studio 8” last May, to create a space for fashion culture in which the brand can communicate directly with its consumers. In line with its philosophy to add a special energy to daily life, Studio 8 provides a platform for new campaigns, exhibitions and workshops for creating creative contents. For its first fashion exhibition, 8 SECONDS collaborated with Social Networking Services (SNS) poet Ha Sang-wook and photographer Kim Kyu-hyung, both of whom produced a written and visually artistic work based on the characteristics of linen material.

A staff member of 8 SECONDS revealed that, “Studio 8 will continue to hold new forms of exhibitions, as well as artist performances and styling classes to effectively promote its unique brand identity.”

### ▶ What are the causes of their emergence?

#### Consumption based on personal values

People in one out of four households live alone. This number of single member households has grown rapidly over the past few years. Statistics Korea recently reported that the number of single member households accounts for 27.2 percent of the total, and this statistic has shown a constant increase from 23.9 percent in 2010. Also, 35 percent of these people are in their twenties or thirties, those who are most prone to go on spending sprees. As these individuals live alone, they are equipped with more financial freedom to spend their income entirely for themselves.

Combined with their economic and social circumstances, many people can afford to consume products that they believe are worthy of their money, instead of simply concentrating on the price and quality of the product. To be more specific, people turn their eyes to the values that the brand pursues and the satisfaction they receive through the buying experience rather than the product itself.

Lee Eun-hee, a professor teaching consumer science at Inha University, agreed that consumers no longer only consider the functional features of products when shopping and they also regard the sentimental elements as important. She said, “Especially those who live alone tend to seek individual satisfaction more than others. Therefore, flagship stores endeavor to respond to this tendency by placing a focus on how the store may seize the attention of these young consumers through direct engagement.”

Although flagship stores existed before today, they have transformed themselves to better satisfy the varied focuses that consumers have regarding shopping.

Huh Woong, a professor of Advertising and Public Relations at HUFs, explained, “Contrary to the stores that used to center around products, nowadays they have changed to provide consumers opportunities to enjoy cultural experiences.”

#### Attracting people to offline locations

Today, most consumption takes place online where it is easier to compare prices and read product reviews. To induce these online shoppers to offline locations, the stores must present something that is only available offline to the

consumers.

Professor Brady from the Consumer Science major at Seoul National University said that stores are not simply places to purchase products since online shopping is much more effective and convenient. He emphasized, “They [flagship stores] need to transition to places where people can experience their contents and spend time, not just money. In the same way, flagship stores try to diversify consumer experiences associated with the brand.”

Hence, flagship stores have been converted into cultural spaces that provide consumers the freedom to look around, without needing to make purchases, and be involved in interactive activities rather than the stores simply providing one-way promotions and events.

#### Increasing publicity through sharing experiences on SNS

In effect, flagship stores have been built with the purpose of imprinting the brand on people, but the reason for their growing popularity in recent years originates from the growing influence of SNS. Although many companies have sought to promote their brands through diverse SNS platforms, their evident effort cannot compare with the promotion provided by the consumers themselves.

These days, many people share their experiences through SNS to show off the special moments and feel a greater degree of satisfaction. Flagship stores offer these active SNS users unique experiences that they can post online. Then the consumers share these experiences with other people, which stimulate a more effective promotion.



©Samsung

▲ The photos for the exhibition are displayed spontaneously on the fourth floor of the store.



©Lee Sei-yon / The Argus

▲ People upload photos on their Instagram accounts to share their experiences at the Kakao Friends store.



▲ The customers engage in a virtual date with the Korean celebrity Lee Min-ho in the VR zone of Innisfree.

Professor Lee Eun-hee remarked, “Flagship stores provide a special story called an ‘experience’ that the consumer can deliver to other people who will also indirectly relate to his or her pleasure and take an interest in the story.”

An anonymous student from the Dept. of English Linguistics said, “It was a great experience to visit a place that was trending on Facebook. Also I was impressed by the photo zones where I could freely take pictures and share them with others, which I did afterwards and even set one as my profile picture!”

### ▶ How can these places transform shopping?

#### Enhanced experience through advanced technology

As technology develops, it gradually effects the daily lives of people, stretching its scope to flagship stores. The implementation of technology reinforces the level of vivid experiences that use all senses and bestows an unforgettable experience to consumers.

Recently, a cosmetics brand, Innisfree, introduced a Virtual Reality (VR) zone within its flagship store in Gangnam. After a female consumer puts on appropriate device, they can watch the natural beauty of Jeju Island, the core image associated with the brand, as they go on a date with Lee Min-ho, a Korean celebrity and the brand’s model. This video clip is not only filmed from the first person perspective, but it is also combined with 360-degree scenery and 3D effects, all of which contribute to presenting the consumers with a more immersive experience.

Lee Seon-yup, professor of Advertising and Public Relations, stated that, “As the world is becoming more digitalized, the technology is steadily incorporated into real life and enhances

the brand experience. This helps create a new consumer experience that no one has ever undergone before.”

#### Improved approachability through Beacon

Although flagship stores optimize both their exterior and interior spaces to maximize the consumers’ experience when shopping, they are limited in approachability and effect within their locations. They are few in number because of the high cost in establishment and low profit in comparison to investment, so they are only located at the hottest spots with the largest floating population. Therefore, flagship stores make contact with a quite limited number of customers. However, this limitation could be mitigated through the implementation of a technology called Beacon.

Beacon is a short-range data communication technique that can transmit information to a larger range than other existing devices using Wi-Fi and other available transmission sources with a 50-meter maximum. Professor Lee Yong-mun who currently teaches Advertising Campaign Strategies at HUFS explained that digitalization has rapidly risen along with the dissemination of smartphones. Thus, it is now possible to utilize Beacon, which operates by activating the location-based services embedded in every smartphone.

Beacon allows stores to send relevant data to passers-by within a certain distance who would have walked by without the information. This presents a greater possibility of securing more customers and engaging them in the experience provided. He articulated, “Currently, Beacon is used in some exhibitions such as motor shows, but this may also be expanded to service flagship stores.”

As can be seen from above, flagship stores today are in the process of transformation. In the past, they placed emphasis on their best line of products, providing additional knowledge of the brand through a small showcase. They also attempted to complement their offerings by providing a separate area such as an in-store cafe where customers could take a break, prolonging their stay. However, flagship stores today offer cultural experiences closely related to the brands, which in fact aim to fulfill the sentiments and values of the customers so that the visit itself is worthy of their time. 📌

*disciple@hufs.ac.kr*

# What Do You Think about Campus Safety?

Campus safety is one of the most important issues among universities. Many students have argued whether or not HUFS campus is safe enough, even though there are HUFS patrols, who walk around the campus in order to maintain its safety. Even at the fall festival, a stranger molested someone and the police arrested the culprit. The Argus interviewed four HUFSSans to hear their opinions about campus safety.



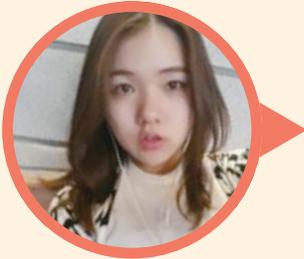
## Ko Sang-won, Dept. of English Linguistics, '16

I think HUFS security is safe enough because I have seen HUFS Patrols controlling misbehaving outsiders, such as drunken people or high school students smoking on campus. I also have seen the patrols find the lost property of a student, so I think they have done well. However, although it is pretty safe on campus, security off campus is not good enough since there are a lot of dark alleys and drunken men who try to fight on the street in Imun-dong.



## Lee Ji-hoon, Dept. of English Linguistics, '11

I do not think highly of the school security. There are many people who are not attending or working at HUFS but entering school buildings and using school facilities. I think the school needs to find a way to reduce non-HUFSSans' access to a certain extent. Also, there are not many streetlights, so I think the school needs to increase the number of streetlights. About the HUFS Patrol, though their intention is good, I do not think they do much and need to be more systematic than they are now.



## Seong Yu-min, Economics Division

I think campus security does not guarantee the safety of students. When students were able to sell alcohol during the school festival, outsiders trespassed the school and stole my friend's money. Also, strangers made physical contact with some students on campus. In particular, I feel there is no restraint of outsiders and there are only a few people who stand guard over the students at or near the school, compared to the number of students and buildings. So I think HUFS needs to increase the number of patrols.



## Hyeong Jae-eun, Division of Chinese Affairs and Commerce, '16

As I live in the dormitory, I think our campus is safe. There are always HUFS Patrols roaming around at night, even catching real molesters. There are some drunk men shouting loudly at night and wandering around, but I do not care since they do not seem to be much of a threat. I do think the dark alleys nearby campus need more streetlights. I never met anyone strange, but it is still spooky. 

*angelatheb@hufs.ac.kr*

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



# Are Hufs Buildings Safe from Earthquakes?

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**By Choi Ye-jin**  
*Reporter of National Section*

**O**n Sept. 12, a strong earthquake that registered 5.9 on the Richter scale happened in Gyeongju, Korea. It was a powerful earthquake felt not only by the citizens in Gyeongju, but also by those in Seoul. The earthquake taught us that Korea is no longer safe from earthquakes. This begs the question: Is Hufs safe from earthquakes? The Argus checked whether Hufs is responding well to the earthquake, and if not, what the causes are and what the solutions should be.

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## Are Hufs buildings built with seismic design? >>

Based on the seismic guidelines, buildings with seismic design can resist an earthquake registering 6.5 degrees. Therefore it is of great importance.

According to the Construction Planning Team (CPT), among the 14 buildings on the Seoul Campus, seven buildings including the Cyber Building and the Main Building were constructed with an earthquake-resistant design. In contrast, for the other seven buildings including the library and the Humanities Building, it is uncertain whether they were designed to withstand earthquakes.

Among the 12 buildings on the Global Campus, six buildings including the Centennial Complex and the newly-built dormitory were constructed with an earthquake-resistant design. On the other hand, as for the rest of the buildings including the Language & Literature Building, it is uncertain whether they were designed to withstand earthquakes.

What kinds of danger does HUFS face?

No seismic reinforcement in remodeling process

On the Seoul Campus, starting with the Institute of Teaching & Learning Development and the Humanities Building in 2009, five buildings have been remodeled so far, and on the Global Campus, starting with Mo Hyun Dormitory (HUFS Dormitory 1) in 2013, three buildings have been remodeled. These building were first built before 1988, when there were no compulsory regulations, so whether these buildings were built with seismic design is unknown. However, these are the buildings that students use most frequently, but there were no seismic reinforcements while remodeling them.

Kim Ji-ho, an assistant chief of the CPT of the Global Campus, said, “Newly built buildings were constructed with seismic design, but in the case of existing buildings, we only repaired the bathrooms for convenience and improved the exterior of the buildings for looks.” As Kim said, no seismic reinforcement was done. However, it is a matter that directly connects with survival, which is obviously important.

Park Hong-geun, a professor of the Dept. of Construction and Engineering at Seoul National University, said, “If a powerful earthquake happens, inertial forces are applied on the building due to the movement of the ground. Seismic design adds flexibility to the building and helps it to have more ductility capacity and controls the inertial force. Without seismic design, the possibility of damage and collapse increases if a powerful earthquake occurs. This could be very dangerous.”

No manuals for earthquake response

For the students’ safety and to minimize the damage of an accident, manuals and drills are necessary. However, there are no earthquake response manuals or drills at HUFS.

Lee Hui-jae, manager of the disaster management office in the Ministry of Public Safety and Security (MPSS) said, “A manual is very important to prevent confusion and response rapidly so that the damage can be minimized. An earthquake is an especially unpredictable disaster and does not happen frequently, so if it happens, it can throw people into confusion. Therefore, there must be a manual regarding this issue. Having no manuals in the event of an earthquake can make students and faculty members have a hard time coping with the situation which can cause casualties.”

Yoon Yi-sik, an assistant chief of the Facility Management Team of the Seoul Campus, said, “I think earthquake survival manuals and drills are essential, but there has not been any directive from the government. Therefore HUFS does not have earthquake drills or manuals yet.”

Current state of seismic design on campus

Buildings (Seoul Campus)	Year Established	Current Issues of Seismic Design
Minerva Complex	2011	Completed
Main Building	2004, 2007	Completed
Humanities Building	1970	Uncertain
Institute of Teaching & Learning Development	1973	Uncertain
Social Science Building	1977	Uncertain
University Library	1979	Uncertain
Graduate Schools	1983	Uncertain
Foreign Language Training & Testing Center	1977	Uncertain
Faculty Office Building I	1995	Completed
Faculty Office Building II	1977	Uncertain
International Building	1996	Completed
Globeedorm	2008	Completed
Law School Building	2007	Completed
Cyber Building	2013	Completed

Buildings (Global Campus)	Year Established	Current Issues of Seismic Design
Language & Literature Building	1981	Uncertain
Liberal Arts Building	1983	Uncertain
Natural Science Building	1984	Uncertain
HUFS Dormitory 1	1985	Uncertain
Humanities & Economics & Business Building	1985	Uncertain
Student Hall	1987	Uncertain
University Library	1991	Completed
Engineering Building	1994	Completed
Welfare Building	1996	Completed
Wangsan Culture & Art Hall	2005	Completed
HUFS Dormitory 2	2011	Completed
Centennial Complex	2014	Completed

Backgrounds of inadequacies

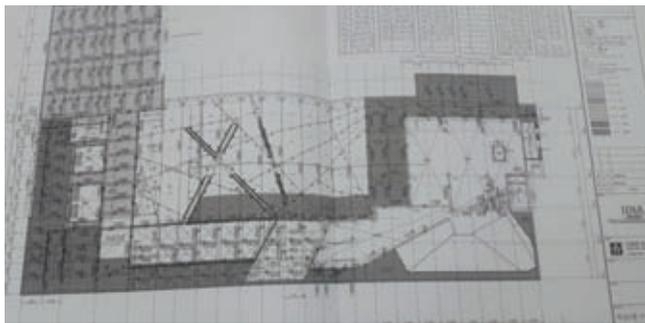
Absence of structural drawings

One of the main reasons why seismic reinforcement is not being made is that there are no structural drawings of the buildings.

To start a seismic reinforcement, there must be structural



▲ Although the Humanities & Economics & Business Building was being remodeled, there was no seismic retrofitting.



©CPT of Seoul Campus

▲ In order to make the old buildings earthquake-resistant, structural drawings are necessary.

drawings, without which the workers cannot have information on the buildings so they cannot plan the construction. In addition, when an earthquake happens, the rescue operation can be difficult without structural drawings because the rescue workers cannot know the structure of the building.

However, the CPT of the Seoul Campus does not have structural drawings of the buildings constructed before 1990, and the Global Campus does not have structural drawings of the buildings built before 2011. This means half of the buildings cannot have seismic reinforcements even if the university wanted them to. The problem derived from the fact that the storage and management of structural drawings were done without care and changes in management were not done appropriately.

The assistant chief, Kim Ji-ho said, “For the buildings built after 2005, the structural drawings are registered through a digital data processing system which makes the storage easier, but structural drawings made before 2005 cannot be registered through this system, so these are difficult to keep.”

Kim Jae-jin, the assistant chief of the CPT of the Seoul Campus, said, “Before the development of computers, we had to draw structural drawings all by hand. We could not register those through the digital data processing system, so we had to store them well, but actually we did not. And when the workers changed, the takeover of the management was not conducted well. I feel sorry for not having the designs, and I blame myself for this issue.”

### MOE's irresponsible negligence of making earthquake response manuals

The Ministry of Education (MOE) has an obligation to make the manuals to prepare for all sorts of disasters and accidents for educational institutes but they are not doing it. The government has a responsibility to minimize the damage from accidents and disasters and try their best for the safety of citizens.

Lee Hui-jae, manager of MPSS, said, “The government requires manuals and drills of public institutions and

educational institutions to give citizens an opportunity to experience the situation and learn how to response.”

For example, fire drills are mandatory in all public and educational institutions by the Fire Services Act. In addition to the fire drill, the MPSS advised the MOE to arrange the making of earthquake manuals and drills. However, the MOE is not preparing the regulations requiring manuals and drills for universities.

Seo Bo-seung, an action officer of the Information Bureau of Safety Education for the MOE, said, “The reason we did not make the regulations regarding earthquake manuals and drills is that we thought the students’ participation would be poor so we did not feel it was a necessity.” However, soon after that, they acknowledged that this was a hasty generalization.

### What can be done to solve these problems?

#### Restoration of structural drawings and creating a storage system

For effective and accurate seismic reinforcement, structural drawings are necessary. So there must be efforts to restore or find them. Also to respond well for accidents, the system to keep and take over the storage well has to be made.

The assistant chief Kim said, “We will check whether the structural drawings exist in the Dongdaemungu office and if it is impossible, we will find other ways to restore the structural drawings by having them professionally recreated.”

#### Creating specific earthquake manuals and requiring drills in educational institutes

The MOE is expected to take action to require manuals and drills in universities and ensure that they are carried out properly. Moreover management systems and penal provisions to prevent negligence have to be prepared.

Officer Seo Bo-seung of the MOE said, “I acknowledge that the MOE is responsible for students’ safety. From now on, we will try our best to make regulations and guidelines regarding earthquakes. We will also carefully consider the related penal provisions.”

An earthquake is a very unpredictable and dangerous disaster that can cause casualties. Therefore, prevention of damage through seismic reinforcement or construction and establishment of drills is essential. However, HUFS has a long way to go to prevent the damage of earthquakes in terms of seismic reinforcement and drills. By dealing with the problems and improving systems, students will be much safer in the event of an earthquake. 📄

*ange0422@hufs.ac.kr*



# How Do Your Countries and Universities Deal with Earthquakes?

**By Choi Ye-jin**  
*Reporter of National Section*

The Argus found that HUFS is not safe from earthquakes. The buildings do not have earthquake-resistant designs, and there are no manuals instructing how to deal with earthquakes. If another earthquake happens before we improve the buildings and the system, we cannot be sure of students' safety. Then, are universities in other countries well prepared for earthquakes? The Argus met with four students from Indonesia, Italy, Japan and Korea, and discussed how their governments and universities prepare for earthquakes.

### *The Argus: Please introduce yourself.*

**Octika:** Hello, I am Octika Adinda. I am an exchange student from Indonesia. I study Industrial Engineering at the University of Indonesia.

**Kana:** Hello, My name is Sim Kana, and I am from Japan. I am an exchange student from Kyoto University of Foreign Studies.

**Dong-hyuk:** Hello, I am Son Dong-hyuk and I am studying Vietnamese at HUFUS.

**Enrico:** Hello, I am Enrico Azzerllo. I major in International Studies at HUFUS.

### *The Argus: What do people in your country think of earthquakes?*

**Octika:** Indonesians feel a great deal of anxiety regarding earthquakes. In 2004, a 9.0 earthquake happened and an enormous tsunami killed 200,000 people. As you know, Indonesia consists of 1,300 islands, so when an earthquake strikes there is a great possibility of a tsunami which could harm many people. That is why people think of earthquakes as huge disasters.

**Kana:** For Japanese people, earthquakes are a part of our daily lives. Small and big earthquakes happen frequently in Japan so people do not react much to them. Also people know exactly how to behave when an earthquake occurs so they respond calmly during such occurrences.

**Dong-hyuk:** Koreans rarely experience earthquakes. So for Koreans, earthquake is a disaster that might happen in fictions or movies, but not in real life. Actually, there have been earthquakes but the damage was not as serious as in other countries, so Koreans usually do not think of earthquakes seriously. That is why many Koreans felt afraid and were flustered when the recent earthquake took place suddenly.

**Enrico:** Unlike Koreans, Italians accept earthquakes very realistically. Earthquakes in Italy happen frequently because of the movement of the African Plate. My whole country is located in a place where there is a high possibility of an earthquake, so we always need to be on guard. Italy has many old buildings including ancient ruins, so when earthquakes befall, the damage to cultural relics is considerable. Because of cultural loss and casualties, Italians are deeply concerned about earthquakes.

### *The Argus: Do the universities in your country implement seismic loading and arrange manuals to prepare for earthquakes?*

**Octika:** Indonesian universities carry out many drills in compliance with manuals. Of course earthquake drills are included. All students take an active part in those drills. However, the drills are not being done because of national laws. They are conducted based on individual schools' policies. So whether a school holds earthquake drills or not varies by school. The university that I attend does drills once or twice a year.

However, most of the universities in my country are not designed to resist earthquakes. The government advises the universities to do seismic loading but it is not being done well because it is expensive to do so.

**Kana:** Unlike Indonesian universities, all of the buildings including those of universities have seismic loading. However, universities in Japan do not have earthquake drills. This is because Japanese people are well-informed as to how to respond to an earthquake with earthquake drills beginning in kindergarten. So the government believes that students attending universities do not need such drills. People in my country react with equanimity even though

earthquakes occur suddenly because the earthquake response systems are well equipped and students comply with them well.

**Dong-hyuk:** Universities in Korea have neither regular drills for earthquakes nor manuals. In short, there is no response system in universities. Also, whether the buildings have seismic loading varies even within the same campus. Newly built buildings have seismic loading but old buildings with historical value do not.

**Enrico:** Schools in Italy also do earthquake drills once or twice a semester like Japanese schools do. I think the Italian government regards Japan as a role model and imitates their earthquake response system. Also in 2007, the government made a law regarding seismic loading and made all of the school buildings implement seismic loading within the following six years. For this law to take effect, the government offered 120 million euros in support.

### *The Argus: Do you have any requests of your university or the government regarding earthquakes?*

**Octika:** My university does have earthquake drills, but the system leaves much to be desired. Drills are not being done regularly. I believe that drills can be effective only when they are being



▲ A church in Amatrice, Italy, was collapsed by an earthquake.

©Yonhap News



▲ Students in Japan practice earthquake drills from kindergarten.

©Naver blog

how to react when the situation occurs so even after becoming an adult we do not know how to react. I think drills in Korean universities are necessary. In this respect, Korean universities should learn from Indonesian universities.

**Enrico:** I think Italian universities also need earthquake drills like Indonesian universities, particularly since 95 percent of Italian universities are public universities. I think the management at the national level could be easier than in the rest of your countries. Also I want the government to implement seismic loading at historic sites.

***The Argus: Based on your country's earthquake response system, how should Korea change its system?***

**Octika:** I think Korean universities should have earthquake manuals and drills like us. Responses in facilities that accommodate many people can be more difficult than in other areas. Actually, although we have earthquake manuals and drills, the damage is still serious. Having manuals and drills is not an option. It is a must.

**Kana:** As Dong-hyuk said before,

Koreans were very angry because of the late message they received regarding the earthquake if they even received one. Korea is not safe from earthquakes anymore so the government should strengthen the information delivery system with technology development and supplement workers.

**Dong-hyuk:** I envy Japan because of its response education system starting from kindergarten. I also think Japanese students participate actively in earthquake drills. In addition, many buildings in Korea are not designed to be earthquake resistant. Of course, there has not been any serious damage as a result of earthquakes yet, but there is no such guarantee that will remain the case. Therefore, I think seismic loading should at least be implemented at educational institutes.

**Enrico:** Korean universities do not have earthquake response manuals. If it is hard to have manuals in universities, like in Italy there should be manuals for the elementary, middle and high schools at the least. Practicing evacuations can be very helpful. 📧

ange0422@hufs.ac.kr

done periodically. Also I think the drills could be more effective if they were done nationally and all the universities participated.

**Kana:** I am confident that my country has the perfect system to respond well to earthquakes. For example, all citizens receive messages within several seconds when an earthquake hits. Also, as I said before, the buildings have seismic loading and regular drills are being done in our schools. I think it would not be a bad thing if the manuals and drills were being observed even in universities. If Japanese universities have earthquake drills like Indonesia, the damage could be additionally minimized when a powerful earthquake takes place.

**Dong-hyuk:** Comparing Korea to Japan, the cycle of earthquake occurrence in Korea is different from Japan so we cannot make our system the same as Japan's. However, I believe that Korea must selectively learn things from Japan. For example, when an earthquake happened recently, Koreans were angry because they got the message informing about its occurrence 12 minutes after its occurrence, and the message was sent only to a small number of citizens. I want my country to have a well-organized response system that can help people respond quickly and act with composure like Japan.

Also, unlike all of your countries, children in our country do not learn



©The Argus / Choi Ye-jin

# Truth Which Hundreds of Candles Work to Illuminate



©Focus News

**By Choi Yun**

*Associate Editor of National Section*

**A** single candle can illuminate an entire room. However, there is a place that could not be lit up by hundreds of candles, and is calling out for more of them: the Seoul National University Hospital (SNUH) where the body of a Korean activist farmer, Baek Nam-gi, lies.

Since the news of Baek's death spread on Sept. 25, hundreds of candles have appeared and brightened around where he is placed, nightly. To find out about a darkness that hundreds of candles are struggling to brighten, The Argus observed the nightly candlelight vigils for Baek at the funeral hall at SNUH on National Foundation Day (Oct. 3).



©Hankyoreh

▲ Hundreds of thousands of people gather for “People All Out Rally.”

### How Baek died

On Nov. 14, 2015, the largest antigovernment demonstration “People All Out Rally”— made up of 53 civil groups calling for satisfactory resolution of different social issues including the Sewol Ferry disaster, “comfort women” deal, and government-issued history textbook — was held at Gwanghwamun Square, Seoul.

The peaceful rally turned violent as it was confronted by police during the march to the Blue House where President Park Geun-hye resides.

Baek Nam-gi, a 69-year-old farmer who attended to demand the setting of agricultural support prices, was struck unconscious by a police water cannon while attempting to overturn a police vehicle. After 10 months in a coma, he passed away on Sept. 25.

### Controversy over Baek’s death: Violent demonstration matters or police brutality matters?



©Youtube

▲ Demonstrators attempt to overturn a police bus on which conscripted policemen stand.

#### Violent demonstration matters

“People All Out Rally” was initially unpermitted for local traffic reasons, and was thus illegal. Besides, the protesters resorted to violence against police, throwing iron pipes and bricks at officers and overturning vehicles. Consequently, 113 officers were injured and 50 vehicles were damaged.



©Youtube

▲ Baek Nam-gi lies on the street after being struck by a police water cannon.

#### Police brutality matters

The police breached guidelines on the use of water cannons. According to the guidelines, the cannons should be aimed below the chest, in the order of ‘warning shot - indirect shot - direct shot.’ However, the water cannon hit Baek’s head with a direct shot and continued blasting him as he collapsed on the ground, endangering his life.

### Suspicion on Baek’s death: Whether death certificate was fabricated

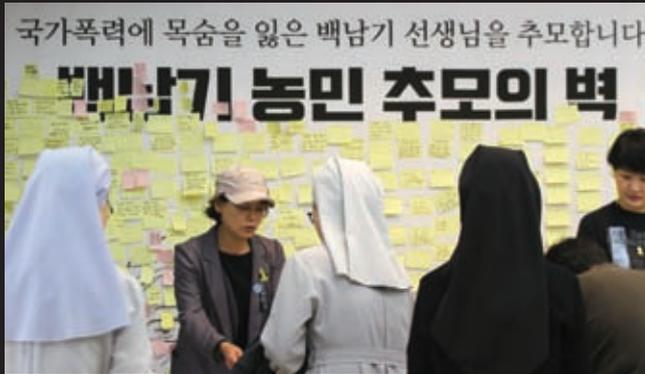
After Baek’s death, his doctor, Baek Sun-ha, wrote on his death certificate that the cause was “disease,” not injury. This led to suspicion as to whether Dr. Baek was under pressure from the police.

According to Korean death certificate guidelines, doctors should choose one of the two main causes of death: disease or injury. If someone died from a complication after injury, the death cause should be the prior cause, “injury.” However, even though Baek Nam-gi had died from one of the most common after-injury complications, acute kidney failure, Dr. Baek wrote “disease” as the cause.

Suspicion that the police pressured Dr. Baek in order to evade their responsibility became more serious as not only his bereaved family, but also experts in the medical field announced statements refuting the document.

**6:00 p.m. Arrived at SNUH**

An hour before the vigil started, The Argus arrived on the opposite side of SNUH funeral hall in Jongno-gu, Seoul. Seen from a distance, the building seemed to be clothed in black and white banners expressing condolences for his death.



▲ Nuns sign a petition for Baek Nam-gi.

When reaching the third floor where Baek lies, The Argus was welcomed by a middle-aged woman from “Baek Nam-gi Struggle Committee.” She asked visitors to sign a petition calling for a probe into the fatal incident and punishments for those responsible, and gave a sack of rice — of which Baek asked the government to create a support price before his collapse — for those who joined.

Behind her back, a big banner — reading, “We remember Baek Nam-gi who was victimized by state violence” — was hung, with hundreds of post-its conveying messages of condolences from citizens.

After bowing down before the picture of the deceased, mourners went down to the first floor as guided.

At the vacant lot outside the building were a food truck, plastic tables and chairs, something no one could easily imagine to find at a funeral. Piled-up high, bottled water and instant noodles were surrounding the truck.



▲ A food truck serves mourners food.

A middle-aged woman who was cooking instant rice and noodles on the truck said, “We are running this truck with donated food to receive all visitors from all parts of the country. It has been nine days since Mr. Baek passed away, but still many come. Thanks to citizens’ strong support, there is no big problem though.”

**6:30 p.m. Preparing for candlelight vigil**

About 30 minutes ahead of the event, three couches arrived, and more than 100 farmers from Goseong-gun in South Jeolla province, five hours away from Seoul, got off. They went straight to the third floor and started preparing for the vigil with Baek Nam-gi Struggle Committee members; they spread mats on the tarmac outside the building and took out the candles.

**7:00 p.m. Urgent press conference**

As the clock was about to strike 7 p.m., the funeral hall was thrown into an uproar. The committee members abruptly folded up the mats and called reporters. Reporters who were waiting on the scene ran into the hall. Then at 7 p.m., — the original starting time of the vigil — a news conference was held instead. It was to refute SNUH’s announcement like a bolt from the blue.

At 3 p.m. on the same day, the SNUH Investigation Commission had convened a news conference to allay the widespread suspicion that Dr. Baek was under pressure from the police.

“It is true that Baek’s death certificate is different from the guidelines, but it is clear that the cause of his death was disease, not injury,” the commission said.

Dr. Baek said, “I thought he died from disease because he died from the lack of complete treatment. If he died even after receiving a complete treatment, I would have said he died from injury.” And then he added, “The certificate was written based only on my medical judgment, not external pressure.”



▲ Baek Doraji, Baek’s oldest daughter, speaks at the news conference.

At the conference held at the funeral parlor, Baek's bereaved family showed a video clip of Dr. Baek talking about the condition of Baek Nam-gi right after he was taken to the hospital.

In the video, after declaring that Mr. Baek was brain dead, he said, "There is less than one percent chance of him waking up from his coma."

As the video ended, Baek Doraji, Baek's oldest daughter, held a microphone and said "Dr. Baek had already known that my father would die even if he got life-prolonging treatment." She added with a quivering voice, "It is very appalling to see Dr. Baek saying that my father died because of his family, us, who refused to have him treated."

### 8:00 p.m. Opening of candlelight vigil

An hour after the scheduled time, organizers spread the mats again and distributed paper cup candles they had already made for visitors. Candles in the hands of more than 200 people — Baek's neighbors, farmers, nuns and college students — were illuminated one by one, marking the beginning of the candlelight vigil.

The event started with a silent prayer for Baek. People sitting with their legs folded stood up all together, bowed their heads and prayed for him, with a glowing candle in their hands.

Soon after, a middle-aged woman came up on the stage. The woman, who introduced herself as a "Sorrikkun," or a Korean traditional singer, was in a black suit, not a colorful Hanbok, or Korean traditional clothes. She said, "I have been on stage for decades, but this is my first time singing in a black suit. I wish the hidden truth of the incident to be discovered so that the wrongly-murdered Mr. Baek could rest in peace." She sang a Buddhist prayer for about 10 minutes, and several people kept shedding and wiping their tears throughout the song.

As the song came to its end, a middle-aged male from Baek Nam-gi Struggle Committee briefed the audience on the circumstances that led to the press conference for those who



▲ A "Sorrikkun," or a Korean traditional singer, sings in a black suit.



▲ Baek's neighboring farmer recites his own poem for Mr. Baek.

could not attend the conference. And he condemned both the police and SNUH, saying, "The police who murdered Baek tried to abdicate their responsibility by fabricating his death certificate, and did not even apologize. And SNUH is acting in collusion with the police, ruining its own reputation."

The atmosphere charged by emotional speech reached its peak as Baek's neighboring farmer from Goseong-gun recited his own poem for Baek. He took out a folded piece of paper from his pocket and then read: "While grains grow ripe, where did you go? While fruits grow ripe, where did you go? Wake up Mr. Baek. Let's go back to the wheat field."

### 9:00 p.m. Closing of candlelight vigil

The leader of the Korean Confederation of Trade Unions, Choi Jong-jin, appeared on the stage with his saxophone hung on his neck. After announcing that he was an amateur player, he clumsily played a protest song, "In the Wilderness." To the accompaniment of the saxophone, people sang sorrowful lyrics. "In the wilderness from the sun-rising East Sea to the sun-setting West Sea, how could we starve? How could we hesitate? In the wilderness, we clasp the warm soil."

The two-hour-long vigil closed in an hour with a chorus of the song because of the news conference. Even though organizers announced the end of the event, people seemed unable to leave their seats for a while as if something was missing.

Even today — after more than a month has passed since Baek died — hundreds of candles are in a wake. What is the dark truth that candles are struggling to light up? How many candles should be burnt to reveal the truth? Would it be possible if hundreds of thousands of candles are burning? ☹

choiyun@hufs.ac.kr

# Preparation for Winter

**By Kang Young-joon**  
*Editorial Consultant*

**T**he reason trees turn red and yellow is because the chlorophyll inside the leaves breaks down so that trees do not photosynthesize during the fall and winter, as these seasons do not provide the trees with as much nutrition, water and sunlight as spring and summer.

We are also preparing for the coming winter, which will be the first winter at school for freshmen and the last winter for seniors. Every person has different reasons in preparing for winter, but the fact that we are doing something to prepare for winter is true. What are you going to do for your upcoming winter? 🍂

*youngjoon92@hufs.ac.kr*





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# The *Exact* Title of Human *Love*

**By Lee Jae-won**

*Editor of Culture Section*

**O**n Sept. 28, Google revealed that it would use its deep learning systems to offer a translation service. Deep learning refers to an artificial intelligence algorithm that was used in the historical Go game match between Lee Se-dol, a world champion of Go, and Google's artificial intelligence program, AlphaGo.

The Lee-AlphaGo matches last spring made us worry about whether machines would replace all human capabilities in the near future. Additionally, it posed a question to us: "If the machines do all the work we do, what are the things that only humans can do?" I asked myself this question and came to the conclusion that only human beings can "love." Of course I know several movies showed a future in which machines were already performing similar acts of love. Nevertheless, I believe there exists a unique area of human love. This month's Review tries to seek "love that only humans can feel" through a novel.

### This month's novel for review

This month, *The Argus* will look into the novel by Lee Chaehyun, "Nobody Died for Love" (2016). This novel depicts a boy and his android robot. An interesting thing about this novel is its title. The author got the title from an expression in the poem "Photo Album." The speaker in the poem says in the first line, "Nobody died for love." The speaker adds that Romeo died of tuberculosis, Juliet died of diphtheria, and the people in the photo album at which the speaker was looking, died of the flu. After reading this poem, I felt that love was insignificant.

Why did the author decide that this verse should be her novel's title? Did she try to prove that love is useless, repeating that nobody really died for love? Or did she try to claim that love is great, putting a twist on this title? If the latter is true, the title actually says that some humans died for love. I think being able to die for love could be a unique characteristic of human beings. Will my guess be right? Let us read the story and find out the answer to this question.

### Did anyone die for love?

The main characters of this story are a boy named Eun-suk and a talking android robot for the elderly called Ian. Ian is the inheritance from Eun-suk's dead grandfather and one of the models of talking android robots with the same name, Ian, that his grandfather created. The Ians are taking center stage as they are inexpensive and have a very similar appearance to humans. However, Eun-suk likes neither his grandfather nor Ian because it resembles his late mother. Gritting his teeth, he drives away in a truck with Ian, heading for his grandfather's house. The purpose of this visit was to find his grandfather's inheritance as Eun-suk had been fired from his job and needed money. The novel proceeds with the course of this journey.

In the truck, Ian sings a song. Ian's song reminds Eun-suk of his dead mother who was always easily moved to tears. She had been an unmarried pop star during her life, but had

retired when she became pregnant. In response to the question, "Who is your child's father?" she stated, "Because of love." Did Eun-suk's mother die for love? This question floated into my mind but the answer was "No." Eun-suk confesses that his mother died in a car accident. Like the people who have died of tuberculosis, diphtheria, and flu, she did not die for love.

Ian tells Eun-suk that his grandfather left his inheritance where life begins. Ian continues to rattle on and Eun-suk gets annoyed by the chatter and hits Ian on the chest. Ian repeats, "I love you. I love you!" and shuts its mouth by itself. Eun-suk used Ian's behavioral pattern: if you put your hand where Ian's heart should be, Ian says, "I love you!"

### Did nobody die for love, really?

Ian's battery is dead and Ian falls asleep. As Eun-suk visits an android store with Ian for its battery, he learns that the store is now hosting an event in which people can exchange an old version of Ian for a new android product. The event staff says to Eun-suk that the government has ordered that the old Ians must be thrown away because people have committed suicide as a result of mistaking the robots for humans. Here at this moment, I became curious. Did people die because they "loved" Ians?

As Eun-suk and charged Ian arrive at his grandfather's house, he reads the memo, "Life begins in the heart," and asks Ian, "How did my grandfather die?" Ian answers that his grandfather took his own life and realizes this is sad news as it looks at Eun-suk's face. Ian knows Eun-suk bites his lips whenever he is sad. After getting a call from the government agency in charge of Ians, requesting that Eun-suk throw away his Ian, Eun-suk bites his lips again.

Eun-suk hears from Ian that his grandfather never got better whenever he became sad and Ian hugged him. It also tells that Eun-suk's grandfather always asked it to say, "I love you" although it did not even know what love was. Afterward, Ian almost falls and Eun-suk holds Ian to keep him from falling.



▲ Go player, Lee Se-dol (R), is lost in thought for a while during his match against Google's artificial intelligence program, AlphaGo.



▲ In the film "Her," the main character develops a relationship with a talking operating system.



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▲ Author Lee Chae-hyun

Ian says, “Eun-suk should not get hurt because of me. Like you said, I am just a machine.” Hearing this, Eun-suk says the following which could be an important clue regarding our main question about love and death.

“Then I thought I knew why people killed themselves. Not being paid back however much they cherish (Ians), they could not stand this.”

So did Eun-suk’s grandfather and others die because they loved their Ians? Have we finally found out who died for love?

### Expected failure

After telling Eun-suk that he should not get hurt because of it, Ian says it got a special order from his grandfather: cherish Eun-suk. Eun-suk’s Ian also reveals that it was the only Ian to receive this order. Eun-suk falls asleep while listening to Ian’s lullaby. Later, when he awakes and finds Ian after its battery died, Eun-suk imagines Ian under the rain as though Ian was crying. After Eun-suk hits its chest, Ian still says, “I love you!” He hears Ian say this and Eun-suk says, “My grandfather was saying he loves me.” Then he finds a chip around Ian’s chest. This was his grandfather’s inheritance. Eun-suk thinks getting this chip has not made him happy at all although all of his grandfather’s money went into this chip. He puts the chip on Ian’s chest and Ian awakes again. Ian greets Eun-suk although

all of Ian’s memories have been erased. Eun-suk says that it is no longer the machine that tried to cherish him. This is the end of the novel.

Although I finished the novel, I still could not answer the main question. So did anyone die for love or not? Eun-suk’s mother did not die for love. Eun-suk’s grandfather and people seem to have died because they loved Ians, but Eun-suk did not die even though he seemed to love his grandfather and Ian.

### Love and sadness

I read the novel once more. Then I started to wonder whether my question was a far cry from the main point of this novel. As I soon realized, the question about whether somebody died for love was not that important in the whole story. Then what message did the writer want to deliver through her novel?

The writer probably thinks that sadness, more specifically, sadness for others, is the most essential element in human love. Eun-suk’s grandfather and people felt sadness because they could not be loved by Ians. Eun-suk’s mother left the phrase, “Because of love” about her child’s father. She always cried easily. Can we not guess that she expressed sadness for her unknown lover by the phrase? As for Eun-suk, he bit his lips as a habit to express his sadness when he thought about his grandfather and Ian.

This analysis also applies to Ian. Eun-suk says Ian looked like it was crying in the latter part of the story. I guess the reason for his depiction is that he regarded Ian as a human being who tried to cherish him. That is why Eun-suk later gets to know the truth that his grandfather loved him through Ian’s words, “I love you!”

Not only in this story but in real life, we often realize that when we love, we feel sad because of love. When your mother has a disease, you cry and learn how much you love your mother. When you cannot meet your lover, you feel sad.

Sadness itself does not have any power. Sadness seems to be somewhat useless since it is not able to do anything immediately. It cannot cure your mother’s disease. It also cannot bring your lover to you right away. Thus, love that is based on this uselessness cannot also deprive people of their lives, like the meaning of this novel’s title. At first, it was difficult for me to admit that human love could be trivial. However, I have now found the truth. Only humans can do something useless for their love. And this love is not the end but the starting point of human lives. ☹

*gh10117@hufs.ac.kr*



# A String Is Pulled

**By Jang Eun-ae**

*Editorial Consultant*

**A**n anti-graft law, the so-called Kim Young-ran Act in Korea, took effect on Sept. 28. Kim Young-ran was the former head of the Anti-Corruption and Civil Rights Commission and had introduced the act to improve the public interest by reducing illegal bribery among governmental officials. Most governmental officials, the press and executives of private schools may receive criminal punishment if they request any special consideration for job positions or do not turn someone in for asking for something illegal. Also, they are prohibited from receiving meals or gifts priced higher than 30,000 won (\$27) and 50,000 won (\$45) respectively. Congratulatory and condolence money also cannot exceed 100,000 won (\$90).

There is a great controversy regarding this act. Supporters say that the anti-graft law can eradicate the corruption that lowers the nation's competency because the corruption creates unnecessary social costs. They also argue that the transparency, which can be created through the eradication of illegal bribery, will lead to greater economic development in the long run. Additionally, it will eliminate price bubbles, which can seriously hurt the economy.

On the other hand, opponents of the act argue that it is imperfect in detecting offenders because congressmen who have a high potential for bribery will be exempt from the act due to exceptional provisions in the act. Thus, the act does not have any real impact on eradicating corruption. Critics also assert that the economy will contract in the future because this law limits the amounts that can be spent on meals and gifts. Most restaurants owners are frustrated by the act, which has resulted in increased pain for the common people.

Whatever the pros or cons of the situation are, the bow has already been drawn back. The Kim Young-ran Act is already being enforced, and we should keep an eye on the situation. I think the act has the potential to make Korea a better place because the effort to get rid of bribery has a great meaning by itself even though it is not perfect. 

*jea2060@hufs.ac.kr*

# Photographs Worth Spreading



**By Kim Jang-hoon**

Division of English '14

**T**he 2016 World Press Photo exhibition, which aims for developing and promoting quality visual journalism, will be held in several cities in Asia till the end of November, including Koshigaya, Hong Kong, and Taipei.

Organized by the World Press Photo Foundation, this exhibit is based on the idea, according to the foundation's website, that people deserve "to see their world and express themselves freely." This year's exhibit displays over 100 photographs, ranging from nature to sports, long-term projects and general and spot news.

One of the standout photos, by Corentin Fohlen from France, commemorates the victims of the terrorist attacks in 2015 against Charlie Hebdo, the satirical magazine in Paris. The attacks were the response to a number of controversial cartoons Charlie Hebdo had published, about Muhammad. In the second of these attacks, 12 people died including the publishing director, Charb, and several other prominent cartoonists. Parisians demonstrated their solidarity with the victims, and voiced their support for freedom of speech, at the end of a rally at the Place de la Nation in Paris, on Jan. 11.

Photos from North Korea, by the American photojournalist David Guttenfelder, also discuss the topic of freedom of the press. A standout taken from his long-term project "Life in the Cult of Kim" shows a video shot from the mourning period for the late Kim Jong-il, screened during a concert celebrating what would have been his 70<sup>th</sup> birthday, on Feb. 16.



▲ March against terrorism in Paris (by Corentin Fohlen)

Other photos in the exhibit deal with subjects such as the refugee crisis in Europe, and natural disasters around the world. Refugees seem to be the main topic of the year for many photojournalists, attracting attention and offering opportunity of discussion, globally. However, the pictures of refugee children, by Magnus Wennman from Sweden, capture their harsh reality plainly, and possibly most effectively.

In addition to so many photos of the world's problems, there are also unforgettable sports and nature photos in the exhibition, including shots from the winner of first prize singles by Christian Walgram from Austria, at the FIS Alpine World Ski Championships, and underwater shots of humpback whales off the Pacific coast of Mexico, by the Mexican photographer Anuar Patjane Floriuk.

Overall, the 59<sup>th</sup> edition of the World Press Photo exhibition has a wide range from nature to news, but each type of photograph also has its own values. Some photos can be an awakening for the viewers, or they can deliver the simple beauty of daily lives. Others shed light on global problems and suggest



▲ Where the children sleep (by Magnus Wennman)



▲ North Korea: life in the cult of Kim (by David Guttenfelder)

some solution.

Regardless of the category, photos that are worth spreading do not need further explanation by the experts. If we just look closely enough at the pictures in the exhibit and feel them, we can empathize with the values from these photographs. This exhibition of photos shows diverse values, and the best photos are worth spreading in this sense.

Such values of photographs do not have highness or lowness. A news photo delivers its own values such as preservation of democracy, and a nature photo delivers its own values such as harmony with the environment. All types of the photographs are worth spreading. That is why this exhibition is going on continuously around the world.

You can still see the World Press Photo 2016 exhibition in Koshigaya, Japan, till Nov. 6 at Aeon Lake Town Kaze; in Hong Kong, China till Nov. 16 at LO Gallery & L1 Gallery, Jockey Club Creative Arts Centre; and in Taipei, Taiwan till Nov. 24 at Studio 94. 📷



▲ Whale whisperers (by Anuar Patjane Floriuk)

## Can a Snack Substitute a Meal?

Looking around the subway, everyone is sticking their eyes on small square-shaped devices. People watch webtoons or Facebook with a vacant expression. So-called “Snack Culture” deeply reside with us as much as smartphones do. One of the important features of it is that it is stimulus but it easily evaporates. People look for something to stimulate their desire; a desire that they really want but never get enough of from a snack.

The Snack Culture cannot substitute a meal just as a snack cannot provide enough nourishment. People spend a substantial amount of time seeking an appropriate snack with their smartphones. What do they really want from the snack? I think people want to get sympathized through the contents or just ignore their desire through the stimulus. In the time before smartphones popped up, people read stories of others through books. They took a long breath to understand the character of the story and, through the interaction, people deeply understood it. However, as people get used to short-time Snack Culture, they forget how to endure the first boring moment to understand each other. As they become more accustomed to this culture, they will never get the profound sympathy that they have craved.

*Kim Seung-ji*

*Dept. of English Interpretation and Translation '10*

## Personal Opinion on Snack Culture

When I read the last cover story, I was amazed because there were many more kinds of contents belonging to Snack Culture than I had thought. Also, I could get the details of what Snack Culture is and what its pros and cons are. In fact, I seldom use those contents because I do not use my phone that much except for listening to music. But there must be people who love to use those contents or who have passion to make web-based culture prosper by creating Snack Culture contents on the Internet. In addition, websites will fascinate people with those, and they can make progress to another side of Snack Culture. It is natural that Snack Culture has bad effects on some people like children who might access violent contents.

However, in my opinion, encouragement of it with proper regulations is needed for creating a better Internet environment and even creating more recruiting related with web-based work. After I read this article, I decided to utilize those contents periodically for fun and for web culture development.

*Lee Han-bit*

*Dept. of Iranian Languages '13*

- Share your feedback on the issues to [hufsgargus@gmail.com](mailto:hufsgargus@gmail.com).
- Feedback word count is 200 including the title.
- Remuneration will be given; please include your contact information in the e-mail.

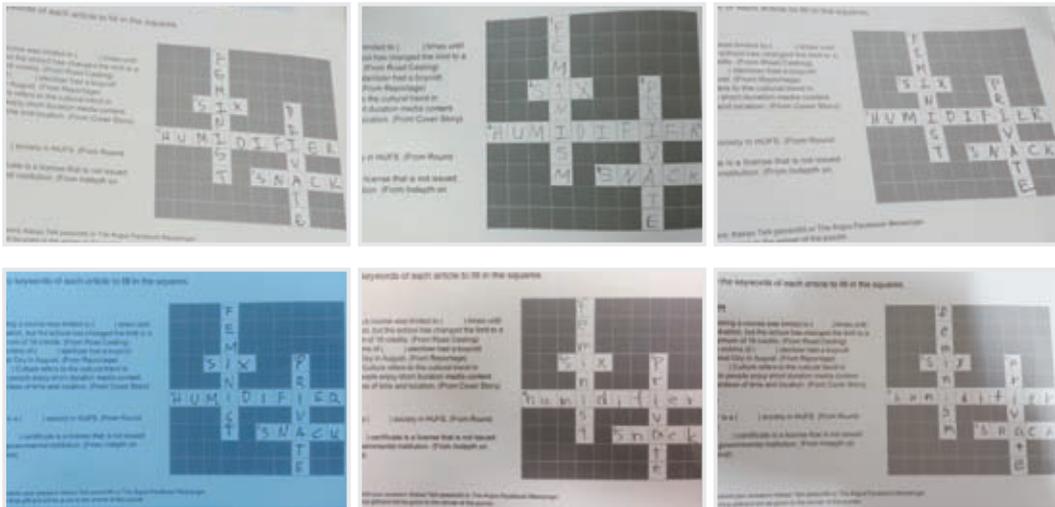
## Earthquake in HUFs



**By Park Ji-hyun**

*Dept. of English Linguistics '10*

# Thank you for joining the puzzle!



The winners of this month are  
**Lee Jee-hee** (Dept. of Japanese Interpretation and Translation, '12)  
**Lee Han-bit** (Dept. of Iranian Languages, '13).  
Congratulations!

## How to participate

1. Read the latest issue of The Argus.
2. Solve the puzzle.
3. Send your answers through Kakao Talk or The Argus Facebook Messenger.
4. Win a Starbucks gift card and enjoy your drink!

## 응모하는 방법

1. 가장 최근 발행된 아거스를 읽는다.
2. 가장 뒷장의 엽서 퍼즐을 푼다.
3. 인증샷을 찍어 카카오톡 / 아거스 페이스북 메시지로 보낸다.
4. 스타벅스 기프트카드를 받고 음료를 즐긴다!



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