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THE GRANITE TOWER

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An age Old,
Love/Hate Relationship

**KOREA
AND
JAPAN**



THE GRANITE TOWER

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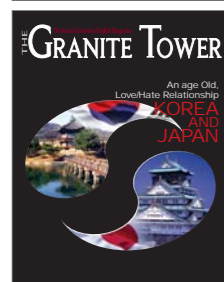


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THE GRANITE TOWER

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JOINING GT If you are a Korea University freshman, you are eligible to apply for reporter status at *The Granite Tower*. All members of *The Granite Tower* must complete three semesters at the magazine before they can receive their certificate of service. International students and non-first year Korea University students interested in taking on a temporary guest reporter position are also welcome to join *The Granite Tower*. *The Granite Tower* recruits new reporters twice each spring and fall semester.



EDITOR'S LETTER

In the aftermath of the terrible earthquake that shattered both its economy and peace of mind, Japan has once again begun to attract the attention of the Korean media over recent provocations related to the island of Dokdo. The past weeks have featured numerous protests and official statements from the Korean front. The Japanese people, on the other hand, once again demonstrated their legendary patience through wordlessness in the face of three Japanese congressmen who bothered trying to infiltrate Ulleungdo (located near Dokdo), only to return home after decided failure. In light of such events, this issue's cover story retraces the two-thousand-year-old relationship between Korea and Japan with an emphasis on current issues in politics, economy, and culture.

Japan remains largely faithful to its traditional Shinto religion. While the uniqueness of Shinto beliefs most certainly deserve to be respected, too strict an adherence to ingrown principles and social frameworks sometimes tend to go against the trends of globalism and shared respect prevalent in the world today. Accordingly, this month's feature section deals with three foreign religions which have successfully transplanted themselves into Korean culture, enhancing the richness of our society and better teaching us the values of universality and coexistence. We hope that Japan and Korea will one day be able to open a more positive chapter in their relationship within those self-same values.

As the new editor of *The Granite Tower* (GT), I am thrilled to see our magazine start to discuss heavyweight social issues. We have our readers to thank for the thoughtful feedback and constructive criticism which made us realize the university press's role in providing those who reap the benefits of the ivory tower with a balanced snapshot of more challenging social realities. We ask that you continue to lend us your ever watchful eye as we attempt to make the most of our time as college journalists and arrive at a deeper understanding of ourselves and the world around us.

Kang You Kyung (alswhr89@korea.ac.kr)
Editor-in-Chief, *The Granite Tower*



Lee Yang Sup Elected the New President of the Korea University Alumni Association

By Kang Uoo Seob (cmzktk8585@korea.ac.kr)



Provided by University Communications Dept.

Lee Yang Sup ('57, Business Administration), the chairman of MS Auto Technology, was officially elected the 30th President of the Korea University Alumni Association (KUAA). On July 14, with over 260 Korea University (KU) alumni participating at the provisional general meeting, KUAA ratified that Lee officially became

the president of KUAA. Lee enjoyed the glory of triumph after he has won over Lee Ki-Su, the former president of KU, at the election that was held on July 7. Lee will continue as the president of KUAA until March 31, 2013. KUAA

finally elected the new president after seven months temporary vacuum that resulted from the prosecution's investigation of Chun Shin Il ('61, Political Science and International Relations), the former KUAA president.

Lee graduated KU in 1963 and entered Hyundai Engineering and Construction. He spearheaded several meaningful constructions such as the Gyeongbu Expressway that will go down in the history of Korea's brilliant development. With his passion, ability, and outstanding achievements acknowledged inside and outside the company, Lee once served as the CEO of Hyundai Mobile and the chairman of Hyundai Capital. He was also vice-president of KUAA from 1993 to 2002 and president of KU Business School from 1996 to 2002.

Korea Model United Nations: Climate Change Conference 2011

By Lee Han Byul (forme9@korea.ac.kr)

From August 10 to 12, Korea University (KU) and YTN co-hosted a Model United Nations Conference on various debatable agendas regarding climate change in order to raise awareness of it to about 500 college and high school students attending. A total of fourteen committees participated under six different agendas, which are as follows: Mitigation of Greenhouse Gas Emissions, Adaptation to Impacts of Climate Change, Problems of Finance and Technology Transfer, G20 and Climate Change, OECD and Green Growth, and Asia's Regional Response to Climate Change.

"I believe that the results of your discussions will be of a much higher level than those of the older generation." In his speech at the opening ceremony, Korea University president Kim Byoung Chul hinted at his high expectations for the future global leaders to come up with a fundamental solution for problems related to climate change.

As the Chairman Yang Soo-Gil of the Presidential Committee for Green Growth emphasized the role of the young generation, MUNCCC has provided an opportunity for many to learn and develop their skills and potentials. "It was a wonderful experience. Especially through the committee sessions, I learned a lot about the urgent matters of climate change while discussing it with fellow dele-

gates," said Jung Sieun (17, Gangwon Foreign Language High School). Also, Kim Bokyung (17, Soongui Girl's High School) commented that MUNCCC 2011 was a chance for her to experience something new and that she gained new insight about climate change.

The winners of awards as judged by five academic or research institute professionals are granted a chance to attend the 17th UNFCCCOP (United Nations Framework Convention on Climate Change Conference of the Parties) to be held in South Africa from November 28 to December 9 this year.



Provided by University Communications Dept.

Features

Dumbfounded faces and unconfident answers are what one gets as an answer to the question, “What is globalization?” Indeed, despite the unimaginable emphasis that Korea puts on “globalization,” when students are actually asked what it really is, they are at a loss for a clear answer. So, what really is globalization?

A Thought for Globalization: Peek into the Thoughts of KU Students

By Lee Han Byul (forme9@korea.ac.kr)



Globalization?

“Globalization is adjusting to the global standard,” defined Kim Hyeon Joon ('04, Business Administration).

“For example, the globalization of *kimchi* would be revising the recipe so that it would satisfy the global taste.” Similarly, Jo Yoon Seok ('11, Foreign Language and Literature) thought that globalization is being in line with the global beliefs.

However, some others thought otherwise. “I think it is justifying the domination of the powerful nations,” said Hwang Seung Hwan ('11, Foreign Language and Literature). Hwan argues developed countries persuade developing nations to seek growth through globalization by aiding them with infrastructure. While it may seem like an innocent act of kindness, Hwan feels it is a scheme to gain the upper hand by making the developing countries become more dependent.

There was also a more individual centered answer. “Globalization means we have got to know each other (not as an individual to individual, but more as a culture to culture, one country’s citizen to another) better and our activities influence others because we are more interconnected than the past,” thinks Hong Cera ('11, Materials Science and Engineering).

Since the word “globalization” itself is highly self-explanatory, the students’ definitions all had the concept of the world being in active engagement with each other. However, the idea “globalization” is not so simple. As defined by the

United Nations Economic and Social Commission for Western Asia (ESCWA) “a widely-used term that can be defined in a number of different ways,” there is no one exact answer to its definition and even the opinions of many professionals vary.

In his famous book *The Lexus and the Olive Tree*, Thomas Friedman said, “globalization means the spread of free-market capitalism to virtually every corner in the world.” The above mentioned definition is mostly in line with the concept of “economic globalization”; however, globalization is not restricted only to the economic aspects but also to the political and cultural sides of a society.

How Can We Measure the Level of Globalization?

There are various standards to measure how globalized a country is. Cho Soo Kyung ('11, International Studies) thinks that economic, political, and cultural factors of a country can work as the yardstick. According to her, when it comes to the economic aspects, countries can be measured at the globalized level by measuring the balance of domestic trade and foreign trade. In other words, if a country primarily depends largely on foreign trade, the country could be called more globalized. In political aspects, she said, a country’s amount of sway over international political issues could be the defining measurement. Lastly, in cultural aspects, a country could be judged as globalized when its domestic affairs frequently become international news, or when its society adopts many foreign cultural features as its own.

Although the globalized level of a country should take various fields into consideration, most students first thought of economy when they were asked. “I consider trade volume as the most visible criterion. I heard that this year, Korea has reached an annual trade volume of one trillion dollars. Besides, the number of foreigners who come and go can also be a standard. These days, many foreign students come to study at KU and more people visit Korea than ever, this shows that internationalization has reached a considerably high level,” said Kim Chanyoung.

Along with the annual press releases ranking a country’s level of globalization, there are numerous criteria and lists. Again, although there is no decided measurement for globalization, these criteria do not sway far from each other.

Why do Koreans Emphasize Globalization?

Many think that globalization is very important. But why? Several found the key in its “necessity” for the country’s survival. Kim Chanyoung explained that because Korea is a small land lacking natural resources, the only way to support the economy is by manufacturing products through developed technology and selling them abroad. For Korea, trade and cooperation with other countries has been the only option, so it is natural that Korea emphasizes globalization.

Gu Yao ('11, Journalism and Mass Communication)

emphasized that globalization is necessary to attain sustainable economic development. “China and India are good examples to compare. In the 1980s, these countries had similar conditions. China opened its economy and accepted changes, while India held on to domestically driven economy. The results were clear: China is showing double-digit growth rates in the midst of the global depression, but India is not,” said Yao.

Others pointed to “improvement”. Cho Soo Kyung thinks that globalization is important concept for Koreans because they want to achieve a better status in the international community. Since Korea is geographically squeezed in between two giants, China and Japan, it is natural that Koreans want to go over that hurdle and be recognized by the global community.

Regarding the necessity, Lee Younghyun ('11, French Language and Literature) stressed that it was more about improving our lives than necessity, since we have a wider range of choices through globalization. Moreover she pointed out that “it is practically impossible to have a closed country.”

There were also some personal explanations to the Korean society’s stress on becoming globalized. “I observed that even when we are young, we all want to go abroad. However, most shout “globalization” just because others do it. I don’t think most of them really mean it, and even if they do, most do not have a clear reason as to why,” said Hong.

Is KU Globalized?

Most agree that Korea is globalized. “I think that Korea is a globalized country because Korea plays an increasingly important role in the world. We can see more and more Korean companies all over the world,” said Gu Lei (22, Sian). Likewise, Hwang Seung Hwan replied that thanks to the nature of Korea’s economy which depends heavily on foreign imports and exports, Korea is to some degree globalized.

Similar to the answers above, many KU students thought that KU is on its way in becoming globalized. “A day doesn’t go by that I don’t see a foreign student or friend on the campus. Also, I know that KU opened a ‘festival’ for foreign students so that they could sell their native food to Korean students,” said Cho. Other replies were also positive. Lee Younghyun commented that KU has a lot of foreign exchange students compared with other schools, making KU more globalized.

In fact, until recently, KU’s slogan was “Global KU,” and the university is working its way up to become one of the top university in the world, as is clearly visible in the programs that it runs such as the 7+1 program that allows the student to spend a whole semester at a foreign college. Hopefully, as the years go on, KU will become the ideal place to study for people of all cultures. ■

When hearing the word “Muslim,” otherwise called Islamists, the first image one has is a male with big eyes, brown skin, and a hairy mustache wearing a turban or a slender lady veiling her face with a *hijab* from the Middle East. Nonetheless, when stepping into a mosque located in Itaewon, Seoul, Koreans will be surprised to see quite a lot of people looking just like them praying to their god. How did they choose a different lifestyle from those of ordinary Koreans? *The Granite Tower* (GT) tracks Korean Muslims, shedding light on their lives.

Living as a Muslim in Korea

By Kweon Yun Jin (alphabrain92@korea.ac.kr)



Photograph by Park Jin Yung

Morning It is still dark outside and silent. Nothing makes a move yet. At 4 A.M., Lee Jung-Hwoon (19, Dongducheon) manages to get up rubbing his eyes to perform a sunrise service, although sometimes he forgets and falls asleep again. After praying to his God, he has breakfast, packs his bag, and rushes to the school gate, just like an ordinary high school boy. Finally another hectic schedule begins.

Afternoon While Lee is enjoying a lunch with friends at the school cafeteria, worrying whether pork will be served, Chang Sun-Kyung (46, Gwangjin District) is heading for the mosque to participate in the afternoon service. At the mosque, she goes upstairs to the room on the third floor where only women can enter. There she prays to Allah, and reads the Koran, deeply keeping each phrase Allah gave in mind. Ahead of going to a private institution, she has a pleasant meal at the mosque with peers.

Evening Muslims' daily routines end with giving sincere prayers to Allah and those of Choi (30, Yongsan District)

are not that different. Right after returning from work, she regularly comes to the mosque to worship at 4:30 P.M. Soon enough, she partakes in an evening service again, having dinner with people there afterwards. Since she lives near the mosque, she stays a little bit longer, sometimes until the sun completely sets while talking about this and that with acquaintances.

Islam is the world's second largest religion after Christianity, claiming more than 1.6 billion followers worldwide. It is widely believed that Muslim directly means Arabian, yet it is definitely not true. According to statistics provided by the Korean Muslim Federation (KMF), only 18 percent of Islamists are based in the Middle East and North Africa, whereas the rest of them live in non-Arab countries such as Indonesia. Even in India, where Hinduism dominates, over 150 million people believe in Islam.

Islam began to spread from 1950's in Korea, but the number of Muslims is still relatively small—about 100,000. With its weak popularity in Korea, it is not a simple decision for Koreans to become Muslims. For those who have made the brave decision, there must be a special reason behind it. “Whenever I pray to Allah, I feel completely blessed. That is the reason I selected Islam,” says Chang. Chang was a devout Catholic, and even wanted to be a nun. However, while committing herself to Catholicism, so many unfortunate events happened, and she realized that it was not the Christian god who would ultimately make her happy. Then, she found Islam, being tremendously attracted by its doctrines. “It has been seven years since I became Muslim, and there has not been a single moment that I felt sad or isolated,” adds Chang, peacefully smiling.

Not accustomed to Islamic culture from the beginning, Korean Muslims will undergo culture shock at least once. Choi indicates that she was surprised to find out that Muslims do not eat pork or drink alcohol. “Koreans who



Photograph by Park Jin Yung

work outside usually dine together, having a drink and pork, but both of these are not allowed by Islamists. That was a problem to me at first, but I strictly stick to the principles,” says Choi. Lee has similar experiences too. His family was raising a puppy, thinking of him as a precious family member. However, he became conflicted because Islam is negative towards keeping a dog inside a home for it is considered to scare away the holy spirits. He sometimes has to deal with family conflicts. “Iconolatry is definitely forbidden in Islam. Owing to this, I do not bow during ancestral worship ceremonies, nor do I participate in *Se-bae* (bowing to the elderly praying their luck on *Seol-nal*, Korean New Year's day),” says Lee. Although he compromised with his family over the matter, he still feels uneasy in this situation.

Despite these difficulties in adjusting, they also take advantage of Islamic lifestyle. The one that Lee likes the most is that Muslims put a high priority on cleanliness. “Muslims are very clean. Whenever we go to the toilet, we use water to clean instead of tissue,” states Lee. Chang tells that she loves the friendly atmosphere among Muslims. “Whether inside or outside of the mosque, Muslims say hello to one another, saying “*Salam Alaikum*” which also means “*Bless you.*” I think this greeting culture is really good, for we can break the ice among people in this busy society,” says Chang.

Choosing Islam is an important turning

point, and Korean Islamists admit that their life has critically changed in many aspects, especially their values. “Allah taught us that we should always be patient,” says Choi. Before becoming devoted to Islam, she used to be impatient by blaming herself whenever she was in trouble. However, she now tries to be patient, believing that Allah is going to help her. Another thing Lee suggests is that he became more careful about his behavior even when he is alone. “By basically performing a service five times a day, we come to think that Allah is constantly watching us,” explains Lee.

Living as a Muslim, however, does not always result in positive outcomes. Unfortunately, Korean Muslims suffer from social prejudice based on ignorance towards their religion. Since *Al-Qaeda* killed hundreds of people in 2001 by attacking the World Trade Center, Islam has been condemned all over the world, and Korea has been no exception. “I have not experienced hatred against Islam in person, yet I know countless Koreans hate us. On the Internet, I saw many malicious comments calling us terrorists or saying that we discriminate against women,” says Lee, with a huge sigh. On the other hand, Chang directly encounters uncomfortable situations, usually from repulsion toward her *hijab*. She confesses, “On streets, some people shout insults at me only because I wear a *hijab*.” As a matter of fact, *hijab* is a symbol of purity to Muslims, not female suppression.

Although they experience such ordeals from time to time, Korean Muslims seem to be fully content with their way of living, finding pleasure in being dedicated to Allah. At the end of the interview, each interviewee says a wish. “I hope that misunderstandings toward Islam are rid of in the future,” says Choi. When it comes to Lee, he maintains that all the Muslims in the world should strictly fulfill lessons Allah gave, explaining what the genuine spirit of Islam is. “Allah never forces people to do something. From this viewpoint, it is wrong that Islamic countries push their citizens to follow authoritarian rules in the name of religion,” says Lee. ■



Chang Sun-Kyung



Lee Jung-Hwoon

Photographs by Park Jin Yung

Vacation that Feeds Body and Soul

By Lee Sihyoung (lsh4464@korea.ac.kr)

During their short break time in summer vacation, many people may have troubles choosing a place to go. Most end up just going to the beach or the mountains. As for students, they could go abroad or on a domestic tour since their vacation is usually longer than those of other people. However, there could be some who feel uncomfortable within the crowd, thinking such travels are quite meaningless. For those who long for taking time for self-examination and escaping from ordinary life, there are other ways to rest in temples or in monasteries.



Photograph by Kim Ha Joong

An Irresistible Temptation: a Temple Stay

Literally, temple stay means staying in a Buddhist temple for a while. There are two types of temple stay programs. One is relaxing during the week and the other is experiencing Korean Buddhist culture. Since Buddhism has been an established religion of Korean dynasties for more than 17 centuries, those who want to understand Korean traditional culture participate in the latter type of temple stay. However, if one seeks a rest from the world, the former type of temple stay would fit better.



Photographs by Kim Ha Joong and Lee Sihyoung

There are ten temples in Seoul that provide temple stay programs. Geumsunsa, located on the mountainside of Bukhan Mountain, offers a relaxation type program on weekdays and provides the cultural experience type of that on weekends. Two reporters from *The Granite Tower* (GT) visited the temple for two days, from August 4 to August 5, 2011.

The size and the design of the rooms provided by the temple are just like those of the Buddhist monks'. There is no bed, but only pairs of bedding in the rooms. The room is literally simple, following one of the Buddhist dogmas of throwing away one's greed and desire. Nowadays, people tend to fill their rooms and homes with unnecessary things. This simple room which included only the necessities reminded us of the true meaning of need.

Since the temple is located on the mountain, there are a lot of insects in and outside the rooms. For this reason, a monk gave the reporters insecticide and mosquito repellent.

Generally, the food at Buddhist temples is known for its bland taste and plainness. Buddhist cuisine does not include spices such as garlic, chives, green onions, and wild chives. There is no meat in the dishes.

Instead, the monks use *shiitake* mushrooms or beans in order to imitate the texture of the meat to provide the monks sufficient protein.

Recently, the well-being fever is booming across Korea. Since temple food consists of only vegetables and mushrooms, it is good for those who are going on a diet, trying to be a vegetarian, or feeling sick and tired of pungent food. However, red pepper is used as one of the few spices in the temples, thus food made with red pepper such as *kimchi* is not difficult to find.

There are some unfamiliar events in the temple, especially during the dining times. For instance, once the meal ends, the people pour water to their rice bowl to put leftovers together with it, and finally drink the mixture. This may make some feel uncomfortable. However, for Buddhists, the meal is not only for filling their stomach, but for feeling the grace of the efforts of the world by appreciating the food. Therefore, making leftover means committing a crime for them.

Experiencing Temple Life

Regardless of the visitors' religion, they can experience the Buddhist service. For about a half an hour, visitors learn how to bow toward the statue of Buddha or how to meditate properly. As a religion, Buddhism regards meditation as an important practice. During the temple stay period, the monks teach the participants how to meditate, take the appropriate pose for meditation, and focus the mind.

The participants are able to have the opportunity to learn some wisdom of life from the monks during the *dadam*, which means talking while drinking tea. The monk treats the visitor a cup of tea with an antique tea set. The apprentice monks usually realize wisdom through the *dadam*. With a cup of warm tea, the flow of time, and the wise words from the Buddha, one can feel relaxed and be enlightened.

Yi Gyung Mi (23, Kangbuk), a participant of the temple stay program, said that she was able to discard her greed through her experience in Geumsunsa. "First, I saw the temple stay program on the TV show. I wondered what the term



Photographs by Lee Suhyeung

for finding my true self meant. Now, I learned that embracing myself as I am is the way to find my true self.”

Rules to Follow

Since the temple is a sanctuary of a religion, visitors should obey some rules such as the following: do not drink alcohol or smoke in the temple, avoid eating meat on any occasion, and refrain from any behavior that can disturb other people’s practices.

Yi says, “The most important thing in the relaxation type of temple stay is not to burden yourself to obtain relaxation during the temple stay period. Let yourself relax with the nature, the temple, and the stay.”

Tips for a Temple Stay

Most of the temples which host temple stay programs offer rooms, clothing, and meals. However, they do not provide toiletries or towels. Since there are usually lots of insects in most of the temples, bug repellent and insecticide are required. Since Buddhism is quite open-minded to other religions, one who seriously thinks he or she cannot participate in the service can skip it and replace it with other activities such as dadam or taking a walk. For the foreigners, the temples such as Jogyesa, Hwahyesa, Bongeunsa, and Myogaksa in Seoul have experience-type temple stay programs on weekends. In those temples, there are voluntary interpreters during the weekends so the foreigners should not undergo any language difficulties.

Rest in the Religion on Retreat

To be temporally escaped from daily life and to rest with religion, one can go on a Roman Catholic monastery for retreating. Compared to the temple stay, the retreat is more religious while the temple stay is spiritual. The life and the experiences in the monastery are focused on divine services. The retreat schedule allocates most of its time to *Lectio Divina*(the Latin term for the divine reading), praying to God, contemplating the lives of the saints and the martyrs, and taking lecture from the priests.

Most retreat programs are for medium-sized parties of devotees. There are quite small numbers of personal applicants for the retreats since the programs tend to be suited for groups. One does not have many choices when he or she wants to take an individual retreat alone. One GT reporter visited Missionary Benedictines of Tutzing Sangji Retreat House in Donamdong, Seongbuk District. The retreat house is located near Korea University (KU). Although the monastery is near a nunnery, there is no difficulty for males to stay in the monastery.

The retreat programs are not as popular as the temple stay programs, but they are renowned among Catholics. According to Sister Dolores, the nun in charge of the retreat program at the Sangji Retreat House, “Since two years ago, the number of personal retreat applicants has increased drastically. Especially in the vacation seasons, so many people want to retreat here that there is no room available on weekends.”

The schedule of the retreat program is not divided into types as the temple stay programs are. The only difference for the participants is whether one goes alone or with other people. The reason for the distinction is that the retreat house allocates the room depending on the number of people who stay in the room.

The rooms provided by the retreat house are just like those of the monasteries of the medieval ages. A small table, beddings, and a sink are prepared in the rooms for their visitors. Since the clothing is not given to the visitors, those who want to go on a retreat should take more than two clothes.

Is the Retreat Only for Catholics?

Even if participants are not Christians, they should obey the rules of the monastery. Moreover, since the monastery is quite small compared to most temples, there are not many options about what the participants can do instead of attending the divine services and prayers. Therefore, those who do not believe in God may have difficulties during the retreat period. Sister Dolores says, “Most of the time, visitors are Christians who participate in the retreat program as a group. However, sometimes, there are some non-Christian visitors who want to find their true selves here.

Sadly, since the monastery is a place for those who rest with God and religion, those who do not believe in God may feel uncomfortable.”

During the divine service in the chapels, the most important thing is to receive communion, which is to accept the body of Jesus Christ into the communicants’ body and soul for inspiration. Since giving communion to non-Christians is prohibited, a piece of paper which has a random verse from the Bible in it is given to participants of the service. The GT reporter got a verse from the Book of Psalms. After the divine mass comes dinner. Later, the participants can take a walk with their groups or spend personal time for inspiration and self-examination in the prayer room.

Sister Dolores said, “Once a group of German Christians came to the retreat house as a pilgrimage. I was surprised by their various practices. Some of them were deeply impressed by the *Zen* practice of Korean Buddhism, and they practiced like the monks of the Buddhist temple in their centering prayer times. Also, there were a few students who sit in religious meditation in front of the wall from 4 A.M.” Such practices are non-traditional ways of Christianity, but there is no prohibition since those things can also be thought of as methods to find peace in the blessing of God.

Vacation with Religion

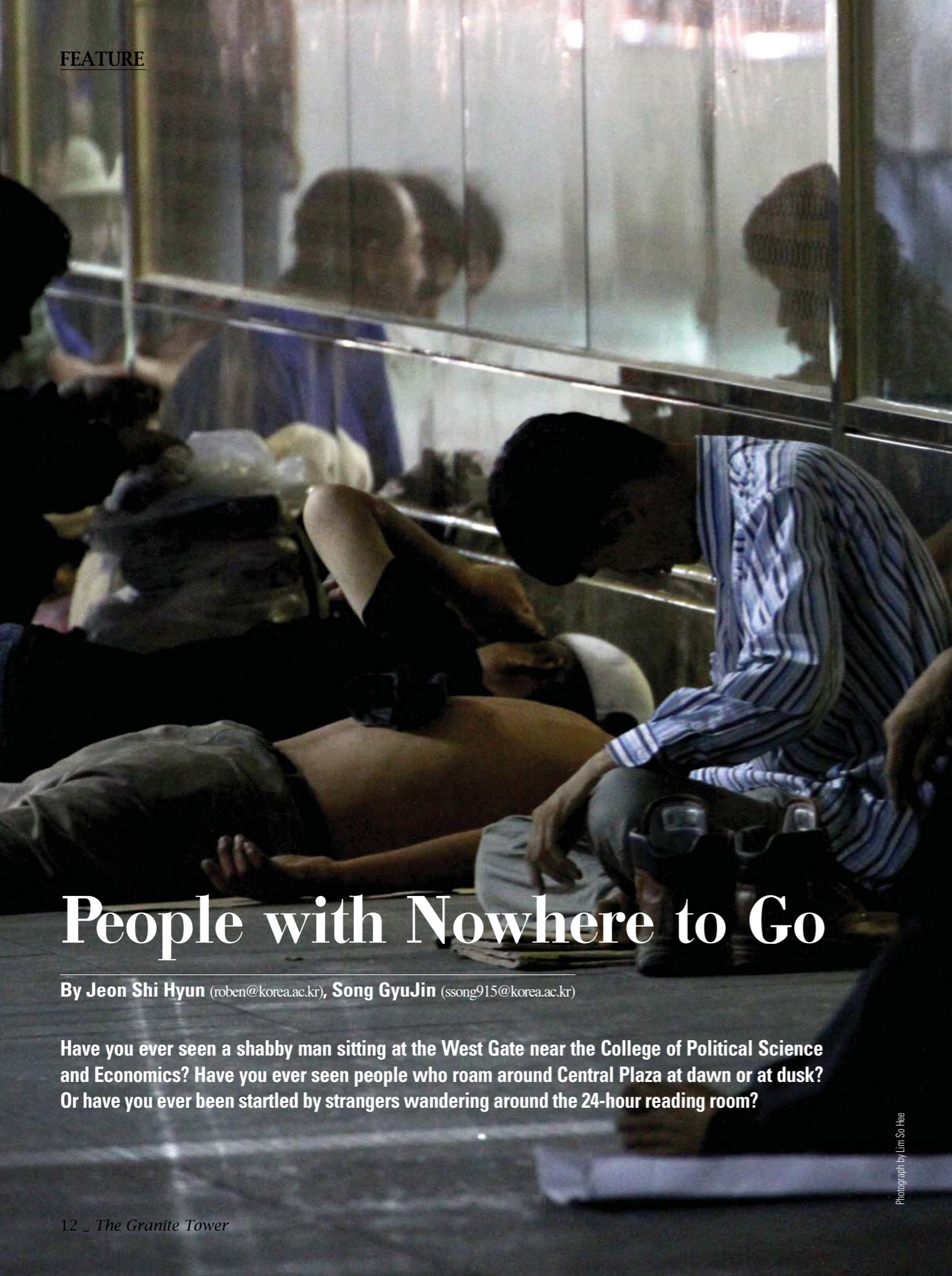
What is a vacation? According to Oxford Learner’s Dictionary, the word vacation means “a period of time during which you relax and enjoy yourself away from the home.” However, nowadays, the number of the people who truly enjoy their vacation does not seem to be that high. People try hard to make a reservation of hotels or for flights to travel in peak season, compete with others to get a better seat of the beach, and sometimes experience the conflicts with their friends when deciding where to go. These situations are all too familiar. Even in the getaway locations, offensive things happen: the rip-off prices for the accommodations, the many touts who annoy the tourists.

It is hard to call such a trip a vacation. Where the true relaxation and introspection can be

found are the places where tranquility and silence make their harmony, such as a Buddhist temple. One who feels such silence is not right for him or her can participate in a retreat program and enjoy their vacation with one’s Catholic friends and companions. ■



Cost and other detail for temple stay programs can be found in the following websites: <http://www.templestay.com>
Also, one can research useful information through the webpage following: http://www.cbck.or.kr/addr/addr_pj_list.asp?p_code=K3600



People with Nowhere to Go

By Jeon Shi Hyun (roben@korea.ac.kr), Song GyuJin (ssong915@korea.ac.kr)

Have you ever seen a shabby man sitting at the West Gate near the College of Political Science and Economics? Have you ever seen people who roam around Central Plaza at dawn or at dusk? Or have you ever been startled by strangers wandering around the 24-hour reading room?

Photograph by Lim So Hee

Recently, the homeless eviction policy of Seoul Station has become a hot potato. The number of homeless residing in Seoul Station is estimated at 100 to 300 per day. Then, in July, KORAIL (Korea Railroad Corporation) decided to evict the homeless from Seoul Station starting from August 1, 2011. Park Jong Seung, the station agent said that many citizens have suffered because of the drinking, begging, and assaults by the homeless, and he publicized his intention to lead the homeless to nearby shelters.

However, the opposition to this policy is nothing to sneeze at. Organizations supporting the homeless express concern about the health of the homeless. They insist that as the scorching heat has started, it is possible that health problems might affect the homeless if they are evicted from the station. Others criticize the decision of Seoul Station because there are no realistic alternatives for the homeless in light of the eviction policy. Actually, the homeless of Seoul Station say that if they are evicted from Seoul Station, they will go to nearby Yeongdeungpo Station. For these reasons, the Seoul authorities and KORAIL have delayed the original plan to evict the homeless from Seoul Station.

The Homeless

The number of homeless in Korea is not calculated as a national statistic. However, through an investigation of Ministry of Health and Welfare, we can approximate a number. According to Ministry of Health and Welfare, the number of homeless remained relatively steady for several years: 4,856 in 2006, 4,544 in 2007, and 4,448 in 2008. However, it jumped to 5,463 in 2009, with an increase of over 20 percent. In other words, the number of homeless is increasing rapidly due to the deepening economic downturn.

There are mainly two views toward why people become homeless: one leans toward structural matters in analyzing why people are forced into the streets and the other, toward personal matters. The structural matter theory

states that the victims of restructuring lose their jobs and as they fail to find a new job, they lose economic capability; as a result, they are not able to afford proper housing. On the other hand, people who see this as an individual's problem claim that the reason people are becoming homeless is that they, themselves, lack skills to lead an ordinary life. These two points of view show completely different stances toward the causes of homelessness, but they may not always conflict with each other. Each, rather, has merit, so it is almost undeniable that the homeless problem is the product of both structural and individual factors.

Korea University (KU) and the Homeless

At KU, if we look carefully, we may find some homeless people. Although the number of the homeless in and around KU is less than that of Seoul Station, it is certain that the homeless do exist in or around KU. Some students look at the homeless with pity while other students feel put about by their presence. Or there are people who are indifferent about the homeless at the school. Nevertheless, we cannot just walk away from this situation. As more people become concerned about it, we have to meditate deeply about it.

Francisco House

Francisco House is a welfare facility located in Jegi-dong, about a 10-minute walk from KU. Here, every day except Wednesdays and Sundays, free meals are served to the homeless between 12:00 P.M. and 2:30 P.M. There is usually a long line of homeless people waiting for their turn to eat a free meal. Kim Su Hee, the director of Francisco House says that numerous homeless people drop by to have a meal or take a rest. "At least 200 homeless people visit here per day. I mean at least. Most of the time, over 300 comes here and at most, 380 people a day visit us to have a meal and take a rest. It is quite a large number of people." Considering that most homeless people do not just settle down one place but tend to move around a lot, about 300 homeless people visiting this welfare facility every day means way more than 300 homeless people are wandering around the streets near KU.

It seems like homeless people find KU to be a perfect place to settle as there are a few of them who are continuously seen around the campus. Why KU? Just like other universities, a lot of students live right next to the KU campus. Because all the buildings are studio apartments, there are no security guards. As garbage dumps are not organized orderly, household wastes are stacked out on the road. Homeless people, who are not able to afford proper food, find the garbage very useful. With no guards, they freely look through it to find something edible. What makes KU more attracting to the homeless is the Central Plaza. The above-ground area of Central Plaza be a comfortable space to sleep as there are a lot of benches, not many lights, and very few passers-by late at night. Central Plaza underground is open 24 hours. There are bathrooms, and it also provides protection from severe weather. Facilities that were built for students are also used as a means for the



Photograph by Lim So Hee



Photographs by Kim Ha Joong

homeless to settle on campus.

What KU Students Think

Seo Hana ('10, English Language and Literature) feels that some measures should be taken to prevent the homeless from coming onto campus. "One time I saw a homeless man sleeping on a bench in front of the convenience store at Central Plaza. I think it was during an exam week and I was staying at school all night to study. At that time, I wondered where the campus police were. It is their responsibility to stop homeless people from entering the school."

Lim Dong Jin ('10, Russian Language and Literature) recalled an experience he had. "I was walking past the Student Union Building around 2:00 A.M. and I saw a homeless woman walking towards me saying all kinds of swear words. Then she picked up an empty glass bottle that was on the railing and threw it really hard onto the ground. The bottle was shattered into pieces. It was really scary. This is a school campus and I think it is unsafe for students if this keeps happening."

Hwang Kwi Bin ('11, Humanities) says that he felt compassion first when he saw the homeless at the school. "But I think it is not desirable that the homeless affect us," he adds, "indeed, I have even seen a homeless person on a bench in the people's square who got angry at students because their talking interrupted his sleep."

"The homeless should be pitied, but I oppose the homeless being at our school," says Seo Dong Oh ('11, Healthcare Management). He insists that although the homeless people do not directly cause harm to him, they can intimidate some students at night or dawn. "In addition, the homeless at KU can lower the image of KU," Seo says.

Campus Police

KU students know that homeless people should not be looked down on but be receiving help. However, it is true that some students feel uncomfortable by their presence and it is campus police who make sure that those students feel secure on campus. "We used to observe some homeless people," says an administrator of the campus police in the General Affairs Department, "particularly, they frequently appear in the Central Plaza or at the Student Union

Building." According to him, 19 officers patrol the university 24 hours every day, and with around 700 CCTV cameras, they secure the safety of students at KU. He says that the campus police are dedicated to protecting students from dangers that can occur around campus and that includes possible dangers posed by the homeless on campus.

"In the event that any of the homeless on campus cause trouble, we ask for local police's help, and both we and police force the troublemakers to leave the campus," he explains. However, generally, the campus police simply advise the homeless to leave. The reason they are concerned about homeless people around campus is because of some students who feel uncomfortable with them. "Seoul Station will evict the homeless from the station; then those evicted may come to our school. A countermeasure for this is needed," he adds.

Why the Homeless Problem Remains

Some measures have been suggested for taking care of the homeless since their number is considerably large—too large to overlook. Government has set up an emergency system to support the homeless. They can get help from the counseling centers with the information about the shelters or institutions where they can learn to support themselves. Also, the government is cooperating with a private organization to attract public attention and urge participation. In the case of Seoul, council has been organized to support the homeless and set up countermeasures. Last year, for instance, about 200 apartments were built for temporary residence.

However, despite the government's efforts, its support plan failed to satisfy the homeless. Providing temporary residence to the homeless seemed to be successful at first, but it turned out that the number of homeless people heavily outnumbers that of available residences. Also, the shelters were below expectations as the homeless were unable to make themselves at home there. The reason for this failure was mainly because of the shelter's inefficient management. Each homeless person has different characteristics and it is natural that there are some that do not get along easily with others. However, shelters do not take these considerations into account. Instead, shelters just accom-

modate all kinds of people in one place.

Kim, director of Francisco House, says, "Francisco House is currently running a shelter day and night for the homeless. They can stay here to wash up, eat, talk with each other, and get some sleep. We are also providing them with counseling programs to ease their minds. We are ready to be all ears when they want to talk. If they are sick, we introduce them to several hospitals nearby where they can get free medical service. If they are willing, we send them to self-support facilities. However, many chose to go out on the streets. Many of the homeless want to be alone and self-support facilities are just too uncomfortable for them. Also, I have been doing a lot of counseling with homeless people who visit here, and they all had different needs and desires. Many homeless people who were introduced to self-support

centers through us go back out onto the streets because they were not satisfied with shelters."

We will never be able to figure out their story and their pains unless we talk to them. It is true that not only talking to them is a very difficult thing to do but opening their minds takes a lot of time and effort. Homeless people on the street may well be unpleasant to look at. Sometimes, they might even seem like a threat. However, there is one thing we should keep in mind. We should understand that it requires everyone's attention and support to help homeless people stand by themselves. Government should take a more active action toward supporting homeless people and society should be more cautious in treating homeless people. We, as students, it is difficult to help them and fulfill their needs, but we should at least make sure that there is

Residential Area

Some people choose to put their food waste by the road, usually at the corner of the road or right next to the telephone pole is a great way to help homeless people find something to eat when they are hungry and are out of money.

West Gate

KU students probably have heard of the homeless man who frequently appears at the West Gate. In fact, he is seen around Anam station so often that the area would feel weird without his presence.



Hana Square

Open around the clock, protection from severe weather, bathrooms, and comfortable couches. What more can there be for homeless people to have a nice long rest?

Central Plaza

Recently, Central Plaza Grandma has gained spotlight. However, it seems that she was not the only one that chose to spend the night in the Central Plaza. Sometimes, homeless people drop by to have a rest here, giving students a surprise.

Rain, that Menacing Disaster and How We Combat It

By Kim Minhee (minhee713@korea.ac.kr)

The recent record-breaking downpours that swept across the nation at the end of July have left deep scars. As those who suffered either physically or mentally struggle to recover from the torrential rains that swamped their dwellings or workplaces, a look into the disaster itself and how the authorities responded to it may shed light on how they can combat future natural disasters.

Water was rushing into the parking lot, and drivers were struggling to move their cars to safer areas.

Within half an hour, all the vehicles had come to a standstill, submerged in the water, according to Jang Se Yoon ('11, Foreign Languages and Literature), who observed the scene from her apartment in Daechi-dong on July 27, the first day of three days of torrential rain. Recalling that incident, Jang said, "It was ridiculous to see such heavy rainfall in the middle of a metropolis like Seoul."

Bombarding parts of Korea with 301.5 millimeters of water an hour, the rain that started on the morning of July 27 centered on the capital area. Regions that experienced severe damage from the rain included Gangnam, Seocho, and Gwanak Districts, all situated in Southwestern Seoul.

On the 27th, a few apartment complexes and eight residential areas in Seocho District were hit by a landslide on Umyeon Mountain; soil and debris killed 18 people and cut off 400 residents. In addition to the landslide, roads and streets disappeared under water, the subway halted operations, and electricity and water supply were suspended. In total, 55 people were killed from the rain and the havoc they wreaked. Public Administration and Security Minister Maeng Hyung-kyu

estimates that the amount of damage is likely to exceed 9.5 billion won in Seocho District alone.

Recovery efforts were rapid, as thousands of police officers, soldiers and volunteers pitched in at clean-up and reconstruction efforts. As things returned to normal, however, one question was raised: could some of much of the damage been prevented?

There is no denying that the downpour during July 26 to 28 was the heaviest rainfall in 104 years, its accumulated precipitation reaching 545.5 millimeters. Damages, nonetheless, could have been minimized if the national crisis management had been more systematic. The failure to anticipate and thwart the destruction from the disaster aggravated the outcome of the rains this summer.

The weather forecast for the time period was woefully inaccurate. On July 26th, the National Weather Service predicted 30 millimeters of rain per hour on 27th to 28th. In reality, however, much more rainfall occurred, especially in Gangnam District, where the hourly precipitation rate was 100 millimeters. In order to reduce casualties and property loss resulting from flooding, when and where the inundation will occur should be more precisely predicted and better reported to the public. One expert on meteorology in his interview with Korea Joongang

Daily said that the deficiency of the current weather forecasting system stems from the inaccuracy of rainfall forecast data. The current system is 20 percent less accurate than those of developed countries. Its improvement will require investment in better equipment, expert education, and increased meteorological research and development.

The danger alert system also failed at performing its role. On the morning of July 27th, citizens in Seoul drove their cars as usual, ignorant that some roads were flooded. Some say that some inundated regions had no traffic control and that they receive no warnings via TV or radio, but only via Twitter. The miscommunication between the central government and local officials during the emergency aggravated the situation. The Korea Forest Service was to send text messages warnings about the possibility of landslides to Seocho District officials, but they ended up sending the text to a retired official based on the outdated list contact information, thus failing to prevent casualties in the landslides from Umyeon Mountain in Seocho District.

Besides these failures, an inadequate drainage system was another factor in the flooding. "The most significant cause of the inundation of downtown Seoul was that the precipi-

tation rate far exceeded the level the current drainage system could handle," said Professor Kim Joong Hoon (School of Civil, Environmental and Architectural Engineering). The current drainage system is built to deal with up to 75 millimeters of rain per hour, with "the branch line handling record-breaking rainfall once every 5 years, and the main line 10 years," according to Professor Kim. This level is far from sufficient to manage a downpour such as this year's, making the installment of larger underground drain pipes a pressing need.

Professor Kim also said, "Another measure that will reduce inundation is rain-water retaining facility, which retains the water for a certain amount of time." The last countermeasure against flooding is Low Impact Development recently adapted by the U.S. "Low Impact Development is city planning that takes hydrological balance into account. Examples are porous pavement, rain-water retaining facility in apartment basement, and vegetation on building rooftop," said Professor Kim. He added, however, that "no single measure alone is sufficient to minimize the damage from rain, and combining the above diverse measures based on situation will be most effective."

Improper urban development without thought for the environment dra-

matically increased the casualties from the downpour. Landslides on Umyeon Mountain in Seocho District are allegedly caused by the indiscriminate development of the ecological park and 50 walking trails, which weakened the soil and woods. Under the current administrative system, land development plans are supposed to prepare for the effects of torrential rain and landslide. According to Professor Kim, however, "The current system should not be considered perfect, and continuous supplementation in the future is required."

A more fundamental problem behind the failure to minimize the impact of heavy rains is the lack of budget. The focus of current risk management system is on restoration, rather than on prevention. "Once the disaster occurs, the government inevitably prioritizes restoration expenditures, so investment in prevention becomes impossible due to civil complaints. In the end, the only option is to increase the overall budget for natural disasters, but people think it is a waste of money," said Professor Kim. He pointed out that citizen awareness toward prevention of disaster should be raised, and referred to Japan, whose prevention budget now equals the once larger disaster restoration budget through decades of effort.

The annual rainfall in Korea is not

small compared to other nations. In spring, however, we often experience short-term droughts, followed by heavy rains in summer. To this problem, Professor Kim proposes building dams as a solution. The reservoirs created by the dams would store excessive rain from summer, which could be utilized in winter and spring. He added, "The construction of a large dam has become almost impossible due to environmental issues, so small or middle-sized dams, and even smaller facilities, such as rainwater harvest, are being discussed as alternatives."

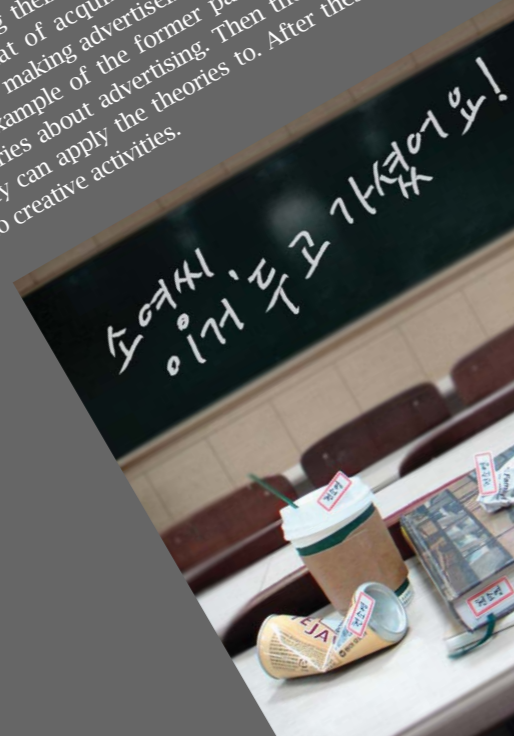
Climatologists say that the weather on the Korean peninsula is becoming increasingly subtropical, with much more rainfall outside the rainy season. They predict that downpours will increase both in size and frequency, concentrated in a few days rather than occurring over a longer time span. The torrential downpour which lasted for three days at the end of this July did end, but we still have a long way to go regarding how we deal with disasters. The rain left more than damage in its wake; it also signaled bigger changes that must be prepared for to prevent future tragedies. ■

Seeing the Light in Advertising

By Kim Hak Young (jensophie7@korea.ac.kr)

Roaming around the campus of Korea University (KU), students might have encountered a hand-shaped sign that says, "Please touch." Below the hand it says, "Wait, let's go in together," asking a person to hold a door for the next person. It is an advertisement promoting KU etiquette created by a KU student club, Papcon.

Papcon (Practical Advertising Persuading Consumer), the only advertising club at KU, is for students who have interest in advertising. About 80 people belong to the club, although according to Yoo Jeonghoon ('07, Political Science and International Relations), the president of Papcon for the second semester of 2011, "only about 10 percent of them actually have considerable knowledge of advertising." Looking through their activities at large, they can be divided into two parts: that of acquiring background knowledge, and that of actually making advertisements. Attending a weekly seminar is one example of the former part. The seminar with learning theories about advertising. Then they find examples which they can apply the theories to. After these exercises, they do creative activities.



For examples they do a blind-test. They taste water of different brands and figure out which one belong to which brand, based on each one's advertisement. Sorting out the brands of water helps develop creativity. As they taste water, they think of how they, themselves, would advertise each brand. It is a kind of training for stretching their

Thus I encourage competitions in which we actually get to make advertisements," says Yoo. "However, only about 30 to 40 people out of 80 take part each time. I wish more club members would participate." They are currently preparing for an advertising contest held by KOBACO (Korea Broadcast Advertising Corporation), Which is about dealing global warming.



imagination. They also try making up new games for drinking parties. These seminars are mostly guided by seniors who have more knowledge and experience about advertising.

From time to time, they hold competition among club members. They divide up into groups and give competitive presentations about how to advertise a certain product. For example, in this year's spring semester, three groups took on advertising Caffé Bene and other three groups undertook Hite Dry Finish, a beer brand. They come up with either just an idea or actual advertisement on paper or in short film and have their own little advertising contest. Sometimes their project is to pick one person from each group who is most likely the worst at dating, and to advertise him or her.

"Holding seminars and competitions are both helpful for advertising skills. As a senior, I learn from preparing seminars. You know, just knowing something and knowing it well enough to explain to others is different," says Yoo. "Underclassmen might feel that theories are difficult. People always can see advertisement but usually do not know what goes into them. It is natural for them to find theories difficult at first."

Making the advertisements is another activity major for Poconians. "Although seminars are important and helpful, experiencing something for oneself is still the best way to learn.



Provided by PAPCON

전공 수업이 많은 오늘 내 두 손엔 500쪽짜리 전공책 3권.
내 바로 앞에서 교양관으로 들어가는 사람.
괜찮은데? 말이라도 붙여볼까?
어...어...어...?
바로 뒤에 있는 사람도 안 보일 정도로 급한거야?
문을 잡아줘야 할 거 아냐...

저기요, 우리 같이 좀 들어가자구요!!
"Wait, let's go in together!"

By participating in this contest, Papconians can get a chance to make real advertisements while standing a chance of earning five million won if they win the first prize. What is advertisement for Papconians? "I ask members this question all the time, and they all give me different answers," says Yoo. "One of the most memorable answers was 'Advertisement is an orange'. Orange presents its fresh, juicy side when we peel it. It is not an onion, which gives a new side each time we peel it. We just need to peel it once. As a consumer or as an ad-maker, we need to think once more to actually see the real juicy side." For example, an advertisement of Bacchus, an invigorative drink, says "The real pick-me-up is at the pharmacy." What does it mean? It is aiming at devaluing other restorative drinks that sell in convenience stores, while attaching itself to the medicines sold at pharmacies.

Another definition is that advertisement is a "legitimate lie." Advertisement is about how well we package the product of service, and how well we brag about it without making people uncomfortable. In a way, ad-makers are wrappers. Some people view advertisements in a bad light saying that they blind consumers with trick. However, if we really think about it, what is not really a trick? For instance, private lessons or even academic lectures are about how

credibly we talk and persuade people. Most things are decided by the way it is packaged.

Ideas differ among Papconians about what is most important in an advertisement. However, most agree that advertising is inevitably linked to sales. Papconians suggest that the answer to the question "Why do we advertise?" defines what makes a good advertisement. In the 1990s, two famous brands for orange juice, Delmonte and Sunkist were competing with each other. In a Delmonte advertisement people shouted "Ddabong," with thumbs up, which means "the best" in Brazilian. This expression was imprinted on people's minds. However, Delmonte failed to make its brand name clear in the advertisement so that people went to stores asking for Ddabong juice, which did not exist. In the meantime, sales for Sunkist doubled. This event conveys a message that an advertisement, which does not lead to an increase in sales, is not a good one.



Provided by PAPCON

Papcon members discuss various ideas, partly because members are from many different majors. People might think that most Papconians are from Journalism and Mass Communication or Business Administration. However, their majors vary, from Art and Design to Mechanical Engineering. Students from non-advertising-related departments take a approach creative advertising in ways those who study it do not.

Advertising applies not only to products and services but also to oneself. It is about making one's own brand, and it is considered to be required today. "We cannot do things only with passion. However, without passion, we cannot do anything," says Yoo, looking forward to recruiting new members. "If you come with passion for advertising, we will help you do something, something worthwhile." ■

EMERGENCY NOW?



On Campus

Nine Honorable but Unheralded Altruistic Students

By Park Jong Hun (polo3355@korea.ac.kr)

"I do not really need the scholarship; I wish I could give it to other students." Some who received a scholarship from their parents' company or other organizations may have had such a thought. For this reason, Korea University (KU) introduced the honorary scholarship on May 25.



This year, KU introduced the honorary scholarship for beneficiaries of merit-based scholarship and awarded the first nine honorary students on June 25. This included a full scholarship winner Kim Jin-Ju ('10, English Language and Literature), and eight other partial scholarship receivers. Such system was first designed and carried out by KU in Korea. Following KU's lead, several universities are contemplating over implementing the scholarship program.

The honorary scholarship system allows beneficiaries of merit-based scholarships to donate their scholarship to

other students who are in more needy circumstances. Simply put, it is a so-called donated scholarship. This semester, nine students gave up their scholarships, and six of them were presented award certificates from KU President Kim Byoung-Chul.

An official in the Student Affairs Department said that few students with high grade point averages who were granted scholarships from their parents' company or other organizations were determined to "return their scholarships to the school for poor students." Therefore, the new scholarship system was implemented.



"I got a scholarship from my parent's company; I did not need it as much as others who did not receive a scholarship. So, I applied for the honorary scholarship. I thought it was created for students like me," said one honorary scholarship student, Kang Jun Mook ('10, Business Administration).

Before the implementation of this system, the scholarships students returned were used simply for school funding. However, as a result of the implementation of this system, their scholarships will be utilized for academic scholarships, just as the contributors desired have wished.

During the ceremony, President Kim said, "They have studied so diligently to get the scholarship. Moreover, they gave away it to poor students. I am proud of them. They are very admirable." He further asked the students not to lose their warm hearts.

Students who wish to apply for this program should fill out an application form after receiving the approval of their parents. Then, they need to ask the Academic Affairs Department or Office of Student Affairs about their qualifications. The scholarship is then transferred to a qualifying student. The donors are recognized as an "honorary student" in the school register and Korea University Portal to Information Depository (KUPID).

"Students who are better off can donate their scholarship for students who are in need, and at the same time, keep the honor of earning a scholarship. In this way, we are able to promote a spirit of mutual help," said a Student Affairs Department official.

The scholarship is currently limited to beneficiaries of merit-based scholarships and does not include Anam or Crimson scholarships. A Student Affairs Department official said although they are planning to extend the available honorary scholarships, there are no specific plans yet. He

said they will consider it next semester when they get applications from students.

The program is still not well known. "I learned about the scholarship while I was checking KUPID. But not everyone checks it like I do. If the university advertises it on the school bulletin board of a public gathering place, it would be better known by students," said Kim.

Kang also pointed out its lack of promotion. "I have one friend. Although he got a scholarship, he had to take out a student loan from the bank. Realizing that there would be more students

like my friend, I found out about the honorary scholarship, so I applied for it. If it had not been for my friend, I would not have known about this scholarship program. If the school sends text messages to those who earned a scholarship, more students will hopefully know about this program," said Kang. At the moment, the university is advertising the scholarship program via tuition form and KUPID.

As well, several donors, including Kim and Kang, pointed out another problem. Even though they handed over a considerable sum of money, they are not informed about who will benefit from their given scholarships. They say it is the most disappointing problem. "I made a tough decision to give away my scholarship. Because I do not get other scholarships from parents' company or other sources, my parents are fully responsible for my tuition. So, I talked about the matter with my parents first and they allowed my decision. Since I have made such a hard decision, I truly want to know who will benefit from my determination," said Kim.

Nowadays, a large number of students take out student loans or consider a leave of absence as a way to escape the burden of tuition problems. However, some students pay their tuition with ease. Noblesse oblige should not be considered as a foreign culture. Those who are able to help should strongly consider donating their scholarships back to the university. In this sense, the honorary scholarship can bridge the gap between students from different economic strata. ■

An Age Old, Love/Hate Relationship Korea and Japan

By **Kang Uoo Seob** (cmzktk8585@korea.ac.kr),
Lee Da Hyeon (daniellalee@korea.ac.kr),
and **Lee Jeong Min** (jml27@korea.ac.kr)

On August 1, 2011, Gimpo International Airport revealed its most yellowish look ever since it was established in 1942. It was nothing like painting or remodeling; but it was curry powder mixed with water splashed out all over the floor. All of this mess started when three members of Japan's Liberal Democratic Party, including Shindo Yoshitaka, Inada Tomomi, and Masahisa Sato, tried to enter Korea to claim dominion over Dokdo.

Three Japanese people's visit was more than enough to make Korean's anger explode. Blazed with fury, some people from private organizations burned pictures of the three politicians. Some of them threw salt, dried red pepper powder, and even water which was mixed with curry powder. The whole place was splashed with yellow and anger.

August 15 is the Liberation Day of Korea. During the last few years, every August, some important internet websites in both Korea and Japan had been booming because of the cyber war. This is not strange considering the fact that Korea and Japan have had an ill-fated relationship since the 1910s, when Korea had to face the colonial period under Japan for 35 years. Especially this year, the cyber war was fiercer due to Japan's provocation related to the dominion over Korea's territory, Dokdo. However, such conflict between the public of the two countries is just the tip of the iceberg. Politicians and governments have shown more critical discord over not only Dokdo but also historical problems and economic issues. As a matter of fact, there was something more beyond the strife.

The Beginning of the Korea-Japan Relationship

Since government centralization was established in Japan in the sixth century, 600 years after Korea, both countries' political situations had effects on one another, and the effects were nothing to sneeze. The exchange between the two countries was twofold; they were sometimes partners and sometimes enemies. Their relationship was important in East Asia history. Until the 19th century, especially in the Joseon Dynasty, there were wars like the Japanese Invasion of Korea in 1592; also, there was mutual cooperation through events like the Joseon Tongsin. The biggest turning point in the Korea-Japan relationship happened in the 20th century. Korea had to face Japanese Imperialism.

From 1948 to 1998: The Korea-Japan Relationship After World War II



President Park's realistic foreign policy towards Japan led the notorious confidential talks between Kim Jong-pil, the Korean CIA Director (left) and Masayoshi Ohira, Japanese Foreign Minister (right). Three years later, Korea and Japan agreed on the normalization of the diplomatic relations which had severed since the Japanese Colonial Period. Citizen protesters including KU students had demonstrated against President Park's dishonorable talks with Japan. President Park declared martial law as a counteraction.

Directly after the end of the Second World War, the U.S. wanted to reorganize the international order. At first, since Japan was a defeated nation, the U.S. had no plan to let that country develop in both political and economic aspects. However, as soon as the U.S. went into the Cold War with the Soviet Union, it changed its policies regarding Japan. In order to form a counterforce in East Asia, it had to have Korea and Japan on its side; Japan as a capital strength and Korea as a military front. However, Rhee Syng-man, the first President of Korea, was not that cooperative with the idea. Even though the Korea-Japan relationship went into normalization steadily, there was still discord. According to Professor Park Young-June from the National Security College of Korea National Defense University, this was because President Rhee held a twofold stance. Since President Rhee himself participated in the independence movement, he did not want to normalize the relationship; but he could not neglect the fact that he was under U.S. influence.

The rather rough and leery relationship between Korea and Japan started to get on the rails under President Park Chung-hee. President Park was a realist; he wanted a good relationship with Japan mainly for the following two reasons; the need for capital assistance from the third largest economy in the world and unity among anti-communist nations. His enforcement resulted in the Korea-Japan Negotiation of 1965. It brought economic opportunities to both countries. For Korea, an enormous amount of capital for economic development flew in. As for Japan, a new market was open. It gave technical aid to Korea. This means that economic reliance began between the two countries.

In fact, some people say that there was a secret agreement between the two countries on the Dokdo issue. Until

Politics



Park Chunghee



Kim Dae Jung



Lee Myung-bak

then, and even today, Korea has actual control of Dokdo. In the negotiating process, Dokdo was a controversial issue just like today. "It is hard to approve that there was such agreement. Still, it is possible that the two countries arranged to keep the problem rather quiet and keep the current status at that time in order to gain economic profits," added Park.

From 1998 to 2008: The Modern Korea-Japan Relationship

The smooth relationship continued until President Chun Doo-hwan and President Roh Tae-woo in the aspect of strategic convention. Things started to change under President Kim Young-sam. He emphasized nationalism; consequently he pointed out the historical and history education-related conflicts with Japan. The Korea-Japan relationship faced ruin, but some Korean citizens who had suppressed their anger to Japan welcomed his policies.

Another reverse occurred when President Kim Dae-jung implemented the Sunshine policy. For the fence-mending with North Korea, President Kim believed that support from the U.S., China, Russia, and Japan was desperate; therefore he again started tactical modification with the four countries. During his five years, the Korea-Japan relationship advanced; mutual exchange between the two countries increased rapidly and relatively smooth relations continued.

President Roh Moo-hyun seemed to follow President Kim's political direction on Japan from 2003 to 2005. However, Japan again made provocations; the Shimane Province government in Japan designated February 22 as Takeshima Day, Takeshima being the Japanese name for Dokdo. The Korean government showed anger and public organizations started world campaigns to inform the world that Dokdo is the Korean territory.

From 2008 Until Now: The Korea-Japan Relationship Present And Future

As President Lee Myung-bak came to power, Japanese cabinet also faced a large crucial movement. The ruling party changed from the previous Liberal Democratic Party to the Democratic Party for the first time. As Yukio Hatoyama became the new Japanese Prime Minister, Japan started to admit its faults in its long history and showed the will to sincerely apologize to its victims all over Asia and especially Korea.

Here, the Korean government and citizens deluded themselves. Even though the ruling party changed, the Liberal Democratic Party had to impress their people; consequently, they had to keep the past policy regarding Dokdo, arguing that the island and surrounding marine territory belongs to Japan. However, the invisible bond between Korean politicians and Japanese politicians became weak due to the political replacement of Japan; therefore both countries could not effectively manage the discordance as in the past, like in the era of President Park Jung-hee.

"There were barely positive outcomes from Korean

government's past diplomacy regarding Japan; actually, it seems like almost a failure today. Its efforts to keep the Dokdo issue relatively quiet and stable are effective with the basis of the non-existence of the Japanese government's provocations. However, situations changed in both Korea and Japan. Such policies are no longer necessary," commented Professor Ha Jong-moon from the Department of Japanese Studies of Hanshin University.

On August 9, 2011, the U.S. advocated that the East Sea of Korea be marked as the Sea of Japan on international standard maps. Opposing this, North Korea has announced that the U.S. has made "a shameless mistake." On August 11, 2011, China also pronounced that they do not agree with the U.S. In Korea, the government and the public are strongly showing fury and taking strong actions in response to this situation. There was an announcement by Hong Joon-pyo, representative of the main opposition Grand National Party on August 14, 2011, about the deployment of the Marines to Dokdo. He said, "The minister of the Ministry of National Defense welcomed my suggestion," and continued, "the Foreign Minister also showed the will to follow the government and the ruling party's decision. He is ready to actively participate in diplomacy toward Japan." However, Ha thought that this was a temporary stand. "In fact, the current government in Korea still has the same direction in diplomacy regarding Japan. It was just a temporary hard-line policy considering the Korean public's anger," Ha added.

Geographical and historic problems would have come to the surface some time or another. The important thing is, how Korea should react to Japan's provocations and how it can make the situation favorable. "Korea and Japan must realize that there are so many advantageous things that can be earned in diverse aspects," commented Park. He insists that both countries must not be emotional over Dokdo and historic problems; they must be rational.

As for Korea, its current ultimate goal for a few decades is the unification with North Korea. In order to succeed, understandings from surrounding countries are critical. Having this representative strategic goal, Korea must keep a stable relationship with Japan, which has a hostile attitude to North Korea. Additionally, since economic exchange between Korea and Japan is at its peak, in order to keep this economic relationship, an amicable exchange between both political camps seems necessary.

However, at the same time, Korea must not neglect the efforts to receive sincere apologies for historic wrongs, or to change history education in Japan. Ha asked for high-class diplomacy. "The Korean government has to follow the standard promoted manuals of measures regarding Japan. Now is the time the Korean government makes sure that its voice is heard when solving the problem at hand with Japan, including the issue of Dokdo and our history," Ha said. Korea must make Japan and the world acknowledge Korea's sovereignty over Dokdo.



Nakasone Yasuhiro



Hatoyama Yukio



Koizumi Junichiro

From Then Until Today: The History of Economic Relations

The traces of Korean-Japanese trade go back many centuries. Even before the seventh century, there were continuous exchanges between the two countries. However, such economic trade became more active with the beginning of Unified Silla in the eighth century. During this period, Korea was highly dependent on China for their culture and Japan was highly dependent on Korea for their commodities. While Japan exported their special products to Korea, we provided them with basic needs such as food and clothing. Such state of trade carried on until Joseon Dynasty and only came to face its termination with the introduction of Japanese Imperialism. During this dark era, the Korean economy faced many dilemmas where many Korean possessions were taken or destroyed. This marked the beginning of the imbalance between the two economies, and Korea stood on the weak side.

While South Korea was struggling to recover from its Japanese Imperialism, the Korean War broke out within the Korean Peninsula. While this was another tragedy for the people of South Korea, it came as a great opportunity for Japan. With American soldiers' participation in the Korean War, South Korea was not able to provide enough supplies for their allies. Hence, Japan stepped in to help and provided for most of the needs for the American soldiers. Such exportation from Japan brought them great profit, resulting in a growth in national income and a development in public welfare. "Through this event, Japan did not only gain more money but also, they got the chance to join the United Nations (UN), stepping into the global market as well," said Park.

Ever since the trade between Korea and Japan began, we have not been able to escape from the Japanese dependency. Although Japan is also highly dependent on Korea, still, Korean reliance on Japan outweighs Japan's dependence on Korea. However, the exchange between the two countries is greater than ever.

However, the recent Japanese earthquake has become a turning point in the economic bond between the two countries. With the recent catastrophe, many of Japan's major businesses suffered a big loss. Many manufactur-

The Japanese Earthquake and the Korean Economy

ers are finding it difficult to carry on with their systems as did before. Due to their difficulties, Korean importers of Japanese products are now turning to other countries for their supplies. "With the recent earthquake in Japan, the Korean economy concluded that Japan will find it difficult to produce supplies like before. Thus, major companies such as Samsung and LG are now turning to other countries for their exports. Also, they are developing skills in order to produce their resources domestically," said Jung Hoseong, a researcher from the Global Studies Department of Samsung Economic Research Institute.

While Koreans and Japanese have mourned the tragic event of Japan this March, the new economic opportunities it has brought to Korea cannot be denied. With insecure manufacturing systems in Japan, Korea got the chance to escape from the bonds of their dependency and develop skills of their own. "This is a great loss for Japan because we are practically turning our back on them when they need help the most. However, this does not mean that we are leaving them to collapse. We are helping in many ways, just not through exports," added Jung. Although we are not entirely independent from the Korea-Japan

exchange, it is obvious that the slope of our dependency on them is becoming less and less steep. He also added that the economical loss due to Japanese earthquake on Korea was very limited.

Continuous Conflicts between the Two Countries

The economic relationship between Korea and Japan has not been so smooth throughout the past. With Japan being above Korea in rankings, questions arise about the fairness of trade between the two countries. One of the biggest conflicts that the two countries face is concerned with imports and exports. While Japan sells their secondary products to Korea and the masses, they often refuse to buy Korean final products, creating a loss for the Korean economy. The major problem here is the non-tariff barriers that exist in Japan concerning Korean products.

While many tariff barriers have disappeared since Korea and Japan joined the World Trade Organization, non-tariff barriers still exist to restrain the Korean economy from entering the Japanese market. "The main reason that Japan put forward for not buying our products is that their consumers don't buy Korean products and that they think of their domestic products as being better," commented Jung.

Here, Jung explained that such a phenomenon

is apparent as many people in Japan still believe that they are superior to us.

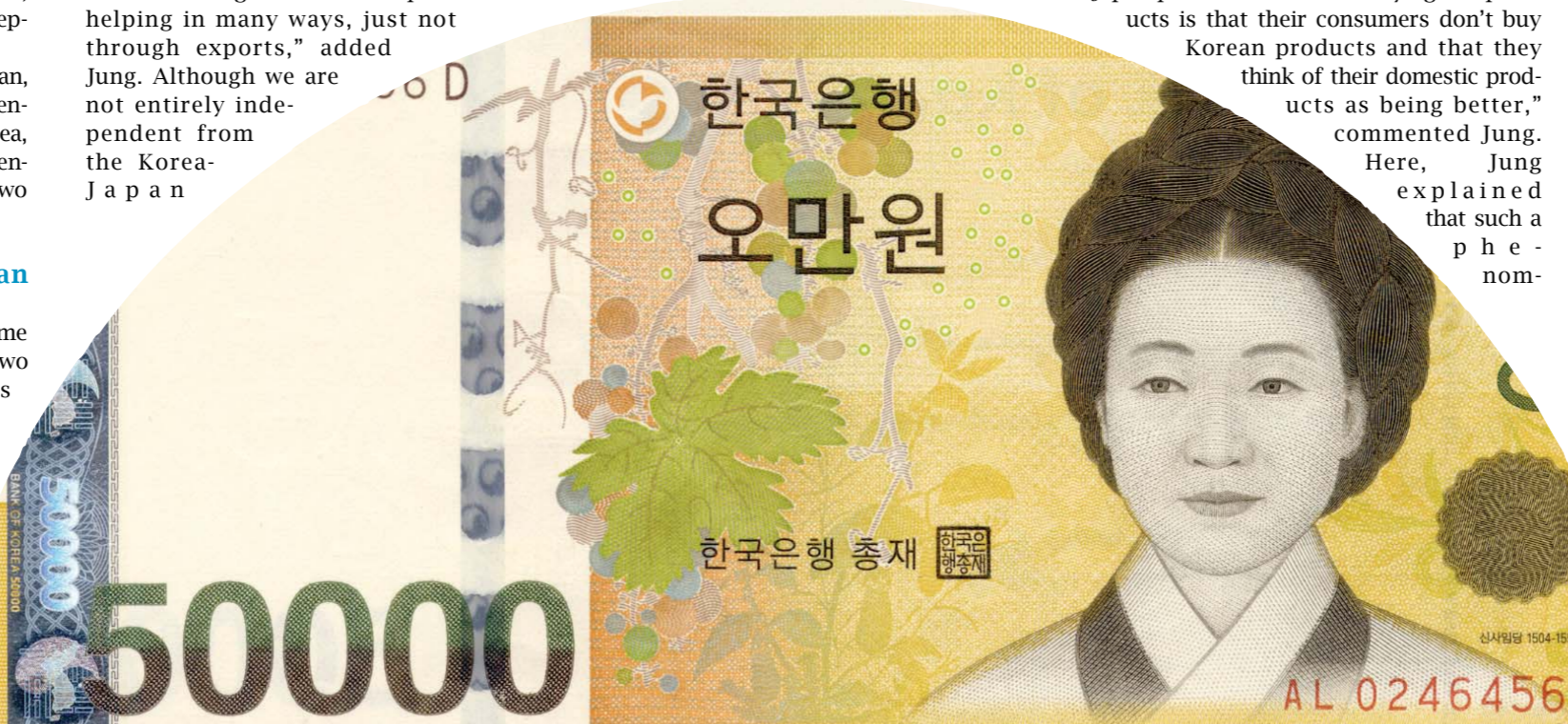
While such problems are ameliorating with time, it is evident that our historic backgrounds still play a big role in what goes on between the two countries. Although it is not possible to erase what has happened in the past, both countries should try to put all aside and make sure that they are trading from an equal position.

What Lies Beneath the Korea-Japan Free Trade Agreement (FTA)

Since the mass calamity in Japan this March, Japan has been hastening to sign the Korea-Japan FTA in order to maximize their profits for immediate recovery. Before the earthquake, Japan was rather hesitant towards establishing the FTA with Korea as they did not want to agree to the demands of Korea. However, now the state has capsize. Japan is desperate to sign the FTA with Korea as they are worried about losing their major customers to Europe and China. "But Korea will not budge now. We are not so weak, like before. Actually, at this moment, we stand on the stronger end of the relation," said Jung.

The main cause for the Korean economy becoming so strong is due to its concentration on producing the final product. Unlike Japan whose market is more focused on secondary goods, the Korean market is mainly based on coming up with the final product itself, ready to be sold to customers. "Yes, we do need to rely on other countries for resources. But with these completed products, we have exceeded Japan recently. No matter how many resources we receive to make this mobile phone, the last person to sell the actual product is us," added Jung. Hence, in many aspects, it is clear that the balance of the two countries has started to shift. Moreover, as far as FTA is concerned, Korea must make sure that it achieves its agreements with the equal conditions.

Korea is, today, Japan's most welcomed customer and, at the same time, its worst rival. Moreover, such connections between the two countries are not only visible in terms of economy but also in political and cultural aspects. *Hallyu* becoming a craze in Japan has contributed greatly to the deep-rooted relationship between the two nations recently. Hence, in order to survive in the rapidly growing global market and globalizing countries, the only way would be to take each other in as allies and become more flexible towards each other. Yet, what Korea must make sure of is that it does not yield to the requirements of Japan only, becoming a part of the Japanese economy. Koreans must play hard in order to achieve their demands and to make sure that they are not on the weak side.



Economy

Historically Entangled Two Cultures

Whether they like it or not, Korea and Japan's cultures are inextricably linked. More precisely speaking, the two have interacted and learned from each other for hundreds of years and will continue to maintain such intimate cooperation in the future. The beginning of cultural cooperation between the two dates back to the fourth century, the epoch of the Three Kingdoms, during which the Baekje Kingdom, one of the three kingdoms on the Korean peninsula, handed down modern culture to Japan. During the Asuka Period, the history of Japan lasting in the sixth century, Japanese culture came into blossom with the flux of Baekje culture and Buddhism, the second-most popular religion in Japan, flourished with the help of monks and Buddhist artists from Baekje.

Korea's role as cultural pathfinder to Japan continued throughout the Joseon Dynasty as well. The Joseon Dynasty annually sent the Joseon Tongsinsa, a huge group of officials with a mission to Japan not only to normalize diplomatic relations but also to deliver advanced culture of Korea. Acknowledging profound cultural influences of the Joseon Tongsinsa, Japan even designated several gifts of the Joseon Tongsinsa as national cultural assets. Such long, inextricable connection between the two cultures has managed to continue until this generation, and now the two countries face a new phase of cultural relations.

The Rise of Japanese Wave

With the ease of regulations in late 1990s as a result of thawing relations between Japan and Korea, both markets were deluged with foreign goods and their cultural interactions gained momentum. At the beginning, Korean markets came to embrace a variety of Japanese goods, ranging from Japanese electronics to

Japanese cartoons and comic books (*manga*). In the early 2000s, Koreans were fascinated with this new wave of Japanese culture.

Especially, various types of *manga* and Japanese cartoons permeated deep into

Korean pop culture. A number of teenagers were obsessed with Pokemon, often stayed up all night reading Japanese comic books, and did cosplay of Japanese cartoon characters. In short, Japanese *manga* dominated Korean media markets. Moon Junho (21, Washington University in St.Louis), *manga* "maniac," explained the attractiveness of Japanese *manga*: "Since sketches of Japanese *Manga* are detailed and lifelike, it easily leads me to sink deep into the story. It is also easy to understand the story because of familiarity with Japanese culture." Cho Hyangi, ('11, Humanities), suggest the other facet of its charm: "Japanese *manga* is usually composed of a solid story line with social implications. For example, Naruto (one of the most popular Japanese *manga*) alludes to corruption and political conflicts within the leadership of society."

Tsunami of Hallyu

While Japanese *manga* rises up as a new paradigm of Korean pop cul-

“ Japan has a responsibility to teach its young generation the truth about what happened in the past. By doing so, we can then allow young people in Korea and Japan to forge ahead into the new era with a correct recogni-

tion and understanding of history. This kind of cooperation will greatly contribute to the peace and prosperity of the world as well as Northeast Asia. ”

President Lee Myung-bak ('61, Business Administration) at the Liberation Day Speech on August 15, 2011

ture, the Korean Wave, or *hallyu*, has swept around all of Japan since 1999. The first wave of *hallyu* originated from Korean soap operas, from which a big *hallyu* star like Bae Yong Jun and Lee Byung Hun appeared and captivated the minds of thousands of Japanese. Kim Dae Sun (38, Seoul), the manager of "Young-gu" movie entertainment, said, "Sentimental stories of soap operas and good-looking actors were key to the emergence of the Korean wave in Japan." Culturally similar and friendly images of Korean soap operas touched a vast number of Japanese and made them fall in love with Korean culture all of a sudden. As an anecdote relative to the reason for the huge popularity of the Korean soap opera "Winter Sonata," the president of *hallyu* star Park Yong-ha's fan club once said in a private meeting that "Winter Sonata" reminds the 50 and 60 year-olds of the pure, innocent love they had dreamed of when they were teenagers.

With the start of the Korean wave from popular soap operas, the Korean culture industry came to buckle down to further spread of *hallyu*. Its persistent effort eventually met with great success when K-Pop became a large part of the new Korean wave. Many K-Pop singers started to perform in Japan, and their songs occupied the top Japanese music chart, Oricon. BoA and TVXQ, popular singers from SM Town, the biggest Korean entertainment agency, held the first place several times on the Oricon Chart. It has been quite a long time since K-Pop first electrified all of

Japan. Now, a number of K-Pop artists, not only from SM Town but also from other entertainment agencies like YG have advanced into Japanese music markets. YG entertainment agency stated, "The reason for the great popularity of K-Pop in Japan lies on perfect dance, outstanding singing ability, and the attractive appearances of K-Pop artists. It was known that most Japanese like small and cute performers. Yet, going against people's expectations, the sexual appeal and almost-perfect talents of K-Pop artists presented fresh cultural shocks to a vast number of Japanese."

Bright or Grim?

Intimate cultural exchanges between Korea and Japan have seemed to guarantee a brighter future for the two's relations. It is natural to believe that close cultural interactions would ameliorate the political and diplomatic relations of the two. However, Korean-Japanese relations are much more complicated, so that dynamic cultural interactions are not enough to over-cloud 35-year Japanese colonial period, a memory that pierces hearts of every Korean. Jin Jang Won ('11, Business Administration) says, "I think the permeation of Japanese culture into our society does not necessarily present a better image of Japan. Even if I am used to Japanese culture with a flux of *manga*, sushi, and trips, the good image of Japan cannot be planted in my mind as long as Dokdo and history textbook issues are not successfully dealt with." As he confessed, the political relation of the two is another matter, apart from cultural exchanges. It is not simple enough to get better only with cultural exchanges. Now that Japanese far-right conservatives protest against broadcasting of Korean dramas and K-Pop on Japanese TV, political figures of the two countries are conducting psychological warfare over the issue of Dokdo what is more, Koreans' prevalent hatred against Japan is ignited with the humiliating 3-0 loss of soccer game, which was held a few days after the three members of Japan's Liberal Democratic Party tried to enter Korea on August 11. So, that leaves the question, "where is the Korea-Japan relation heading?" The answer to this question lies on wishful settlement of old, historic conflicts between the two near but psychologically remote neighbors. ■



Photograph by Kang Uoo Seob

Culture

Apple Driven Into a Corner

One of the most prevalent predictions is that the two companies are going to reach a compromise. It is definite that Apple will be the biggest customer of Samsung this year, raising its revenues by 780 million dollars. Also, Apple largely relies on Samsung which has almost exclusively supplied core device components for the iPad and

charges. Instead, Apple is required to make a one-time payment with regular royalties during a specific period. Furthermore, Apple was successfully sued by Kodak and is fighting with Motorola and HTC.

Intellectual Property, a Key to Success in the 21st Century

Such predicaments that Apple encounters demonstrate the importance of intellectual property to survive in the global market. How much qualified intellectual property each owns is one of the most significant criteria in measuring competitiveness of a whole nation as well as that of an individual business. Under these circumstances, the rate of disputes on intellectual property is drastically rising on a global basis. Statistics provid-

required to make preparations for intellectual property competition.

Korea is one of the busiest places for the development of intellectual property. In 2001, KIPO announced that the country took fourth or fifth place out of 115 nations in the number of annually registered industrial property. Furthermore, domestic patent law defines 20-year protection on applied patents, which is the longest in the world and covers a wide

sisting of multiple departments. However, Korean businesses do not often care about intellectual property. Not only do they improperly make use of patent information in R&D, but also do not usually run a Technology Licensing Office (TLO). According to a research by the Ministry of Knowledge Economy (MKE) in 2004, only 19 percent of Korean companies operate TLO, while 96 percent of American institutes do.

support high-tech industries by providing them with an adequate intellectual property infrastructure such as improving defects in the patent law. Besides, corporations are asked to have an ordered system to make better use of intellectual property, cooperating with other companies in handling global patent suits. Last of all, considering the situation where intellectual property experts are constantly in need, academic fields are required

Who Is Really Cheating?

By Kweon Yun Jin (alphabrain92@korea.ac.kr)

Apple and Samsung have started a war. Apple accused Samsung of violating its trademark rights and patents in the U.S. last April. In response, Samsung countersued in four nations—Korea, Japan, Germany, and the U.S., insisting that the California-based company pirated its patents in communications technology. The conflict gets tougher since both of them legally complained to stop each other's products sales within the U.S. Considering that the litigators actually lead the present global market armed with state-of-the-art mobile gadgets centering on the tablet PC and smartphone, it is no doubt that thousands of eyes are carefully watching who the winner will be.

iPhone. While Apple currently tries to diversify sources of supply, it seems unable to escape Samsung's grip. Regardless of the inconvenient friction, the two companies still depend on each other, being expected to settle as soon as possible. In fact, last June, Apple's attorney mentioned that executives for both companies had been discussing solutions.

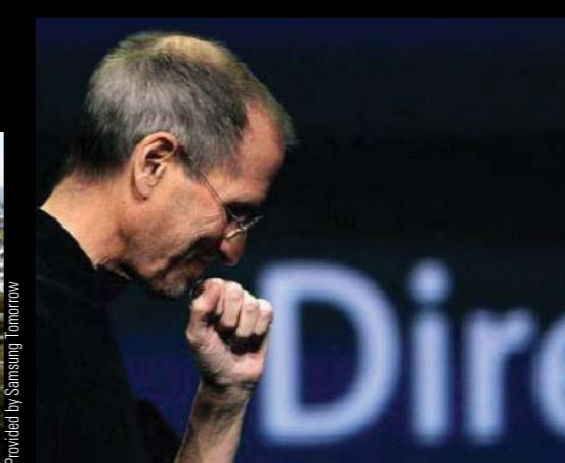
Another dominant analysis suggests that Apple is not in a strong bargaining position as proven from the previous cases. The most representative example is the battle with Nokia. Nokia charged Apple with infringing its patents for wireless technology, demanding the defendant to pay royalties for the iPhone since its release. Yet, the U.S. court ruled against the plaintiff last March. Then, the Finnish company once again filed 46 lawsuits over the entire product line from MP3 player to tablet PC. In late June, litigators finally agreed to drop all the

Still there remains the question of whether Apple truly intended to pirate others' patents. A majority of experts say no, adding that a relatively small number of patents led to such troubles. It was 2007 when Apple released its first model of iPhone, whereas its competitors have invested an enormous sum of money and effort into the same domain for decades. Nokia, for instance, has about 10,000 patents, having spent approximately 43 billion euros in Research and Development (R&D) for a couple of decades. In the case of Samsung Electronics, it has registered 35,000 patents in the U.S. Experts accentuate that Apple must have had difficulties designing goods without violating competitors' industrial property. The inference is coherently supported by the fact that Apple generally takes issue with trademark rights and designs while those of Samsung are linked to technology patents.

ed by the Korean Intellectual Property Office (KIPO) show that there were 25 lawsuits that the U.S International Trade Commission (ITC) was in charge of in 2003, while 39 cases were filed two years later. Moreover, it was estimated that a federal appeal court in the U.S, the country where international patent litigations occur most frequently, copes with from 130 to 150 cases each year.

Is Korea Ready for This Competition?

So as not to fall behind in the rat race, developed countries struggle to keep rights on achieved intellectual property safe, and Korea is no exception. Since Korean enterprises have become more and more capable in the global market at a groundbreaking speed, attacks against them are getting more aggressive. As a result, companies and government are strongly



range of objects containing Business Model (BM), and even DNA. Among other things, in Korea, the standard of patent application, search, and informational provision via the Internet is absolutely tops in the world. Experts suggest that Korea is equipped with intellectual property competitiveness almost equal to that of advanced countries such as the U.S. and Japan, being considered the best in this area.

Nevertheless, there certainly exist problems which have hindered national development of intellectual property. One that can be pointed out is that awareness of the significance of intellectual property is quite low. Research institutes in developed nations are strongly recommended to use patent information from the beginning of R&D, while setting up intellectual property task forces within the group. Hitachi, a Japanese enterprise, arranges a staff of about 300 professionals in each unit systemically con-

An inefficient process of patent suits blocks coming up with an effective counterplan against quarrels over intellectual property. "Even though Korea is one of the few nations where a patent court is established, dualistic systems of patent suits cause a lot of difficulties in dealing with disputes effectually," says Kim Hyung Jun (54, Daejoen), a patent attorney at Hi Patent Law Office. Since general court takes charge of litigation against patent infringement, judges and lawyers without professional technological knowledge progress the session. Kim indicates that the flaw should be ameliorated as quickly as possible so that the standard of Korean intellectual property will be much higher.

There are a few ways out for overcoming such weaknesses. Private-public partnership among government, enterprises, and academic circles is strongly emphasized. Authorities may

to educate proficient human resources and carry forward interdisciplinary research combining business administration, engineering, and law that is necessary for widening intellectual property study.

Even though nobody knows how the conflict between Apple and Samsung will turn out, the case definitely tells that Korea should be ready for the competition to acquire intellectual properties. As the futurologist Peter Drucker described the forthcoming society as knowledge-based, information and technology directly create wealth and power today. Moreover, taking into account that qualified human resources can only boost economic and industrial growth in Korea, intellectual property competitiveness is the most crucial in order not to lag behind. Indeed, intellectual property greatly counts for survival in the 21st century. Always remember, "winner takes all." ■

As the name suggests, University of Nottingham is situated in Nottingham, the heart of England. The city of Nottingham was once home to Robin Hood and his merry band, with dense forests surrounding the town. Nowadays, it is one of the most cosmopolitan cities in England,

aims to provide a truly international education to all students, and has two international campuses in China and Malaysia. At the UK campus alone, the student population diversity rate for undergraduate program is 17 percent, with 500 students from more than 150 countries.



University of Nottingham

By Kim Minhee (minhee713@korea.ac.kr)

With swans floating on a huge lake and extensive greenery, the University of Nottingham boasts a beautiful environment that satisfies our expectation for what a typical British university would look like. Yet, the university's rich history and excellent education is more than a match for its outer beauty.

containing mega shopping malls, restaurants, theaters, art galleries, and clubs. Nottingham is 129 miles, or two hours, from London.

The University of Nottingham traces its origin back to 1881, when it was established as the first civic college in Nottingham, its founding aided by former Prime Minister W.E. Gladstone. The University of Nottingham at present is ranked in the UK top 10, the European top 30 and top one percent of all universities worldwide, according to QS World University Rankings. The university possesses excellent faculties, including two Nobel Prize laureates.

The UK Nottingham campus consists of three sub-campuses - University Park Campus, Sutton Bonington Campus, and Jubilee Campus. University Park Campus is one of the largest and most attractive campuses in the country, with parks and lakes nearby. Ten minutes apart from University Park Campus is Jubilee Campus, which is renowned for its state-of-the-art, modern library standing in the middle of the campus.

The University of Nottingham

Academics

Nottingham offers diverse fields of studies, mainly divided into Arts, Engineering, Medicine & Health, Science, and Social Sciences. This university is different from typical Korean universities in the fact that almost every class includes a weekly tutorial session. "Unlike most lectures given in Korean universities, in which professors point out details for students, lectures at Nottingham allow students to explore the subject on their own through reading and discussion with others," said Lee Jaehoon ('04, English Language and Literature), who studied at Nottingham for one year as an exchange student. Jun Yoojin ('07, Journalism and Mass Communication), who attended the university for six months as an exchange student, added, "Small-sized tutorial sessions enable students to apply the study to real-life and to interact actively with students and professors."

Exchange students can normally register for their choice of classes, Jun



Provided by Jun Yoojin

regarding international students' welfare. "The office often helps you solve visa problem and provides rather cheap trip options as well," said Lee Jinwon ('07, English Language and Literature), who also spent one year at Nottingham as an exchange student. In addition, Centre for English Language Education (CELE) offers complimentary language assistance program for foreign students. Jun commented, "Because the program often fills up quickly, one should register online beforehand to receive guidance on their essays."

Accommodations

Two options are available for accommodations on or near campus - catered in Student Hall and self-catered off-campus. Both options have positive and negative aspects. Lee Jinwon, who resided in Raleigh Park, a self-catered accommodation, said, "Other than the inconvenience of shopping for groceries, I enjoyed eating foods of my choice and had fun time with my friends on the same flat." Lee Jaehoon, on the other hand, recommends catered accommodations, "Meals are rather cheap and one can make diverse friends during the lunch hour." Catered accommodations, however, require students to move out of their rooms during the Christmas and Easter holidays, unless they pay extra price.

University Life

Most of the student activities revolve around the University of Nottingham Students' Union, which has more than 190 affiliated student societies and 76 affiliated athletic clubs (The Students' Union official website: www.su.nottingham.ac.uk). The Students in Free Enterprise (SIFE), is one of the most popular clubs on campus. Jun Yoojin, who was a member of SIFE, fondly recalls doing a SIFE project to serve the Nottingham community. "I surveyed each household door by door, threw Christmas events, and organized free lectures at the community center. The best part of the whole project was getting to work and share thoughts with English students." Jun suggests students join clubs in the

Freshers' Fair, a series of welcoming parties for newcomers to the university during the first three weeks of the school year.

Besides club activities, various small events and activities are available for students at Nottingham. Lee Jaehoon said, "Parties took place almost every weekend, and I often went to small-sized performances after seeing advertisements on the dormitory bulletin board." Lee added that several large clubs are situated in the city center and that many students go clubbing on weekends or after exams. Traveling other parts of England is another option available for exchange students. "I had traveling scheduled almost every week," said Jun.

Tips

Students only accustomed to American English pronunciation might encounter difficulties understanding British accents. Lee said, "Sometimes I even got headache from unfamiliar British accents, but eventually I got used to them after spending time with British friends."

Lee also offered a piece of advice on how to make friends with British students. "They are a little shy in general to approach you at first, but once you get close, they even invite you to their house during the spring vacation." Since the University of Nottingham has many Asian students coming from its international campuses, it appreciates Korean students' effort to gain attention from British students and be friends with them.

Most students who stayed at the University of Nottingham as exchange students recommended the university. Lee Jinwon said, "The university has excellent curriculum, and you can make friends from diverse backgrounds." Jun added, "It has less class hours than other universities, so as long as one fully uses their time through club activities and travels, one will enjoy the campus life a lot." Students who choose to go to Nottingham will surely cherish their time at the university and not regret about their decision. ■



Provided by Lee Jaehoon

Innovative Entrepreneurship and Endless Passion

By Park Jong Hun (polo3355@korea.ac.kr)

International lawyer, Lee Suhhyung



Photograph by Lee Sihyoung

Some students might once have dreamed of becoming a lawyer who right the wrongs in the justice system. Lee Suhhyung ('81, English Language and Literature) was one of those dreamers. He longed to become a lawyer while he was earning Master of Business Administration (MBA) at the University of Michigan. However, due to circumstances, he had moved away from his dreams for a while. Then, despite his age, he burned with passion to become a lawyer and finally achieved his long waited dream.

When Lee was majoring in English Language and Literature at Korea University (KU), he did not yet have had a concrete goal of becoming a lawyer. However, when he went abroad to earn his MBA at the University of Michigan, he started to contemplate becoming a lawyer. It was a tough decision. After earning an MBA, he

worked at a company dealing with international affairs. But, at the same time, he hoped to become an international lawyer. Eventually, he resigned his job to pursue the new goal. As he had to take care of his family, he was not in his best condition to study for his dream. So he had to put his ambitions aside and start a new career as a private English instructor in Gangnam District.

In the beginning, he delivered lectures to students only as a means of earning money. However, as time went by he discovered a gift for teaching. This gift made him one of the most well known teachers in Gangnam English Institutions. While he was enjoying his success, his old dream of becoming a lawyer re-emerged. "I could not just continue teaching students comfortably and watch my dream fade away. So, though I knew that it would be challenging, I determined to try," said Lee.

After several years of hard study, when he was more than 40-years-old, he finally finished his degree of Juris Doctor and graduated from Albany Law School. Upon graduation, he studied for the bar exam. At that time, his wife was very sick. However, overcoming all obstacles, he passed the bar exam and became an attorney at law in New York state. Currently, he works as a lawyer dealing with international affairs at a medium-sized law firm in Seocho District.

Because Korea is currently focusing on international growth more than ever and has reached Free Trade Agreement (FTA) with several countries, KU students are far more likely to become involved in international affairs. Under these circumstances, more lawyers who are familiar with English and international law are needed in global business-to-business relationships.

As a result, there is an explosion in demand for international lawyers who can deal with international contracts, currency swap contracts, mergers and acquisitions works and the like. Furthermore, thanks to the Foreign Legal Consultant law, lawyers who passed the bar exam in foreign countries can work in Korea after three years of work experience in the country where they passed the exam.

"Although international lawyers have promising futures, the process of becoming one is very demanding. If you are a university student hoping to become a lawyer, you should have a high Grade Point Average (GPA) and acquire an International Legal English Certificate (ILEC). Studying for the ILEC not only improves your English skills but also cultivates your knowledge of legal precedents. After graduating from undergraduate school, students should take the Law School Admissions Test (LSAT) and apply for admission to law school. Of course, it is difficult to be good at aforementioned two things, but I am sure it will be of great help." said Lee.

He also recommended the Law School Admission Council (<http://www.lsat.org>), which is committed to ease the law school admission process for law schools, prelaw advisors, and prospective law students. Students can also apply for law schools virtually using their GPA and LSAT score. In this way, students can figure out beforehand



Photograph by Lee Sihyoung

which law schools they can apply for.

As well, he emphasized the processes subsequent to being accepted to law school. First, students should apply for financial aid to pay for their tuition, books, and living expenses.

Then, they should get as much information about the process of becoming a lawyer as they can. "The fear from ignorance was my biggest enemy. Looking back, information was very important, but hard to get. There was a literally a cut-throat competition in law school. Even though law school was really tough and challenging, however, American students would not share information with me. So, I studied harder than any other student in the same class," said Lee.

He also emphasized the importance of maintaining good health, both physically and mentally. "Law school is a battle about who spends most of their time studying. Accordingly, there is not much time to exercise. One's health should not be overlooked. Keeping healthy mental conditions also cannot be overemphasized, especially when dealing with the stress that comes from the hyper-competition among peers from law school. It is nearly impossible to avoid stress when seeing people hurting each other's feelings unintentionally. Therefore, I used to study in a library located far away from the school. Again, it is important to maintain good mental health for the aforementioned reasons," said Lee.

Lee said that he wants to help students who want to follow his path, making use of his prior experiences. He is also planning to deliver a lecture at the Academy of American Law and Bar Examination.

As a lawyer, he regards his various academic and life experiences as his biggest assets. From majoring in English Language and Literature, Business Administration, and Law, he became accustomed to many cultures and gradually built his career. His life consists of ceaseless struggles. "In our fast-changing globalized society, we have to be armed with the spirit of entrepreneurship. If you have such a character, international lawyer is not a bad choice for you. Muscle up and go for it. Your efforts will never betray you," said Lee. ■

Maestro of Self-Confidence Ogada CEO, Choi Seungyoon

By Park Jin Yung (pjy1372@korea.ac.kr)

In a café at Yeoksam, small groups of office workers are chilling over their drinks. What they have ordered as drinks are not Caffé Americano or Caramel Macchiato, but dried orange-ginger tea or quince-citron tea. The café is Ogada, which sells *hanbang* tea (Korean traditional tea). When a young man in his late 20s enters the café, no one takes notice that the founder and CEO of the café has just come in. He is Choi Seungyoon ('03, Russian Language and Literature), smiling broadly as he takes a seat for an interview with *The Granite Tower* (GT).



Photograph by Kim Ha-Joong

Regardless of age, living life to the fullest is a fascinating, but difficult, task. Especially college students have a hard time doing so. Many are bewildered by their sudden independence and are not even sure what to do in the future. In Choi's case, everything was set to go. When Choi entered Korea University (KU) in 2003, he was deeply determined to get the most out of his college life. He looked for activities that could only be done in college and never again upon graduation.

"C.C.(Campus Couple) was one of these things," laughs Choi. In response to the reporter's angry protest that it is hard to be a C.C., he jokingly remarks, "What's so hard about becoming a C.C.?" His self-confidence is already starting to show.

Scholarship was another entry on the to-do list. College is the last opportunity to receive a scholarship. "I thought it would be very efficient if I

got a scholarship once. Just once. That way I can tell people I received a scholarship during my college years," explains Choi. Trying to get it more than once would mean less of trying out other activities. Choi's calculation dictated that doing so was not living life to the fullest.

Motivated by the same belief, he signed up for KU Cheer Leaders and ROTC. On ROTC, he commented, "All men have to go to the army. I thought if I had to go anyway, why not get the most out of it?" Thanks to ROTC, he became an officer in charge of many subordinates, an experience that, in retrospect, taught him a lot about leadership.

In 2005, in his junior year, Choi founded a Corporate Identity (CI) design company. "I wanted to juggle my studies and my own business, which is why in college I kept a close watch on possible business items," recounts Choi. Being a student, he nat-

urally did not have much money to start a business. Judging that a service-based enterprise required the least capital, he started a design company with two of his friends who went to art school.

Again, he knew how to get the most out of what he did and in one particular month, his company earned ten million won. Impressive for a college student.

Choi's college life—scholarship, club activity, ROTC, enterprise, and even campus love—seems so flawless, sparking curiosity as to whether or not Choi regrets anything about it. "My personality doesn't allow me to regret much. I'm happy about everything that has ever happened to me," replies Choi. He says that what some people mean when saying, "Have confidence," is that people should be confident about who they are today, and who they will be tomorrow. "But I am confident about who I was, in addition



Photograph by Kim Ha-Joong

2003 Entered Korea University (KU)
2005-2007 KU ROTC
Founded Lime Communications
2007-2009 Lieutenant
2009.6. Founded Ogada

오가다 최 승운

to who I am and will be," claims Choi.

"I do feel slightly wistful, I guess, about giving up the head position of KU Cheer Leaders," adds Choi. He had been climbing up the club ladder, assuming important positions one by one. Everyone thought that he would become head, but for personal reasons he gave up the coveted position. Consequently, there was no head cheerleader that year. Choi emphasizes, though, that he does not regret the decision.

"What makes a decision right or wrong is not the decision itself, but what you do afterwards; your effort to make it a right one," says Choi in an assertive tone. "After getting out of

KU Cheer Leaders, I made a list of what I had not been able to do due to club activities." By doing them, he made his decision worthwhile.

No regret in life. Overflowing self-confidence seems to be the one and only necessary key to his success.

Speaking of success, Choi's success after college is quite impressive. Immediately after graduation, Choi was accepted to two major companies in Korea. For a normal college student, it would be a pleasant ordeal to choose between the two. For Choi, it was just a means to prove himself to his parents. He wanted to start his own business and the two letters of acceptance won his parent's approval. The business he started then is today's Ogada. One year after incorporation, Ogada raked in ten billion won. Today, Ogada has nearly 40 franchises and is in the process of opening another in Japan.

According to Choi, however, numbers and records do not define success. "Being able to say 'I'm happy' is what success is all about, in my opinion. When I look back and see that I have done my best in all that I do, I'm happy." Looking at his eyes gleaming with confidence and happiness, one sees that Choi has secured success in the typical sense (numbers and records) and in Choi's own terms.

"I'll say I'm getting closer to success," clarifies Choi. "Since success is a future-oriented term." Choi, either consciously or subconsciously, is on the road for even more. After all, he is just 28 years old.

Then, not having yet moved on to the next interview question, Choi speaks up about self-confidence, of which he is proving more and more to be a maestro. Perhaps he feels the need to explain himself, due to the reporter's look of disbelief.

Choi divulges his philosophy. "I

am always confident for no reason. I don't need this and that reason to make myself happy. The thing is, what we know as a cause-and-effect relationship doesn't always work in that order," says Choi. He is right about confidence. There has been a positive energy radiating from him throughout the interview. "I'm not happy because I've found a particular cause. I'm happy and as a result, many fortunate things follow."

Some may find this hard to believe, as the reporter did. Choi recounts an experience to help the reporter out. He once appeared in a program that introduced young CEOs, where he was asked how much profit his company was making. It had not been a year since Ogada was incorporated and the financial records were not out yet. "Apparently all the other CEOs in the program had called out how much profit they were earning, which was a lot, and I didn't want to look small amongst them," recalls Choi. "So I said 10 billion won, which was absolutely groundless." The funny thing is, when the financial records were finally out, the number was exactly 10 billion won. Right there, a "reverse cause-and-effect relationship."

Choi adds, "[Apart from self-confidence,] the fact that I'm selling *hanbang* tea (Korean traditional tea), not coffee, was a great motivation for me in doing this business." Today's streets are inundating with coffee shops. Thriving amongst them is Ogada, the first, and still the only, successful tea café. Choi hopes to make Korea's traditional tea more popular through his business, and that is what keeps him going to this day. "If what you're doing truly means something to you and to the world, it is bound to be a success," concludes Choi, again with assertion.

Some Native American tribes hold a ritual for rain. When they do, it always rains. Always. "Because they pray until it rains," says Choi. People talk of success or failure because they stop in the midst of pursuing success. "I will succeed no matter what, because I'm going to keep working until then." ■

“What makes a decision right or wrong is not the decision itself, but what you do afterwards; your effort to make it a right one”



By Kim Ha Joong

(hajoong91@korea.ac.kr)

Gojam and Elitism: What Distinguishes an Elite from a Narcissist

As fall approaches, it is now the time of the year when Korea University (KU) students dress up in crimson jackets, or so called *gojam* in Korean. It truly is a glorious experience for the freshmen class to put on their first-ever jacket and stride down the streets of Anam. What is so special about this *gojam* that makes the “cubs” so keen to wear this piece of clothing? The trendy design or its discounted price is, indeed, not the answer to the question. Rather, the answer lies in the intrinsic value the jacket possesses: a sense of supremacy, or elitism.

My personal experience with *gojam* is no different from that of any other freshman. Watching the senior class in crimson jackets with awe, I, too, longed for my very first *gojam*. Come to think of it now, the sense of belonging to KU was only a peripheral reason to wear it; the sense of supremacy that I had been accepted to one of the most prestigious universities in Korea was the foremost, to be honest.

The title of a university holds a unique significance in Korean society in that it serves as an important criterion for evaluating a person's character. *Where* the person attends or graduated from is often one of the first questions we wonder about a newcomer. In this aspect, when coming of age, people are automatically divided into two categories: the-winners and the-losers. The former, being the winner of the “survival of the fittest game-Korean edition,” gets a head start in the next round of competition.

This is where *gojam* comes in. Under such social circumstances, *gojam* becomes an extremely attractive item to wear. With the school name emblazoned on the back in big, colorful letters, it naturally signifies one's social category. This fact is deeply rooted in the subconscious of the-winners and is therefore used as a display of superiority over the-losers. Let's be honest here—whether it is intended or not, one cannot deny the pleasure of everyone idolizing you in crimson.

According to a survey taken by KU Weekly, 20.1 percent of the sample of 417 KU students replied that they believe to be in the upper class of society, while 74.3 percent replied that they belong in the middle class, and only 5.6 percent claimed they were in the lower class. This result contrasts significantly with a national survey taken by Statistics Korea, where only 1.7 percent of the sample

believed to be in the upper class, 56.1 percent in the middle class, and 42.2 percent in the lower class. This difference clearly demonstrates the elitist tendency of KU students.

The problem really occurs when such elitist tendencies of KU students are brought to the surface through actions. By segregating those who are not the bona fide members of the-winners, it further aggravates the atmosphere of academic supremacy. In our very own example, we often see a list of obnoxious posts on Koreapas (online student community website) that baldly show contempt for Sejong campus students wearing the same crimson jackets as those of Anam campus students. For what purpose? To make themselves feel superior to others by reinforcing their elitist status.

Then what is the ideal form of elitism? What I am sure of is that the element of modesty is a must. One does not become a *true* elite when one says so oneself. Rather, one must be an elite from the inside and out to deserve this title. Take a look around us. People who are praised by others for their modesty are regarded as the *true* elites of our society. The most familiar of all, Bill Gates, Ahn Chul-soo, Kim Jang-hoon, and the list goes on.

In the same sense, *gojam* alone does not make you an elite. It may be so on the outside (with the school name and major displayed) but without the right mindsets, all you are is just a modern version of Narcissus, deeply fallen in love with one's own appearance in crimson. It is not the golden Microsoft logoed badge that makes Gates an elite; it is his donations and modest actions that earn him the title.

May the *gojam*'s superficial quality not cloud your judgment on who you really are. That judgment is what differentiates a *true* elite from a narcissist. I dream of us all becoming proud KU tigers, the potential leaders capable of practicing noblesse oblige in the near future. Just remember—modesty itself is a virtue. ■

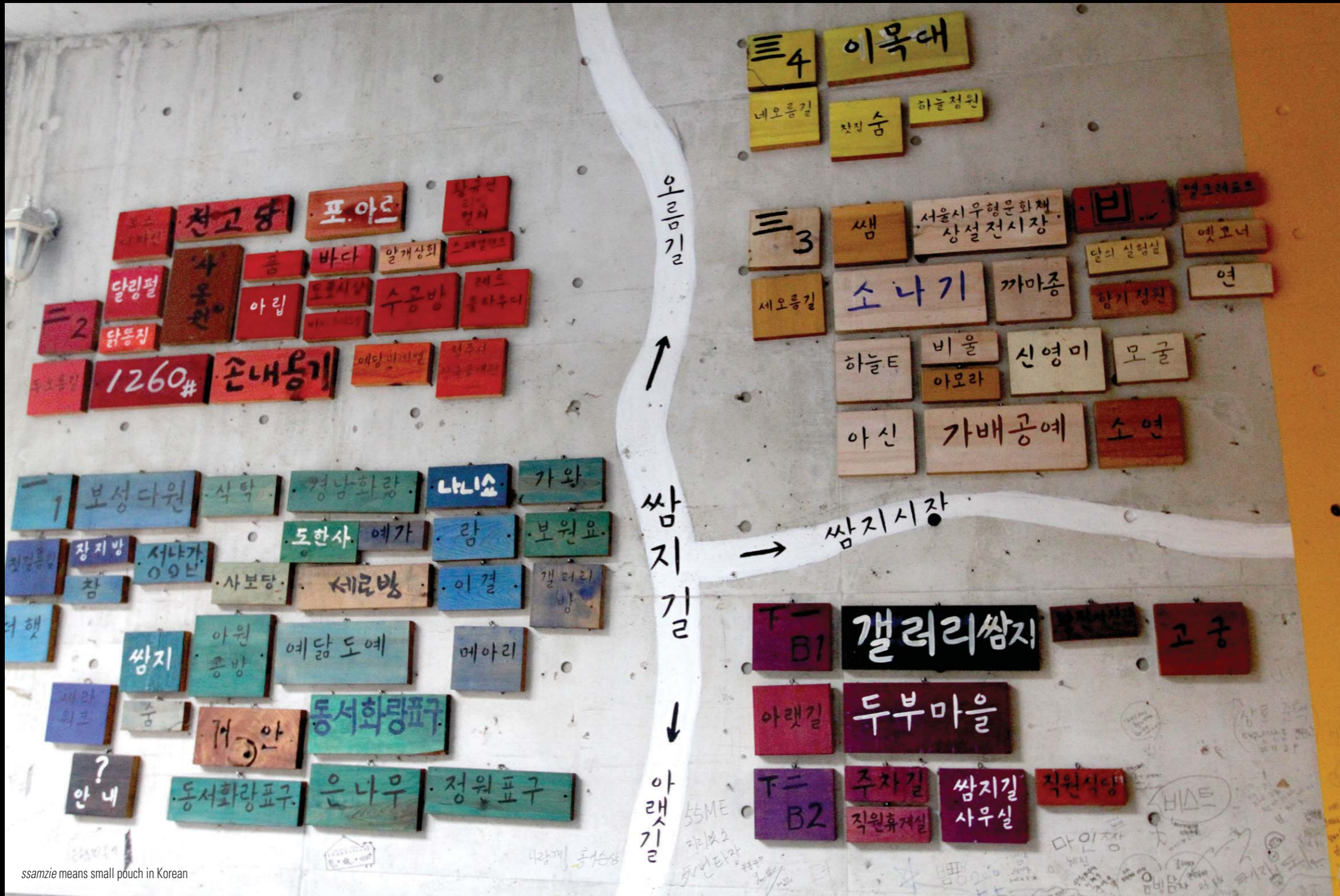
Insa-dong, the Place Where Korea Breathes Alive

By Photo Division





Pouches full of fun at Ssamziegil. Landmark of Seoul, Korea



ssamzie means small pouch in Korean



One sunny weekend in Insa-dong. Foreigners marvel at traditional clothes and dolls in the shops. Parents buy *yeot* (Korean taffy) and *ppopgi* (Korean candy) for their children. Couples take pictures of themselves holding souvenirs in hands. This is the place where anyone who wants to experience Korea is welcomed. This is the place for the young and the old, and the Koreans and the non-Koreans all alike. Insa-dong, this is where Korea breathes alive.



Retracing the Past, Rebuilding the Future

Yonhap International Press Photo Awards (YIPPA)

By Park Jin Yung (p jy1372@korea.ac.kr)

Once in a while, there is a great photo in the newspaper that catches your eye the moment you see it. Such a photo usually draws your attention because it brings up a forgotten message; people in some places and countries around the world are living under extreme conditions. Those “great” photos are gathered and displayed in the YIPPA, which takes place in Culture Station Seoul 284 (former Seoul Station) from August 11 to September 30.

“[When pressing the shutter,] I concentrate to the maximum, trying to get the best output from the scene and to condense it all into a single image,” says Emilio Morenatti in an e-mail interview with The Granite Tower (GT). Morenatti won the grand prize in the Yonhap International Press Photo Awards (YIPPA).

“The message [of my photos] is the reality that the photos themselves show. We photojournalists are notaries of reality; simple observers who transmit what we witness in other parts of the world,” says Morenatti. These words reveal what the YIPPA is all about.

The YIPPA was organized to promote eight Millennium Development Goals (MDGs), set by the UN in 2000 to solve eight separate problems by the year 2015. Problems include poverty, starvation, gender inequality, child mortality, diseases, and environmental destruction.

The Yonhap News Agency (YNA) received works from photojournalists around the world from March 2 to June 2. There were three entries that they could submit their work—“improvement of human living and well-being,” “enhancement of international peace,” and “environmental protection”—which coincide with problems the MDGs attempt to ameliorate. Over 5,000 photos were submitted, among which about 100 received awards. Prize-winning works dealt with problems such as the cholera outbreak in Haiti, earthquake and tsunami in Japan, and revolution in Libya.

In the exhibition, these prize-winning works are on display along with other photos that illustrate MDGs. They are arranged not by the prize order, but by the order of the eight MDGs, in order to emphasize the seriousness of each problem and the urgency to solve them.

The photos captivate the harsh reality faced by people around the world, which is easily forgotten by those who do not undergo it. As Morenatti says, the message that photojournalists wish to convey is nothing more than the reality itself. The reality of the have-nots is powerful itself and speaks as a dying plea to the haves. As it runs parallel with the United Nations’ (UN) effort to make the world a better place, it is easy to see why the UN supported the exhibition.



Provided by Yonhap International Press Photo Awards



Provided by Yonhap International Press Photo Awards



Photograph by Park Jin Young

The exhibition is held in one big room in the Culture Station Seoul 284. Stepping into the room, there is a comfortable atmosphere. The walls are white, careful lighting is designated to each displayed photo, and sunlight pours

in from windows high above. However, despite the bright setting, bleakness lurks in each of the photos.

There is no beautification in photos, only “condensation” of reality. Moving on from photo to photo is a

painstaking process because there is so much to swallow from each photo.

“Cholera Victims” by Morenatti captures a moment when a mother and a child in Haiti share a temporary hospital bed. The mother is topless and has a white plastic bag wrapped around her hip. Her body is turned away from the camera, leaving her facial expression out of view. Nevertheless, she seems extremely fatigued even while she is sleeping. She has an air of resignation. The child is bottomless. An IV drip is in one hand, while in the other hand she holds a piece of cheese. There is less resignation in her, maybe because of the cheese. The situation that this photo depicts is miserable, and the flies roaming around the two sleeping bodies add to the misery.

There is nothing spectacularly new to what the photos are trying to say. The problems that MDGs address have been discussed for a long time and are familiar to us, which is why some displayed photos may not “impress.” However, the whole point of YIPPA is not to impress visitors, but, as the slogan of YIPPA goes, to “share the moment” and to “share the future.” It is to raise awareness of the forgotten reality of other countries and to propose that visitors fight together to solve their problems.

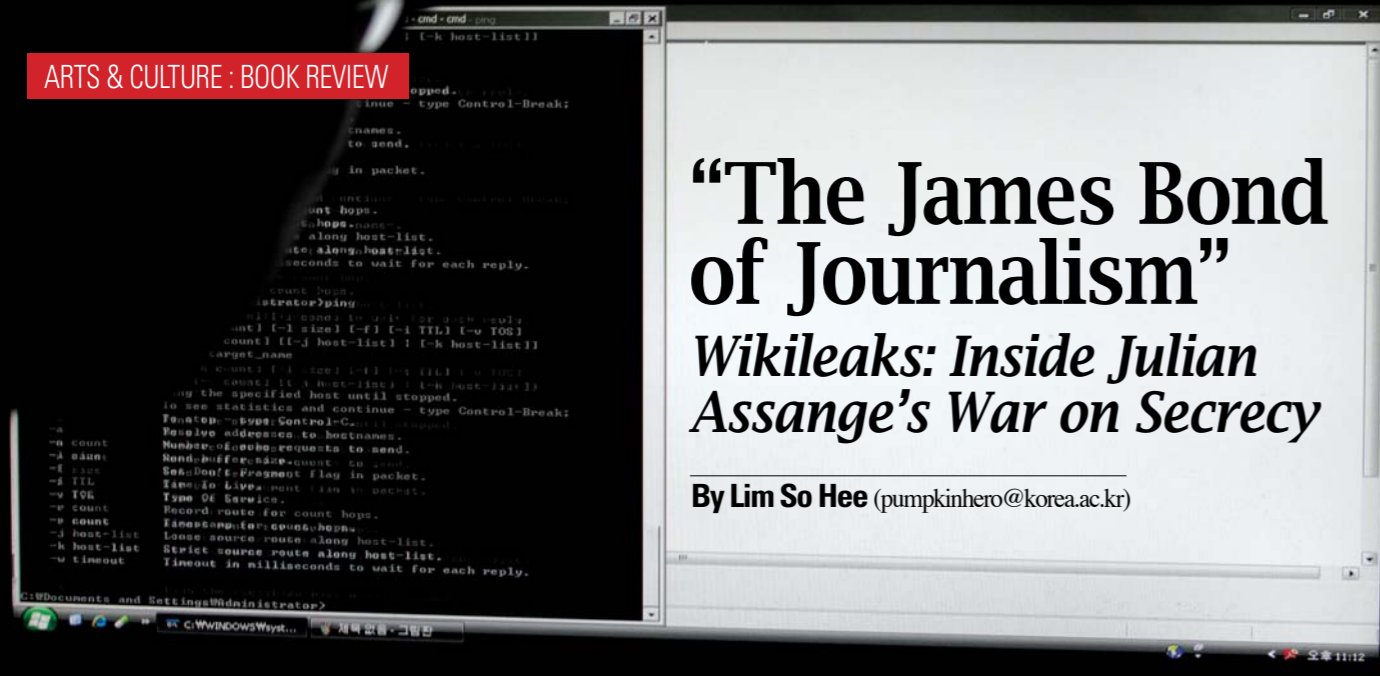
Besides, for those who seek something provocative, which is far from what this exhibition is about, there are other photos that are shocking to the eye. Right at the center of one photo is a baby with malaria who only has white eyeballs. In another photo, a bird is mired in heavy oil from the BP oil spill and its shape is hard to recognize.

Also, many of the photos displayed in the exhibition are available on the YIPPA website. Nevertheless, seeing photos face-to-face is a completely different experience from seeing them on a computer screen. The eyes of a Pakistani girl begging in the streets speak so much more in the context of an exhibition. Plus, the photos on the website have watermarks on them.

Visitors to the exhibition are men and women of all ages. This is probably because the location is right next to Seoul Station, which boasts the largest number of commuters, coupled with the fact that there is no admission fee.

Among the visitors, children seem to be especially disturbed by what they see. A boy is rooted to the spot in front of a photo of two babies lying in the street totally covered with flies. Being young and inexperienced, children like him are more likely to be appalled by the photos. Nevertheless, the exhibition gives everyone something to think and write about in their diaries and something to talk seriously about with family and friends. That is what makes the exhibition special.

The exhibition is easy to reach—just next to Seoul Station—and it is free. Literally, the doors are wide open for anyone and everyone to drop by. A walk around the exhibition room will prove strong enough to make you start caring about everyone’s future, not just yours. ■



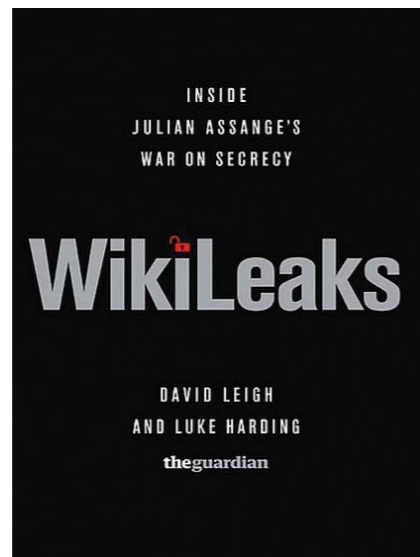
Disguises, encrypted codes, backdoor contracts, spies, and chases. These are all elements you can see in suspense movies, but they are actually some of the real events described in the book. This book is like one of those CIA/secret agent movies except Julian Assange is a smarter fugitive than James Bond or Jason Bourne.

Written by journalists from Guardian, this book describes the world's biggest leaks with suspense. The British newspaper group was a key partner with Wikileaks and collaborated with some other groups in publishing the leaks from Wikileaks. The journalists involved in the breathtaking process have written the book, describing each event with so much detail that it seems to be happening at the exact moment before your very eyes.

The book describes three major leaks: the Afghanistan war logs, the Iraq war logs, and other cables revealing classified information of countries worldwide. The book also spotlights Julian Assange since his childhood to the present. Bradley Manning is also described, a 23-year-old United States Army private who provided classified information to Assange and made the world's biggest leaks possible.

It is interesting to see how the book makes Assange, Manning, and other people who helped Wikileaks appear not as bad and twisted as they sometimes are thought to be. Just like a protagonist in any movie, Assange is looked upon with some degree of sympathy.

The book explains his depressing childhood and how it helped build his



unstable character. It also justifies Wikileaks and Assange's actions of leaking classified information to the world. In the book, Assange is not described as just a hacker with ill intentions. His purpose in creating Wikileaks was because he believed that information should be free and available to everyone. Instead of being just a wicked hacker, he wished to become a "cyber-messiah."

Manning's actions are also explained to be not as atrocious as they seem to be on the surface. According to the book, Manning "was

not a thief, not venal, not mad, and not a traitor." He was just a young man who thought he was doing the right thing. He asks the question: "If you had free rein over classified networks for a long period of time...and you saw incredible things, awful things...what would you do?"

So, there seems not to have been a straight-out villain aiming to bring down the U.S. or any other country. Instead, there were only people who thought people around the world were being manipulated by their governments and felt the need to reveal the truth.

This truth turned out to be very powerful. The Afghanistan war logs revealed that the U.S. special forces had killed civilians by their reckless actions, but in public, the government labeled these incidents as "accidents." Also, in the Iraq war logs, the real numbers of deaths revealed almost 110,000 dead. This was shocking because public estimates were only 66,000.

Reading the book is like watching a great suspense film with Julian Assange as the protagonist and maybe the U.S. government as the enemy. After finishing, you may want for a sequel, but I think that may be a little too overwhelming for the world to bear at the moment. ■

Sometimes These Chili Peppers can be Too Hot



By Kim Hak Young (jensophie7@korea.ac.kr)

Eccentric hair style, body and facial piercings, tattoos, and funky clothes; these are pretty much the outer characteristics that most rock groups have in common. However, the Red Hot Chili Peppers (RHCP) go further. Performing on-stage completely naked except for a tube sock covering an important part of the body is how far they can go. Their music is as wild and distinctive as their fashion.



In 1983, four students at Fairfax High School in Los Angeles gathered to perform in front of a crowd of about 30 people. It was to be a one-time performance. However, it went so well that people wanted more. This temporary group transformed into the RHCP. As unexpected as the creation of RHCP was, their career has been in many ways even more unexpected.

Drug addiction of some band members has affected RHCP for most of their history. It inspired them to write songs, but sometimes dragged the group down to near destruction. For over 20 years, different group members have gone and come, forming the current lineup: Anthony Kiedis (vocals), Michael Flea Balzary (bass), Josh Klinghoffer (guitarist) and Chad Smith (drummer). Amidst the dynamic flow of the group, they have managed to release ten albums and several singles, including their latest, I'm With You, released on August 30.

Their music is a mix of funk, punk, psychedelic rock, and other genres. Most of their songs are loud, like

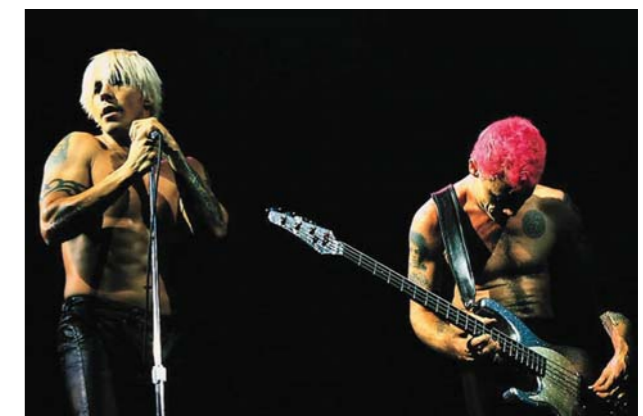
those of other rock groups. However, they are somehow monotonous and boring at the same time. Compared to the songs of other rock groups such as Nirvana, Linkin Park, or Radiohead, their songs lack melodies, thus not making much impression. Of course, some songs

are memorable, especially the ones on their 1999 album *Californication*, which sold over 15 million copies. One to three songs on each album are fine, but the good ones are just a handful from among their 20 years worth of recording. They pursue a raw, free, and distinctive sound to such an extreme that sometimes it becomes nothing but noise, without pleasant beat or melody.

The band is remarkable for tearing down restrictions, although sometimes it is too much. First 20 seconds of most of their songs arouse expectations for more, but such beginnings are too often followed by maddish shrieking. Music video of the song "Can't Stop" or the performance at Woodstock '94 in enormous light bulb costumes, are just a few examples of their eccentricity.

Their lyrics are quite notable. They go through change, from mostly sexual innuendos aimed to be comical and personal ones. This change reflects the members' life changes, especially that of Kiedis who is the main songwriter. For example, the songs on the album *By the Way* were informed by Kiedis' new love for his girlfriend. In an interview about their new album in August, they expressed their efforts to put the truth of their lives in the lyrics, as well as in the overall sound of the songs.

RHCP has survived and succeeded for 20 years, winning Grammy Awards and putting songs on the Billboard charts. For example, "Stadium Arcadium," released in 2006, won five Grammy Awards. However, it is better not to overly anticipate every album. Those in favor of more melodic songs will appreciate "By the Way" but frown upon "Freaky Styley." Views vary, but recommendation is to set your expectations lower than what the fame and long history of the band would seem to deserve. ■



Who Dares to Call Them Idiots? *3 Idiots*

By Jeon Shi Hyun (roben@korea.ac.kr)

The highest movie rating ever in Korea and 81.1 billion won box-office revenues, exceeding the movie *Avatar*. Does a Hollywood blockbuster come to mind? Most people think that only Hollywood blockbusters can succeed, but in fact, the abovementioned statistics are only for an Indian movie.

Directed by: Rajkumar Hirani

Starring: Aamir Khan, Madhavan, Sharman Joshi, Kareena Kapoor, Boman Irani, and Omi Vaidya

PG-13

141 min. (Korea)

3 Idiots is an Indian movie from Bollywood. Bollywood movies are not yet the mainstream in Korea; however, when people heard that this movie would be released this year in Korea,

many people thought, "Finally." In other words, many people already knew about *3 Idiots*, although the movie is Indian. From its popularity, we can guess that the movie is a must-see.

Of course, there are also people who do not know about this movie. Although it is embarrassing personally, I thought that only Hollywood movies and Korean movies were worth watching, thus my expectations for this movie were low. "At best, it is an Indian movie!" Nonetheless, *3 Idiots* broke my idiotic stereotype.

What viewers hear is exotic English. Actors and actresses in this film speak clear, but accented, English. Indian English is closer to British English, but it has its own unique pronunciation. Fortunately, despite the accents the awkward feeling will disappear while watching the movie. Since the running time of *3 Idiots* is nearly three hours, one may become accustomed to Indian English pronunciation.

The reason the running time is so long is because of the musical scenes which are one of the main peculiarities of Bollywood movies. In *3 Idiots*, there are two main musical scenes. These scenes excite viewers by mixing the background music and dancing of the characters. However, to our regret a musical scene that originally appeared in the middle of the movie was cut from *3 Idiots* that released in Korea. The Korean company that imported *3 Idiots* considered the short temper of Korean people who would be too impatient to sit in a seat for almost 3 hours. In addition, some other scenes and sequences were cut. As a result, the movie's running time was reduced from 164 minutes to 141 minutes.

The plot of this film is organized by mixing the past with the present. The story starts from the present and unfolds in the way that Farhan, one of the main characters, recalls his past. Exactly ten years after college graduation, Farhan meets his colleagues, Raju and Chatur, because of a bet, "Who will be more successful, Ranchho or Chatur?" Three of them, Farhan, Raju, and Chatur, set off on a long journey to find the fourth protagonist, Ranchho.

Chatur represents the common people. Chatur entered Imperial College of Engineering (ICE), one of the most prominent colleges in the world, for merely the sake of attending a prestigious college. Viewers can relate to him because he is the portrait of our generation.

On the other hand, Ranchho is different from ordinary people. Many people cannot be true to themselves and their lives are always constrained by parents or the society. They live to succeed, not to be happy. In this movie, Ranchho leaves an important message, "If you follow your ability, success will follow you naturally."

Ranchho has the most inspirational lines in this movie. Of his famous lines, "All is well" is the most popular one. Ranchho always murmurs, "All is well... All is well..." According to Ranchho, no one can predict the future; therefore, people do not need to be afraid of the future. If their lives get out of control, perhaps, Ranchho suggests that they place their hands on their hearts and say, "All is well."

Meanwhile, one of the things that sets *3 Idiots* apart is the background music. In this film, various pieces of music that make viewers both laugh and cry are put in the right scenes at the right time.

One thing that is phenomenal in this film is the supporting roles because they add zest to the film. Dr. Viru, who is the president of ICE, resembles Mr. Fogg in *Around the World in Eighty Days*. Chatur is a little saucy, but for that same reason, he makes viewers laugh, so it is hard to hate him. Lastly, Pia is Dr. Viru's daughter and the lover of Ranchho whom Viru does not like. This relationship is also worth watching.

The ending of this movie is idealistic. Because of this, people who watch *3 Idiots* can have hope. We all cannot live like Ranchho, but by looking at the three idiots, including him, people can assuage their concerns. Just remember, "All is well." ■

5/5 stars.

Bollywood

The portmanteau word "Bollywood" is formed from the words Bombay, which is old name for Mumbai, India and Hollywood. It denotes the Indian movie industry. The story of Bollywood movies consist of love between men and women, punishment of bad men, and a happy ending in which the main characters succeed. Also, most Bollywood movies are made in the form of musicals. In this respect, *3 Idiots* shows the predominant features of Bollywood movies. Because of the cheap labor and high technical skills in India, many Hollywood film companies are now going to Bollywood.





By Lim So Hee

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Who is Stealing My Turf?

The debate over whether non-prescription medicine should be available at stores or not is ongoing. At the core of this debate is the question of whether safety or convenience should be put first. But the real truth to this issue seems to be otherwise: it is not about safety or the convenience, but is a question of who is stealing whose turf.

Two years ago, about a week after I had returned to Korea, I suffered from a terrible headache. I realized that it was not going to go away any time soon so I decided to buy some Tylenol. But there was a small problem, which was that it was around 10 P.M, and all pharmacies had closed.

This story is one to which probably many of you can relate. But now this is one of the past; with the change in the pharmaceutical law, over-the-counter (OTC) drugs will be sold in stores. But there is strong opposition from many groups who are against the law. Their main reason for opposing it is because they think it is not safe. They claim that making medicine available in this way without the advice from pharmacists can cause accidents such as allergic reactions, side-effects, and accidental overdoses.

But in reality, there is not much difference between buying medicine in stores or at pharmacies. The only difference is that pharmacists can explain about the drugs at pharmacies, but even this advantage is not being fully used. When I look back at all my experiences of going to a pharmacy to buy medicine, the only explanation I got was the information already written on the box. In fact, the usual procedure went like this: I ask for Tylenol, the pharmacists give and tell me how many pills to take, along with the price, and I pay and take the pills without further consideration. If I had gone to a store to buy medicine, I would have acquired the same information.

What is more, there are employees at pharmacies who are not pharmacists (some looked like daughters and sons of the pharmacist) and they sell medicine. Considering these cases, it is difficult to understand the standard of

“safety” the opponents are emphasizing.

Besides, the important point to make is that selling OTC drugs in stores does not mean the destruction of safety. I am sure of this fact since for almost six years I had lived in America, I bought drugs from stores, and I am still alive today along with millions of other Americans. Other than the United States, there are other countries that allow medicine to be sold in stores, like the United Kingdom and Japan, and the system has been proven efficient and safe over the years.

But the opposition groups do not stop protesting. They continue to argue that only they can provide a safe environment for selling medicine. Why are they so persistent? The answer is money. This controversy is really nothing more than a turf war.

Until now, pharmacies in Korea did not have competitors. The only one was another pharmacy around the corner or the one across the street. However, with the new law, numerous rival suppliers

emerged and pharmacists are in a big panic. They no longer hold monopolistic control of the market and are in need of offering more services to win in the competition against other sellers. This explains how the big debate, or the turf war began.

The smartest step to take at the moment is to focus the discussion on deciding which medicine is safe enough to be sold in stores and which are not. A clear and strict guideline should be made, and general information and directions should be explained carefully on the boxes so that customers are aware of the cautions. Following these procedures, we can move one step closer to securing both safety and convenience. ■



Photograph by Lim So Hee

WE LISTEN



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