Pull up the Stakes!

As known to everyone at SKKU, Gwacheon Campus, the center of Humanities and Social Sciences Campus, it is a place only for looking at. The use of this place is restricted for the period of the grass prohibition. The square is located and is surrounded by ropes all around. Entering the square is generally not allowed unless special exceptions such as festivals or big events. Of course, it's not strictly prohibited to enter the square. But when we see the sticks with ropes, it's not easy to get into the area.

Moreover, our school does not have enough places to take a break. Under this situation, the square could be a great place to relax. It would be a comfortable time with friends. It is necessary that the square should be more accessible and that it should be expanded as a relaxing place on campus.
Making a More Attractive Campus to the Handicapped

On February 2nd, 2016, the Ministry of Education and Human Resources announced the result of the research of the services for handicapped students at universities. Only eight universities were ranked first grade among the 157 universities included in the research, and SKKU was included in the eight universities. The evaluation was made based on three parts: facilities, learning support, and administrative services for handicapped students. SKKU got good scores on all of the three parts overall.

Among others, a ceiling system for handicapped students acquired good reputations. Any handicapped students are eligible to record their information on the administrative office of each college. Through this system, the students affairs department can support the registered students in an effective way. There are clubs in charge of students' demands at the administrative office of each college. Once students request help, the requirements are communicated to the head office instantly. As many as possible students' requirements are accepted, so various facilities are provided now to deal with the requests. At the Central Library, there is a document reader for the blind. In addition, handicapped students can ask assistance in libraries any time. Long-term rental services of portable computers are also available. The MeTree Scholarship, a new scholarship designed for the handicapped at SKKU, was established last year. It is supplied to handicapped students who have a document that can prove their physical inconvenience. There is no limit in the number of the students who can receive this scholarship. However, in spite of the good services for the handicapped students aforementioned, it is hard to find handicapped students at SKKU. The geographical conditions of Humanities and Social Sciences Campus are very bad for the handicapped, so at SKKU, there are few handicapped students who are having problems when moving. Wheelchair cannot climb the steep path of the campus, and the shuttle buses of SKKU are not designed for the use of the students. Making a basic environment for handicapped students is very important to attract handicapped students' attention. One staff at SKKU said the introduction of a low floor bus for handicapped students is being considered now. This consideration should not be stopped merely as an official statement. Handicapped students' avoidance of registering their physical inconvenience is also another problem. There are fewer than 15 students who are registered as handicapped at SKKU now. Students consider that the registration record will have a bad effect on their career after graduation, however, once they register, Student Affairs does not only help their employment, but also tries to reduce inconvenience in their campus life. If they give up their rights, the services made for them will not be improved.

You Can Be a Culture Marketer!
SKKU Held a Culture Marketing Course, ‘Bloomsbury’

The ‘Career Development Center’ and the ‘Cultural Technology Research Center’ held its first Culture Marketing Academy from January 9th to February 7th. This Academy was called ‘Bloomsbury’ (named after a group organized by artists and intellectuals to support arts and take artistic activities easily in the twentieth century at Cambridge, England), and its first themes were festival planning and local culture marketing.

Culture marketing is a management activity that can create added value by guiding cultural arts on business and raising the value of cultural arts. There were three Seoul Festival, Gyeongju Drama Festival, Culture Party to name a few examples of culture marketing.

This Academy was planned to satisfy students’ interests in culture marketing and catch up with the changing trends of our new culture. Among other things, the purpose of holding the Academy is to inform us of a culture marketer as a new job. Professor Nam Jeong-suk (the chief of CT Research Center) emphasizes the importance of the [job] and says, “As the digital age, companies will need more people equipped with cultural emotion rather than those of rational or logical mechanisms. For this reason, companies should create their image through culture and art in order for the customers to be able understand their messages well enough.”

The most conspicuous characteristic of the Academy was its instructors. They were not professional lecturers, but staff in charge of the real scenes of workplace. For instance, Park Jin-soon, the director of the Seoul Festival, and Kim Ki-bong, the representative of local cultural network were invited as lecturers of this course. They provided work-level know-how like forming a draft budget, overcoming difficulties taken place at the designing party or festival programs, and participants could learn the practical affairs. During the last two days of the course, participants held a presentation about planning a festival based on the course studies.

Lee Soo-young, a participant at the Academy, interested in marketing comment that the advantage in attending Bloomsbury, saying, “It provided a meaningful story about business practices and dealt with various fields of the subject, which was festival planning and local culture marketing.”

Park Nishin (a graduate student, Dankook University who majors in Art Management said that she learned a lot to become a culture marketer, and she went to the story of the lecturers’ own failure, effort and accomplishment. She said, “The good aspect of ‘Bloomsbury’ was the knowledge that participants could take a chance to listen to the inside story of the actual spot and useful know-hows. It was helpful to solve the students’ curiosity about culture marketing, and we can have deeper understanding about the job.”

Although there were many pros in this course, it had cons as well. The lecturers had a lot of practical experiences, so their classes were real and lively. However, some point out that the classes were not systematic and flexible enough since they were not professional lectures for school. The original and differentiating value of the course, Bloomsbury, as many participants think, was its lecturers having full of experiences in the real business fields and useful, practical affairs-centered education that the courses offered. Therefore, it is necessary to keep its own good and strong points as well as to improve the weak points.
Come to This Interesting Village!

Three students of fine arts at Sungkyunkwan University joined an unusual exhibition.

On February 16th, an unusual exhibition was held at Myeonggye-ri-dong 3-ga. Choi So-yeon, who lectured at Sungkyunkwan University in 2005, directed the exhibition. Seventeen artists also joined the exhibition, and three of them were the students of fine arts at Sungkyunkwan University. This exhibition is different from that of a regular show, which simply paints pictures on the fence or displays works of art in a symbolic place in the village. It is an art gallery that makes use of the entire village. Let's walk into the exhibition that will last until March 12.

The exhibition was directed with a goal in which every villager can create various cultural spaces, and easily understand culture and art in an accurate way as such. Jeon Jeeun, who joined in the exhibition, expressed her feelings of being part of it, saying, "My purpose is to make a new culture with a base in Myeonggye-ri-dong. I wish that our village, Myeonggye-ri-dong, can be recognized as a place where interesting events are held with full participation from the villagers and students last year, while she was taking a lecture from Choi So-yeon, the director, she already joined the exhibition.

It took about six months to prepare the exhibition. In fact, the villagers didn’t cooperate with the planning and rescheduling. However, in November, they explained the reasons for having the exhibition in a public security center in Myeonggye-ri-dong 3-ga and handed out pamphlets in the street. They, the villagers had changed their mind about the exhibition. Joong Jeeun, who made the ‘Ya Teo’ comments, ‘I have to use rooftops to carry out my work. Some villagers rejected our pleas for the reason of the noise that the spectators would make. Other villagers were also against us, saying that they had to hang clotheslines in their rooftops to dry their laundry. However, as time went by, and information activities proceeded, they allowed me to use their rooftops.’ And the planners held presentations to explain the exhibition to the villagers in February. The planners allowed the villagers to watch the exhibition before the opening. The planners decided the active participation of the villagers from the exhibition. They publicly collected old pictures with Myeonggye-ri-dong and displayed the work of the

In addition, Myeonggye-ri-dong villagers will guide spectators watching the exhibition. The exhibition will continue every year of Myeonggye-ri-dong until March 12.

Three students who joined the exhibition put specific characters of Myeonggye-ri-dong into the work in their own way. Jeong Jeeun (a senior) made use of an empty space in the rooftop and made it a place where lovers can appreciate the beautiful right view of Seoul. She notes, ‘Before planning the work, I wandered about the village. One day, I happened to watch the village from a rooftop. The scenery of the village that spread before me was wonderful, so was the right view. However, I missed the fact that the rooftop was not being used efficiently, so I decided to use the place as the theme of my work. The name of the work is ‘Ya Teo.’ ‘Ya Teo’ means to be a place for lovers.’ However, she pointed out the hardships of creating a place where many people can agree with. She wished to the people visiting ‘Ya Teo,’ ‘I hope that people who are living in a complex would take a break at ‘Ya Teo.’’

Lee Jeong-bee (a senior) chose cats, which can be found in the streets often, as her subject of art. She states, ‘These days, people are hostile to cats. So I planned the work hoping to change people’s attitude towards cats.’ We can meet her cat, ‘SMITH,’ on a rooftop, on a steeple lid, and even on the stairs. In fact, ‘SMITH’ which has fur of various color, is not a real cat. ‘SMITH’ is in a picture that is painted on the wall and the surface of the road. However, Lee Jeong-bee says, ‘SMITH is a cat that lives in Myeonggye-ri-dong 3-ga with pride. I wish people would think of SMITH if they happen to meet her.’ She wants to treat cats with grace through her work, called ‘SMITH.’

Finally, the work of Kim Mi-sung (a senior) is a doorknob. In most doorknobs, a family name has been written in Han'gul or even in Chinese characters. She said that she didn’t feel the liveliness of the people who live in the houses because of the identical doorknobs. Therefore she determined to make doorknobs of different characteristics. Before making the doorknobs, she did some research on the doors of doorknobs around us. It is very common to see doorknobs with addresses or the name of the building. She wanted to substitute old-fashioned studded doorknobs, which are prevalent everywhere, with more unique doorknobs. Instead of Kim Mi-sung, Lee Jin-yeong, who is an artist, makes this type of doorknobs and sells them at Mi-ae-dong ‘Sool.’ If you want to have a special doorknob, it would be a good idea to stop by Mi-ae-dong ‘Sool.’

Many other art works are being displayed in the village every day. The works will make you recall the good old days of this village, Myeonggye-ri-dong 3-ga.
All About the Tuition Fee Hike Negotiation
What was going on in the tuition fee hike negotiation?

On January 26th, JoongAng Ilbo reported SNU’s tuition fee negotiation. According to the newspaper, the negotiation was ‘beautiful!’ Also, KBS and YTN informed the negotiation process extensively. However, students were confused because there was a big difference between the atmosphere of the campus and the press reports. Yang Won-seok (A sophomore, Dept. of Chinese Language and Literature) says, “The press reports that the negotiation was successful. But the辅导员 at the Humanities and Social Sciences Campus (HSSC) says that it wasn’t a ‘beautiful negotiation’ as the report portrays. Then, what is the truth?’ It is necessary to analyze and evaluate the negotiation process considering the position of both the student representatives and school authority.

Tips before you read

- **Budget sources:** tuition fee (36.2%), money from the foundation (19.3%), from donations (1.4%) and others.
- **The Method of appropriating:** the Budget and Planning Office collects and assigns draft budgets from each department. Next, the office calculates the amount of receiving money for school keeps the last year’s tuition fee rate. And then, the office decides how much to be transferred to tuition fee, money from foundation, donations, etc.
- **Participants:**
  - Student representatives: Kim Yeong-hoon (president of HSSC Student Association), Yoon Seung-joo (president of Natural Science Campus (NSC) Student Association), Yoon In-hye (vice president of NSC Student Association), Park Chul-woo (vice president of NSC Student Association), Lee Seong-hee (president of College of Liberal Arts), Kim Hyejin (president of College of Education), Cho Chung (vice president of HSSC), and Park Sohyun (vice president of the School of Life Science and Technology). These people are called the student negotiation committee.
  - School representatives: Kim Hyung-joon (professor of School of Economics, president of Planning and Coordination Division), Lee Ki-sup (vice president of Budget and Planning Office), Sung Young (professor of School of Law, president of Student Affairs, Student, Kim Young-chul (i.e. manager of Student Support Office), Nathan Gautier (vice president of Budget and Planning Office), and Coordinator of Student Support Office. They called themselves the School negotiation committee.
- **The Central Management Committee (CMC):** composed of Student Association (SA) and presidents of each student organization. The conference is held separately at HSSC and NSC. Particularly, the conference can be held if it is a urgent request.
- **The Joint Conference of the Central Management Committee (CMC):** a conference of all CMC members.
- **Core Leadership Training (CLT):** a training of representatives elected directly by student voting. It is a kind of leadership training for discussion purposes.
- **Authority for a final notice:** the authority that decides to raise the tuition fee. The issue is whether or not the authority, in any event, the student negotiation committee (SNC) in CMC.

From the composition of the Student Negotiation Committee to the end of the tuition fee hike negotiation

Dec. 23rd, 2000: The first joint conference of the central management committee (CMC)

The composition of the Student Negotiation Committee (SNC) was a core issue to deal with. Also, delinking the jurisdiction of the SNC from the central management committee (CMC) was another vital issue. There were contrary views on the authority for final notice. Two different views were clashing. "Because the SNC was a group approved by CMC, the authority for the final notice naturally belongs to the SNC," VS. "The issue to assign the authority for the final notice to the SNC must be discussed in the CMC once again."

Dec. 29th, 2000: The second CMC

The CMC meeting agreed that eight people would amend the negotiation as student representatives. So, the decision about the range of the SNC, in other words its authority and duty, was discussed. However, there was a conflict again. In addition, the SNC fee hike is a separate and the overall mood of the conference made it drift to the next conference.

Accordingly two ideas were brought upon the table: "Let’s discuss this later," VS. "The SNC’s authority and duty re not to decide right now. It is right that the SNC gets a whole authority because the appeal of the committee means that school regards it as representative body of all students."

3 p.m. Dec. 29th, 2000: The first tuition fee hike negotiation

The SNC held with the school representatives.

3 p.m. Jan. 4th, 2001: The second tuition fee hike negotiation

The SNC and the school representatives both promised to follow the principles of truth and sincerity. The SNC requested the data of budget and the settlement for three years, computation indicator of tuition fee, the fund support of government and fiscal reports.

3 p.m. Jan. 9th, 2001: The third tuition fee hike negotiation

The SNC demanded the revised supplementary budget plan of the year 2001. But due to the school guaranteeing the data of 600th Anniversary Building hall at HSSC and at the Student Support office at NSC for SNC, there was no more discussion about student benefits for accepting the rate of tuition fee.

3 p.m. Jan. 17th, 2001: The fourth tuition fee hike negotiation

School presented a management plan and the settled amount of budget for 2001. However, school still hasn’t presented a formal rate of the tuition fee hike. So, the SNC expressed the tuition fee hike up to 9.8%, which was based on the data school offered.

Jan. 19th - 20th, 2001: The Core Leadership Training

There were only a simple discussion and no formal conference because the number of the participants did not meet the quorum. The SNC had an agreement about the tuition fee hike negotiation. They said, "We presumed the rate of the tuition fee hike and thought it would be 9.8% because school didn’t present any formal rate of the tuition fee hike." And then, the SA tried to determine the next meeting of CMC sooner or later. However, some of the organization members were so busy to attend the conference. At last, the next time of the CMC was settled for Feb. 1st.
Enough Sense of Responsibility?

The Student Association (SA)

The SA is the leading group of JHSC, so the members of the SA have to try to open the council of JHSC, especially when there are important issues, but they seemed not having little interest to hold the council about the serious issue, tuition fee hike negotiation. Jan, 1994-1995, at 8:30am, we talked about next council’s topic issue. At that time, the SA presented that the main issue to deal with at the next JHSC would be antiviolence education at the orientation for new students, but not a tuition fee hike negotiation. Kim Ha-na (the president of HSRC) states: "The SA didn’t even realize any idea to participate in the tuition fee hike negotiation. Anti-ju-juin (the president of College of Education)". The SA presented that the main issue to deal with at the next JHSC would be antiviolence education at the orientation for new students, but not a tuition fee hike negotiation. Kim Ha-na (the president of HSRC) states: "The SA didn’t even realize any idea to participate in the tuition fee hike negotiation. Anti-ju-juin (the president of College of Education)". The members of the Student Negotiation Committee (SNC) except the SA

This four people were members of the SNC of the SA. However, they seemed that they weren’t positive to participate in the events related to the tuition fee hike negotiation. Anti-ju-juin (the president of College of Education) who was the first one to suggest that they should have participated actively even though the SA had not said to work together. Besides, some of them were late to the negotiation meeting and went out early before the negotiation was over. Also some of them were absent or asleep because he thought it was a waste of time.

Members of the SNC except the Student Negotiation Committee (SNC)

Even though these people are not in the SNC, but each of them is important because all of them are the representatives of students at SUHU. Therefore, they should have participated enthusiastically in the council of the SNC and talked fully about the tuition fee issue. However, some of them didn’t even come to the council and the council was broken out many times due to the disinterest from the council. They decided that if they could come to the council, but they said that they couldn’t. So, the council failed to meet the quorum and was broken off. Kim Yoon-hwa (the president of Student Association at HSRC) says: "In the process of the council meeting, they pointed out some problems related to the tuition fee hike Negotiation, but their argument on the problems ended in vain and they didn’t solve the problems. Therefore, confusion caused by the disagreement was the only result. Tae Minyoung (the president of School of Social Science) asked who has the authority for the final notice, the SNC or the CMGC. We talked about it, but couldn’t make any sure conclusion, all members of the SNC except those from the SA say. Because they don’t reach any conclusion, there is still discussion within the student association."

Negotiation??

Without any doubt, most students think that the council on the tuition fee hike negotiation between school representatives and student representatives means a "negotiation" literally speaking. However, contrary to the expectation of students' argument about the tuition fee hike, it may be regarded as a claim from students who insist that they are not able to pay too much tuition fee, according to words of Choi Chang-soon (the president of School of Pharmacy). Choi says, above all, the reason comes from the fact that the SNC members do not have sufficient knowledge about school budget and accounting. Jung Hye-in (the president of School of Life Science and Technology) adds, when he read financial documents once, there were only numbers. Jung explains that since he has never learned accounting, it was not easy for him to understand those numbers. In the document, Ahn Hee-rook (the president of HSRC, Student Association) majors in business administration. Nevertheless, he was beyond his ability to analyze the technical documents full of numbers. Professor, on the other hand, already has a thorough knowledge about accounting and particularly about school management. For this reason, Cho Chang-soon mentions he does not know whether students representatives trusted school because they understood the financial documents the school gave to them, or because they had lack of ability to understand the documents and had to believe it. School representatives, moreover, have participated in the "tuition fee hike negotiation" for many years. They are good at the tuition fee hike negotiation, and their work is, as a rule, mediating conflict between the requirements from students and the position of school. So they are experts in negotiating with students. On the other hand, since the student delegation had never gone through this kind of formal negotiation, naturally they lacked strategy for negotiation, rhetorical skills for conversation, analytical know-how for this sort of documents and the like.

Documents needed for the negotiations to understand school budget and planning are provided by the Budget and Planning Office. In other words school authority is able to manipulate or at least limit the information. Choi Chang-soon expresses that starting line is clearly different between those who have complete information and give this to others who demand and those who have partial information and try to get all things in negotiation. School authority uses the term "meeting for the explanation about tuition fee hike" instead of "tuition fee negotiation" to give an account of debating on tuition fee hike. Park Jong-soo (founding chief of Budget and Planning Office) says that students are not primarily members of the administration of the school and adds that a right to run a school belongs to the school authority. For this reason students must follow the school authority's way of operating, and they cannot choose any other way in developing the school. Some of the SNC members maintains that some of the school representatives took illegal manners. Ahn Hee-rook (the president of College of Education) says that there were professors among the school representatives, so they had to treat them with respect.
Are there any good aspects to speak well of the things that the SNC did?

The SNC says that, comparing other universities, SKKU gave students more time to examine the tuition fee raise plan. In Yonsei University’s case, the school decided the tuition fee raise quite early. Also School authority at Yonsei University gave data on school accounting in which only two pages for student representatives. It set the rate of tuition fee hike in newspapers one-side. However, SKKU gave an opportunity for students to participate in the procedure. Moreover, the SNC is composed not only of the SA but also of the JCOM. Therefore, the credibility of the SNC was guaranteed to a certain degree. JCOM can also participate in the discussions along with the student representatives. The school, that is to say, set the school and the SA probably join together and make the tuition fee raise, so students may have.

Obviously, student negotiators did their job very well. But there are a lot of things to be desired. The composition of student representatives in JCOM member by the SA was made according to the student's willingness. In the previous year, the president of JCOM FSIU commented that the student representatives have to know that school authority spends money with care and plan. Also students can understand that school authority's money is used effectively. On the other hand, the president of JCOM FSIU highlights, even though school representatives provide all the data students required, negotiation would be able to be made if there are only students in the negotiation group. He adds that the meaning of the negotiation would be faded out, and there remains a shadow of justification of tuition fee hike.

The Secret of Quick Delivery - Family Love

Myeongyoun Ttukbaegi,
Thirty years of tradition in SKKU

Students of the Humanities and Social Sciences Campus may have once seen this scene on campus. It is a picture that depicts a man delivering food by motorcycle with a stack of trays on his back. Suddenly, he comically stops a cigarette while on the motorcycle. If you go from the main gate of SKKU toward Wooh Bank, you will find Myeongyoun Ttukbaegi. He is one of the Myeongyoun Ttukbaegi’s owners. Many students still don’t believe that there is a restaurant here, because they usually call to order food from the outside even if it is 5 to 10 minutes. Sometimes orders are piled up, but we may still be cut quicker than other restaurants.

According to Mr. Seong, they sell about 250-300 dishes to SKKU a day. He says, "Those who work at the 60th Anniversary Building often order food from this restaurant. I think that they are too busy to eat out, so they seem to order food very frequently. The quantity of the orders from each building is similar. Nevertheless, there are more orders from the students in the Student Union compared with the number of orders from other buildings, so we deliver food mostly to the Student Union.

In his statement that trays are too heavy, and many people order food during the limited time, he put an emphasis on the fact that it is hard to be punctual for every order. He comments, "The delivery work is worthwhile when I deliver orders to customers quickly enough to serve them warm and delicious food.

He answers to the question of what differences there are between the students of the past and the present. He says, "The students of the past were many, many students joined demonstrations. They often crowded on the road, and the police attempted to stop the mob by using tear gas. Therefore, students couldn’t help resting on their ears during such days. But I have run the restaurant since 1991, and people haven’t joined demonstrations since 1998. I haven’t undergone the experience that my mother had. I think that students of the past played together more often and socialized with one another very well. But I often see that the students of the present are isolated. It is one noticeable difference between the students of the past and the present."

Myeongyoun Ttukbaegi’s owners have shared their lives with SKKU. They will remain friendly to SKKU’s students for long. "

1 A family runs this restaurant. Seong’s father-in-law is one of Myeongyoun Ttukbaegi’s owners and the younger brother. 2 They did not have food for this interview.
The Dream and the Challenge of Global Vision

Prof. Kim Chung-kuo's 'Customer Behavior'

The class that he (Professor Kim Chung-kuo) wants what he wishes the students to achieve not only it is important to gain knowledge, related to a course, but it is also a big goal to have an umple background with which the students can connect their knowledge to their strengths. I encouraged all the students in my course to participate in team projects rather than let one person represent a whole team. It is awesome to see students do their best to assist a whole team. I wish each student would learn ways to accomplish their common goal, sometimes as a leader, and sometimes as a supporter of a team project. Helping students to become main characters on stage, I become the director and producer guiding them to learn for themselves to enhance their potential ability. In other words, this is the prerequisite of my course.

The ways I help my students become fully engaged in the class until the end of a semester—With several off-campus activities like outdoor-class meetings and recording text messages to my students, I always try to bring them up in a variety of ways. That is to say, I encourage them to focus on emotion-centered study rather than rationalized study.

Why do I put so much emphasis on presentation unlike other text-centered courses?

I had taught many courses in the United States and Canada, and most of which were primarily contained of in-class presentations. I think I have gained a good deal of methodological background from those valuable experiences. Furthermore, what I still remember out of the courses taught are the presentation-based ones I had during my doctoral studies in the United States. Even though I can scarcely recall the lecture that I took because it has been over twenty years ago, the project that I worked still helps me because I remember it vividly.

His love for the students as a Sungkyunkwan graduate

I have been teaching at SKKU from the spring of 1997. I received my Master's degree in MBA at SKKU and studied at the State University of New York to pursue a doctoral degree in Marketing. From 1990, I had worked at the University of Canada for nearly seven years and my tenure was granted, but came back to Korea in 1997 to teach at SKKU. My primary goal is to help SKKU grow as a world-renowned university and to work there as a good mentor, working enthusiastically with other scholars at the University of Southern California (USC) nowadays. I am looking for ways to contribute myself in shaping SKKU as a world-leading and internationalized university. For instance, I am on a course project with USC so that our students can work as interns at the world's best institutes like Disney, Warner Brothers, and Microsoft. I am motivating the students to help them stand in the yard stage through my courses and hope them to dream and challenge the world stage sooner than students of other schools.

Although the class begins at 10:30, the most of the students in the course, 'Brand Keeper,' gathered in the lecture room S3001 even from 9:00 to prepare their presentation. It is impressive to see that the class members gathered an hour earlier for a perfect presentation.

All the students in the class achieved remarkable progress through competitions during this semester. Although the students were limited by time and space, the final competition day at Sungkyunkwan required certain elements and gave good opportunity to get to know each other well—Professor Kim Chung-kuo.
Dance if You Want to Enjoy!

Dancecal, ‘Dance if you are in love’

Things you should watch for:
1. Don’t rely on verbal messages, but feel the dance.
2. Just fall in the charm of the dance of the lantern.
3. Make better use of time with the audience.

On Stage

“You don’t have to turn off your cell phone before the performance begins.” There’s no synchro, just follow what your neighbor does.” These phrases and a short introduction of the protagonist are on the screen. After a windsock, smoke from the lights, a man in a mask is standing under the stage just in front of the audience. He slowly goes up to the stage with the stained hands. Now, all the lights become brighter; rest of the dancers are coming out from everywhere and start the performance. The audience feels like the dance is very unique and interesting and was mostly loved by the audience. The audience are fully participative in the performance. While the performance is being played on stage, audience watch the whole stage so that focusing on one character. Therefore, the more time the performance has, the fewer audience can concentrate on it. Therefore, Sun makes eye contact with audience and walks at them as much as she can. In this way, she builds a viewer-response communication. To the bargain, Sun states, “It is important for us to be able to interact with each other so that we, actors/dancers, can deliver messages in the performance correctly.”

Dance if You Are in Love

Dance, a clear and precise musical, delivers its messages through the characters’ body language including, of course, dance. As you watch, you’ll find numbers of information reflected in the audience’s behavior. They watch the dance performance much more seriously than in the previous ones. During the performance, audience feel the beauty of the dance is a key point. Just don’t sit on the chair like a stone but feel the music and rhythm. Then move your body and hug to them, you will get to know that you are feeling the performance more passionately. Moreover, the sudden participation of the audience during the performance will be a great charm. Just become engaged in the performance without thinking about anything else. This is the best way to appreciate this performance successfully.

Book Stage

Going out the hall after the performance, you will meet a surprising scene in the lobby. White kites, which move freely in the performance, is flying in the stillness of the audience. The stage actors and the actresses stroll out of the hall to greet the audience with a smile. Taking some pictures, the audience and the characters wrap up the performance together. Likewise, the composition of the “Dance if you are in love” is shared with audience from the beginning to the end.

This method is attracting not only audience but also the characters in the performance. Now, let’s talk about the performance with some of the main characters, Sun (Choi Hee-han), and Sunday (Ji-ah).

It is eye contact that actress Sun was so good at. She makes the audience feel that she is communicating with them through the dance. She is very good at eye contact with audience.

A difference between ‘Dance if You Are in Love’ and other musicals: At first, ‘Dance if You Are in Love’ had been named ‘dance musical’, but I changed it to a brand new name for the time. Dancecal, a dance, a street at other musicals which copy western musicals and follow the notebook fashion. Dancecal is entirely a new station and it is requested to keep Korean emotion.

A special message for audience: Unlike other performances, you don’t need to know the several lines of the show. If youUnsafe to download your music, the music expressed to you is the true message of the show rather than delivering any specific message or teaching. In message is not important, you just listen to the music and enjoy it.

Audience evaluation

Tae Yeri (24) - A variety of dances with diverse emotions and very energetic, the moods expressed with lights was delicate and intimate.
Park Chong-hi (28) - It was a refreshing performance even if it was an experimental musical. It is an interesting work and the audience are fully engaged with the show.

By Ko Myung-joo, Reporter
By Ko Myung-joo, Reporter

2006.05.19
Excitement of Deachu-ri, Pyongtaek was soaring with many visitors on February 11th, 2006 under the 2006 Deachu-ri Art Festival, named "Shall Spring Come to the Deprived Field?". Field People, composed of artists and writers, programmed the festival in order to oppose the further expansion of the U.S. military base in Pyongtaek. This day, residents gathered at a greenhouse as usual. Everyday since September 17th, 2004, the residents of Deachu-ri have staged candlelight demonstrations at the greenhouse in the Deachu Elementary School to express their strong will to oppose the expansion of the U.S. military base. The Field People announced the beginning of the "Shall Spring Come to the Deprived Field?" Festival, an art festival, at the First Greenhouse Concert.

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** Movements against a new U.S. military base started in 2003 and are still going on. Deachu-ri residents were expelled from their hometown by the U.S. military during the Korean War, and they had to struggle to cultivate barren land, which is now Deachu-ri. However, recently, Deachu-ri and Dooli-ri, the neighboring towns of the present U.S. military base in Pyongtaek area, were additionally selected for U.S. military bases, so the residents of the two villages face a duty of evacuation of their homes once again.

For this reason, the protest was firstly started by the residents of Deachu-ri, and other citizen groups have participated in it. The Field People is one of these groups. The Ministry of National Defense had completed purchase procedures for the site in Pyongtaek and already decided to seize the land by compulsion. Nevertheless, the residents of the towns and citizen groups have not given up protesting and are still struggling against the decision.

The aim of the festival is to protect the hometown of the residents by preventing the expansion of the U.S. military base. Shin Byung-uk, the planning team leader of this movement says, "It is a special movement that artists and writers can join together with the residents. Each artist and writer prepared their best. Artists held art exhibitions and drew wall paintings containing their messages, singers gave rounds of concerts, and writers prepared autograph signings for the residents." This event will be continued for three months until early May. On Saturdays, special events like the Greenhouse Concert will be held. About 800 artists and writers have already joined the art festival. Shin comments, "It seems that nearly 1000 people will take part in it during the entire festival."
Remember Me,
I Will Always Be with You!
Walk behind the advertisement

The first Korean Advertisement, the first ‘confession’
Feb. 21st 1886, there was an article about "Confession of Meyer & Co. (Gochang Firm)" in the Hansung Weekly Newspaper. The first Korean advertisement only listed names of the products. However, the fact that the word ‘confession’ was used instead of ‘advertisement’ tells us that people’s understanding of advertisements was pretty chaotic at the beginning. Early advertisements didn’t even have a correct name to be called. About 100 years later today, however, advertisements are indeed a vital part of our daily life. Then, after the first confession in 1886, what has changed in advertisement field? Let’s follow the footsteps of the flow of advertisement.

Endless transformation to imprint images of goods in your mind!

The morning star is clear. It is the original line advertisement about the first Korean television which was focused on a robot with big eyes with just one line of copy. At that time, Kunsung’s VS-69 television was very popular even though its price was almost similar to 20 bags of rice. Like advertisement of Kunsung’s TV, advertisements of this period focused on introducing the product characteristics that made people want to buy it. However, the advertisement which emphasized the features of products increased gradually and the characteristics differences of advertisements had faded away. Furthermore, technical advancement equalized different features of products. For this reason, the equalization of a product’s characteristics produced a tendency to different advertisements as a means of making it known to the customers. With particularly designed special advertisements, companies pursued different advertisement strategies to suit other similar products.

After the image marketing advertisement because in vague, advertisers were concerned about creating differences again. This time, with massive improvements made by the development of photography, techniques and advertising equipment used to portray sensitive parts of advertisement, which has been improved. With the improved techniques, it was possible to express the imaginative world instead of merely showing the imitation of the real world. However, the sensitive advertisements eventually lost their uniqueness in presenting the created world and images, mind-bending advertisements gradually replaced their position.

Last year, Samsung Life’s ad campaign, "Life is Long," received the first prize in the Korean Advertisement award. People responded to the warm and personal factors like in the advertisements. My daughter's life is long. Which stresses that it has been developed through various changes in its form to make a strong impact on the consumers.

In the 1970s, the most popular song on a picnic day was ‘CM song melody’.

In the 1970s, this ‘Onen C’ Commercial song was very popular on the radio because of the lyrical melody and bright soft music of the advertisement. Including the Onen C CM song, from "Jindo Soli" to "Bravo Ice cream," it is not too much to say that the 1970s was the period of CM songs. During this time, the elements of advertisement became more diverse through expansion in the company size and the increase in the atomization of the industrial structure. For these reasons, various products wanted to appeal to the public with CM songs. CM songs were loved by people as both effective media of publicity and another popular music through the rise of the radio.

Lee Kang-woo, who is now a Life & Dob advisor, said that as the 90's culture code, CM songs had enormous influence on the popular music. Mr. Lee insists that while bright and lively CM songs get more responses from people, they had an effect on the turning point of more similar form of the modern popular song from the previous trend of music which was too centered. In those days, many famous folk song singers like Yoon Hyung-jo, You, and singing CM songs. Maybe, you can imagine the popularity of CM songs when you get to know the fact that the most popular song of the day, especially on a picnic day, was CM song melody.

As you know, advertisement has huge influence on shaping our mass culture. For having the influencing power, advertisement study consumers and society to reflect this result in the advertisement. Han Young-soo, professor of journalism and mass communication studies, the Interlabo communication company like Hanaro and JT advertisement themselves with the emphasis of the image of the "fast speed." It reflects a modern lifestyle which is added to the speed of everything, and naturally the advertisement focuses on the speed of the internet service.

Third worker so far we just live for a break! That is a famous catch phrase from a Hyundai car advertisement, which touches workers' psychology wanting to have mental rest. That is, the ads target people's desire to enjoy leisure time for a better life quality, which means hardworking and normal relax from a hectic life.

Kartirider, racing with ‘Coca-cola’!

In the Kartirider, a famous online game which has been in use since last summer, there are many cars racing with Coca-cola flag on them. It was a Coca-cola hometown special package issued as a marketing event. Now, ‘game nation’ attacks advertisers because it has many potential consumers all around the world.

Game advertisement industry has recently appeared in accordance with the expansion of the mass media advertisement. From early advertisements to the latest ones, the most common mass media ad have four vehicles such as newspapers, magazines, radio and televisions. For the most effective ad, media is required to plan how many potential consumers they can reach. That is why the first advertisement began with newspapers. At the early stage of modernization, there were few people not reading a newspaper, so newspapers were the most powerful method for advertisement.

However, the range of contemporary commercial media is expanded wider than it was before. Approaching to the digital TV era, around wave TV, which had been the most popular advertising method, will experience a round of big changes because viewers can call the TV program by themselves with the digital TV. If you can edit the TV programs you are watching, do you want to spend time with commercials? Undoubtedly, most people will not want to waste their time with commercials. Therefore, the big television market may be changed fundamentally.

Recently, to establish easy contact with consumers, brand new advertising techniques are appearing. For example, you can see the Orion Cheek commercial when you waiting at a Mysung Station. The ad covered an entire wall at the subway entrance. Of course, advertisements are not only in subway stations, but also on the internet, in boxes, on the wall, in the mobile phones and you name it. While walking up and down the street, look around yourself. How many places do not have any sort of advertisements? The world is full of all sorts of advertisers.

Malt Jong-seok, a lecturer in Journalism and Mass Communication at Kyunghee University, says, "In all ages, advertisements display more effects on the mass culture than any other mass media around us. The reason is that advertisements always center in trend and consumption of the time. As a cultural tool, it naturally reflects the social or cultural aspects because advertisement stimulates the consumers' desire and word of unfilled things. As long as human desire exists, advertisement and consumption will be come to you whatever shape or method it has."
According to the Increasing Number of the Courses in English, Is Your Satisfaction also Increased?

It's time to think about the quality of courses in English.

Furthermore, according to the statement by a staff at Kyunghee University, increasing number of courses in English could mean, in a sense, that more students can have an opportunity to take courses in English in Korea without going to foreign universities abroad.

Three problems in the courses in English to solve

Professors hardly speak in English

Even though these courses must be presented in English as stated in the syllabus, instructors do not care to speak in English and use the Korean language. It is natural that students were not satisfied with the lectures.

For example, Student K (a sophomore at Sungkyunkwan University) took ‘European Society and Culture’ in the last semester. However, the lecture of the course didn’t speak in English so many and even thought that the lecture was not coincide with the original purpose of the course, even if the contents of the course were good.

Students can’t understand the lecture and give up taking it

So far, many students have difficulty speaking and listening English, and besides major classes were even harder, therefore many students avoid taking courses in English and drop it during the semester.

For example, Student L (a junior at Yonsei Women’s University) majors in Business Administration. If students want, they can take all courses in Business Administration in English. Her friends, however, didn’t recommend her to take courses in English. Moreover, at the beginning of the semester, forty students enrolled ‘E-Commerce’. A course in English, but in the middle of the semester, the number of students taking the course dwindled by the half. The reasons were that the students felt that it was hard to understand and would be harder to get a good grade.

Students and professors frequently forget that the courses are not courses about English.

Teaching major and cultural courses in English is to improve an ability to connect the contexts of the major subject and cultural courses with the English language, for example to learn English technologies and expressions concerning the subjects. Students and professors, however, forget this crucial point and concentrate narrowly on English too much.

For example, Student J (a sophomore at Yonsei University) took ‘Independent World and Global Perspectives’ in English. The contents of the course were poor, because professors overly concentrated on teaching English.

Moreover a professor spoke in Korean, but he gave grade and valued as students’ ability of speaking in English.

Byeon Soohye, (a professor, Dept. of Business Administration) whose course, ‘Organization Theory’, was recommended as one of the best courses in English, told about teaching major and cultural courses in English. “Courses in English are designed to study major courses and cultural ones in English, so don’t give course grade according to the English proficiency and do not overly concentrate on the English language itself. The increasing the number of courses in English by Korean instructors is positive, but it is a better system to improve international competitive power. Increasing number of native speaker instructors who can teach various majors to Korean students can possibly be one solution to this issue. However, there are a lot of other problems that we will face and have to overcome. Can you fully understand the lectures by foreign language? How many courses by native speaker are you willing to take? This is a problem we have to solve together. If these problems are solved, lectures in English will be better than now.”

Student A (a sophomore, Dept. of Mathematics in Sungshin Women’s University) took courses in English such as ‘Differential and Integral Calculus’ and ‘Theory of Mathematics’ in the last semester. She said the ‘Theory of Mathematics’ was better than the ‘Differential and Integral Calculus’ to understand because the professor, not a native speaker, of the ‘Theory of Mathematics’ was good at English and had good teaching skills. In other words, the professor, not a native speaker, of the ‘Differential and Integral Calculus’, even if he/she must use English in class, spoke both in English and Korean, and the contexts of the lectures were easy to understand compared with other lectures. Nowadays, not a few students take courses in English regardless of the quality of lectures as Student A has undergone. The reason lies in the numbers of courses that have to be preceded in English. Most universities are increasing the number of courses in English not considering whether they are major courses or cultural ones. Therefore, KCT tries to discuss this issue and look at the opinions from students.
Furthermore, according to a statement by a staff at Kyunghee University, increasing number of courses in English could mean, in a sense, that more students can have an opportunity to take courses in English in Korea without going to foreign university abroad.

**Three problems in the courses in English to solve**

Professors hardly speak in English

Even though these courses must be presented in English as stated in the syllabus, instructors do not care to speak in English and use the Korean language. It is natural that students were not satisfied with the lectures.

For example, Student K (a sophomore at Sungkyunkwan University) took "European Society and Culture" in the last semester. However, the lecturer of the course couldn’t speak in English, as many students thought that the lecture was not consistent with the original purpose of the course, even if the contents of the course were good.

Students can’t understand the lecture and give up taking it

So far, many students have difficulty speaking and listening English, and besides major classes were even harder. Therefore, many students avoid taking courses in English and drop it during the semester.

For example, Student L (a junior at Ewha Womans University) majors in Business Administration. If students want, they can take all courses in Business Administration in English. Her friend, however, didn’t recommend her to take courses in English. Moreover, at the beginning of the semester, every student is required to take three courses in English, but in the middle of the semester, the number of students taking the course decreased by half.

The reason was that the students felt that it was hard to understand and would be harder to get a good grade.

Students and professors frequently forget that the courses are not courses about English

Teaching major and cultural courses in English is to improve an ability to connect the contents of the major subject and cultural courses with the English language, for example to learn English terminology and expressions concerning the subjects. Students and professors, however, forget this crucial point and concentrate narrowly on English classroom.

For example, Student J (a sophomore at Sungkyunkwan University) took "International World and GlobalPerspectives" in English. The contents of the course were poor, because professor overly concentrated on teaching English.

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Byun Sehyun, a professor, Dept. of Business Administration whose courses, "Organization Theory", was recommended as one of the best courses in English told about teaching major and cultural courses in English. "Courses in English are designed to study major courses and cultural ones in English, so don’t give course grade according to the English proficiency and do not overly concentrate on the English language itself. The increasing the number of courses in English by Korean instances is positive but not a best system to improve international competitive power. Increasing number of native speaker instructors who can teach various majors to Korean students can possibly be one solution to this issue. However, there remain lots of other problems that we will face and have to overcome. Can you fully understand the lectures by foreign instructors? How many courses by native speaker are you willing to take? This is a problem we have to solve together. If these problems are solved, lectures in English will be better than now."

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**Killing Konglish in Your Auxiliaries?**

**Will vs. be going to**

By Lee Hyeyoung, Ph.D., Dept. of English Language and Literature

I meet students all the time that have very advanced English skills in all aspects except for in articles, auxiliary verbs, and prepositions. These drinks in their mind wear down their intended meaning and make it difficult for them to communicate in English. A lot of students continue having great difficulty in English not realizing that one of their main obstacles is, in fact, those short little words known as auxiliaries.

Most English auxiliary verbs such as will, can, and must have corresponding multiform idioms that are used to express similar notions like future, ability, and obligation. *be going to* can be to have meanings.

Most Korean students know what these expressions roughly mean, but few actually know how to use them properly. For example, how does one say "I will be going to China next month"? When you use *will* and *be going to* interchangeably, but when? Simply memorizing the dictionary definitions of these expressions won’t get you very far. To use them more accurately, it is important to pay attention to how they are used, that is, *what type of actions and future meanings they express in what contexts*.

Both *will* and *be going to* can express future time meanings. There are two kinds of future time meaning:

*will* is a personal intention to perform some future act and *be going to* the prediction of the probability of something occurring in the future. For prediction, *will* and *be going to* are used both, and the distinction between the two is not always clear.

**Because the auxiliary use of *be going to* was derived from its original use as a present progressive form (e.g., I’m going to the movies now), it is more likely to be used when the focus is on a time previous to the predicted future event. So the sentences above are interpreted as a prior arrangement or a present plan for future action.**

Will, on the other hand, is preferred to express the speaker’s spontaneous decision about future action.

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6. A: Let’s go to the movies tonight.  
B: Sounds good! I’ll go with you.

7. A: This suitcase is too heavy.  
B: Don’t worry. I’ll help you.

Keeping in mind that *will be going to* means there is slightly greater focus on a present time, let’s consider some contexts where *will* and *be going to* to show clear meaning differences for prediction. Suppose the subject of the picture (a person being referred to by you) has already shown signs of excitement, losing her temper.

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8. A: If you lose your temper, I’m not going to see you again.

Because the auxiliary use of *be going to* was derived from its original use as a present progressive form (e.g., I’m going to the movies now), it is more likely to be used when the focus is on a time previous to the predicted future event. So the sentences above are interpreted as a prior arrangement or a present plan for future action.

Will, on the other hand, is preferred to express the speaker’s spontaneous decision about future action.

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B: The elevator is going to break down.
War Against Forgery
Science in paper money

On January 2nd, the Bank of Korea (BOK) issued a new model of the five thousand won note. This new model has some different features from the old one. The new model has a refined design and is more compact than the old one. Because of these reasons, people were interested in this new model, so on Korean New Year's Day, many people withdrew new bills to give to their relatives for a handout.

As you know, there are types of paper money used in Korea currently. But why did the government issue the five-thousand won note first? According to the research BOK performed, the number of counterfeit notes was increased considerably last year in Korea. In particular, counterfeit coins using five thousand won notes increased by 46.9% compared with that of the last year. Because the banknotes of 5000 won don't have a security thread which is one of the anti-counterfeit elements devised to prevent the crime, it was easy for counterfeiters to copy it with copy machines. For this reason, BOK first issued the new five thousand won note, having many devices for forgery prevention.

The paper money we use today has many anti-counterfeit elements. These elements are divided into four different categories: paper, ink, printing, and the optical variation of materials.

Among the many anti-counterfeit skills, ink printing is a typical anti-counterfeit element in the field of paper making. The security thread is a thin silver or metallic, which is embedded in a banknote paper. A surface metalized film with micro-printing and fluorescent processing are exposed on the surface of a banknote or embedded in it. Currently, these techniques are being applied to 10,000 won banknote and 5,000 won banknote. Partly exposed silver-colored security lines are embedded on the surface of the banknote paper of 10,000 won banknote whereas special security lines imprinted with holograms are hidden and embedded in the paper of 5,000 won banknote.

Now, let's see in detail the picture on a banknote: When you look at paper money in dim light, you can see a watermark. Watermark is the most representative way of anti-counterfeit elements in the field of paper making. The principle of a watermark is based on the fact that each part of paper has different density. Many people think that paper is the ingredient of banknotes. However, banknote paper is made of cotton with a thickness of 24-27mm. To make the paper money, papermaking machine gathers cotton and spread them thinly and press them with 90-100 tons power. When the machine gathers the cotton, the machine puts more cotton on the side that will be dark while the machine puts less cotton on the side that will be bright. Consequently, you can see light and dark-colored watermarks depending on the tens of cotton.

The watermark producing process consists of five steps: first, drawing the original design for the watermark, second, engraving the shape on the sheet of wax, third, making a metal mold that has the place into which cotton will be put, and last, impressing the sheet of wax on the 100% cotton fabric; finally, attaching bronze fabrics to the papermaking machine. In this way, light and dark grades of the watermarks are visible depending on the convex and the concave of the sheet of wax.

Inking printing and the micro-inprinting technique are also important skills in the printing field. Only a few printers can handle these techniques, and the management of the printers is restricted only to the government. The reason micro-inprinting skills are used is because many counterfeiters use a color microphotograph when they make the forged money, but a microphotograph cannot scan into the micro letters. As a result, counterfeiters can only make vague letters.

Moreover, there are two more techniques in the anti-counterfeit field: they are Optically Variable Device (OVD) and color-shifting ink. OVD is something like a hologram and color-shifting ink that changes its color depending on the viewpoints. Those two anti-counterfeit elements have a same principle, which is using the difference of refractive index of materials used.

You Hae-young, the director of the Korea Printing & Security Printing Corporation, says, "Korean banknotes have many anti-counterfeit devices at three levels. Level one is what people can see and recognize. If you want to see the 100,000 won notes, you need to have a special machine which emits infrared rays. Lastly, level three of the anti-counterfeit elements are secret." He added that there are special devices that are sold with special machines, so the first device prevents anyone from copying real banknotes.

Director Ryu also mentioned the technical standards of Korea in the field of anti-counterfeit. Recently, so-called "Super Notes", complicated counterfeit paper money, were found. There are almost identical with real banknotes, so it is very hard to distinguish the difference between the paper notes and real ones. Accordingly, many countries are developing anti-counterfeit technology to cope with the advanced counterfeiting techniques. Korea is, of course, no exception to this situation. We already have high level techniques in anti-counterfeit field and put some of preventing devices into the new model of 5,000 won banknote." He remarked that it will be hard for counterfeiters to copy the banknotes of 5,000 won for three or four years to come. Nevertheless, after that time, some more new technologies to prevent forgery devices will be needed. The war against forgery will never end.
Landon

Winner once stated to talk about an extraordinary type of elevated road. In his essay titled, "Do Anti-Aircraft Have Politics?" which intersected a park in the New York City area, the roughly 9 ft elevated road was designed as a network of elevated routes. And according to Robert Guo who wrote the biography of a bridge designer in that area, at that time pointed out that the elevated road designed to have lower height made it difficult for the elderly and the poor, who commuted mainly by twelve-feet-high bus, pass this area, and had an effect of selective filtering of the middle and upper class people, who own their own cars, and impoverished people in the area. Woman put this case in her writings to argue about the possibility that the intended design of architecture might contribute to the right and the privilege of a specific class or embody the social inequality.

The ideological arguments of the public about the technology is spoken for by the normal theory of road in general, or does not sweep off the scope quickly. And together with the assumption that the technology innovation by K. Jasper's is only the tool and is neither the good or evil in itself the perception of what is important depends on what human beings derive from the technology. It is being accepted and spread well without any serious repulsion in the modern society despite the counter-argument of M. Heidegger later. In the meantime, the installation technology of which tremendous capability was historically confirmed but remained beyond the reach of ordinary people, has come under fierce fire. The inevitably very friendly position on the technology was founded on the military usage, but with the impact of new and routine consumer products such as TV and CD/MP3, may come from the nature that the deeper the technology is taken root in our routine lives, the more it makes to reveal to true feature, rather than the ignorance of ordinary people about the genealogy of specific technology.

Nonetheless, it is difficult to get the wind of political consequence from the passiveness of every day lives brought about by the indiscriminate access to the digital networks, let in full gear by the internet and web, the recent wireless technology, such as DMB, WiBro, Bluetooth, and the small digital apparatus based on them. Above all, the primary factor is that they have an appearance that is totally different from the old-media technology of the industrial society, which is represented by the enormous steel nitine in the past. In addition to the fact, the machine in the digital age are trying to bring the intuition of the innovation back to the users, which was originally belonged to them in the age of hierarchy and authoritarian, and provides the nominal freedom to the member of the society fixed in the system.

Like this, it is in order to say that the process where the experimental ethics of digital technologies has been led by the innovation of the technology designed to ensure an easy access to computer gamers who are just and there are computer/video games among the products of the digital culture that would hardly exist without the process of intensive revolution and continued unapplying. For example, it is because it is absolutely impossible to imagine the computer games of today with the computer systems counted on the batch processing method, that uses the punched cards. One of the intuitive features, such as the monitor keyboard or even, was the core element that bring the ordinary people close to the interactive machine like the PC or Console, not only the experts, and on this basis, the game contributes to breaking the public to have optimistic experience of the digital culture. It is also, given that the game guarantees everyone the rights to behave in a detailed way, getting away from the conventional pressure and the requirements of the social and historically, computer/video game originated from the point where the concept of the machine called "computer" was detailed from the existing unit.

By inferring from the word of Stewart Brand in the issue of Rolling Stone (December 7, 1976) that "very soon, computers are coming to the people," "that's good news, maybe the last since psychedelics.", the free use of the computer by individuals was not different from that of the electronic version of LSD in 1960s, and among them, the computer game that made the users engrossed in the immersion and flow was enough to become a typical concept of the prospect for the self-integrated culture that may be brought by the personalized computer works.

In fact, Willy Higgenbotham, a physicist who realised the computer-enabled entertainment in 1958, provides an example, much before PC was appeared. The game he created by manipulating the analog computer and oscilloscope in the laboratory reminded people of a sort of video game. And Higgenbotham, who was a member of Manhattan project to develop the atomic bomb, removed the dark and gloomy aspect so far and instead added the vividness of a game machine to it, which was simultaneous to a signaling bomb but heralded the new role of the future computer.

Steven Russell, the 'Lucky Hacker' from MIT who was engaged in this 6 grade scientific novel, invented the "Spacewar!" three years later. The Spacewar! known to be the first formal computer game started it a demo program to demonstrate the function of PDP-1 computer impressively, which had the monitor in place of the wooden machine that he played by manipulating the joystick and to get inside into the gravity core in the center of the screen and bring the torpedo to the spaceship of the enemy was improved into various versions little by little with the hackers becoming creatively more and more following its free distribution. Later similar games based on this idea found its way out of the laboratory and experiment rooms in the end and was introduced in the public space, such as university campuses, bowling alleys, etc.

Computer games, such as Pong or Space Invaders that were in great vogue in the mid and late 1970s, were the precursors of a new age when the high tech electronic and mechanical devices exclusively used by large organizations like computers and governments. They are used for the individual entertainment, though the hackers' ideal of Information Sharing practiced by the distribution of the Spacewar! based on no patent right clearly dawned down, and the game was integrated very quickly into the domain ruled by the market prevailed by the capitalist economy.

In addition, along with the computer activists of People's Computer Company, "Community Memory" and the like which intended to enable the ordinary people to use the latest capability of computer under the motto that claimed "Embrace the computer as the means of control and expression and replace it with the one which contributes to the individual freedom and happiness!" Ted Nelson known to be the creator of Hypertext tried to reconstruct the schema of the relation between the human beings and information machines through the Computer Lib which he wrote in 1974. Furthermore, the exploration of the computer market for individual usage, which has been going on from the previous times, was instrumental in bringing forward the heyday of computer games, blending itself with the culture of the times in the field of technology.
Letters

No.276
2005 DECEMBER

I like the article about sex between campus couples. I was interested in the Focus section. It was meaningful because the parts of sex have been passed over although articles about campus lovers always overlooked. I believe that the lack of attention to sex is a cultural bias against open discussions.

I hope that SKT puts some articles about functions that will arise during the semester in June and July. It will be a big help to the students who don’t have any special plans for the semester, to spend their time more meaningfully by attending the programs.

I think that students have little understanding of the SKT yet. Making some advertisement sections in every issue, such as “What’s SKT?”, might be helpful to SKT to be more informative.

Lee Jae-yong
(Dept. of Business Administration)

Gain Talent, Obtain the World

While interested in the History and Metropolis of China, I came across “Byun Kyung” which I thought was one of the best books about History and Metropolises of China, and acquired a new way of looking at the world. “Byun Kyung” is a book that includes stories of talented people in the long history of China. While reading the book, I could see and learn the efforts and possibilities of the talented people who became the pride of the nation.

What this book especially emphasizes is the need to discern and employ men of ability. This book emphasizes that it is difficult to manage a nation or lead the surrounding countries single-handedly even if the ruler is a great man. If a man has the ability to manage the country, he can manage the Three States since he couldn’t find men to assist him, surrounded by mediocre people, even though he was one of the wisest men in his age. On the other hand, it should pay the way to the Three States by employing men of ability and by helping them spread their ambition freely, although his talent was far short of Byun Kyung. Byun Kyung has now become a sacred book to me as the Bible to Christians and the Koran to Muslims. I believe that this book made me want to perform great deeds myself and it awakened my mind, making me want to become a great man who can manage a nation. Without any doubt, it will help me develop my ability to discern and employ men of ability around me. I recommend this book to the men who have not jumped into a higher level of university life or competitive society with a viable idea to live their life in the future.

Dr. Cho Young-kung
(Dept. of Social Science and Diplomacy)

Find 6 differences between two pictures.

Congratulations!!

Lee Jae-yong
(Dept. of Business Administration)

Wanted

The Sungkyun Times wants your opinions on the columns in this month or articles of any subjects:

Location: SKT Office
(156, 156, 156, 156) behind the former Law Building, Yellow-the-end of aisle at 3rd floor of Student Hall)

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- Send applications for cub reporters or reader's letters to the SKT.
- Room no. 2300A/4th Analysis Room, Korea University, Behind the former Law Building.

A Freshman’s Misunderstanding & Real Life in University

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Real Life

In the computer lab:

1. On the table, there is a laptop, not a player.
2. The man's hand is holding a mouse, not an apple.
3. The woman is holding a book, not a smartphone.

Misunderstanding

1. The man is holding a fork, not a spoon.
2. The woman is wearing a dress, not a suit.
3. The man is sitting in a chair, not standing.

Who's that guy?

1. The person in the background is not wearing a cap.
2. The person is not holding a phone.
3. The person is not wearing glasses.

Wherever I go, I can't find a coffee or a tea shop.

1. There is no coffee shop in the background.
2. The person is not holding a cup.
3. The person is not wearing a coffee stains on their clothes.