

# THE SEJONG TIMES

## CAMPUS

Here Comes the AI Interview

## SPECIAL

The Rebirth of Film through  
Illustration

## SOCIETY

#StopAsianHate

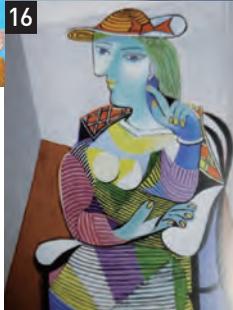
## CULTURE

Music: Protest language

GRAND BUDAPEST HOTEL



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# EDITOR'S LETTER

## You become what you repeat

**T**ime is marching on and here we are, already halfway through 2021. Another semester is coming to an end and summer break awaits us. Although time has gone by without us even noticing, we can make good use of it. A few months ago, I came across an inspiring phrase on the web: you become what you repeat. I found it very impressive and got me thinking. If there is an ideal version of myself that I hope to become, I need to start doing the most basic things required to be that ideal me. And most importantly, be consistent. After many stops and starts, I realized that consistency was the key to achieving any type of goal. Knowing how to play one musical instrument is one trait that I see in my ideal self. In my teenage years, I tried playing various instruments but never kept up with any. Since last June, I started playing the guitar and although my guitar skills might not be good, I am proud of myself for not giving up. Like this, there are many other skills and features that I need to develop and some that I need to get rid of. The words and actions of my present self will determine who I'll be in the future. We must remember; we become what we repeat.

I dearly hope that everyone remembers this phrase and becomes the best versions of themselves. Sejong Times will always be here to entertain readers with interesting and informative articles, which I promise will make the most of your precious time. Lastly, I wish that everyone stays safe and healthy and has an exciting summer break!

이지윤

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# Our Campus is Changing

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The Sejong campus composition team is one of Sejong University's institutions which was selected by the Seoul comprehensive campus town industry. Their goal is to revive the city where universities and youths can co-exist with one another. To fulfill their goal, they have been supported by the Seoul Metropolitan government since 2019. Their office is in a wide building in the corner near Children's Grand Park station exit no.5. Let's take a look at what they do and what they've done.

## WHAT THEY DO

- They are trying to foster the 'innovative startup campus town' that develops with the local community. With a combination of IT and culture content, they are regenerating the city.
- After establishing a participative plan with governance between youths and residents, they hold events which include culture, tourism, dining, IT for the city and its residents.
- They offer foundation supporting fund and foundation room which include office and residential space to discover new start-ups.

## WHAT THEY'VE DONE

- By preparing local connection lectures with students and professors for 4 semesters, they increased interest about the campus town industry to students and Gwangjin-gu residents.
- To activate Gunja street, they held 'Sejong Soban', a project in which Sejong University students, Gwangjin-gu residents and Gunja street merchants cooperate with each other and develop special menus. Also, they initiated a new project, 'Sejong Food Talk' with 15 stores that participated in 'Sejong Soban' in February 2021.
- They participated in the Seoul Campus Town Festival in which over 50 universities take part. They ran foundation related programs and promoted start-up industry's products.
- Walking through our university's side door you'll be able to see colorful container boxes. It is a foundation studio to support young entrepreneurs, named 'Gaonnuri 1'. It is part of the Sejong campus town industry and a meeting room, an office room and residential space is located here. The teams that win the foundation contest can move in to 'Gaonnuri 1'.

Under the name of 'Gwangnaru Gaonnuri 373', the Sejong campus composition team is working hard to revive the depressed campus town and local economy. There are a lot of things we can do for Sejong University's campus town such as joining in as student ambassador of campus town and participating in contests. Our interests and support will make our campus sparkle even more.



# Sejong University on your phone

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Where do you get your information about the campus life of our university? Is it Everytime or Sejong University's homepage? How often do you use these services? I guess that you may not use them frequently if you don't necessarily need it. That is why you could miss some important information or the application deadline when you don't keep those events in mind. Let me introduce the official channels and communities of our university where you can get useful information.

## 1. SEJONG UNIVERSITY 'DO~DREAM'



You can apply for all extracurricular programs that are in progress or scheduled. You can also get specific explanations of extracurricular programs and benefits when you apply for them. Besides, there is a lot of information about contests and recruitments of student ambassador activities. It could be helpful to students who are looking for diverse experiences. When you complete your extracurricular program, you get around 50 ~ 200 mileage points. The better result you get in your participation, the more mileage you get. When you collect your mileage over a certain level, you might get a scholarship. Scholarships totaling 100 million won are ready for over 300 students, which means that you could get scholarship with relatively little effort. It also has an Instagram account so you can easily take a look before you visit the Do-Dream homepage.

## 2. SEJONG UNIVERSITY 'U-DREAM'



U-dream's specific name is Student Career Development System. As you can notice through its name, it assists you to prepare for employment. There are 5 categories including career setting, career development, actual employment, career counseling and field training. By conducting investigations with these 5 categories, you can check your overall employment preparations. When you need specific guidance, career guide and employment guide are ready for you to easily read through an E-book. Furthermore, you can find all kinds of information about jobs, corporations and recruitments. Especially in the job announcement category, you can find recruitment information in the school announcement column. In case of recruitment in school, the recommended screening is a big advantage for applicants of our university. Another advantage for our university's students is Sejong University special recruitment center. It shows where our university's graduates are working and how they found their jobs based on specific qualifications such as their grade and language skills.



### 3. SEJONG UNIVERSITY OFFICIAL YOUTUBE CHANNEL



Did you know our school has a Youtube channel? Based on its subscribers, I guess not many students know that it exists, although there are more than 500 videos! It introduces overall university facilities that we may have never heard of. Campus Life category explains how to use these hidden facilities. Also you can get the information about things to enjoy in and around our school like must-eat-places and cafes. In addition, there is a True Stories of Our Department category where students in each major introduce their curriculum. They not only talk about their majors' advantages and strengths but also problems and improvement points. As they explain departments with their balanced perspective, it could be a lot of help for those considering double majoring or changing their major.

### 4. SEJONG UNIVERSITY OFFICIAL SOCIAL MEDIA : INSTAGRAM, FACEBOOK, BLOG



Most of us use social media at least once a day. If you want to get useful information about our campus by just checking your social media account, why not start now? It doesn't take much time and it is easy to access. Our university's official social media mainly deals with the announcement in Sejong University homepage and academic schedule. The announcement and academic schedule are neatly organized in a calendar. You can find information of activities in campus as well as extracurricular activities in detail such as qualifications requirements and benefits. Moreover, they introduce recruitments of the university's affiliated institutions and kindly explain about confusing academic systems. Social media is beneficial as it gives detailed explanation of our university homepage's announcements and it uploads card news which is easier to read than text. Instagram is the most active of the three which post the latest news of our university.

As attending school regularly is restricted due to COVID-19, it might be hard to get enough information about campus. Sejong University websites offer various information about programs we can join and manage employment with career setting and developing online. Sejong University official channels are making lots of contents for students who can't attend school, helping them feel a sense of belonging to the university. Why don't we enjoy our campus life online while getting useful information through our university's official websites and channels?

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# Here Comes the AI Interview

By Jo Seong-yun

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Have you ever heard about the “AI Interview”? It has existed since before the coronavirus outbreak, and some corporations have already started AI Interviews. The importance of AI interviews has increased these days because we have to minimize face-to-face schedules. As the situation alters drastically, more universities are bracing for the AI Interview and making the best circumstance, since more and more corporations have started adopting it.

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According to the research of Jobflex in December 2020, 82% of job-seekers answered that they've experienced an AI Interview at least once. And also according to the research of JobKorea, 55.2% of 1427 job-seekers answered that they prefer AI Interview to the original one. Then why did they show these responses?

## ✦ WHY IS THE AI INTERVIEW IN THE SPOTLIGHT?

1. It's safe from the coronavirus. It's because the AI Interview doesn't require any external physical contact.
2. The interviewee feels less nervous. Of course, it differs from person to person, but it's true that if we are not at the actual site, we feel less pressure.
3. It can reduce costs and time spent getting ready for an interview. If an interviewee lives far from the interview site, he or she will have to stay at an accommodation overnight.
4. It prevents one from comparing themselves to others. Frustration caused by comparing oneself to others can't happen in AI Interviews.



Nowadays, more AI Interview consulting academies are using. “ViewInter” which offers the simulated AI Interview service, totals up to 400,000 videos that have been enrolled since February 2021.

### PROCESS OF SIMULATED AI INTERVIEW

1. Find a proper place for the interview. Set your camera and microphone in place, and select an independent space for the interview.
2. Basic questions: It's not that much different with other general interviews. Give a self-introduction and explain the reason for applying, along with your strengths and weaknesses. Commonly, it'll give you a total of 90 seconds to answer, and 30 seconds for preparation. So you'll need to practice answering within a limited time. If you attach your interview script somewhere out of the screen and look at it during your interview, AI will recognize your eye movement and you will fail for cheating.
3. Searching questions: These questions are intended to judge your characteristics. It gives you less time than questions from other steps, and you should answer all the questions within a limited time.
4. Role-playing questions: You'll be prompted to a specific situation that you have to explain your opinion about. Especially, you better be cautious of the similarity of your talking tone, face expression as you're in the given situation.
5. Brain science game: It differs according to the field of the job you applied for. There are games like Hanoi top, N-Back game etc.
6. In-depth questions: Questions here are customized according to the former steps.

### PREPARING FOR AN AI INTERVIEW

1. You should look straight ahead at the camera. When taking a rehearsal, you should check your face expression, eye contact, and posture.
2. Check all the equipment that you'll use. For example, during the KOICA AI Interview held last March, there were many people who dropped out because of connection errors. Make sure your internet environment is stable.
3. If there are too many things in front of the camera, AI will have trouble recognizing your face. Make sure your surroundings are clear.
4. Choose a proper outfit and light a lamp suitably. Lighting located in front of your face will form a shadow and give a contrived mood. That's why you should light the surface of a wall instead.
5. Be careful not to touch the microphone, or it'll make an unpleasant sound.

Many universities are now already trying to make the best of an AI Interview. Now it's your turn, grab the chance to make the best use of it yourself!



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# THE REBIRTH OF FILM

**By Lee Ji-yun**

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Some names naturally tag along with one another, such as Tim Burton and Johnny Depp or Bong Joon-ho and Song Kang-ho. Director Wes Anderson of the movie *The Grand Budapest Hotel* and illustrator Max Dalton stick together just like that. Max Dalton is well known for representing Wes Anderson's movies through colorful illustrations of his own style. Let's learn more about him and his first solo exhibition held in Korea.

## MAX DALTON AND HIS ART



Max Dalton is an illustrator and graphic artist from Argentina who travels between New York and Paris. Also, he sometimes works as a musician or writer. Born on April 9, 1975, he started drawing at the age of 3 and studied graphic art mostly by himself. Inspired by popular cultures such as film and music, Dalton has built his own art world over the past 20 years with a unique illustration style. Compared to the simple composition of his works, the unique vintage colors and details that he emphasizes are impressive. He began to make a name for himself in Korea with the successive publications of the New York Times best-selling 'The Wes Anderson Collection' and 'The Wes Anderson Collection: The Grand Budapest Hotel.' In addition to Wes Anderson's films, he also captured SF films such as *Star Wars*, *Metropolis*, and genre films from the 80s and 90s as motifs in his illustration structure.

## COLORING THE MOMENTS IN FILM

Max Dalton's solo exhibition "Max Dalton, Moments in Film" is held from April 16 to July 11 at the My Art Museum in Seoul. This exhibition is organized under the main theme called 'moments in film' expressed by Max Dalton's original illustrations. It is divided into 5 parts according to the theme, and you can enjoy various works all at once, including movie motifs, LP covers and children's book illustrations.

### Act 1. Galactical Imagination

Artists with curiosity about outer space often show a greater interest in scientific information and images encountered through popular culture than in scholarly scientific knowledge. Max Dalton also grew up as a sci-fi kid and had been fascinated by science fiction films for a long time. In the first act (part), you can see major

# THROUGH ILLUSTRATION



works from the lineage of science fiction films such as *Star Wars* and *Gravity*, and his illustrations depicting famous TV series such as *Doctor Who* and *Rick and Morty*.

## Act 2. Moments in Beloved Film

From the 1970s to the 2010s, you can see illustrated works of some of the best masterpieces in the history of cinema in the past half century reconstructed from Dalton's aesthetic sense. In addition, you can get a glimpse of Dalton's retro taste through poster works expressed in the form of retro games such as cartoons and card games.



## Act 3. The Grand Budapest Hotel and Nostalgia

The most outstanding collaboration between Wes Anderson and Max Dalton is definitely *The Grand Budapest Hotel*, famous for its beautiful mise en scène<sup>1</sup> and fantasy fairy tale. The film

makes you fall into the nostalgia<sup>2</sup> of the times, and through Dalton's illustrations in Act 3, you will be able to recall the scenes and characters from moments in the film.

## Act 4. Max's Artistic World

In Act 4, you can read four fairy tale illustrations published by Dalton along with the story. Also, for the first time in Korea, 'The Painter's Studio' series is featured, portraying the work methods of famous artists in art history through modern illustrations.

## Act 5. The Sound of Music

You can get a sense of Dalton's retro taste through vinyl (LP). He drew LP covers for artists he admired, including rock bands from the 80s and 90s such as 'The Beatles' and 'Bob Dylan', and jazz musicians. You can enjoy the work while listening to music on vinyl through an LP player in Act 5.

'Max Dalton, Moments in Film' is an exhibition full of diverse and interesting viewing points, including a photo zone specially themed for *The Grand Budapest Hotel*, and an M (Movie) BTI test to find your unique taste in movies. A souvenir shop on the way out with numerous items will catch your eye. I would very much like to recommend the exhibition because Dalton's ingenious illustrations will help you rediscover moments in film and provide a pleasant experience to share movie tastes with others. You have my word for it!

1. the type of place and situation in which the action of a film or play happens

2. a feeling of pleasure and also slight sadness when you think about things that happened in the past



## Clickbait: Why are we still wasting time?

OK

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After finishing all of your work and assignments, you click on the Internet. While watching some videos on YouTube, you will find a thumbnail that contains a *big red arrow* and it draws your attention as usual. And of course you will click on it, leaving all useful videos behind and wasting 10 precious minutes. Even after watching this video, you will click on a thumbnail that contains a *big red circle* this time and the same thing will happen again. Everybody knows this series of situations happen to us every single day. Then, what exactly is it? Why do we click on it? How can we solve it? Let's find out the answers to these questions.

Nowadays, most people can't live without the Internet. We encounter all kinds of information through it and we can't ignore its significant impact. YouTube is also exerting its enormous effect on society. IGAWorks, a Korean mobile data platform company revealed that about 83% of Korean Internet video viewers have used the YouTube app. But as a new thing catches on, a new problem also emerges. There are numerous '*malicious thumbnails and stimulating titles*' on YouTube and Internet articles that want your clicks nastily.

### WHAT IS CLICKBAIT?

We all have an experience of wasting time watching meaningless videos by clicking 'irresistible' thumbnails or titles in the examples below.

- Red arrows and red circles that grab your attention on a thumbnail.
- Stimulating images that make you want to find out what is going on.
- Excessive use of capital letters and expressions on titles like 'ALERT' or 'TOP SECRET'.
- Fake images that make you want to find out if it's real.

These examples are common 'clickbait' that make you waste your precious time.

This term is of course not a term that originally existed, but a newly emerged term as society developed. Clickbait is a term coined by Jay Geiger who initially posted it on his blog post in December 2006. It has had same definition since then. This term was officially added to the Oxford English Dictionary in 2016.

**Clickbait:** material put on the Internet in order to attract attention and encourage visitors to click on a link to a particular web page.

– Oxford English Dictionary.

## WHY DO WE CLICK ON IT?

Now we wonder, why do content providers use clickbait if their articles and videos have normal and appropriate content? Content providers make financial profit by advertisements and the profit gets bigger as they get higher views. Bad providers make their contents only for advertisement profit and don't care much about the quality, so they have started using clickbait. As a result, YouTube made stricter guidelines to reduce those poor-quality contents. However, the competition for profits has intensified due to stronger guidelines, and even moral YouTubers who were not malicious content creators, now tend to add some clickbait to their thumbnails.

## SO, IS CLICKBAIT GOOD OR BAD?

At this point we wonder, 'So, is it good or bad?' Most of us are content consumers, but let's think from a content provider's perspective for one moment. If you are a provider, you would want lots of consumers to consume the result of your hard work, of course. But, it is almost impossible to become famous only from the 'algorithms', especially if you start your channel for the first time without any foundation built. Therefore, you will naturally think that you should build a foundation by inducing views by any means. From this point of view, inducing views by using clickbait is not a bad act but a reasonable one. However, if the content does not contain what people expect as it appears on the thumbnail or title, credibility and reputation of the channel may decline. In conclusion, clickbait is bad for both the content provider and the consumer.

## HOW TO AVOID IT?

So, how should we avoid clickbait? This problem needs to be addressed by providers rather than consumers. Content providers should avoid using extremely exaggerated titles or thumbnails that can be stimulating. Also, they should go through a process of self-examining whether there are parts that can be disappointing when users consume content. Then, what should the consumers do? Consumers should refrain from consuming provocative contents and always keep in mind that 'clickbait can be everywhere'. If you have been baited by clickbait, you should give feedback to its creator precisely and strictly about which parts made you feel frustrated. When these small habits keep going on, we can create a clean Internet environment where clickbait cannot be seen.

In short, clickbait is an inevitable phenomenon because both society and individuals are getting increasingly influenced by the Internet. Content providers like YouTubers and journalists compete with each other, and fight for more views. Clickbait is an unavoidable result of these competitions and fights. As we know, new problems need new solutions. So, let's create a clean Internet culture with the efforts of both content providers and consumers starting today.

# A BEGINNER'S GUIDE TO PLASTIC MODELING

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At the end of 2019, a tragedy called COVID-19 comparable to the Black Death and the Spanish Flu hit the world. Peaceful routines and carefree lives are now hard to find. As a result, South Korea is preventing transmission with the 'social distancing' policy, which has changed our daily routines completely. Since it is hard to enjoy outdoor activities like before, the need for hobbies at home is emerging. Today, I would like to introduce a hobby called 'Plastic Modeling' specially optimized for this.

## 1 PREPARE YOUR SUPPLIES

- What you need to prepare: a plastic model kit

Let's think of our childhood. We all wanted to buy a toy which had an attractive cover image on the box. The same goes for plastic modeling. Search for plastic models, and pick one that catches your eye. There are several types of models from airplanes to ships, cars, motorcycles and so on.

**Tip** Which scale is the best? Models that are too big require excessive details and models that are too small are difficult to put together. I recommend the scale of 1/72 for fighter jets and 1/48 for tanks in general.



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## 2 BUILD YOUR KIT

- What you need to prepare: cement, extra-thin cement,
- a knife and tweezers

Let's assemble the parts following the instructions of the kit using cement and extra-thin cement. Cement is used for general assembly and extra-thin cement is used for small and transparent parts.

**Tip** If you don't like the smell of general cement, you can use limonene cement, which is made of orange extract. Don't sniff cement directly as it is bad for your health.



### 3 PAINT YOUR MODEL

- What you need to prepare: a thin brush, bottles of acrylic paint, medical ethanol and a palette

This is the process where beginners start to get frustrated. However, unless it is a painted product, it is a must-do process, not an option. Check the required color in the instruction and purchase an acrylic paint for it. Then, dilute the paint with the ratio of 7:3 in water or ethanol. Paint two to three layers with a thin brush.

**Tip** Avoid using lacquer or enamel paints other than acrylic because they are difficult to use for beginners and require a gas mask.



### 4 APPLY DECALS

- What you need to prepare: mark setter, mark softer and tweezers

Decals, which will be included in the kit, are attachments to the model to express details, that need to be soaked in water before use. Cut the decals needed and put them into water, and remove the moisture with a tissue after about 30 seconds. After a few seconds, lift the decal gently with tweezers and place it on the model. If water alone is not enough, a mark setter can be an option as a glue. After it dries, use the mark softer to completely affix the decal onto the model.

**Tip** If it's difficult, buy a kit that can replace decals with stickers. Never use super glue or cement just because it doesn't stick well. The decal will melt.



So, these are the minimum steps to completion. If you are a beginner, these steps are enough for you to feel satisfied. Of course you can add extra steps to depict more details. There is a process called 'weathering' which intentionally contaminates or depicts the contamination for details. It is not essential since hobbies are for individual enjoyment. There is no need to get stressed.

Having a hobby is definitely a positive thing. Especially if you can't get rid of stress through outdoor activities like nowadays. I wish you could try this hobby lightly and feel the accomplishment and relieve some stress.

# The Art of Letting Go



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©Christine Krumsee



**W**ith the spread of the pandemic, time spent indoors continues as ‘distancing in daily life’ has become a must. Following a social atmosphere to refrain from outside activities, more and more people are suffering from anxiety and depression. Being called the vaccine of the coronavirus depression, meditation has recently drawn keen attention. Can meditation really help to overcome anxiety and stress as well as to focus on the moment?

## MEDITATION: FROM RELIGION TO MODERN DAILY LIFE

Originally, meditation was a practice method of Eastern religions with the aim of ‘going from the pain of real life to healthy thinking and living.’ American scientists, including Dr. Jon Kabat-Zinn, played a major role in the beginning of meditation without any religious undertone. In the 1960s, those interested in the spiritual field confirmed that ‘awareness’ and ‘mindfulness’ were at the center of the exploration and performance of Indian yoga and Korean meditation. In 1979, Dr. Jon Kabat-Zinn, who was a professor at MIT Medical School at the time, developed the MBSR (Mindfulness Based Stress Reduction) program, which combined mindfulness practice with psychology and medicine, and founded a special clinic for the program. The meditation training widely practiced today is mindfulness meditation based on Dr. Jon’s method.

Mindfulness meditation is an open-minded practice that allows you to focus on the moment. It is also an effective way to reduce stress and improve concentration. Now, not only individuals but also companies are adopting such meditation for employee education and training. Representatively, the Samsung Human Resources Development Institute has been providing meditation programs to 20,000 employees and their families since 2018, and Google is conducting an internal search program called “Search Inside Yourself” to be widely used in Silicon Valley companies.

## HOW TO PRACTICE MINDFULNESS MEDITATION

1. Find a comfortable place to sit or lie down. Once seated, straighten your back and waist so that you can breathe comfortably. Close your eyes so you can turn your consciousness inward.
2. Be aware of yourself breathing. Don't try to change something on purpose; just keep your curiosity and feel your breath in the tip of your nose and throat, or feel your stomach rise and fall. Repeat breathing five to six times to focus on movement and sensation.
3. If you are concentrated to a certain extent, place your hands on your stomach. Feel your stomach swell up when you inhale and feel it go down when you exhale. Quietly and slowly, keep focusing your consciousness on your stomach's senses.
4. Your thoughts will begin to wander somewhere again. Don't try to judge it one way or another; just notice that some random thoughts came up, and then come back to breathe and concentrate. Each breath will serve as an anchor that helps you focus on your meditation again.

### Tip

The time of the day depends on your choice. If you are a beginner, you can start with a short meditation and increase the time little by little. Ventilation and diffuser settings will help you focus more on meditation.

## MEDITATION YOUTUBE CHANNEL RECOMMENDATIONS

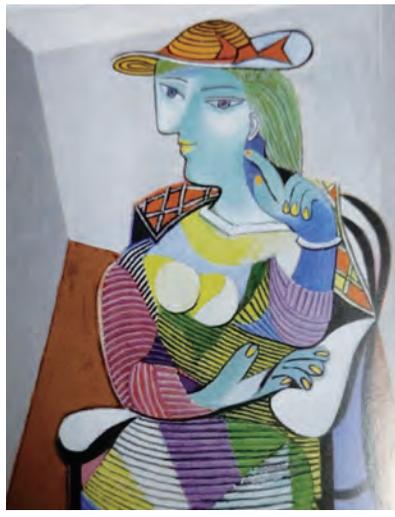
**Tara Brach:** Dr. Tara Brach is an American psychologist and Buddhist expert. Her YouTube channel is a great choice for those looking for information on why meditation can help them. Her video themes include a mindset to listen deeply and create a mind space for relaxation.



**Meditative Mind:** If guided meditation feels difficult or distracting, Meditative Mind's channel can help. It offers a variety of videos combined with calm background, along with soothing healing music and Tibetan temple sounds.



In this current pandemic situation, health has become the most important topic of all. If you lay the foundation of mental health through meditation, you will be able to experience a different quality of life. After all, a healthy mind leads to a healthy body.



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# Meet Picasso through his Exhibition

By Yang Jeong-yeon

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A famous artist who is highly gifted and still loved by people, the founder of Cubism, a painter who established himself as an icon of creation and innovation. Do you know who it is? It is Pablo Picasso. As the greatest artist of the 20th century, he still influences many artists. This year marks the 140th anniversary of Picasso's birth and 48th anniversary of his death, and I would like to introduce Picasso's solo exhibition held in Korea from May to August 2021.

## BEFORE YOU VISIT THE EXHIBITION

It's better to know what kind of person Picasso is before you visit the exhibition. Let's take a look at his work along with his life.

### PICASSO, THE BIRTH OF AN ART GENIUS



The First Communion

©<https://blog.naver.com/lyu5101>

Raised by his father, who was an art teacher, he began painting when other children learned to speak. As a child, he was a slow learner who had trouble reading and writing, so it was difficult for him to graduate from school. However, his paintings were already professional by the time he started learning to speak. Indeed, at the young age of 14, he painted his first work, <The First Communion> (1896). This was a realism work that amazed many people as it reflected the composition, color, and art techniques of old masters. He entered an art school in Barcelona at the age of 14. In contrast to his outstanding painting skills, he had to quit because he had trouble adapting to school life. After that, he entered the Royal Academy of Fine Arts in Madrid, but quit as he did before, returning to Barcelona at the age of 17.

### LIFE IN PARIS AND THE BLUE PERIOD



La Vie (Life)

©<https://blog.naver.com/noransonamumu>



Old Jew and a Boy

©<https://www.pinterest.co.kr>



The Visit (Two Sisters)

©<https://www.wikiart.org>

He visited Paris in 1900, spurred by the French and Nordic art movements. There, he had access to impressionist arts of Monet, Renoir, and Pizarro, and began to form his own painting style, influenced by Gauguin's primitivism\* and Gogh's passionate expressionism\*. Paris had a glamorous side but at the same time, it had a dark side where disease and poverty were rampant. Picasso also had to go through hard times in Paris, suffering from cold and poverty. Picasso focused on the miserable life of Paris and painted mainly in blue, with the themes of beggars and

poor families in Paris. This period is called Picasso's "Blue Period" and his major works include <The Visit (Two Sisters)> (1902), <The Tragedy> (1903), and <Old Jew and a Boy> (1903). Carlos Casagemas, his best friend, who was living in France, committed suicide, and this made Picasso's life even more dismal. One of his works, <La Vie (Life)> (1903) shows a grim figure with his confused feelings at that time.

## THE PINK PERIOD AND CUBISM

When he was in a relationship in 1904, his paintings, which were mostly dark blue, began to brighten into rose colors. By this time he was recognized as a famous painter in Paris and had his signature painting, <Les Femmes d'Alger (O. J. R. Version O) (1911-12)> (1907). Along with Georges Braque, he created Cubism\*, and established himself as the greatest painter of the 20th century. Picasso did not settle for this, and expanded his field of activity such as devising a stage set with Jang Gokto for Russian Ballet. In 1915, he painted realistic portraits such as <Portrait of Ambroise Vollard> (1910). From 1920, he painted paintings such as <The Three Musicians> (1921) and opened the “New Age of neo-classicism”

## PICASSO'S VIEW OF WOMANHOOD

Picasso is also one of the painters who considered women as pieces of work while going out with numerous women throughout his life. There are seven women he officially recognized as lovers throughout his life, and he changed his painting style every time he met a new woman. For this reason, his paintings and love are inseparable. “There are two types of women – goddesses and doormats.” This is a far cry from the view of women today. But by seeing works of his women is also another charm of appreciating Picasso’s work.

## THE SPANISH CIVIL WAR AND THE KOREAN WAR

In 1936, when the civil war broke out in Spain, he supported the People’s Front and fought against the dictatorship of Franco. He expressed his intention and hatred toward General Francisco Franco in poetry and by engraving the painting <The Dream and Lie of Franco> (1937). He also completed the mural <Guernica> (1937) to express the tragedy of Guernica devastated by the Nazi and German bombings.

After the end of World War II in 1944, he joined the French Communist Party. From this time on, he lived in southern France and began painting pictures that evoked an idyllic atmosphere. Also, when the Korean War broke out, he expressed his thoughts on the war in his works <Massacre in Korea> (1951) and <La Guerre et La Paix (War and Peace)> (1952) based on the Sincheon Massacre in 1951.



This exhibition unveils his piece <Massacre in Korea> which expresses the Korean War, for the first time in Korea. Also, it’s impressive that this exhibition shows 110 masterpieces owned by the National Picasso Museum of Art in Paris. In particular, it is a rare opportunity to see Picasso’s artistic journey in one chronicle from the early 1900s to the 1960s. Meeting Picasso through an exhibition will be a chance for you to relieve daily stress.

\* primitivism: the notion that the value of primitive cultures is superior to that of the modern world

\* expressionism: a style of art, literature, and music which uses symbols and exaggeration to represent emotions, rather than representing physical reality.

\* cubism: style of art, begun in the early twentieth century, in which objects are represented as if they could be seen from several different positions at the same time, using many lines and geometric shapes.



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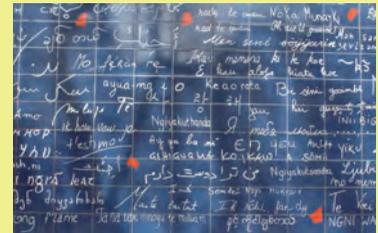
# Change in Language

By Kim Min-seo

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&lt;Sejong Times Cub-Reporter&gt;

Language is a heritage that contains culture, custom, and history. Also, compared to gestures and facial expressions, language is the most accurate means of delivering our thoughts to others. Owing to these features, UNESCO has said that language is the key element of human rights and basic freedom that helps preserve the history, custom, tradition, memories, expressions, and one's exclusive way of thinking. The unique diversity of language which appears fundamentally all over the world contributes to conversation between languages and cultural diversity. Humans classify and organize experiences, which show individual consciousness structures by representing them in language. Language serves as a bridge to understanding the world and contributes to the formation of individual identities by increasing solidarity among speakers of the same language and organizing group consciousness.



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## ONE COMMON FEATURE OF LANGUAGE

There are more than 6,000 different languages on Earth. Because language is created under the influence of society and culture, there are as many languages as various cultures in the world. However, despite being different and diverse, languages have one thing in common. There are words that correspond to the essentials in our life and values that we consider important. For example, in each language there exist words like home, family, food, and various emotions that are necessary in our life. Let's have a look at the word 'love'. The 'Mur des je t'aime', also known as the 'Wall of I love you' in Monmarte hill in Paris, France shows this. On this wall, 'I Love You' is written in 250 different languages. This shows that even though we come from different countries and speak in different tongues, we all value 'love' as important and therefore have words that correspond to love in each language.

## CHANGE IN LANGUAGE

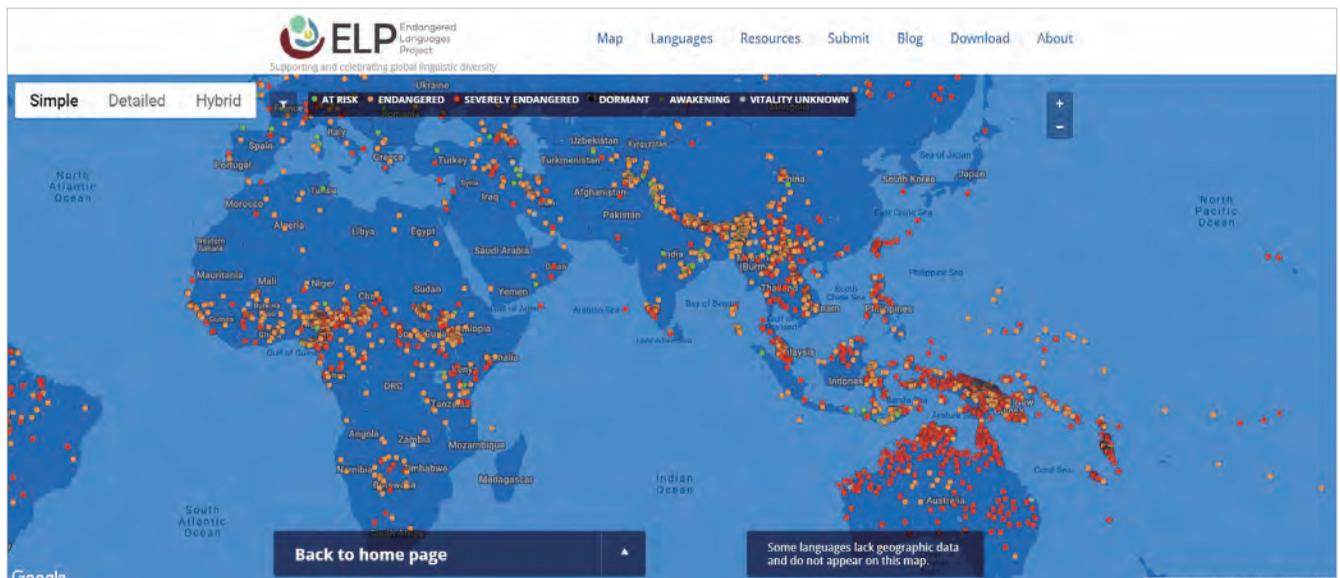
Culture and custom have changed over time. In the past, institutions such as slavery were taken for granted but as society changed to a world that values human rights, they are now being criticized. Culture and custom of a society are bound to develop, decline and change over time. So is language. Over time, the meanings of some words change, new words are created and some words disappear. For example, the word 'husband' originally meant 'landlord' but now it refers to a male in a marital relationship, also known as a spouse. Also, the word 'awful' meant 'redoubtable' but now it means 'poorly' which is the exact opposite. Have you heard of the word 'soothfast' and 'keelivine'? You probably haven't because both of them which respectively mean 'truthful' and 'pencil', are words that are no longer used. On the contrary, there are words that have been newly made. Let's have a look at the words that were made due to the

COVID-19 pandemic. The word ‘coronic’ means a person who is infected with COVID-19. Also, due to the increased amount of time spent together as people spend longer days at home, families are experiencing more conflict than in the past and this has brought about the increase of divorce. The word ‘codivorce’ was made to refer to this phenomenon.

## DISAPPEARING LANGUAGES AND EFFORTS TO PRESERVE THEM

Unfortunately, language which is important to us is disappearing. Of the 6,000 languages spoken around the world, only 250 are spoken by more than one million people with approximately 2600 being at risk of disappearing. Preserving language is important because it contains our identity and culture, so language death will mean the loss of these values.

There are many reasons why languages disappear. In some cases, as the last person who speaks in that language dies, language dies with him or her. In other cases, language disappears by being suppressed during war. Also, it is assimilated into leading languages such as English and Chinese. However, we can revive languages if we try to preserve it. You may have heard of the Hawaiian words ‘aloha’ meaning ‘hello’ and ‘mahalo’ meaning ‘thank you’. As Hawaii became a state of the United States, more people used English as their common language and less people spoke Hawaiian correspondingly. In order to preserve Hawaiian, people played Hawaiian songs on radios and sang hymns dedicated to God. In 1984, an organization called ‘Punana Leo’ was established to conduct an intensive Hawaiian curriculum to restore the language. As a result, more than 200 people now speak Hawaiian, which only 40 people knew in the past. Hawaiian almost disappeared but was preserved thanks to various efforts.



©endangeredlanguages.com

Many companies and organizations worldwide are working to protect and preserve languages. Google launched the ‘Endangered Languages project (endangeredlanguages.com)’ with linguists to protect languages. On this website, endangered languages appear in different colors on the world map depending on the degree of danger. In Korea, the Jeju language is registered as the 4th degree, which is categorized as ‘very dangerous’. UNESCO is also making efforts to protect languages by designating the 21st of February as ‘The International Mother Language Day’ and conducting various events and programs. Cheongju, which is located in Chungcheongbuk-do, Korea, has ‘Cheongju World Letter Street’. Why don’t we show our interest in language by visiting there and reflect on the importance of language?

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

- Nelson Mandela

# Music: Pr

The path to democracy is always uneven and tough. But there is a nation struggling to take that path. A movement against the military coup has occurred since February of this year in Myanmar. Although the ‘National League for Democracy’ won the 2020 Myanmar General Election, the military junta\* staged a coup and detained the State Counselor ‘Aung San Suu Kyi’. After that, democratization protests have been held since last February. The people of Myanmar have participated in protests not only on the street but online especially in social media. From this, it seems that in-person and online protests are completely different. However, both protests have a crucial thing in common; they are influenced by music. What is the relationship between music and protest?

## BLM protest, showing their emotion and identity

The first example is ‘Black Lives Matter’(BLM). BLM means that lives of black people are as important as those of other races. The movement regarding BLM has existed previously but it came to the fore after the death of a black man ‘George Floyd’. During police custody, though George Floyd complained that he could not breathe by being choked, the police continued to suppress his neck resulting in his death. Because of this incident, the BLM movement has been accelerated across the United States and a lot of protest videos surfaced on various social media platforms. You can see people expressing their anger and shouting “We Gon’ Be Alright” in the videos. This is from the lyrics of Kendrick Lamar’s song “Alright”. The lyrics imply

\* a military or political group that rules a country after taking power by force

that although our group has suffered tough times, there is hope of getting better in the future. It also comforts people of color and their oppressed reality. In other words, music in protest serves as a slogan showing their stance and a word to comfort each other.



## 5·18 Democratic Movement, remembered by “March For the beloved”

Here is a second example. South Korea also had an experience of struggling for democracy just like Myanmar right now. The democratic movement began in 1980, with the fear that the nation’s democracy could be threatened when the new military regime seized power across the nation. At the beginning of the democratic movement, it was held only in Jeolla Province and the city of Gwangju, but gradually spread out as people across the country started protests and rallies. But the military regime controlled the media and suppressed the protesters with force making 7200 victims including 218 deaths. To commemorate the



# Protest language

By Jang Hwan-ho

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sacrifice of ‘Park Gi-soon’ and ‘Yoon Sang-won’ who were killed during the movement, student ‘Kim Jong-ryul’ and novelist ‘Hwang Seo-kyung’ made the song ‘March For the beloved’ which is dedicated to them. It was made to cherish their spirit and sacrifice for a long time. It serves as a long-lasting perfume retaining our history and emotion.

## Myanmar runs for democracy ‘Till the End of the World’

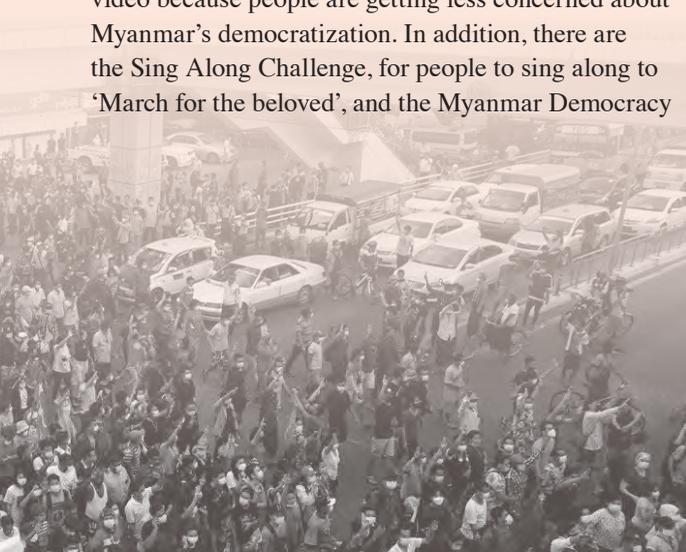
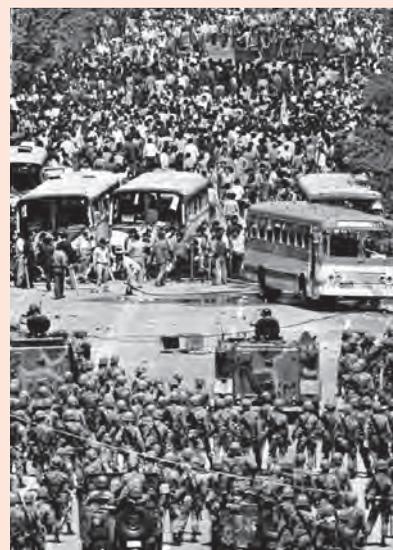
How about in Myanmar? People sing the pro-democratic song, ‘Till the End of the World’ which is the national anthem of Myanmar. This song is sung in protests and at memorial services, to express their anger against the military and sadness about their reality, comforting each other. Social media bring us up to date about Myanmar’s democratic movement and people have uploaded the pro-democratic song to strengthen solidarity and the cooperation of people.

Though we cannot participate in Myanmar protests on site, we can do it online. Author ‘Heo Eun-hee’ sang ‘Till the End of the World’ and uploaded it online, making it go viral. She said that she posted this video because people are getting less concerned about Myanmar’s democratization. In addition, there are the Sing Along Challenge, for people to sing along to ‘March for the beloved’, and the Myanmar Democracy

Recovery Challenge, to support and cheer on the people of Myanmar struggling for democracy. Numbers of people have participated in these challenges which began last March and supported Myanmar online. Anyone can participate in these protests anywhere.

Like this, in-person and online protests have different characteristics, but both can help people who are having a hard time through music. At the moment, Myanmar is going on a hard uphill path to their democracy. They need as much help as possible. We cannot participate in Myanmar protests in person, but can listen to and sing the music supporting and expressing their spirit and sacrifice. This way, you can remember them “*Till the End of the World*”.

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# #StopAsianHate

By Chang Ji-hoon

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**B**lack Lives Matter issues have resurfaced after a U.S. police officer killed George Floyd by using excessive force. Asians around the world are suffering discrimination as well, perhaps even more, often linked to racist rhetoric that blames Asians for the Covid-19 outbreak. Hate crimes against Asians continue to surge worldwide, including the United States. As a result, more and more people are calling for an end to hate crimes against Asians.

## ATLANTA SPA SHOOTINGS

On March 16, a series of shootings that happened at three massage parlors in the Atlanta area took the lives of eight people. Six of the victims,



©The Guardian

including four Koreans, were women of Asian descent. Atlanta police said the shooter Robert Aaron Long claimed that the attack was not racially motivated but was driven by sexual addiction. However, the incident has brought attention to anti-Asian racism which has been overlooked for a long time. People across the country rallied to honor the victims and denounce violence targeting Asian-Americans. Also, the hashtags #StopAsianHate and #AsianLivesMatter have been trending on social media.

## WHY AND HOW ARE ASIANS BEING ATTACKED?

The Covid-19 pandemic, which was first reported in China, has led to a surge in hate crimes against Asians. According to the Center for the Study of Hate and Extremism, reported anti-Asian hate crimes in 16 of America's largest cities and counties spiked by 164% in the first quarter of 2021, compared

with that of 2020. Some people say former President Trump is responsible for the rise in anti-Asian sentiment that eventually leads to hate crimes, as he has repeatedly referred to Covid-19 as the “Chinese virus” and “kung flu”. A study by the University of California has found that Trump’s tweet regarding Covid-19 helped fuel anti-Asian hate on Twitter.

The report by Stop AAPI Hate revealed that 6,603 hate incidents were reported from March 19, 2020 to March 31, 2021. There was a significant increase in the number from 3,795 to 6,603 during March 2021. Of the total incidents reported, verbal harassment (65.2%) was the most common type of discrimination, followed by shunning (18.1%) and physical assault (12.6%). Physical assaults increased from 10.2% of the total hate incidents in 2020 to 16.7% in 2021. The majority of the incidents were reported by women, making up 64.8%, which is about 2 times more than men (29.8%). 43.7% of the respondents were Chinese, followed by Koreans (16.6%) and others. 37.8% of the incidents took place in businesses and 32.2% occurred in public streets.

**ASIAN CELEBRITIES SPEAK OUT AGAINST ANTI-ASIAN HATE**

©New York Post



**Sandra Oh**  
Sandra Oh, the first Korean-American actor to win a Golden Globe Award, gave a passionate speech at a “Stop Asian Hate” rally in Pittsburgh, Pennsylvania on March 20. She showed support to Asian communities saying, “I’m proud to be Asian” and “We belong here.”

**Eric Nam**

**If You're Surprised by the Anti-Asian Violence in Atlanta, You Haven't Been Listening. It's Time to Hear Our Voices**

©Time

Eric Nam, a Korean-American singer-songwriter born and raised in Atlanta, wrote an essay for Time, where he expressed his anger towards racist American society. He shared his own experiences of racism in the past, strongly criticizing investigators for blaming the Atlanta shooting on just “having a bad day” or “sex addiction.” He ended, “We must all continue to be active in creating the change that we badly want and need for ourselves and our future generations.”

**BTS**



©Twitter

K-pop boy group BTS spoke out against anti-Asian racism and violence in a statement posted on their official Twitter account, sharing their experiences of racism. They showed their support in Korean and English with hashtags #StopAsianHate #StopAAPIHate. “We stand against racial discrimination. We condemn violence. You, I and we all have the right to be respected. We will stand together,” they wrote.

Throughout history, Koreans in general haven’t been exposed to different cultures and colors. The number of resident foreigners in South Korea was only 300,000 in 1998, but it rapidly increased to 2.52 million in 2019. Racism isn’t just a problem for Asian communities outside, so we should always pay attention to racism happening inside and outside our country. Before anything else, we must be aware of what racism is.

# The Metaverse is Coming: Hop on the Digital Earth

By Min Kyu-ho

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<Sejong Times Reporter>

“If one is lucky, a solitary fantasy can totally transform one million realities.” Maya Angelou, an American poet, left this message during her lifetime. And this will soon become reality before our very eyes. Humanity is now creating the metaverse, which is the digital Earth transcending our life zone, and we are taking the first step into it. The word “metaverse” is made up of the prefix “meta” (meaning beyond) and the stem “verse” (a backformation from “universe”), which means three-dimensional virtual world. More specifically, it refers to the lifestyle or game-style virtual world where reality and unreality can co-exist in all aspects of politics, economy, society, and culture. We are already familiar with the concepts of the virtual world and “avatars” through numerous films, novels, and the Internet. Same goes for the game industry. Players customize their characters to represent themselves and buy accessories to put on their characters.



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On January 29th, 2021, the Korea Internet Corporations Association (KICA) selected “metaverse” as the subject of the first report introducing the industry trends of 2021, mentioning various metaverse services including ZEPETO<sup>1)</sup>. KICA defined the metaverse as “the virtual space where my alter ego exists, makes a living, and interacts”. ZEPETO has gathered over two hundred million users all around the world, and 80% of them are teenagers. K-pop band BTS made use of the metaverse platform when releasing their song “Dynamite”. Also, BLACKPINK hosted their virtual fan meeting on ZEPETO, having over 46 million visitors.



### THE AR WORLD: THE REAL WORLD + FANTASY + CONVENIENCE

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The metaverse manifests itself in four types. One of them is augmented reality. It refers to the technology which overlays the real world with virtual objects and information. An American IT corporation Niantic, which has developed Pokémon GO, is now providing the AR content called “Ingress Prime”. Ingress can be played based on GPS information, and you can see portals

through your Ingress scanner on your smartphone when walking around your neighborhood. If you manage to occupy three portals and create links with one another, you can obtain your own triangular field.

The number of smart factories is increasing along with AR technology. Airbus, a European airliner manufacturer, provides engineers with three-dimensional information of aircrafts in process through the AR system called MiRA (Mixed Reality Application). As a result, the inspection time of 60,000 brackets used on an Airbus A380 fuselage has dropped from three weeks to just three days. Also, Boeing uses AR glasses to provide technicians with interactive three-dimensional electrical wiring diagrams. This led Boeing to cut production time by 25% and lower error rates to nearly zero.



### THE LIFELOGGING WORLD: MYSELF – UNLOVABLE SELF + IDEAL SELF

“Lifelogging” refers to the activity which you record, store, and sometimes share various experiences and information of your life online. A good example of this is the social media services that we often use. It has been shown that 30% of the lifelogging based on social media is uploading photos. Smartphones have become a lifelogging tool which only captures and posts the “lovable me”. Vlog culture has also spread rapidly. It means videotaping and sharing one’s daily life. It has been found that YouTube users have searched “Vlog” 20 times more in 2019 than in 2018.

1) an augmented reality (AR) avatar service operated by Naver Z



## THE MIRROR WORLD: THE REAL WORLD + EFFICIENCY + EXPANSION

© behance.net



The mirror world refers to the metaverse which is built with the copy of the real world's image, information, structure and so on. A good example of this is the map service such as Google Earth or Naver Map. Food delivery applications such as 'Baemin' utilize these systems. If you call and order what you want to eat, you need to express it verbally. With delivery apps, however, you do not need to speak a word. You can also easily figure out where your favorite restaurant is located, when it opens and closes, and even see the reviews of how other people think about the restaurant. Providing expanded information about the real world is a key function of the mirror world.

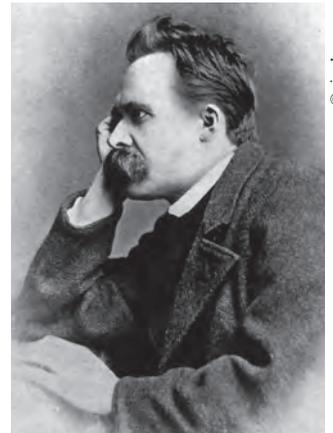
Furthermore, the mirror world has given hope for an AIDS cure. In 2008, David Baker and his team at the University of Washington developed the "Foldit" program. Viruses cause diseases by adhering to the surface of human cells, and the specific protein structure of the cure prevents infection by interfering between the virus and the cell. A protein is made up of one or more linear chains of amino acids, and the structure and function of each protein are determined by the kinds of amino acids used to make it and how they are arranged. The Foldit program offered an online laboratory to the public to fold an amino acid chain of protein in all directions. As a result, it only took 10 days with the help of sixty thousand participants to solve the AIDS puzzle which had baffled scientists for a decade.



## THE VIRTUAL WORLD: THE NEW WORLD + COMMUNICATION + PLAY

The virtual world is a whole new world different from the AR, lifelogging, or the mirror world. It refers to the metaverse where we live in a new space, era, and cultural background; with characters, a social system and so on that are completely different from the real ones. And this can be the playground of the "overman" which Nietzsche spoke of.

Nietzsche's overman refers to the one who expresses oneself and creates a new possibility not bound to the system and the general morality, which are dominating the existing environment. Three steps of transformation are needed to give birth to the overman, followed by camel, lion, and child. The camel bears the burden which are the rules and expectation of the society. The lion has the courage to stand against the tradition and the status quo with its sharp claws. The child represents the innocence. It learns from past experiences, and eventually becomes a creator. It lives and plays by its own values and its own will. Through the metaverse, we can experience a single aspect of the overman living our lives like playing our own games.



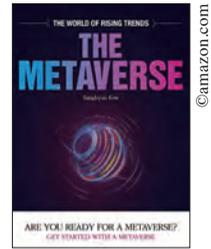
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## THE METAVERSE IS NOT A UTOPIA

As stated above, there are four types of metaverse and each of them has its own benefits. However, the metaverse does not shine in every direction. On the book <Metaverse> written by Kim Sang-gyun, we can see the negative and side effects of the metaverse.



©amazon.com

### Escape? Or Challenge?

There is a huge difference between reality and the metaverse in an aspect of reward. In the real world, deprivation happens more often than reward. There is no visible reward when you obey the traffic regulations, but you will certainly receive a penalty when you violate them. The metaverse can be a shelter in these circumstances. Most of the metaverse system is composed of “plus” such as prize, level-up, and celebration, not “minus” such as penalty, punishment, and blame. It is why we like the interaction with the metaverse. However, we should not escape the reality and stay forever in the metaverse drowning in frustration. After we are consoled through “plus” of the metaverse, we need to come back to reality and keep going energetically.

### That World is Tiring as Well

We are immersed more in irregular (variable) rewards than in regular rewards. A good example of this is the pleasure that you feel when you win a bet. It is why you look forward to your friends' responses yet to come when you post on your social media. The feedback process is very rapid. However, if you fail to get responses right away, you will get disappointed and exhausted. Furthermore, everything about you becomes data in the metaverse. Imagine if we can see all the capabilities of each other by numbers floating above our heads. That way, we will be evaluated by numbers and data, not by personal features. Even if it helps to accelerate the feedback process, it can narrow the width of our cognition.

### Aggression Bursting Out

Our brains make us empathize with other people through mirror neurons<sup>2)</sup>. When you see others feeling happy or painful, you feel the same way even though you do not experience the same thing. Then, it is time to look at the parts that work in common with the metaverse and the real world when harassing someone. First, while harassing someone, people feel the superiority of harassing the inferior. Second, when bullying someone as a group, an attacker feels a sense of belonging and fellowship. Third, an attacker feels the thrill of hunting the target being bullied. In sum, it is like enjoying the thrill of hunting someone while thinking of themselves as superior beings.

In the metaverse, this aggression gets stronger and more dangerous. First, you do not need to share your personal information when communicating with others. Therefore, you are likely to feel less responsible for what you do hiding behind the anonymity. Second, you use only a few of the five senses while communicating in the metaverse. It is inevitable to get lower-quality information than in the real world even using the same sensory organs. It is like you cannot read your friend's facial expression through video-calling as precisely as you do in the real world. The limitation of acquired information leads to the decline in the empathy ability. Third, you feel less fear when you harass someone. In the real world, you will be afraid of the victim's counterattack or punishment with the adrenaline rush when harassing someone. However, in the metaverse, that fear rather becomes pleasure because you think you are already in the safe place.

No matter how your life in the metaverse shines, the metaverse cannot exist before reality. If you stay in the metaverse to avoid the challenges and responsibilities that you face, you will ruin your real life. We all need to prepare for the next era to make use of the metaverse as the new territory to expand the life of humanity. Hop on the digital Earth and surf the last revolutionary wave of the information age.

2) a neuron that fires both when an animal acts and when the animal observes the same action performed by another



# CHANGES IN THE FOOD INDUSTRY CAUSED BY COVID-19

By Jang Su-rim

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<Sejong Times Cub-Reporter>

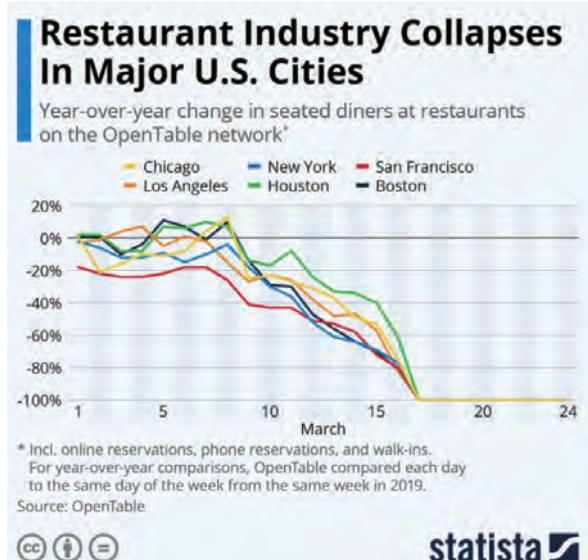
There have been many changes in our life since the spread of COVID-19. Most of them cannot be considered positive; the self-employed suffered and many in the tourism and hotel industry lost their job due to downsizing. Also, we cannot do what we took for granted like drinking past 10 p.m. or going to concerts of singers we like etc. Likewise, there were negative effects in the food industry that brought many changes. Then, let's find out how the industry has changed as well as the prospect of the industry.





## LOSS OF THE RESTAURANT INDUSTRY

The industry with the greatest damage is the restaurant industry. Due to the public-gathering restriction of more than 5 people, restaurants are not able to take group customers who account for a huge part of sales of the industry and sales of small business have dropped by 80%. Furthermore, some of the restaurants are closing one after another beyond the declines of sales; 93% of Korean style buffets were closed of which there had been more than 100 stores in Korea. According to the announcement of the National Statistic Office, the restaurant industry outlook index in the 1st quarter of last year dropped 17% compared to that of 2019, and the figure did not recover until the 4th quarter of the same year.



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## WHAT PARTS OF THE FOOD INDUSTRY HAS BENEFITED FROM THE PANDEMIC?

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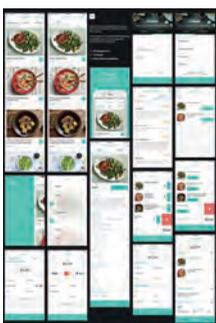


Contrary to the restaurant business, some parts of the food industry have benefited from the pandemic. So, let's look into how the industry has benefited from this state of affairs.

### #Growth of HMR market

HMR (Home Meal Replacement) is the representative product whose sales have grown since the spread of COVID-19. People did not tend to seek convenient food (HMR) because it was known to have poor taste and nutrition. But the demand of HMR has increased for its convenience to store especially in single householders whose members have no time or any idea of cooking. Furthermore, the taste of HMR is also getting better. Though the size of the HMR market had been expected to be 4 billion dollars in 2020, it increased to a 7~8 billion-dollar market and is expected to be a 10 billion-dollar market in the future.

### # Increase in demand of delivery apps.



Lately, we can see more delivery motorcycles on the road than before. With increased frequency of ordering delivery due to the pandemic restriction, the usage of delivery apps has also grown. In fact, it had already grown before the pandemic. However, we cannot deny that it has grown dramatically by COVID-19 since last year. Compared to 2019, the market size of 2020 grew to 78.6% and lately, the food which used to be



available only in store (like pig feet, boiled pork, ice cream and Malatang) became accessible through delivery apps. The current number of domestic delivery app users reached 17 million only in one leader company and the quality of the service has improved recently by providing service such as delivering only one house at a time.

**#Increase in food sales through online markets**

In fact, sales of most industries besides food in online market have increased after the pandemic. But according to the National Statistic Office, sales in the food industry increased by 46.3% compared with that of all part of 16.7% year-on-year. From the result, we can confirm that sales in food have grown particularly.

The purchase volume of food through online market has increased especially in countries like the United States or Australia by implementing shelter-in-place orders. For example, California brought in a ‘Stay at Home’ administrative order and this has led to a significant increase in purchasing food online. According to ‘Brick Meets Click’, a retail consulting company, online food sales have increased at least 67% after COVID-19.



**#A common feature and the prospect of such industries**

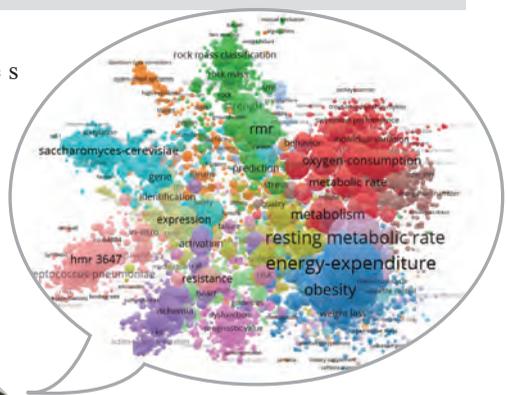
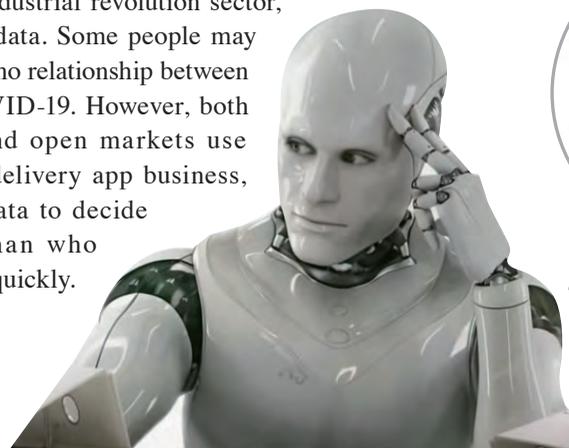
Indeed, the size of these businesses was already expanding. So, some people may think that the businesses would have grown without COVID-19. But the difference between the previous rate and subsequent rate in such industries is clearly significant.

Then, how will they end up after the end of COVID-19? Will their market size go back to as it were before? In Korea, when people try something delicious, they say “Once you try it, you can’t help yourself from having another”. Like the famous saying, people who have experienced these convenient services during the pandemic will continue to use them later on.



**ANOTHER INDUSTRY THAT BENEFITED FROM THIS SITUATION**

COVID-19 has had a significant impact on other industries such as the 4th industrial revolution sector, especially in big data. Some people may think that there is no relationship between big data and COVID-19. However, both delivery apps and open markets use big data. In the delivery app business, people use big data to decide on a delivery man who can deliver most quickly.

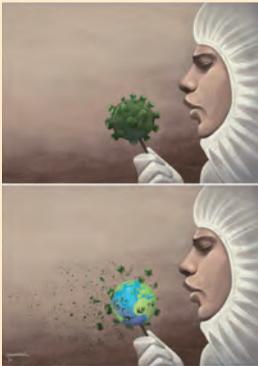


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Online shopping mall businesses use it when recommending some products which meet the condition that consumers seek for.

Besides, big data can be useful to establish a preventive measure directly. To build up the measure rationally, it is crucial to find out the reason for the spread of COVID-19 and the epidemiological properties of it. For rapid reaction against infectious diseases, it is important to investigate as soon as possible and big data can be used to find out the reason and characters of the disease so that it allows quick investigation.

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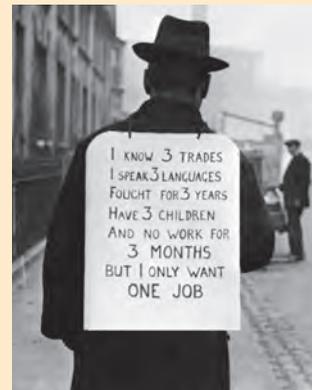


‘Post Corona’, a neologism compounding the word ‘Post’ and ‘Corona’, is a word which indicates the new generation or situation after the end of the pandemic. The changes in usual life which are different with that before COVID-19 will exist even after the pandemic. Somebody may wonder why people are so serious about it. But as there were many changes in various industries including the food industry, the pandemic has shifted our usual life and it will continue even after the end of it.

But it is not right to say that there are only negative impacts of COVID-19. Bernard Werber, the author of <Empire of the Ant>, talked about this circumstance as follows.

‘Crisis is part of circulation. From the changes caused by COVID-19, positive influences will come.’

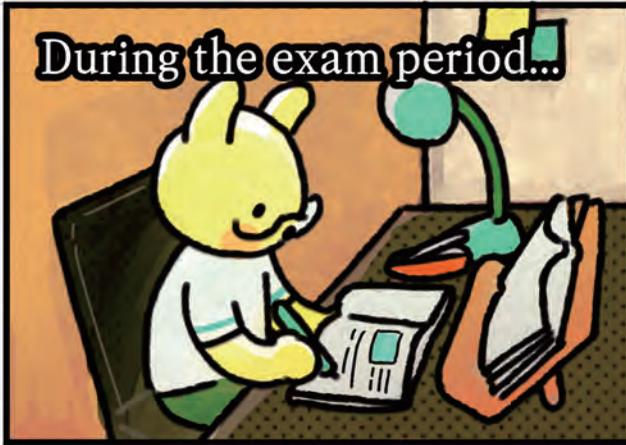
We can often find some cases of crisis that became an opportunity in history. Even if the Great Depression in 1929 made 25% of American’s working population unemployed, it became a watershed for instituting Modified Capitalism (although it was replaced by neoliberalism later). The current pandemic situation is nothing different. Although COVID-19 brought many challenges, the changes made during this hard period will be a new opportunity.

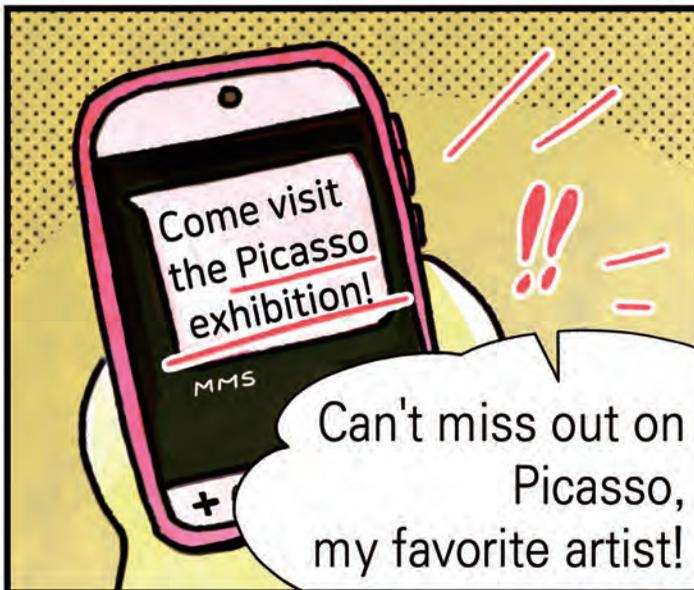


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# <Before and After>





However, after the exam...



# WORD PUZZLE

T	I	A	B	K	C	I	L	C
S	Z	M	A	T	Z	B	X	F
T	F	J	U	I	O	N	V	P
O	C	R	L	S	K	E	K	J
P	J	M	J	T	I	C	D	O
B	D	Q	L	J	K	C	L	N
I	N	T	E	R	V	I	E	W
E	G	A	U	G	N	A	L	E
B	I	N	D	U	S	T	R	Y

해당되는 기사 페이지에 힌트가 있습니다.  
정답과 설문내용을 엽서에 적으셔서 7월 23일까지 세종타임즈 이메일로 보내주세요. 채택되신 분들께 소정의 상품을 드립니다.

When you find all the hidden words in the puzzle, please send the puzzle sheet to [thesjtimes@daum.net](mailto:thesjtimes@daum.net) by July 23th. There are prizes for those who send in the correct answers.

1. Here Comes the AI \_\_\_\_\_ [p.06-07]
2. \_\_\_\_\_: Why are we still wasting time? [p.10-11]
3. Change in \_\_\_\_\_ [p.18-19]
4. \_\_\_\_\_: Protest language [p.20-21]
5. # \_\_\_\_\_ AsianHate [p.22-23]
6. Changes in the Food \_\_\_\_\_ caused by COVID-19 [p.28-31]

## Dictionary

**lineage** all the living things that are related directly to the same living thing that existed long ago

**ingenious** (of a person) very intelligent and skilful, or (of a thing) skilfully made or planned and involving new ideas and methods

**undertone** a particular but not obvious characteristic that a piece of writing or speech, an event, or a situation has

**clickbait** material put on the Internet in order to attract attention and encourage visitors to click on a link to a particular web page

**sniff** draw in air audibly through the nose to detect a smell, to stop it from running, or to express contempt

**parlor** a business that provides a stated type of personal service or sells a stated product

**affix** stick, attach, or fasten (something) to something else

**fuselage** the main body of an aircraft

**baffle** to cause someone to be completely unable to understand or explain something

**deprivation** an absence or too little of something important

**rhetoric** speech or writing intended to be effective and influence people

**denounce** to criticize something or someone strongly and publicly

**revive** give new health, strength, or spirit to depressed things such as the economy, a business, or a trend

**extracurricular** activities for students that pursue in addition to the normal course of study

**subsequent** happening after something else.

**belonging** an affinity for a place or situation that make you feel that you know and understand them very well

**commemorate** to remember officially and give respect to a great person or event, especially by a public ceremony or by making a statue or special building

**detain** to force someone officially to stay in a place

**protest** act of saying or showing publicly that you object to something

**neologism** a neologism is a new word or expression in a language, or a new meaning for an existing word or expression.

**epidemiological** taking on the principles or properties of mechanics.

**Brace** to strengthen or support it with something else.

# Thank You for Your Interest in SEJONG TIMES



**WORD PUZZLE**

N	S	I	A	J	B	N	T
O	C	C	F	O	U	W	R
I	O	Q	I	D	D	O	Y
T	G	A	D	E	P	Z	W
A	M	Y	S	S	N	Z	U
R	H	Z	S	O	G	C	P
G	F	A	N	Q	U	R	E
I	P	T	R	A	G	E	D
M	D	A	I	K	K	C	Q

1. 세종타임즈를 어떻게 접하게 되셨나요?  
(유인배포, 건물 안 등) **건물 안**
2. 세종타임즈에서 다루어 주셨으면 하는 기사나 주제가 있다면 써 주세요. **X**
3. 잡지 중 가장 마음에 들었던 기사를 알려주세요.  
(그 이유) **팟캐스트, 평소 즐겨 들어서**
4. 객원기자로 활동하실 의향이 있으신가요? 있으시다면 어떤 아이템으로 기사를 쓰시겠습니까?  
(객원기자로 활동시, 소정의 혜택이 주어집니다.) **X**

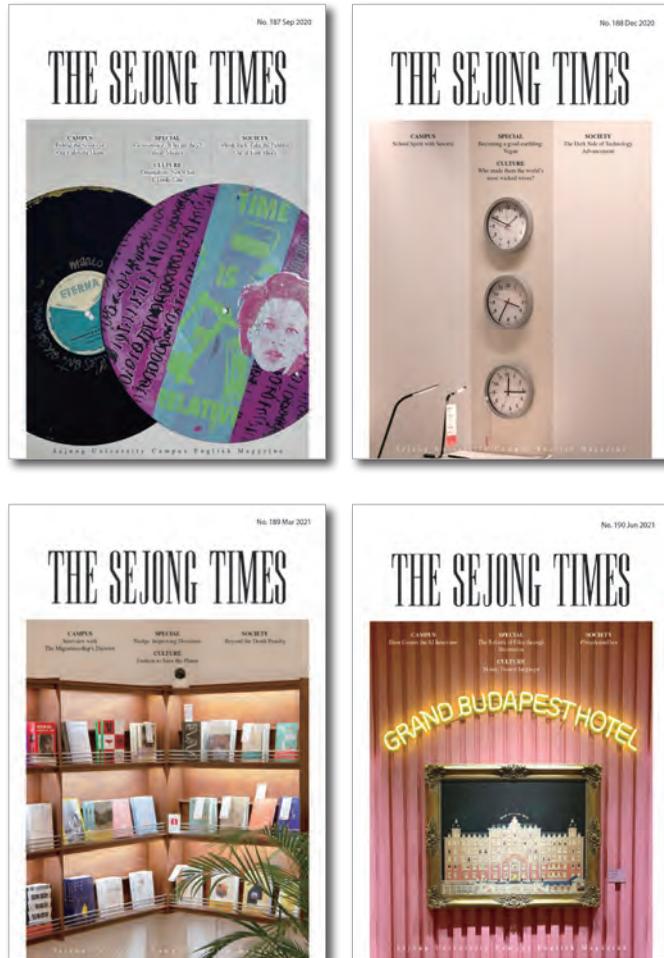
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정답과 심판내용을 업서에 확인해서 5월 14일까지 세종타임즈 이메일로 보내주세요. 채택되는 분께 소정의 상품을 드립니다.

이수민(영어영문학과·15)



We will continue to strive for  
better contents

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Thank You For Reading  
Our Magazine

SEJONG

PEOPLE

공모



**동아리 소모임 홍보**를 어떻게 할지 고민하지 마시고  
Sejong People에 공모하세요.

[thesjtimes@daum.net](mailto:thesjtimes@daum.net)으로 7월 23일 까지  
동아리 또는 소모임 소개 글과 활동사진  
10~15장을 보내주시면 됩니다.

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