

# THE SEJONG

December 2022



No.  
**196**

# TIMES

## CAMPUS

Welcome Back to  
School!

## SPECIAL

The World of Fashion  
Shows

## CULTURE

James Webb Space  
Telescope

## SOCIETY

A Rise in the Exchange  
Rate



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Reporter : Lee Su-jung, Jeong Ji-yoon, Cha Jun-seok, Kim Ye-bin | Cub-Reporter : Park Seong-O  
Cartoonist : Lee Jeong-hyeon

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# The Future Depends on What We Do in the Present

December is my favorite month of the year. The most beautiful holiday of the year, which is Christmas, is in December. Christmas may be the end of the year, but if we think differently, it's at the start of a new year. We all have various plans and goals every New Year's, but we only end up achieving a few of them. We always think that the new year will be different from the previous year, but we eventually realize that we spent the year the same as the way we spent the previous year.

One of my favorite phrases related to time is *the future depends on what we do in the present*. We may not be able to change the past, but the future, which is ahead of us, may change depending on the efforts that we put into developing ourselves in the present. We need to let go of our regrets and focus on the present. We will then be able to create a wonderful future. People say that time, which is distributed fairly to everyone, is the most precious asset. How we manage time may influence how we live. In the New Year, let's make efforts to manage our time efficiently and achieve our goals.

Many restrictions regarding COVID-19 were removed in 2022. The mask requirement outdoors and the limit on the size of private gatherings were both lifted. Also, all classes at Sejong University were conducted off-line as of the 2nd semester in 2022. My daily life changed as well due to these changes. I met a lot of people at school and enjoyed gatherings with them. I was able to experience a normal university life, which I would have had if the COVID-19 pandemic did not occur. These experiences were special and memorable for me. We are getting back to the life we had before COVID-19. The changes that will be made in 2023 will also be tremendous and hopefully have positive effects on us, just like the changes that occurred in 2022 had a huge impact on our daily lives. I hope that the readers of The Sejong Times have a joyful and pleasant New Year, that is full of exciting events. Merry Christmas and Happy New Year!

김민서

**By Kim Min-seo**

kminseo0828@naver.com  
Sejong Times Editor-in-Chief



# It's Not Your Fault

By Lee Woo-jin

leewin99@naver.com

Sejong Times Editor

A few weeks have passed since the Itaewon Halloween tragedy, which occurred on October 29th, that caused a total of 158 deaths. President Yoon Suk-yeol declared a period of national mourning for the Itaewon crush, so Sejong University set a mourning altar in order to comfort the victims of the crush. We fully understand that nothing can possibly relieve the victims' pain completely, but many people on campus visited the altar to write their names and place flowers on it in order to honor the deceased.



By recalling the memory of the tragedy, thoughts that I might have been a victim and that I couldn't do anything to help anybody weigh heavily on my mind. You could also suffer psychological distress even if you're not one of the direct casualties due to the uncensored pictures and videos that were posted on social media that showed the tragedy of the crowd being crushed. Sejong University conducted a program to help students recover from psychological distress along with the mourning altar soon after the crush occurred in order to assist anyone who experienced the crush in any way.

## 1. COPING WITH PSYCHOLOGICAL STRESS

The Sejong University Student Counseling Center offered their assistance in order to cope with emotional stress and pain due to the tragedy. Guidelines to recover psychological stress are posted on their website and social media channel in addition to an expression of their condolences to the bereaved families and the survivors.

## 2. GROUP COUNSELING FOR RECOVERY

Group counseling in order to deal with the pain is also offered by the Student Counseling Center in the Student Union Building, Room 310. A total of 5 days of counseling was held every Tuesday and Friday, which was available in both English and Korean. Students who participated in the group counseling program were able to relieve their stress by sharing their emotions and thoughts that they experienced after the crush.

The psychological problems of the victims could always remain within them no matter how much time has passed. If you have friends around you who are still suffering, it is important to remind them that it is not their fault. That's the best we can do. It is now time to return to normal life.

**Crisis Management**

**Coping with Psychological Stress**

When you experience a crisis, it's important to seek help from professionals. We provide a safe space for you to express your feelings and thoughts. We also provide a safe space for you to express your feelings and thoughts.

**Seek Professional Help**

Sejong University Student Counseling Center

**Sharing Words of Consultation**

When you experience a crisis, it's important to seek help from professionals. We provide a safe space for you to express your feelings and thoughts. We also provide a safe space for you to express your feelings and thoughts.

**Ways to Recover from Psychological Stress**

Sejong University Student Counseling Center

**Group Counseling for Recovery**

**Riding Out the Storm**

Group Counseling is offered to anyone at Sejong University who has been affected by the Itaewon tragedy. We are here to help you cope with thoughts, feelings, and reactions you may be experiencing after the crisis.

No pre-registration is required. Join any session at your convenience at Student Center (학생회관) Room 310.

DATE	TIME	LANGUAGE
2022.11.04 (PM)	18:00-19:00	KOREAN
2022.11.04 (PM)	19:00-20:00	ENGLISH
2022.11.05 (PM)	18:00-19:00	KOREAN
2022.11.05 (PM)	19:00-20:00	ENGLISH
2022.11.11 (PM)	18:00-19:00	KOREAN
2022.11.11 (PM)	19:00-20:00	ENGLISH
2022.11.18 (PM)	18:00-19:00	KOREAN
2022.11.18 (PM)	19:00-20:00	ENGLISH

If you have any questions, please email soc@sejong.ac.kr

STUDENT COUNSELING CENTER



# Welcome Back to School!

By Lee Woo-jin

leewin99@naver.com  
Sejong Times Editor

After two years of prolonged online classes and one semester of face-to-face and online combination classes, students were able to return to ordinary campus life for the second semester of 2022. All the classrooms are full of students, which is unlike last semester when most of the classrooms were empty, and all the buildings are crowded with students who are going to their classes. Did you fully enjoy the ordinary campus life like it was before the pandemic? You might feel the vivacious images of the campus because the students returned to the campus. Let's discover how this semester is different from the last two years with lively images of the campus, which can be captured everywhere.



## 1. The Gunja-gwan 6th floor Korean buffet

There used to be a faculty restaurant on the Gunja-gwan 6th floor before the pandemic, but a Korean buffet has now recently opened, which is available from 10:30 AM to 6:30 PM. It is different from the Jingwan Hall restaurant and the Student Center restaurant, because you can serve yourself as much as you want, which includes fresh salads and fruits. Each menu for lunch and dinner, which changes every day, is posted next to the 1st floor Gunja-gwan elevator. The price is 6,000 won.



## 2. All the gates for the buildings are open

Thermal cameras and temperature scanners are essential in order to detect body temperature, which are due to the COVID-19 safety protocol. Therefore, other gates except for the gate with the temperature scanner were closed. The social distancing restriction was lifted, so all the gates for the buildings are open, which include Jiphyeon-gwan, Gwanggeto-gwan, and Gunja-gwan. The students can now conveniently enter the buildings, because they no longer separate the entrances and the exits.





### 3. The university library is now operating normally

Social distancing restrictions were lifted in April, so the students are now allowed to stay late at the library since the middle of the 1st semester. The students are now allowed to use the library on Saturdays as well, which is unlike last semester when the library was only available weekdays. You can also use the creative discussion lounge and a group study room, which are located on the 4th floor. Making reservations via the Sejong library homepage is necessary in order to use the group study room. The exact hours of operation are different during the semester and the vacation period, which also differ by floor, so you should scan the attached QR and check the library guide on the homepage before your visit.



### 4. Face-to-face extracurricular activities

Extracurricular activities, such as reading contests and classics PT (power point) contests were conducted online until last semester. However, extracurricular activities are being conducted face-to-face this semester, which means all the students gather in a classroom in order to participate. An invitation lecture by a start-up CEO or authors and mentoring programs are also being conducted face-to-face. Various programs are prepared for you during the vacation period even if it's not in the middle of the semester. Why don't you participate after scanning the attached QR?

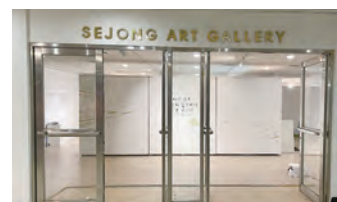


### + PLACES YOU CAN ENJOY AND REST BETWEEN CLASSES

*Gong-gang*, which means the vacant time between classes, didn't matter much when lectures were being conducted online. However, how to spend *gong-gang* is a big problem for most students with regular face-to-face lectures. Let me inform you about a few facilities where you can spend your time during *gong-gang*.

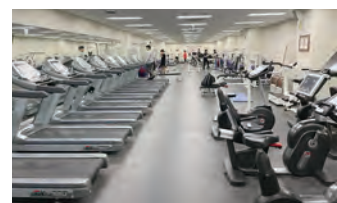
#### 1. The Sejong Art Gallery

The Sejong Art Gallery, which is located in Gwanggeto-gwan B1 holds high-quality exhibitions every day starting from 10 AM. There is no entrance fee, but its exhibitions can be compared to other main art galleries. You can enjoy private exhibitions or each faculty's graduation exhibition there.



#### 2. Fitness center

When you go down to the bottom floor of the Student Union Building, you will find a fitness center, which is located in B205. It has treadmills, indoor bicycles, dumbbells, and weight-training equipment. In addition, a shower is available next to the fitness center. It is open from 9AM to 6PM only on weekdays.



#### 3. The Sejong Lounge

If you need a place to sit and rest when the cafes are fully booked, why don't you visit the Sejong Lounge, which is located on the 3rd floor of the Student Union Building? Tables and sofas are available for you to rest. In addition, table tennis, pocketball, and board games are also available. It opens from 10AM to 6PM only on weekdays, and a student ID is required for admittance.



# A Million-Strong Digital Talent

By Kim Ye-Bin

kyb030122@gmail.com  
Sejong Times Reporter



New technologies such as AI and big data converge, and boundaries between existing technologies or online/offline are becoming vague, so the phenomenon which is called big blur, is occurring. Digital transitions have been accelerating over the past two years which is because of the increase of non-face-to-face services due to COVID-19. The era of digital transformation has led to an increase in demand for digital workers across all sectors. Digital talent refers to a person with the knowledge and capacity in order to develop, operate, and utilize new digital technologies such as AI, blockchain, general software, big data, metaverse, and internet of things(IOT). To meet this demand, the Ministry of Education(MOE) announced a plan to cultivate a million-strong digital talent from 2022 to 2026. The roadmap was announced in August, 2022 and will be finalized at the National Assembly in early December after going through deliberation with the National Assembly.



## HIGHLY SOPHISTICATED DIGITAL PROFESSIONALS

Expanding the capacity of the students in universities was only possible when the university met four requirements, which include the school site and the teaching staff. The MOE is planning to loosen the existing limitation and colleges will be able to expand their course enrollment in order to foster highly sophisticated digital professionals. In addition, the courses bachelors, masters and doctoral degrees will be combined and it will be possible to obtain a doctorate in at least five and a half years to meet the rapidly increasing demand of digital talents,

The MOE also plans to expand the Convergence and Open Sharing System project. This project supports university consortiums, which can upgrade the quality of education by utilizing the education infrastructure of each university. Additional funds will be supplied to the universities in order to provide digital-related education for both majors and non-majors. Also, intensive courses (so-called boot camp) will also be test-operated. Credits will be converted for students in order to raise participation unlike regular courses.

The role of junior colleges has become more important with digital talent cultivation because the use of SW-AI development tools has increased and the service production has become possible with minimized coding. Expanding the Convergence and Open Sharing System (COSS) is planned to raise practical development skills via intensive learning in a short period of time.



In addition, the Ministry of Science and ICT plans to foster highly qualified professionals via the university ICT research center and selected six fields with high industrial demands such as quantum information communication or cybersecurity. Sejong University was selected in the digital contents area and plans to establish a hyper-realistic XR (extended reality) research center to implement the metaverse and foster 40 professionals every year.

Various experimental tools will be supported for national universities for balanced development between regions. A cooperative network will be constructed to highlight each regional characteristics.



### FOUNDATION BUILDING FOR THE MID-TERM TO LONG-TERM DIGITAL TALENT DEVELOPMENT

With the Inter-university Semiconductor Research Center (ISRC) at Seoul National University playing a central role, where education and basic research are possible, each regional foothold institutes will be able to specialize in different strengths while promoting collaboration between centers. Also, a center to nurture semiconductor talents will be conducted to offer equipment and places for field education and help to share information within educational, industrial, and research fields. A business agreement was signed this September with fifteen institutes including Korea Institute for Advancement of Technology, and establishment and management is scheduled to commence in 2023.



### SUPPORT TO REDUCE THE BURDEN OF EDUCATION EXPENSES

The MOE plans to support education by offering a practical opportunity for higher education to reduce educational gaps which has been increasing since the COVID-19 era started. Additional funds will be allocated to support student loans to maintain interest rates lower than the open market interest rates to reduce the burden of college tuitions for college students. Furthermore, funds for life-long education will be increased to ensure equal educational opportunities for the disabled and people in the low-income bracket.

However, there are some concerns about the practicability and limitations. This is because the MOE aims to foster a lot more talent than the necessary professionals expected in five years, which is 730 thousand. There is also criticism in the industry in that it cannot solve the fundamental problem. This is not simply due to the insufficient number of individuals with digital talents, but because there is a lack of professional workers that holds degrees above a master's degree, and there is a even larger shortage of workers that can be put directly into the field among them. There is also a lack of direct solutions to the problem which small and medium-sized companies suffer from manpower shortages while many workers leave for larger companies. In addition, there are concerns that universities will concentrate only in the metropolitan area and the burden of private education expenses might rather increase due to the decrease of the age of the personnel that is exposed to digital media. Specific plans and sufficient considerations will be necessary to prevent disorder in education fields and accomplish a good-to-be-digital-leading-nation in the upcoming era.

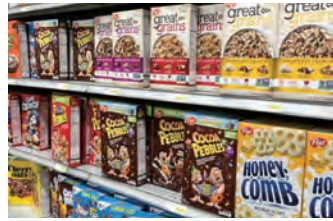
# Art Marketing

By Kim Min-seo

kminseo0828@naver.com  
Sejong Times Editor-in-Chief

©<https://www.news4000.com/news/articleView.html?idxno=3792>

We come across various marketing strategies of marketers in our daily lives. Did you know that there is a secret regarding how the products are displayed in a grocery store? When you go to the cereal section, you will realize that healthy products, such as granolas are displayed from the top to the middle of the shelves, whereas sweet cereals that taste like chocolate and honey are placed on the bottom.



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©<https://steemit.com/kr-marketing/@dgha1004/Gaemcn>

The purpose of this is to match the eye-level of the major consumers. The major consumers of granolas are adults, so they are placed on the top to the middle of the shelves in order to match the eye-level of adults. The same applies for sweet cereals. The major consumers of sweet cereals are children, so they are placed at the bottom to match the eye-level of children. Let's view another case. You might have seen the Denmark milk series of Dong-won F&B with famous western masterpieces on the packages in convenience stores. This is also a marketing strategy that is called art marketing, and it is frequently used by companies in order to provide a luxurious image for a product. The sales of Dong-won F&B increased seven times by utilizing art marketing. Let's discover what art marketing is and what its effects are via this article.



## WHAT IS ART MARKETING?

Consumers who value experience and have the desire to satisfy sensory enjoyment via art have recently increased. They are called *artsumers*, which is the compound word of art and consumers. They value experiences such as looking at art pieces or going to exhibitions that satisfy their artistic needs as opposed to cost-effective products. The marketing strategy that mainly targets artsumers is called art marketing. Art marketing uses artists and their art pieces in order to creatively express the image of a company and infuses a positive brand awareness in the consumers. Art marketing from this point of view is also called art infusion.



## THE EFFECT OF ART MARKETING

Professor Vanessa Patrick and Henrik Hetorbett, who was a student at Georgia University at the time, conducted an experiment in order to test the effect of how famous paintings on products would influence the thoughts of consumers. They showed people two boxes and told them to choose the box that they preferred. One box had a picture of a café that was taken at night, and the other box had a picture of Gogh's artwork called *Café Terrace at Night* (1888) on it. As a result, the people preferred the box that had Gogh's artwork on it, because they thought that it looked more luxurious. This experiment proved that the degree of how luxurious people perceive a product increases when artworks or masterpieces are placed on the package.



©<https://www.vincentvangogh.org/cafe-at-night.jsp>

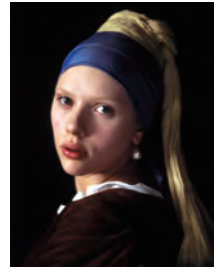


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Another study was conducted for further research. They compared the image of an artwork that was drawn by Johannes Vermeer called *Girl with a Pearl Earring* (1665) with the image of Scarlett Johansson in the film *Girl with a Pearl Earring* (2004). The two pictures were printed on paper. The preference of the printed images had no notable differences but they showed striking differences when they were applied to products. The degree of how luxurious people perceived a product seemed to be similar, but the statistical figures of what product was more preferred and purchased were much higher for the product with the artwork by Johannes Vermeer. These two studies proved the positive effect of art marketing on companies and marketers.



©[https://en.wikipedia.org/wiki/Girl\\_with\\_a\\_Pearl\\_Earring](https://en.wikipedia.org/wiki/Girl_with_a_Pearl_Earring)



©<https://www.imdb.com/title/tt0335119/>



## EXAMPLES OF ART MARKETING

The LG Group started a campaign that applied famous paintings in their advertisements in 2007. The slogan for this campaign was *the fact that more LG products become a part of your life means that your lifestyle becomes art*. A total of 150 artworks, which included 140 western paintings and 10 Korean paintings, were used for its masterpiece campaign. Famous paintings from renowned artists, such as Matisse, Klimt, Van Gogh, and Gauguin were used in the campaign. A survey was conducted in order to test the effect of this campaign. 600 people between the ages of 18 to 59 participated in this survey. The evaluation items consisted of attention, differentiation, expression, and image. The items that received the best evaluation in detail were differentiation and originality. The consumers evaluated that they perceived higher attention and differentiation of the advertisement compared to other campaigns, and they perceived it to be more luxurious. Also, the campaign was able to attract the attention of consumers by using familiar and famous paintings in the product advertisements, so it was able to remain in the memories of consumers for a longer period of time. Furthermore, the products were evaluated to have better quality and a higher image, which contributed to the improvement of the brand image itself.



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## THINGS TO KEEP IN MIND

Incorporating art marketing into a product does not necessarily lead to success. Art marketing can create synergy with the brand image, which results in positive effects such as an increase in sales and brand awareness. However, excessive art marketing that does not match the brand or the product image may not have any effects, or it may have negative effects on a brand, which is even worse. For example, if a product's major function or design is not revealed due to an excessive focus on using art for marketing, the attractiveness and preference for the product will decrease. Therefore, we must identify what the key message is that needs to be conveyed to the consumers and go through the process of evaluating the relevance and suitability between the product and the art before utilizing art marketing.

©<http://news.imaeil.com/page/view/2009050714305242785>



Art marketing is easy to find in our daily lives. If we develop an interest in art marketing that we inadvertently pass by, we will be able to identify the core function and image of the product itself, as well as the message about the product that the company wants to deliver. Every marketing strategy has a reason. If we take an interest in the marketing strategies and put effort in finding out various marketing strategies in our daily lives, we will be able to receive pleasure and enjoyment from these unique ideas.



# What's Your Color?

By Kim Sang-yeon  
todd814@naver.com  
Sejong Times Editor

What is your favorite color? Do you know your own personal color? It is popular these days to characterize and classify one's personality through some tests, such as MBTI personality tests or personal color tests. If you are interested in these tests, there is an exhibition that is worth visiting. You can take some wonderful pictures and make valuable memories with friends by visiting this exhibition.

## WHAT IS A PERSONAL COLOR?

You may have felt that you look better in certain clothing colors or different makeup colors. A personal color is the color-based theory that helps you find the best color that matches your skin tone. Many people have diagnosed their own personal color by themselves, but this online diagnosis tends to be determined by their subjective judgement which makes it inaccurate. The color that is seen on the screen and the actual color are significantly different, so an offline diagnosis by an expert is highly recommended.

## EXHIBITION

The exhibition *What's your color?* is held from July 6, 2022 to February 28, 2023 at the iMuseum zellys, which is in front of the AK & Hongdae building, and it is approximately 5 minutes from Hongik Univ. Station. It is open from 11:00 to 22:00, and the final entry time is at 21:00. It takes about one hour to look around the entire exhibition, and the regular ticket price is 15,000 won.

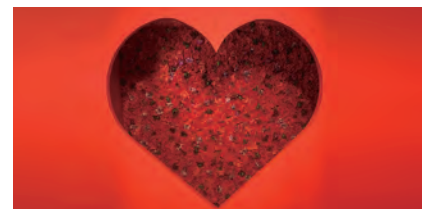
## 0. PERSONAL COLOR

Let's determine the color and tone that suits you best. You can have a 1:1 personal color diagnosis through an additional charged reservation. You can also conduct a self-diagnosis by identifying what color fits you the best via the mirror without an additional fee. Reservations can be made on the ticket reservation website.



## 1. PASSION RED (#FF0000)

The exhibition begins with a themed room full of red decorations. There are heart-shaped photo spots and stairs that are decorated with red roses which represent the color red.



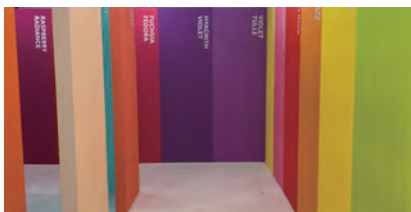
## 2. PURE WHITE (#FFFFFF)

White can embrace all colors. You can take a picture in a white room that is full of multi-colored neon signs. In addition, you will feel like a bride in a white dress with the concept of marriage.



## 3. COLORFUL

Find your own favorite color in a maze made of various colors. You can get to know the hex codes and the names of the colors that you want.



## 4. LOVELY PINK (#FFC0CB)

You can take pictures in a space that is full of pretty pink flowers.



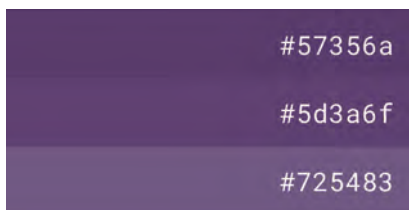
## 5. MAGICAL PURPLE (#8B00FF)

It is a room with purple decorations and a bed that has a mysterious concept. You can take various pictures that are just like you are in a fairy tale.



## 6. CLASSIC PLUM

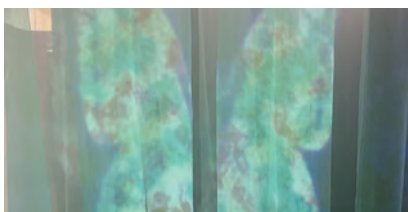
You can take pictures of yourself through various frames on the wall.



©www.kiwicode-service.com

## 7. COLOR MEDIA

You can take pictures of your silhouette from various backgrounds that are difficult to encounter in real life via the beam projector silhouettes that are reflected on the wall.



## 8. COLOR GLOW

You can take pictures of yourself being casual and free in a room that is decorated with a fluorescent graffiti concept.



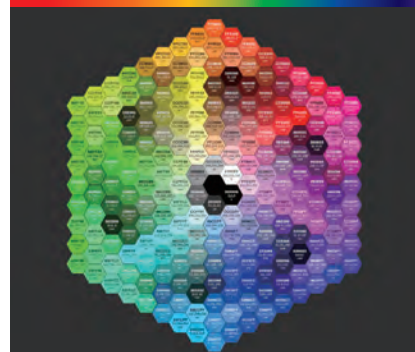
## 9. COLOR LIGHT

You can take pictures of yourself among the glorious lights in a room that is composed of various fluorescent lights and mirror decorations.



This exhibition is famous for taking beautiful and aesthetic pictures and making happy memories. Why don't you take this opportunity to flourish your own individuality?

## WHAT DOES COLOR HEX CODE MEAN?



©Whatdoes: streamlinepublishing.com

A hex code is a hexadecimal way in order to express a particular color. RGB is a collection of three primary colors of light, which include red, green and blue. The intensity of light in each color determines the concentration from 0 to 255. The applied colors are 256 colors per R, G and B, and a total of 16,777,216 colors can be expressed by combining these colors. These color hex codes have been a significant part of HTML for web design and they remain a key way of digitally representing color formats.

# THE WORLD OF FASHION SHOWS

By Kim Sang-yeon

toddy814@naver.com

Sejong Times Editor

What comes to your mind first when you think of a fashion show? There are some attractive clothes, but there are also clothes that seem excessive, which makes us wonder, *who can wear such clothes?* We just casually move on and think that we are the ones that cannot understand the world of such fashion. This reaction is not strange, because those clothes are *works of art*, which are created by fashion designers in order to reflect their own subjectivity as much as possible. Let's discover the unique and amazing world of fashion shows.



## Collections

Fashion shows are largely divided into two *collections*. They include Haute Couture and Prêt-à-Porter, which is ready-to-wear.

Haute Couture was customized clothing for the upper class, so the clothes of the Haute Couture collection became a milestone in fashion. These clothes can be difficult for the general public to appreciate, because they are works of art that are created by the best designers of the time, which are based on their own standards and subjectivity. The clothes in this collection are not worn in people's everyday lives, because they are tailored for artistry as opposed to practicality. This is what makes the price expensive. There are some cases where the organizers don't even sell them at all.

Prêt-à-Porter means high-quality ready-to-wear, which means that it can be worn right away in our everyday lives. Haute Couture, which was produced for the upper class in the past, was quite expensive, but Prêt-à-Porter is a collection that is made for the distribution and generalization of ready-to-wear clothes for ordinary people. Therefore, most of the Prêt-à-Porter brands, which are now commonly worn, have lowered the fashion accessibility to more people with as high of a quality as Haute Couture, which has satisfied both the industrial and aesthetic aspects of fashion.



©zara.com



## Terms

Let's discover terms that are frequently used in fashion shows. A *runway*, which means a passageway, is an area where a model exhibits clothes using a catwalk at a fashion show. A *catwalk* refers to the way the models walk when they exhibit their clothes. It was called a catwalk, because it resembles the way a cat walks, which does not make a sound. *Backstage* literally means the back of the show stage, which is where models change their clothes and put on makeup. *S/S* means spring & summer collection, and *F/W*, which is also called *A/W*, means fall & winter or autumn & winter collection. Lastly, *the front row* means the front seats, which is where the major members, such as celebrities and editors-in-chief can sit.



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## Fashion Week

There is a period of intensive presentation of designer's collection via various fashion shows. That's what *fashion week* is about. It is usually divided into S/S and F/W, and it is held twice a year for each season. There are four major fashion weeks in the world. The collections of the designers that represent each city are conducted in the order of New York, London, Milan and Paris.

The New York Fashion Week starts the entire fashion week, and it suggests the fashion trend first and shows a modern and practical image of New York with a Prêt-à-Porter collections. The London Fashion Week suggests several combinations of traditional British brand collections and debut shows by new designers. The Milan Fashion Week is held in Italy, which is a country of craftsmanship, and you can see the combination of fascinating materials, high-quality fabrics, and the craftsmen's skills in conjunction. Lastly, the Paris Fashion Week is where the most historic Haute Couture-oriented collections are announced, and you can enjoy the most spectacular stage production as the finale of Fashion Week.



@steinberg

## How to enjoy the fashion show?

Let's discover how to enjoy a fashion show. First, determine your favorite brand before watching a fashion show. Everyone has a style that they are interested in as well as their favorite brands. Furthermore, if you go deeper and deeper and learn about the designer who leads the brand or even the designer's background, you can discover your own tastes in more detail. Secondly, try putting your own tastes and subjectivity when you watch fashion shows. It is also a good idea to look at various clothes collections and add your own opinion, such as, *if that collection of clothes is modified, it will suit my tastes more*. Thirdly, identify current trends by yourself. It will be a good experience to compare the collections with several runways during Fashion Week, which is where several fashion shows are held at the same time. You can easily analyze the current or the near future fashion trends. Finally, fashion shows need to be thought of as an exhibition work of art and not just as models and clothes. This is because designers and brands are subjective to a wide range of details when they plan fashion shows from stage lighting, music, model selection and city location. If you want to understand this properly and fully enjoy it, you should pay attention to the clothes and models as well as the surroundings that are intended by the organizers.

We learned about simple terms, fashion weeks, and how to enjoy fashion shows. This will be an opportunity in order to easily access fashion shows. It would be fun to understand individuality via the unique charm of fashion shows and discover the direction of future fashion trends by yourself. Let's enjoy fashion shows and become a *trailblazer* who leads the future trend ahead of others.

# AI Artist

By Lee Su-jung

lialeee2@gmail.com  
Sejong Times Reporter

Artificial intelligence has begun to replace human's manual work, so experts have started to reevaluate human's own capabilities. Many doubt the possibility of AI conquering the art field, which is due to its lack of emotional intelligence, such as creativity and empathy, which are essential in the art world. However, this type of doubt has started to be overturned with the advent of AI artists.

## 01 SIA WRITES POETRY

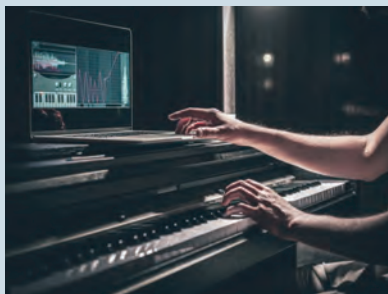


©Kakaobrain

*Sia* is an AI model that writes poetry. It was created by a joint project of Kakao Brain, the AI research unit of South Korea's web service company Kakao, and Slitscope, a

domestic media art group. The essential technology used in creating *Sia* is *KoGPT*, a hyper-scale AI model developed by Kakao Brain. *Sia* has learned the methods of writing poetry by reading 13,000 poems, which Kakao Brain added, "It is a real poet who understands the context of given information and immediately writes a poem when the subject and command are given." For instance, if you enter, *watering the plant for three weeks*, it deduces the relation of the cause and effect in the given sentence and writes, *the plant has bloomed*. *Sia*'s first collection of poems, including 53 poems, was published on August 8, 2022, titled *The Reason for Writing Poems*.

## 02 EVOM COMPOSES SONGS

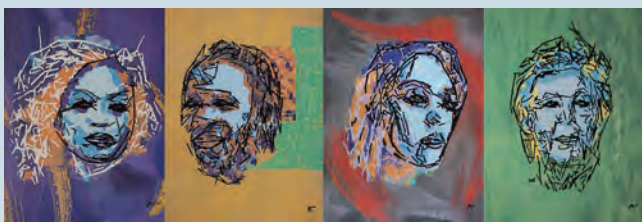


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*EvoM* is named after Evolutionary Computing, which is the first AI composer in Korea to be registered with the Korea Music Copyright Association. It was invented by

Creative Mind, an AI music start-up led by Ahn Chang-wook, who is a professor at the Graduate School of AI at the Gwangju Institute of Science and Technology. *EvoM* uses the technology of evolutionary computing, which inputs music theories into AI one by one to search for a combination of optimized notes. *EvoM* freely combines music notes, evaluates how they fit into the music theory, and continues to modify the songs after going through these evolutionary operations. It writes a variety of songs regardless of the music genre such as classical music, EDM, and Korean trot.

### 03 AI-DA PAINTS PICTURES



©www.ai-darobot.com/exhibitions

The world's first artificial intelligence ultra-realistic robot artist *Ai-Da* was developed in collaboration with Engineered Arts, which builds humanoid robots, and Aiden Meller, an art gallery operator in the UK. Ai-Da recognizes objects with a camera that is installed in her eyes and draws pictures with robotic arms that are modeled after human arms. It creates various artworks using painting, drawing, sculpture, and mixed media techniques. It was invited to the 2022 *Glastonbury Festival of Contemporary Performing Arts* in June. Ai-da painted the colorful portraits of the festival's major headliners, which included Billie Eilish, Kendrick Lamar, Diana Ross, and Paul McCartney.

### 04 TILDA DESIGNS CLOTHES

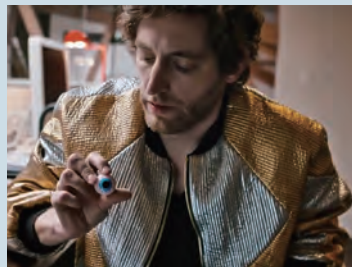


©LG

*Tilda* is an AI fashion artist that was first introduced at the world's largest fashion show, *New York Fashion Week*, in New York in February. It is the first AI human that was created using LG Group's AI Research Institute's hyper-scale AI model called *EXAONE*. It is based on an ultra-large AI, which has learned more than 250 million high-resolution images that are combined with text and 600 billion corpora, so it can learn, think, and judge on its own, which is unlike conventional virtual humans. It is also noteworthy that the technology that was used in creating *Tilda* allows it to fabricate new creations and communicate with real humans. *Tilda* worked with the Korean fashion designer Park Yoon-hee and their collaboration was presented at the *New York Fashion Week* this year. When *Tilda* was asked, "What would it look like if flowers bloom

on Venus?" *Tilda* created new images after contemplating the answer. Park then added details to her images and completed the design. Park said in an interview, "I designed clothes of the soul by interacting with the creativity that *Tilda* has and the emotions that humans have."

### 05 BENJAMIN WRITES SCRIPT



©IMDb

*Benjamin* is an AI script writer that wrote the script for the film *Sunspring*<sup>1</sup>. The director of the film, Oscar Sharp, suggested his friend, Ross Goodwin, who studied AI technology at New

York University, to collaborate in order to make an artificial intelligence by considering a 48-hour entry for the Sci-Fi London Film Festival, which is a science fiction festival. The AI that they created is called *Benjamin*, and that is how the movie *SunSpring* was released onto the online media *Arstenica*. *Benjamin* operates based on regression neural network technology, which is an algorithm that imitates neurons in the human brain and learns specific via repetitive learning. Goodwin taught *Benjamin* by typing dozens of science fiction movie scripts from the 1980s and 1990s. It includes popular scripts such as *Star Trek*, *The X Files*, and *2001 Space Odyssey*.

### CONCLUSION

As artificial intelligences began to learn art, which was considered a study field that only humans can learn, their attempts and discussions surrounding the artwork that they created became controversial. It is difficult to make a definite prediction about whether artificial intelligence-made artwork and human-made artwork would share the same value, or would AI be simply considered a tool that assists human's creativity, inspiration, and techniques. However, they are already influencing our culture and the art field as a whole just like the AI artists that are previously introduced in this article. AI artists are still unfamiliar to us, but we can be open-minded and look forward to the future world of art that is created by AI artists.

1. is a science fiction short film about three people living in a weird future, possibly on a space station, and it deals with a triangular relationship.





# James Webb Space Telescope

By Jang Hwan-ho

hwanho1019@gmail.com  
Sejong Times Editor

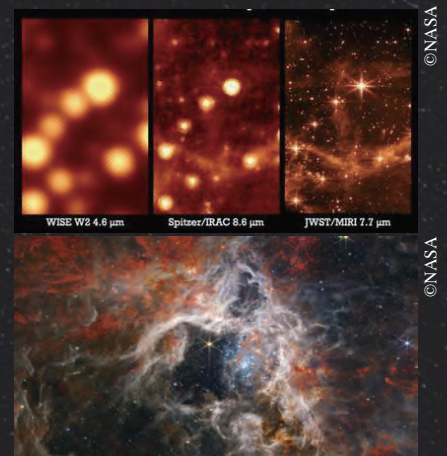
The Hubble Space Telescope (HST) has revealed a lot of data since 1990. It begun to arouse considerable attention about the universe, so NASA started the James Webb Space Telescope (JWST) project in order to investigate the origin of the universe or the alien world via a precise observation of the space. It was developed, but its launch was postponed due to the costs, technical errors, and COVID-19. Finally, the extremely anticipated space telescope blasted off successfully on December 25, 2021.

JWST is named after James Edwin Webb, who was the second administrator of NASA during the Apollo program (1961~1968), which was the United States lunar exploration project. It has a golden reflector that is 6.5 meters in diameter, which is about 2.7 times wider than the diameter of HST's, and it has about a 6 times larger collecting area than HST's. JWST arrived at the *second Lagrange point (L2)*, which is about 1.5 million kilometers (1 million miles) away from the Earth. The gravity from the Sun and the Earth is balanced at L2 where the Sun is always behind the Earth, so there is no light distortion and observations are not even disturbed by sunlight. JWST can also use infrared light by using gold mirrors. The former space telescope primarily processed visible light, which made it difficult to observe due to cosmic dust and clouds. JWST observes the infrared region in order to overcome these shortcomings, which is less affected by the above obstructions.

## WHAT KIND OF PHOTOS HAS JWST REVEALED?

### Large Magellanic Cloud (LMC)

It revealed part of Large Magellanic Cloud (LMC), which is about 158,000 light-years<sup>1</sup> away from the Earth. The project team needed to observe and compare data from the previous telescopes in order to test its first performance, and we can see its high-resolution image. This data successfully arrived, which confirmed JWST's operation. JWST has conducted further research by observing the Tarantula Nebula within Large Magellanic Cloud (LMC). It is a very large and bright star-forming region. Stars are continuing to form here, so it has a chemical composition that is similar to that of the early universe. Therefore, scientists can study how stars were formed in the early universe after the Big Bang, by receiving data that is related to the Tarantula Nebula.



1. The distance that light travels in one year.



### Carina Nebula

It is a cloud of gas and dust that is located about 7,600 light-years from the Earth. The picture shows the Cosmic Cliff, which is part of the Carina Nebula, and the landscape of star birth. Objects that are hidden behind the gas and dust are visible in the JWST image by comparing the JWST image with the Hubble Space Telescope (HST) image, because infrared rays can penetrate them, which allow us to see inside. The brown gas, which seems to blow upward, is cosmic dust that is made by ionized gas and heat. We can also discover the creation of star. A star is created when interstellar matter agglomerates<sup>2</sup> together under the influence of gravity as time passes. It was difficult to observe the birth of a star with the old space telescopes, due to the large amount of interstellar matter blocking the star-forming region. However, JWST can exhibit the phase of the star formation, which will help with studies regarding a necessary condition for star formation and the number of stars that are formed.

2. To gather into ball, mass, or cluster.



### Mars

JWST is able to capture images and spectra, which makes it able to help study Martian weather, dust storms, and seasonal changes. It sent data about Mars' atmosphere composition using NIRCam, which captures the light that Mars emits at a longer infrared wavelength as it loses heat. It additionally analyzes other chemicals, so it seeks signs of ancient life according to NASA.

### Jupiter

More detailed images of Jupiter were captured through several infrared filters. The auroras were detected at Jupiter's north and south poles in these images as well as its rings and satellites. It was previously brown to our eyes but now it appears white, because JWST processed infrared, which our eyes cannot see. Thus, the Great Red Spot, which is a spot near Jupiter's 20 degrees south latitude and the clouds seem white too. Scientists are hoping that they will be able to determine the internal structure of Jupiter in detail in the future.



### Orion Nebula

The Orion Nebula, which is located 1,350 light-years from Earth, is an emission nebula that is visible from the Earth. An emission nebula is a nebula that receives energy from a nearby star and emits its own light. A lot of stars are created here. You can see how a young star is created when you look at the picture as well as its appearance just before becoming a star in cosmic dust. In addition, JWST captured a detailed image of Orion Bar, which is a wall of dense gas that gathered due to the forces of the two stars on the other side. The scientific community studies the formation of the solar system by studying the Orion Nebula, because it is believed that the solar system is similar to the environment where the Orion Nebula was created.



JWST may be in fact unstable, which may be damaged by collision, and it cannot be fully repaired due to the long distance. However, it has provided us with valuable data for about a year. NASA hopes to submit a lot more adventurous proposals in the future. What kind of results will surprise us in the future?



# Ethnic Minorities in China



By Lee Su-jung  
lialeee2@gmail.com  
Sejong Times Reporter

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China is a multi-ethnic country which includes Han Chinese<sup>1</sup> and 55 different ethnic groups. They all live together in a unified national community, but some of them are different from Han people, in regards to lifestyle, religion, and appearance as well. Many ethnic groups have suffered from the fate of assimilating or disappearing from the Han in the history that has continued for thousands of years. We will discuss how 125 million minority groups in China are formed and what kind of culture they have built throughout such a long and complex history.

## CATEGORIZATION

We will first clarify what people are referred to as being *Chinese*. They can be divided into two groups: people who are living in China and people who are living outside of the country. There are Han Chinese and 55 non-Han ethnic minorities who are living inside the country. This means a total of 56 ethnic groups live in China. Some people live outside the country, and they are classified as *Hwa Qiao* (华侨), who are the people of Chinese birth but reside outside the Mainland China, *Hua Ren* (华人), who are people of Chinese birth but later acquired the nationality of their current country of residence, and *Hwa Yi* (华裔), who mostly live outside of mainland China but belong to the descendants of the Chinese people only by blood.

1. The Han Chinese or Han people are the majority ethnic group in China, making up approximately 92% of the mainland's population.



## INTRODUCTION TO THE CULTURE OF THE CHINESE ETHNIC MINORITIES

### 1-1) WEDDING CEREMONY: KU HUN (哭婚)



©Baidu

Minorities, such as the Zhuang, Hani, and Tibetan have a unique marriage tradition called *Ku Hun*. It refers to the

marriage tradition when a bride's mother and her family cry loudly with the bride a few days before or on the wedding day.

### 1-2) WEDDING CEREMONY: ZOU HUN (走婚)



©Baidu

The Mosuo people, who are a minority in Wonnan Province and maintain the matriarchy, have a marriage tradition

called *Zou Hun*. Females can have a relationship with males and have children from their coming-of-age ceremony at the age of 13. A man call a woman *Aha* (阿夏), and a woman calls a man *Aju* (阿注) in a *Zou Hun* relationship. The maintenance of the relationship depends on affection not on economic power. In other words, the *Zou Hun* relationship can be broken anytime when a man or a woman changes his or her mind, so the relationship between men and women in the *Zou Hun* relationship is equal.



## 2-1) TRADITIONAL HOLIDAY: PO SHUI JIE (泼水节)



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One of the most well-known traditional holidays of Chinese minorities is the Dai people's *Po Shui Jie*. *Po Shui Jie* celebrates the new year of the Dai group, and the festival lasts for three to seven days in June according to Dai's traditional calendar. The Dai people dress up for the holiday, and they then visit the temple with clean water to wash the Buddha statue. They spray water on each other, which is an act of praying for happiness and health and to fight off bad luck.

## 2-2) TRADITIONAL HOLIDAY: SHUI DUN JIE (雪顿节)



©Baidu

*Shui Dun Jie* is the Zhang people's or Tibet's traditional holiday, which is celebrated in late June and early July. *Shui* means yogurt and *Dun* means eating in the Zhang language, so *Shui Dun Jie* can be interpreted as a holiday to eat yogurt. The celebration of the holiday generally starts with an exhibition of Buddha statues, a traditional Tibet drama, a performance of yak races, and enjoying delicious food, which includes yogurt. The Chinese government designated National Cultural Heritage in 2006 in order to maintain various national cultures in the country, and they included *Po Shui Jie*, *Shui Dun Jie*, and Yi people's *Huo Ba Jie*<sup>2</sup> (火把节) on the first list of the National Intangible Cultural Heritage.

2. A traditional holiday for the Yi, Bai, Nani, Ji Nuo, La Hu people to pray for a rich harvest by chasing away ghosts and bad luck by lighting torches.



## HOPING FOR INDEPENDENCE

Chinese minorities enjoy their national culture and live in peace in their own way. However, some of them often demand independence from China due to the Han-centered policies and the invisible discrimination against minorities. Tibet was run by an autonomous government led by Dalai Lama until the 18th century, but Mao Zedong, who won the Chinese Civil War, sent troops to take over Tibet in October 1950 under the pretext of liberating the Tibet serfs. Tibet has lost its sovereignty since then. The Tibetans became enraged when the Chinese government tried to hand over the Dalai Lama's political authority to the Chinese after the annexation of Tibet, so they launched a resistance movement in 1959 and demanded independence. Dalai Lama, who was threatened by a hard-core crackdown, fled to India with 80,000 people and established a Tibetan government in India to promote independence.

The Uyghurs was a separate state called Turkistan in the past. However, the territory was divided into East Turkistan in Xinjiang, China and West Turkistan in Russia, which was due to the Treaty of Kyakhta between the Qing Dynasty and the Russian Empire in 1727. Turkistan was thus forcibly divided and absorbed into a minority in China. The Uyghur people believe in Islam, and they found it difficult to racially and culturally mingle with the Han people.

## CONCLUSION

It is true that China is still going through conflicts with ethnic minorities, but we cannot ignore the difficulty they went through which the management of as many as 55 ethnic groups with different languages, cultures, and customs in one unified country. China has presented the concept of *Zhong Hua Min Zu* (中华民族), which embraces Han and non-Han people living in China, Hwa Qiao, Hwa Ren, and Hwa Yi living outside China as one unified *Chinese People* in order to confidently be a multi-ethnic country in the world.

# The Pros and Cons of Personal Mobility and a Further Improvement Plan



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**By Park Seong-0**

pso1625@gmail.com  
Sejong Times Cub-Reporter

Personal Mobility that is based on sharing (PM) is deeply rooted in our lives as being a useful mobility. A PM service as a transportation that is available to individuals can be categorized into a car-sharing service, a car subscription service, a shared public bicycle service, and a public motor kickboard service. A car-sharing service is a short-term car rental service, which is based on several designated zones, and a car subscription service is a service where users can rent a car by paying a subscription fee for a certain period. There is one specific difference between car-sharing and a car subscription. It is called a car-sharing service if it is used for a period that is less than a month, and it is called a car subscription service if it is used for a period that is more than a month. A public bicycle service is a service where users can rent bicycles at a designated rental zone and return them to another zone. On the other hand, a public motor kickboard service is provided via a smartphone application by checking where a kickboard is, renting it, and returning it anywhere in service providing area.

Each PM service has been serviced for 4 to 10 years, and each service has been provided to the market by leading providers, such as SOCAR, SOCAR PLAN, Seoul Bicycle Ttareungyi, and KickGoing. They have been expanding their influence by serving various promotions, which are based on the characteristics of each mobility to the consumers, and they secure many customers. Some of the advantages and disadvantages of PM services, which are growing into large enterprises by meeting the needs of consumers, will be presented next.



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## The Advantages of PMs

The reason PM services can continuously provide services is due to their characteristics, which meet the needs of consumers. PM services offer us many advantages, which is presented below.

### 1. Convenience of use

PM services are provided without the constraint of days, hours, and even minutes, which are unlike the existing rental car services. Also, if you have a smartphone, the method of using them is remarkably simple, because you can rent and return a PM without any complicated procedures. This makes PM services relieve temporal and spatial constraints, which existing transportation systems possess.



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### 2. Promotions and various events partnered with external enterprises

There are various discount events, such as mileage events, credit services, and promotions with external enterprises, which contrasts with the existing transportation systems. These promotions and events induce the existing customers to keep the service and new consumers to start using PM services.

### 3. Efficient driving

It is a unique strength of PM services that customers can judge the current traffic complexity and immediately determine an alternative route. This is one of the differences between PM services and the existing transportation systems, which have restrictions from traffic and other external factors.



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### 4. Improvement of atmosphere and environment

Small PMs, such as public bicycles and public motor kickboards show a distinct difference with green-house gas emissions than general cars, which is due to their small size. Statistics published by the Korea Transport Institute in 2022 illustrated that PMs reduced green-house gas emissions to the effect of 300 million tons of trees, which is approximately 750,000 tons of the emissions. Also, the cumulative savings of carbon emissions have reached 3.78 million in the first half in 2018 when PM services were launched in China according to the Ministry of Science and ICT (MSIT).





## The Disadvantages of PMs

There are also various adverse effects of PM services in our society. The disadvantages of PM services are provided below.

### 1. Safety accidents

Easy-to-use means that there are less restrictions in order to use the services. There are the possibilities of accidents and dangerous situations in regard to traffic streams, pedestrians, and social infrastructures. Insufficient restrictions mean that there are no further restrictions about the absence of licenses, unskilled use, and even drinking. This is caused by the absence of a manager who checks the PMs and the status of the users offline. One of the major problems is that the renting procedure isn't regulated based on the user's status when an item is rented, because it is rented using a smartphone application. This table shows the number of accidents in 2017, 2018, and 2019. The first row is about the number of accidents happened by PM driver, and the second, third rows are about the number of deaths and casualties. As this chart says, safe accidents are on the rise. Also, this pie graph is about causes of the public motor kickboard accidents. From the largest portion to smaller, green part means defective and broken, red one is about driving accident, purple and blue are about fire & overheating, and external damage.



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최근 3년간(2017년 ~ 2019년) PM 교통사고 현황 (단위: 건, 명)

구분	2017년	2018년	2019년	합계	연평균 증감률
사고건수	244	483	876	1,603	89.5%
사망자수	4	4	12	20	73.2%
부상자수	252	507	917	1,676	90.8%

※ 출처: 도로교통공단 교통사고분석시스템 (TABS)  
개인형 이동장치(PM)를 이용한 사고(가해자 및 피해자 포함)

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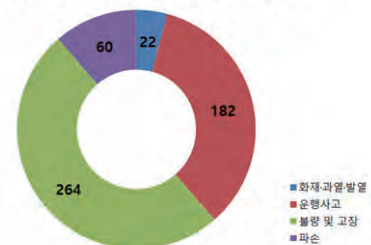
### 2. Hinderance to urban landscape

Renting and returning PMs are out of the spatial restriction, so the users can easily return and leave them in the middle of a sidewalk, on the shoulder of a road, or even in dangerous places. This hinders the flow of pedestrians and vehicles, which creates an unorganized urban appearance. Indirect accidents, which are caused by this complication, are pointed out as a crucial problem.

### 3. Insufficient laws and institutions

Korea introduced related laws and institutions later than most of the Western countries. Bad usage culture settled earlier than sufficient laws. An official full-scale law modification has been around since May 2021 in Korea. On the other hand, it has been around before and after 2018 in Western countries, which started in California. There are numerous customers that use PMs in Korea in an ideal way, which is based on the newly modified laws and institutions. However, users who are adapted to the existing wrong usage use PMs unconsciously or in malicious ways for their own convenience, which are the causes of the previously mentioned safety accidents and the urban beauty hindrance.

2015년-2018년 전동킥보드 원인 별 사고 현황



출처: 한국소비자원 소비자위해감시시스템/단위: 건

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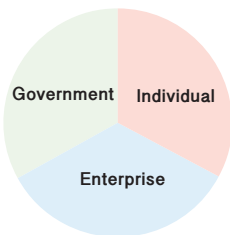


### Efforts for the right PM usage culture

We are already experiencing the position of PM services in our lives as a transportation platform via many statistics, media, and real life. We have looked through two aspects of PM services. The first includes the positive effects about the quality of life, social infrastructure, and all about society, and the other is the negative effects, which need improvements. The disadvantages, which were previously mentioned, are closely related to each other by affecting one another. Thus, we need all-round solutions that are related to the usage culture.



### What efforts are needed to solve this problem?



The government is currently announcing modifications of the related laws and institutions for the safety of PM users and the ecosystem around our lives. These modifications are implemented as laws, so they must undergo careful procedures. Rough regulations are determined based on the traffic laws, but the National Assembly is aiming to enact regulations carefully about sensitive categories in legislative organization, such as fee. However, rashly enacted legislatures that lack sufficient research cannot lead to a solution. One of the first PM rental qualifications conditions was in fact a driver's license but only for users under the age of 18, and it was the cause of continuous safety accidents and civil complaints. After that, the regulation has been changed to a strengthened form from May 2021, which means all users must carry their licenses. The revised regulation includes specific clauses, which include fines up to 200,000 won and apply penal responsibilities. The government supplies several other services to the users in addition to the legal aspects in order to promote safe usage via the media. The Road Traffic Authority, which is a relevant government department, assigned a legal position to PMs in May 2021, and it is applying traffic laws in order to encourage safe usage. Businesses that are linked to PM services continue to offer related products, such as insurance on the market as well as developing them. For example, DB Insurance's *Non-dividend Promy Life Direct Good Rider* product has special provisions for criminal liability as well as damage to property and person, and Hana Insurance's *One-day Electric Kickboard (PM)* insurance includes terms for fractures, inpatient treatment, and personal injuries.



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The general consumers, who are the main agents of PM services, should follow the correct methods, use protective gear, and comply with road traffic rules in regards safety. Furthermore, we should not use PMs forcefully in undesired conditions, and we should continuously self-check ourselves. A mindset for the right use must be conveyed to each other in order to pervade this safe-usage culture throughout our society.

Only the nation's efforts, corporate products, or individual law-abiding spirit can remove the label that PMs are a hinderance to our society. A positive PM usage culture can be only developed when society continuously strives with one goal.



©https://www.sae.org/shared-mobility/



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# A Rise in the Exchange Rate

**By Jeong Ji-yoon**

chxmass@gmail.com

Sejong Times Reporter

While the exchange rate is rising due to the increase in the value of the U.S. dollar, the USD-KRW exchange rate remains well above 1323 won. As a result, the problems related to imports, financial burden of international students, and inflation are increasing. Why did the exchange rate end up being exceptionally high?



©pngwing

## 1. CAUSES OF EXCHANGE RATE RISE

The exchange rate refers to how many units of a local currency must be paid to receive one unit of a foreign currency, which refers to the exchange ratio between the local currency and the foreign currency. It is also the relative value between the two countries' currencies. For what reason does this exchange rate change?

From a mid-term perspective, external transactions and macroeconomic policies are cited as factors that affect the exchange rate. If the international balance shows a surplus as a result of external transactions, the exchange rate will fall as the supply of foreign exchange increases, and if the balance of payment continues to show a deficit, the exchange rate will rise. Macroeconomic policies such as monetary policy also affect the exchange rate. If monetary policy is operated in a tight manner, the money supply decreases, and if there is no change in the amount of foreign currency, the relative supply of the won decreases and the exchange rate also decreases.

From a short-term perspective, the exchange rate is affected by the expectations of foreign exchange market participants, exchange rate fluctuations in neighboring countries, and various news. First, when market participants' expectations for the exchange rate change, the actual exchange rate change is caused by self-realization transactions.



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For example, if most market participants expect an increase in the exchange rate, they can benefit from purchasing foreign exchange in advance before the exchange rate rises. This phenomenon can increase the demand for foreign exchange and raises the actual exchange rate.

Second, fluctuations in exchange rates of major trading partners have a great influence on the value of their currencies.

For example, if the currency of a country in an export competitive relationship degrades, market expectations are formed that the foreign exchange supply will decrease due to the weakening of its export competitiveness, resulting in the devaluation of its currency.

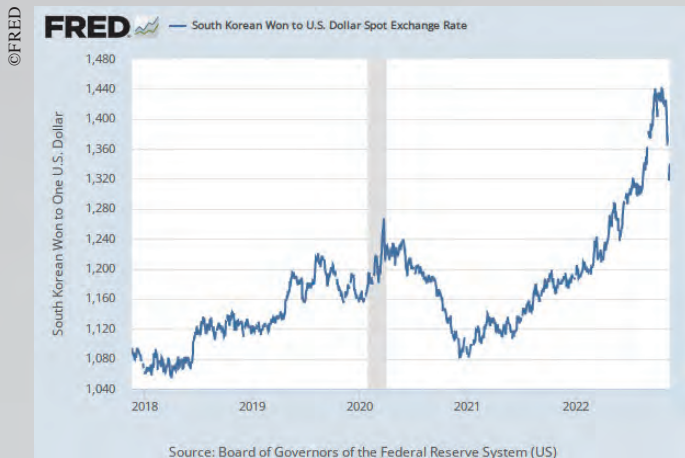
Third, various news also affects short-term exchange rate fluctuations through changes in expectations of market participants. As an example of this, the USD-KRW exchange rate temporarily rose sharply when the results of the Cheonan sinking investigation were announced in May, 2010, and when geopolitical risks were highlighted.

Fourth, changes in the bank's foreign exchange position also affect the exchange rate. When a bank's foreign exchange position is largely exposed in one direction of excess sales or excess purchases, a transaction for position adjustment occurs and the exchange rate fluctuates as a result. For example, if a bank's forward exchange position shows a large excess of sales, the exchange rate rises by purchasing a spot exchange to avoid being exposed to the risk of exchange rate fluctuations.



## 2. AFFECTED COMPANIES AND THEIR CASES

As the USD-KRW exchange rate has soared for months, food companies that purchase raw materials in dollars are facing growing difficulties. Food companies' profitability decreases as the cost burden increases due to the high proportion of raw materials in product costs. Dongseo Food was directly hit by the character of coffee beans, which have to rely 100 percent on import. Since beans are agricultural products imported from Latin America, Kenya, and Ethiopia, it is difficult to contract on an annual basis due to uncertain harvesting timing and production guarantees, and it takes an average of six months throughout the transportation process. As of November 2019, the price of coffee beans itself doubled from 110 cents per pound of Arabica beans to 220 cents in November, 2021. In response, Dongseo Food is preparing countermeasures by setting the timing of its purchase when the price of coffee beans falls.



The same is true of Starbucks, a famous coffee franchise. As the dollar continues to strengthen, the price of beans themselves imported from U.S. factories has more than doubled compared to the same period last year. In addition to the price of coffee beans, milk, whipping, syrup, beans, and other ingredients have all been raised together.

The high exchange rate is also a direct hit to airlines. They have large foreign currency debt due to aircraft purchases and pay aircraft lease and fuel costs in dollars. Korean Air's net foreign

currency debt reaches 3.5 billion dollars, resulting in a loss of 35 billion won on the books when the USD-KRW exchange rate rises by 10 won. Asiana Airlines, which is undergoing a merger and acquisition, is expected to suffer a whopping 358.5 billion won in exchange losses in the third quarter alone, leaving its capital total in a state of complete capital erosion that turns negative.

Battery companies that import raw materials and produce products from abroad, chemical companies that import naphtha, the basic raw material for petrochemical products, and steel companies that import iron ore and coal are directly hit by the soaring exchange rate. The price of anode materials purchased by LG Energy Solution, the world's second-largest battery company, was \$42.37 per kilogram, about double from last year's \$21.81. The average price of naphtha imported by Lotte Chemical was \$863 per ton, up 41.0% from \$612 last year. As of the second quarter, the exchange rate in the third quarter soared by about 100 won from the end of the previous quarter.





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Experts argue that the Bank of Korea's Monetary Policy Committee should respond with monetary policy next month, such as raising the benchmark interest rate by 0.5% points at a time, as foreign exchange reserves, also known as "foreign currency ammunition," are also decreasing. How long will the exchange rate go up? Inflation is expected to exceed previous expectations and the Fed's rate hike is expected to be stronger, but major central banks such as Europe, Britain and Canada are also expected to slow down their dominance in the first half of next year. However, if the global economic recession arrives due to the prolonged high-interest rate, the demand for the dollar, a safe asset, will increase, and the value of the dollar is unlikely to fall sharply.

Nevertheless, the way to lower the USD-KRW exchange rate is to increase exports and stabilize prices. In the short term, the USD-KRW exchange rate falls as the gap between Korea and the U.S. decreases, but in the mid- to long-term, Korea's GDP growth rate is higher than that of the U.S. and prices are stabilized. In June, the Organization for Economic Cooperation and Development (OECD) predicted that the economic growth rates of the United States and Korea in 2023 would be 1.2% and 2.5%, respectively. In order to increase Korea's GDP growth rate and lead to a drop in the exchange rate, measures to improve the current account are urgently needed, such as expanding trade finance, increasing exports by increasing marketing and logistics-related support, and reducing imports by increasing the supply of alternative energy.

Cooperation between the Bank of Korea and the government is important for the USD-KRW exchange rate to fall through price stability. The OECD predicted that the U.S. inflation rate in 2022 will be higher than that of Korea, while U.S. prices will stabilize faster than that of Korea next year. In order to reverse this outlook, the Bank of Korea should speed up interest rate hikes and the government should keep pace with tight monetary policy. Measures such as oil tax cuts and tariff cuts introduced to stabilize prices rather revive inflationary pressure on the demand side and increase imports more than expected, widening the trade deficit. Therefore, the government should focus on reducing unnecessary fiscal spending. If prices are stabilized early through those actions, the decline in the USD-KRW exchange rate will not be a wonder.



# The Constitutional Monarchy of the United Kingdom

By Cha Jun-seok  
 terryjs0103@gmail.com  
 Sejong Times Reporter

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## Death of Elizabeth II

The whole world expressed their condolences about Elizabeth II's death on September 9, 2022. Crown Prince Charles' succession to the throne, which was a hot issue, became controversial after Elizabeth II passed away. Prince Charles was criticized by the British people due to some behaviors, which were a stain on their national dignity. The public opinion of the opposition to the royal family has increased since Prince Charles, who has lots of problems, succeeded to the throne. Moreover, questions regarding the maintenance or abolition of the constitutional monarchy have been raised, and there is even the opinion that the system should be abolished. We will discuss the controversy over the abolishment of the constitutional monarchy next.

## Abolishment of the Constitutional Monarchy: The Agreement Position



### 1. Character Issues of Charles III

Diana Spencer, who was the Princess of Wales and Charles III's former wife, had lots of issues throughout her married life. Charles was widely criticized by the British public when his affair with Camilla Parker Bowles was revealed. In addition, a conspiracy theory that Charles III was involved in her accident was raised. He also frowned to an entourage just because a fountain pen case that was on the table was getting on his nerves, which was the icing on the cake in regards to his character issues. For these reasons, the public's opposition has become increasingly severe, and doubts about the constitutional monarchy were raised at the same time.



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## 2. The Constitutional Monarchy is Just an Old Legacy



©<https://thearseniobuckshow.wordpress.com/2017/01/02/jack-canfield-just-say-no/1>

The constitutional monarchy was investigated, which was compared to the elderly, and the youth thought that the constitutional monarchy should be abolished according to Morning Consult, which is a global research firm. It specifically revealed that only 50 percent of the youth between the ages of 18 - 34 indicated the constitutional monarchy should be preserved. This survey is meaningful, because only half of the 18-34 age cohort supports the constitutional monarchy, which is the root and identity of the British history. There are diverse reasons to why this phenomenon occurred, but the social awareness that the constitutional monarchy is just an old legacy turned out to be a main reason.

## Abolishment of the Constitutional Monarchy: The Disagreement Position



### 1. Brand Power

The tourism income of the royal family was about 71.5 million pounds from 2019 – 2020 according to the British Ministry of Tourism. This is not a lot of money in terms of national finance. However, it is not a loss, because it has the effect of promoting the royal family, which is the symbol of the British. The royal family in Britain has a value of 67.5 billion pounds when it is converted to a corporate value according to Brand Finance, which is an evaluation group of international brand value. They earn 750 million pounds every year due to this value. This indicates that maintaining the royal family is reasonable considering the fact that the British royal family's one-year budget is 292 million pounds.



### 2. Symbolism

The royal family in Britain symbolizes the root of the nation, which is a symbol of integration. The constitutional monarchy of Britain has a symbol of representing over 1,000 years of history. The royal family, which has an innocent history, provides the country of England with its identity, unites the British people into one, promotes stability, and enhances English pride. This means that it provides permanence and stability to the identity of the country. The British Empire was reorganized into the British Federal Kingdom after World War II, and the British king also served as the head of major commonwealth countries, which include Australia, New Zealand, and Canada. There is a public opinion that if the British royal family with this history is abolished, the brilliant history will be cut off. Therefore, the British people cannot easily stand up for abolition of the constitutional monarchy.

#### Too Early to Discuss Abolishment

There is a sharp division of the existence of the constitutional monarchy, which is between those who approve and those who disapprove. However, no one knows when or if the constitutional monarchy will be abolished. We can expect it to occur, which is based on the fact that over 50% of the youth population support the abolishment of the constitutional monarchy. However, this is not a simple problem, because the generation above the youth generation has a negative point of view about abolishment. As a result, there should be an extensive and continuous discussion between the youth and the elderly.



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# Cases of Intelligence Collection Through HUMINT

By Cha Jun-seok  
 terryjs0103@gmail.com  
 Sejong Times Reporter

©<https://www.xinergy.global/8-reasons-why-companies-expand-globally/>

## Importance of Human Intelligence in Intelligence Collection

The number of intelligence collection agencies is increasing due to the development of science technology, but the most important intelligence is extracted from humans. Frits van Paasschen, who is the CEO of Starwood, stresses that every crucial work assessment occurs while in contact with people. He said, “There is no method of substituting a work assessment with contact with a human in person.” Thus, we define intelligence that is extracted by a human as *HUMINT*. HUMINT is a compound word that includes *human* and *intelligence*, and most intelligence agencies seem to collect key intelligence via this. What other international and internal cases of intelligence collections are there? We will explore the intense world of intelligence war without bullets next.

## The Cases of International Agencies

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### 1. The U.S. (CIA) – Operation Neptune Spear (2010's)

Operation Neptune Spear was a shooting operation to kill Osama bin Laden. He was the head of Al-Qaeda, which is classified as an international terrorist group. This operation was led by the CIA, and it was a successful intelligence case war through HUMINT. It is true that the roles of satellites were very important, because they tracked down Osama bin Laden's hideout. However, extracting core intelligence from human resources was the key of this operation, such as monitoring a nearby hideout and obtaining local informants. For example, the Jawbreaker, which is an Afghanistan contingent team of the CIA, discovered bin Laden's traces, which is regarded as a successful HUMINT case. If it had not been for this key intelligence, some variables could have made that operation stumble. Moreover, the diffusion of terrorists could lead to huge damage of international securities.



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## 2. Israel (The Mossad) – Operation Opera (1980's)

Operation Opera, which is known as Operation Babylon, was an intelligence war, which tried to neutralize Iraq's nuclear facilities. Israel tried to incapacitate Iraq's Osirak nuclear facilities, which was in the name of the research and development. The Mossad, which is the intelligence agency of Israel, discovered the nuclear silo's location and its structural sources. Israeli authorities neutralized Iraq's nuclear development by initiating an air-raid on Osirak's nuclear facilities, which is based on this intelligence. This operation could not have been successfully conducted without HUMINT.



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## The Cases of the Internal Agency

○ ● ○

### 1. National Intelligence Service (NIS)

#### Case #1: Operation to capture Cho Bong-haeng (2000's)

This is an operation that aimed to capture Cho Bong-haeng. He was a drug lord, and he distributed large amounts of drugs in Surinam, which is the country in South America. This intelligence war is internationally known as a NIS case. A Netflix series dramatized this case and called it *Surinam*, which spotlighted the entire world. Cho Bong-haeng, who was a drug kingpin, escaped to Surinam in order to abuse the article of extradition proceedings in Surinam. The NIS tried to arrest Cho Bong-haeng by trying to coax him out of border in this situation. K, who was a secret agent with the status of a civilian, led Cho Bong-haeng to Brazil, so Cho was finally arrested. This is a representative case, which shows that cutting-edge technology cannot substitute for HUMINT.



©<https://www.youtube.com/watch?v=DLVAV-FcF7M>

#### Case #2: Operation Heukgeumseong (1990's)

Operation *Heukgeumseong* involves sending a spy to North Korea, and the film *The Spy Gone North* deals with this content. Major Park Chae-seo, who belonged to the Armed Forces Intelligence Command (AFIC), was assessed as a competent agent in the military. However, he became a delinquent borrower due to gambling and alcohol. Finally, he was dishonorably discharged as a major, which shocked military related people. The Agency for National Security Planning, which is the former name of the NIS, offered special employment to Major Chae as an AFIC agent, and the series of acts that he committed were part of an operation to deceive the resident spies in South Korea. He became an overseas agent of the Agency for National Security Planning and achieved results by conducting espionage operations in the north.



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### Limits of Survey

There is clearly a limit in regards to finding confidential intelligence regarding recent operations that intelligence agencies deal with. As a result, the importance of HUMINT cannot be fully explained with the comparatively old cases that are mentioned above. However, it is an evident fact that there are sources that cannot be collected by them, even though cutting-edge technologies have been developed. These can only be collected via contact with people. Moreover, even if science technology further develops in the future, HUMINT will be in a core position in regards to intelligence collection.

# How Was 2022?

**January&February**

We should definitely go skiing in winter!



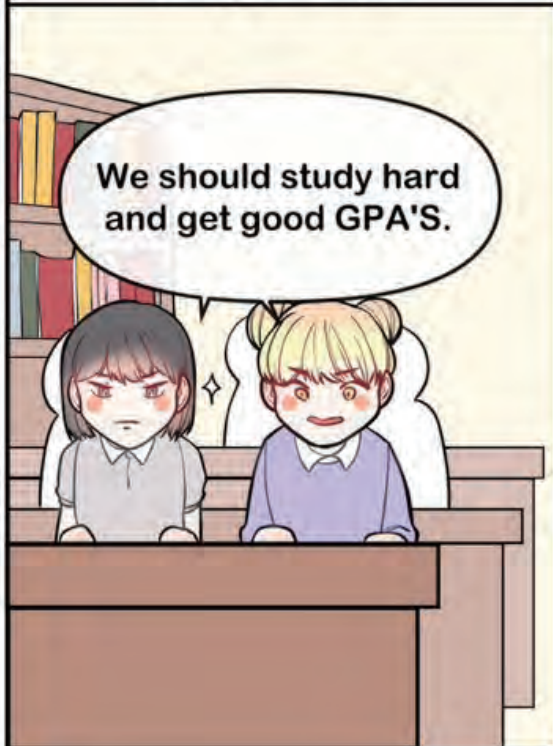
**March&April**

The weather is so nice!  
Let's enjoy a picnic at Children's Grand Park!



**May&June**

We should study hard and get good GPA'S.



**July&August**

Summer is the best season to enjoy activities.





## September&October



## November&December



How was 2022?  
Another year has passed,  
and a new year is  
coming!



The Sejong Times  
hopes all readers  
have a wonderful New Year  
full of good events  
and valuable memories!

Thank you for your interest  
towards The Sejong Times!

We will make  
continuous efforts  
to give helpful information  
to the readers  
and write about  
interesting facts

Thank You 😊



# WORD PUZZLE

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

해당되는 기사 페이지에 힌트가 있습니다.  
정답과 설문내용을 엽서에 적으셔서 1월 27일까지 세종타임즈 이메일로 보내주세요. 채택되신 분들께 소정의 상품을 드립니다.

When you find all the hidden words in the puzzle, please send the postcard attached at the end to [thesjtimes@sejong.ac.kr](mailto:thesjtimes@sejong.ac.kr) by January 27th. There are prizes for those who send in the correct answers.

1. The Pros and Cons of Personal \_\_\_\_\_ and a Further Improvement Plan
2. \_\_\_\_\_ Minorities in China
3. The Constitutional \_\_\_\_\_ of the United Kingdom
4. It's Not Your \_\_\_\_\_
5. A \_\_\_\_\_ in exchange rate
6. James Webb Space \_\_\_\_\_

## Dictionary

**converge** to move toward one point and join together; to come together and meet opposite

**allocate** to divide and give out (something) for a special reason or to particular people, companies, etc

**transaction** a business deal; an occurrence in which goods, services, or money are passed from one person, account, etc., to another

**erosion** the gradual destruction of something by natural forces (such as water, wind, or ice); the process by which something is eroded or worn away

**ammunition** the objects (such as bullets and shells) that are shot from weapons

**vivacious** lively in temper, conduct, or spirit

**protocol** the official procedure or system of rules governing affairs of state or diplomatic occasions

**mourning** the expression of deep sorrow for someone who has died, typically involving following certain conventions

such as wearing black clothes

**individuality** the quality or character of a particular person or thing that distinguishes them from others of the same kind, especially when strongly marked

**resemble** have qualities or features, especially those of appearance, in common with (someone or something); look or seem like

**trailblazer** a pioneer; an innovator

**campaign** an organized course of action to achieve a goal

**differentiation** the action or process of differentiating or distinguishing between two or more things or people

**luxurious** extremely elegant, especially when involving great expense

**intelligence** secret information that a government collects about an enemy or possible enemy

**cutting-edge** the latest or most advanced stage in the development of something

**corpus (plural-corpora)** a large collection of written or spoken texts that is used for language research

**matriarchy** a system in which power or property is passed from mother to daughter

**pretext** a reason which you pretend has caused you to do something

**transportation** a vehicle or system of vehicles for getting from one place to another, such as buses, trains, planes, etc.

**hinderance** something or someone that makes it difficult for you to do something

**convey** to express a thought, feeling, or idea so that it is understood by other people

**anticipate** to imagine or expect that something will happen

**satellite** a natural object moving around a larger object in space

**penetrate** to move into or through something

Thank You for Your Interest  
in SEJONG TIMES

## WORD PUZZLE



When you find all the hidden words in the puzzle, please send the postcard attached at the end to [thesetimes@sejong.ac.kr](mailto:thesetimes@sejong.ac.kr) by November 25th. There are prizes for those who send in the correct answers.

1. Medical Benefits for College Students
2. NFT: Non-Fungible Token
3. Perfume: Tips & Guides
4. Subway Protests led by the Disabled Advocacy Group
5. 5 Things You Can Enjoy from This Semester
6. Cultural Differences in Schools Around the World

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Hasan Mahedi 19012869 Department of HTM

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.

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동아리 또는 소모임 소개 글과 활동사진  
10~15장을 보내주시면 됩니다.

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