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Congratulatory Remarks on the Third Publication of the Dongsung Journal

Dear Dongsung students,



As a Principal of Dongsung High School, I heartily congratulate on the publication of "Dongsung Journal".

The year of 2019 has been especially meaningful for our entire community at Dongsung High School as our school was re-designated as the autonomous private high school in July through strict assessment and evaluation by the Seoul Metropolitan Office of Education. We have proved once again how everyone in our community made continuous

efforts to cultivate and advance our school since its transformation into the autonomous private high school in 2009. I hope everyone congratulate themselves and each other for this tremendous accomplishment.

I believe the re-designation as the autonomous private high school was possible with the educational goal and ideology of our school which is to help our students grow into humane leaders who would serve community with truth and love based on Catholic spirituality. Our entire community at Dongsung High School has been working hard to emphasize on educational philosophies which include the pursuit of wisdom for life, conviction of the inherent goodness and potential of students, the human responsibility for the beautiful world created by God, the pursuit of social justice and peace, special attention and care for poor underprivileged students, and contribution to the common good of the community. With devoted support from teachers and parents, our students have been enjoying their precious time based on Catholic spirituality in the community of Dongsung High School.

I am grateful to all students for their effort and dedication in recording their valuable experiences in this journal, and also all teachers for guiding our students. I wish everyone all the best for the New Year 2020.

Thank you.



Principal Young-Kwan Cho

Dongsung Journal Press Introduction



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School-themed Trip: Osaka



From June 12 to June 15, second grade students in Dongsung High school went on a school theme park trip. 8 classes went to Osaka, Japan and 3 classes went to Shanghai, China. Before going on a trip, the students listened to the safety education and essential knowledge from a travel agent and teachers from our school. We waited for the trip with excitement before we even started.

On the first day, we assembled at school and departed for Incheon International Airport. We finished our own lunch at the airport and got on the plane. The plane gave meals, but the distance to Japan was short, so pineapples and triangular kimbap were simply served to us. After getting off at Kansai Airport in Osaka, it took about an hour to review the arrival because security was tight and the immigration process was difficult because the G20 summit was being prepared in Osaka. So we cancelled some schedule on the first day and

went to Japanese meat buffet. There were not only meat in the buffet, but various Japanese foods such as soba, sushi, and fries were there. After dining, we went to hotel and prepared for the next day.

The second day, we visited Kyoto. We first visited Nijoseong, which was designated as a UNESCO World Heritage site, and Cheongsa Temple, which boasts an open view. After visiting, I ate green tea ice cream. It has very rich flavor and it was delicious. I think visiting Ear Grave was the most important part on the Second day. We heard the pain of our country from our guide and had a moment of silence in front of the grave.

On the third day, every students were looking forward it because we planned to go to Universal Studios Japan. We stayed there from 9AM to 4PM. We enjoyed various rides at the USJ and watched the streets like a movie sets. I would like to recommend Jurassic Park Roller Coaster and Harry Potter Ride to the first graders who

may go next year. I think two rides are the best ride in USJ. And also I want to remind that drinking butter beer is waste of money. It may be good for memory, but it tastes bad.

Last day, we visited Kobe. At Kobe, we visited Kobe harbor land, a department store and Kitano Ijinkan-gai Street a street that boasts a European street. At street, we can see the most beautiful Starbucks in the world. After visiting Kobe, we went to Kansai airport and came back to Korea safely.

I think The tour was fine, but the hotel room was small for two men and the bathroom was very small. I also think that despite the high price, the amount or quality of food was not good. I think it would be better to pay a little more if first graders visit Japan again next year.

by Yoon-Seong Han

你好! A Journey in History



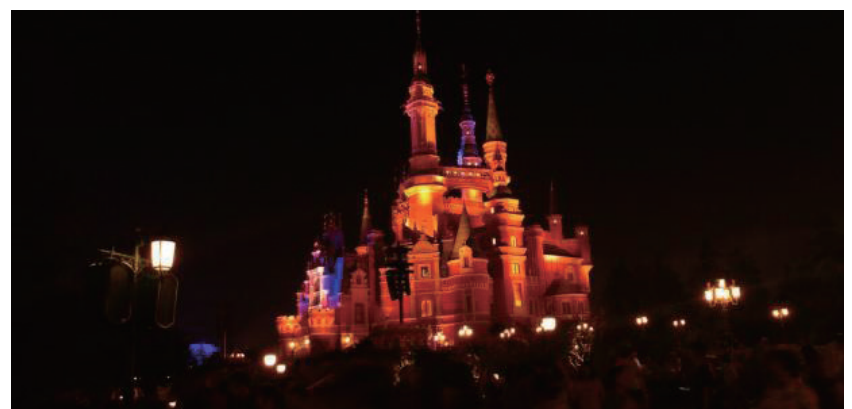
source: <https://lvnhp12152.tistory.com/166>

On a sunny spring day, it is very hard for students to just sit and study at school. For such students, a school trip is a great opportunity to breathe life into their daily lives. Students from Dongsung high school the 2nd grade of, 3rd, 10th, and 11th classes went on a school trip to Shanghai from June 12th to 15th. They were not just going to have fun, but also going to honor Memorial Day in Korean history.

At first, the students went to the Provisional Government of Korea in Shanghai to mark the 100th anniversary of its foundation. This building is the place where people gathered to organize independence movements after the 3.1 Movement in Korea. It was called the national code of "Korea" to create a provisional government. Students felt the traces of the independence movement and remembered the people who struggled for the independence movement there.

Then, they went to the Yoon Bong-gil Memorial Hall in Lu Xun Park. Yoon Bong-gil is widely believed to have contributed to the independence movement by throwing a bucket bomb at this park. He killed the chief officials of Japan, so he is one of Korea's most famous independence heroes. This action greatly impressed the Chinese people at the time, so it was also called Maeheon Park. The students went to the Memorial Hall to thank him once again for his sacrifice and achievements. They didn't just keep going to historical places. They even went to Disneyland and had fun, too.

One of the interesting things about this trip was that there were many people writing on the floor in the park. They were not just writing, but calligraphy in Chinese character. Since ancient times, the Chinese have valued their calligraphy skills, and they were able to realize it again when they saw the people who were quite good at



calligraphy in the park.

They enjoyed various foods in Shanghai. Ironically, since they went to China, they should have eaten a lot of Chinese food, but they mainly ate Korean food. Of course, on the first day, they even ate local Chinese food, but the students' disappointing evaluations led them to eat Korean food. Still, Chinese street foods were loved than meals, so students bought more food and gave good reviews.

It is quite sad to finish lend the last school trip before the third grade of high school, which is an important point for students. But we felt this trip was more special than any other trip. A trip that is only for fun is not long in memory, and a trip with something meaningful as history will be remembered for longer than usual.

by Hyo-Joon Jang

Reflecting on the Word ‘CONSIDERATION’

Recently, I have been feeling that everyone is living for one's own life. It seems like that we are likely to choose 'pursuing an individual's maximum benefit' rather than 'co-existing with others'. This circumstance is already pervading in every society, especially teenagers' society, in school. It is unsatisfactory. Though it is hard to sacrifice oneself to help others, we should seek a way to be happy with others. I realized this sad reality after I took a mock test of April. Therefore, I need to clarify the word 'consideration' (배려), which contains contradictory reality of our society.

The exam was only for 3rd graders, and it means that we are vulnerable to external factors such as other graders' disturbance. In fact, I could hear noise from an upstairs class, and the hallway far away from our class. After submitting the last OMR Card, some students shouted their complaint. "I was irritated because of 2nd graders' noises. They didn't respect us." Also, they threatened younger men by posting an warning on facebook. I could understand their feeling, but that situation puzzled me.

In this situation, I found students' ironic attitude toward their lives. It is started with some questions, 'How about us? Do we respect others in our whole lives?' In fact, about a year ago, we were not concerned about 3rd graders' mock test. Also, if we had known that, we should have not regarded that so importantly. We always acted like

our lives are totally separated with others' lives and we stuck to our lifestyles. However, after we experienced that situation which caused from others' disregard toward us, we started to express our dissatisfaction, and pointed the finger at them as rude. I was lost in thought while friends were saying. Usually, students don't try to be quiet in break time or lunch time when silent atmosphere is necessary for people who study or sleep. For them, their break time means they are free to do any actions, without thinking about others actions. They know others could be affected by such misbehavior, but do not care about it. So, can we blame others as inconsiderate without reflecting on ourselves?

There is a phrase 'Put yourself in another's shoes.' (역지사지) Since I decided to be a kind man, who is admired with one's respectful attitudes, I tried hard to see the world with others' point of views. In addition to that, always seeking to better way to behave, find the best decision, and followed that path. About a year ago, I had a chance to think about that phrase deeply. I realized the importance of my behavior that can affect to others' lives, and decided not to lay a burden on others. I had to clean my classroom with 5 other students as a team. It was a small team mission, so if someone ran away from heavy responsibility, others had to do his role. I really hated doing cleaning, so one day I escape from classroom without saying anything about my personal situation. A few days later, one friend did same

thing as I did before, so I felt he is very weird because I had to do more. But I tried to understand his mind, and change the point of view. I realized that concerning only one's feeling makes others feel tired. From that lesson, I tried to improve my behavior (always doing my best, not blaming others for not doing things that I also hesitate when I encounter that situation), and also give advices to make others reflect on their own. So whenever I was angry, I asked myself 'How am I going to do when I were him or her?' and if the actions were same, try to not blame others. I realized this precious lesson earlier than others. I tried to have objective perspective, and judge based on that viewpoint. I want to recommend this attitude to friends who are short-sighted. In a society where we can freely express our emotions, we should reflect on ourselves before blaming others rather than emphasizing one's emotions. By following this, we could be a helpful person to the people. Therefore, the word 'Consideration' is contradictory; Thinking that others should show their respect for me, but I am not responsible for it. If we try to be more altruistic, the whole world could change in a good way. That is the society where the group of kind people showed us in history, and we should integrate these ideal attitudes in our lives.

by Ju-Ha Kim

The Expected Positive Effects and Future of 'Dongsung High School', Qualification of 'Autonomous Private School'

Situation

One of the most important promise of the current government, 'Abolition of some autonomous private school' has been processed despite of a hard revolt of many citizens. As a result, fortunately, Dongsung High School is able to maintain its history as an autonomous high school. Therefore, it is necessary to expect and analyze the positive effects of the phenomenon and talk about the vision of its future.

Expected Benefits

After the decision, many autonomous schools located in the northern district of Seoul were converted to normal schools, so Dongsung could remain as one of a few autonomous schools in the northern part of Seoul. It means it can get over the trend of the decreasing number of students, and expect to receive more students than before. In fact, Dongsung had downsized the maximum number of students from 11 classes to 9 classes. And that leads to a reduction of the number of teachers. However, there are few choices available for students who live in the northern district of Seoul. The preceding would increase the earnings from tuition, so students can get the advantage of the improvement of the infrastructure in the school. Also, it is great for the foundation, so they can expect additional support from there, and it could be the base for the development of the school.

Even though there would be enormous benefits from the qualification, students who are going to graduate soon can think that there is no advantages for them. But it is a misconception. The pass of the re-evaluation means Dongsung High School has been called one of the great schools, so others could evaluate students as also fine because they had gotten a good education. It might be the hasty generalization but it is certainly right that it can cause good effects for the students. They can get a better image indirectly as it could be a small cue for perceiving ones' course that they had followed.

Solutions & Future

Dongsung needs to create vivid colors of its own, and everyone in Dongsung should set clear goals, directions and try to improve and develop it. If they never try to improve it, they would not be free from any criticism from students as well as some teachers. In fact, at the period of investigation for qualification, some assessors came to Dongsung, and requested that some students have an interview with them. The writer was present too, and in charge of answering to the questions about students organization activities and educational directions. I felt Dongsung needs to improve its managing system (etc. education) strongly, but the improvement could be started after Dongsung maintains the qualification for being an autonomous school, and answered them quite positively. However, many people believed that it has to improve a lot of things, everyone who is related to the school should start to envision the ideal school's image and debate with each other to reach the better.

The most crucial thing is that it needs to set clear goals and directions to have unique colors and improve the educational system from the view of instruction and personality. First, it is about educational directions, that Dongsung's biggest feature is a Catholic atmosphere of the whole school. Several affairs like mass, personal education from the priests, and the nuns and educational curriculum for students who want to be priests are some of those things. It is very special, and useful, so many Dongsung students are very proud of them. However, one of the questions from the interviewer to students taking 'The Priest Course' was that if there is any special educational system for them. But there was not any special things for normal classtime. Currently, they are receiving the same classes as normal students, but if there are any special courses for them, it would be great chance to develop the school's colors and also they can get more special education to become the priests.

There is also much skepticism about the normal curriculum. In reality, we can't ignore the national curriculum but it is very sad that Dongsung doesn't have any educational activities or systems that are distinguished from

other schools. So, it is not fit with its name, 'autonomous school.' It follows an ordinary curriculum only for entrance to university, that there are few special activities like club or sports activities. Usually, well known, celebrated autonomous schools try to ensure students are engaged in a lot of clubs about 4~6, (including sports, musical instruments and so on) to let them to enjoy a lot of things. But Dongsung has a little time for leisure or searching for students' dreams, so it seems like they are confined to only studying. Most of the activities are just video education that a few just watch, and there are fewer chances for things that students can participate in. So, there is the necessity that it should improve its bad culture that only heading for studying for universities.

In addition, it is sad that unnecessary classes are still maintained that no one feels are useful. Many people can discover the fact that most schools had became just institutes for universities in this doubt. One example of this is the English Listening Class. There are little things that teachers can educate students to develop, and in class, teachers only play the listening files even though the students hardly concentrate or just space out. Also, it needs system of competition for the teachers. Recently, students are feeling that some teachers are not passionate for their teaching, or are very aggressive that they never be seem to learn anything. In addition to that, sometimes there is a teacher who never prepares for class. So, if Dongsung wants to consider itself as an excellent school, people in there should reflect on what they have, and never hesitate to improve anything.

The way that Dongsung High School confronted is just developing phase. Everyone should envision what is needed for the school, and follow that way. Now is the that it has to go, and let's find the best way that we can walk together.

by Ju-Ha Kim

The 'Philippines Market' by Filipinos Working in Korea



<https://binaural.tistory.com/580>

Thanks to its geographical characteristics, there are many things to enjoy or special places to see near Dongsung High School. However, there is one event that students do not know well about, even though it has been held regularly in front of the school for more than 20 years. It is the 'Philippines Market'.

The 'Philippines Market' is held from 9:00 am to 5:00 pm, which is the end of Mass in the Philippine language at Hyeхва-dong Church. Merchants sell goods starting at a distance of 100 meters from the main gate of Hyeхва-dong Church down to Dongsung High School. Since the market is held once a week, up to thousands of people, including Filipinos and Koreans, gather here every Sunday. Even though this is Korea, it feels like it's in the Philippines because of the countless number of Filipinos. Therefore, it is also called 'Little Manila'. Many Koreans come, too, but mostly Filipinos come, so what they sell here is mostly for them. The biggest sellers are things like canned goods, snacks and fruits sold in the Philippines. And there are merchants who sell traditional Philippines

foods such as Philippines sausages(Longganisa) and rice cakes. In addition, the market also sells a variety of products such as clothing, toothbrushes, and cosmetics. It is a place where Filipinos can relieve their longing for their hometowns and Filipinos who gather there also exchange information about their jobs or talk about their hometowns. This is not just a market for Filipinos. And at the same time, it is also a place where Koreans can experience Filipino culture.

The reason why it is held in Hyeхва-dong, even though there are many places in Korea where the market could be held, is because the nearby Mass is held in Filipino. In 1996, a Filipino priest who was in a Jayang-dong church came to a Hyeхва-dong church and started holding a mass in Filipino. Filipinos gathered one by one to participate in the mass, and Filipinos who sold goods to them gathered one by one. And as the number of people increased, the Philippines market was naturally formed. However, the Philippines market once experienced a crisis. In 2010, Jongno District Office ordered them to move the market to near

by Nakwon store or Dongsung High School auditorium because of the inconvenience to citizens' walking nearby and harming the beauty of the city. The Jongno District Office argued that the Philippines market place is not a legally open market, and that after the mass, up to 3,000 people come out on the road at most times, that it is dangerous, and that traffic accidents can occur because citizens come out onto the road. At the same time, as the number of complaints submitted to the Jongno District Office continued to increase, the Jongno District Office eventually scaled down the market in July 2010. The number of stalls was reduced to 15 from the original 24.

Although the scale has been somewhat smaller than before, it is still open regularly and steadily. If you want to experience Philippine culture or have never visited the Philippines, you will be able to visit Philippine marketplaces and try new experiences.

by Dong-Gyun Seo

The Downfall of the K-POP KINGDOM



<http://imnews.imbc.com>



<https://ko.wikipedia.org>



<https://www.mk.co.kr>

On June 14th, one of Korea's big management company CEOs, Hyeon-Seok Yang, announced on his Instagram. "I have lived half of my life for building up this company, however, I would like to resign all of my position from now on" Since this announcement was presented urgently, it was shocking news.

On February, 2019, a major incident occurred to YG. Seungri, a member of the team 'Bigbang'. He was exposed to have done many illegal things when he managed his bar. At first, the bodyguards of his bars' committed violence against an innocent customer. Due to this, the customer prosecuted Seungri's bar and it was revealed that his bar put drugs into the liquor and because of the drugs, many women were raped, too. However, this incident wasn't the first time YG suffered

from crime. During the last 3 years, GD, TOP, CL, CUSH and other YG's singers were already convicted for taking drugs, and not only them but even YG himself was to have done sexual services too.

When TOP was revealed with this incident he also presented "I'm sorry to have caused such a stir, I think I deserve any punishment." Even though many celebrities have been blamed for trying to exempt the military service, drugs and sexual harassment, this incident was the sum of various crimes. Because of this, YG's image got worse and press centers are revealing new negative news about them every day. Therefore, Hyeon-Seok Yang resigned with an apology for his incompetence of the company management.

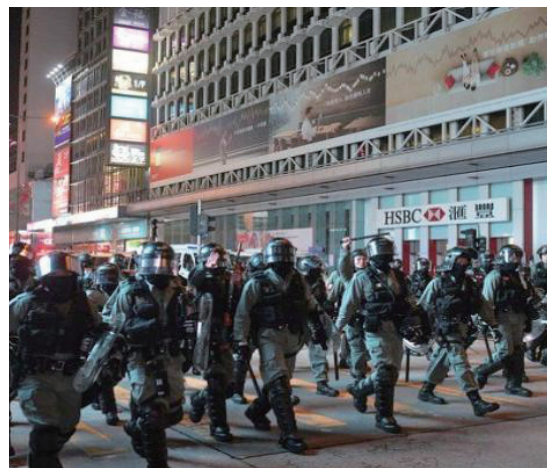
Still, many people are criticising YG. Though he

was the CEO of his company, the actual manager of YG was his brother, Minseok Yang. Since the brothers have 20% of YG's stock, economists expected that their participation of the company's management will still remain.

Due to YG's fluctuations, it is anticipated there will be a new phase of the K-POP era. Although K-POP has been a hit globally, many fans from other countries who liked the singer who belonged to the company would be disappointed and it is inspected to depress the K-POP culture. Also, the three big companies (JYP, SM, YG) have mostly dominated the music market on the 2010s, but a new management company is expected to rise up using this chaos as an opportunity.

by Yoo-Seok Bang

The Chaos; Umbrella Revolution



<https://1boon.daum.net>

On March 31st, Hong Kong demonstrations against the Extradition Act were being held for the first time. This demonstration was opposing the act of the Chinese government enabling criminals to have a compulsory summon if a serious crime occurs. The purpose of this law was first being caused because of one Hong Kong citizen. Feb, 2018, he murdered his girlfriend in Taiwan and escaped to Hong Kong. Because of this occurrence, the Taiwan police government requested to send him back. Unfortunately, Hong Kong couldn't send him because the two regions didn't have an extradition treaty. Due to this, the Chinese government ordered Hong Kong council to create this law.

However, a majority of Hong Kong citizens opposed

this law. Since China has gotten Hong Kong back from the U.K. in 1997, the Chinese government conceded its liberty from China for 50 years. Also, they were allowed to manage their own local district based on democracy, contrary to China. The Hong Kong citizens believe if this law come into exercise, they would have side effects too. Hong Kong has many activists who are opposed to the Chinese government, but if this law passes, they could be summoned by the Chinese government and sent to prison. Also, there are additional reasons for these demonstrations, too. Minister of Administration, Cary was appointed in 2017. Since she was chosen from the Chinese government and opposes to the citizens' position, they were annoyed at her agreeing to this law. So they also requested to have a direct election system for voting on who can superintend the Hong Kong local district liberally.

Sep, 2019 Carry announced that the Hong Kong Administration announced that the Extradition Act will be abolished. They thought this would end the demonstration. However, since the citizens weren't not only protesting for Extradition Act but also supposing in a more real meaning of the demonstration of Hong Kong, they are anxious for liberty. Although Hong Kong seemed to be better with these, it got worse by police shooting live ammunition to innocent citizens,

Nobody knows how and when this will end, but we can assume that this will be the butterfly effect of the China's democratization.

by Yoo-Seok Bang



<https://news.joins.com>



<http://now.rememberapp.co.kr>

Japanese Boycott Movement

NO

BOYCOTT JAPAN
'가지 않습니다'
'사지 않습니다'

<http://newsbrite.net>



<http://m.news.naver.com>



<http://m.news.naver.com>

It has been about three months since the Japanese boycott movement was actively carried out in Korea. With the active participation and encouragement of people, the number of participants and the scope of participation continues to expand. Then why did the boycott start?

Let's go back to last year to find out this. In October 2018, South Korea passed judgement on Japan to compensate them with one hundred million won per person who were forced into military service during the Japanese colonial era. This was because, per the content of the agreement between two nations, there were no details of indemnity for Korean people who were oppressed during those times. However, Japan protested the judgement, saying it violates international law, and banned exports of three raw materials for semiconductors, Korea's leading industry. And a month later, Japan began economic retaliation by excluding Korea from the white list, and Korea is also fighting back by not buying Japanese products.

The boycott movement has had a huge effect on society, sharing lists of Japanese products on the Internet and encouraging people to participate in the movement. In particular, clothing brands such as Uniqlo and Descente

has seen their sales drop sharply, with no customers at their stores, while Asahi Breweries, the No. 1 beer seller overseas, has fallen to seventh place. In addition, the number of travelers going to Japan decreased by 30 percent and the number of people canceling flights to Japan increased by 70 percent.

However, the bullet that was shot to Japan sometimes comes back to us. Some people even offer excessive demands to expel celebrities from Japan who are active in Korea and some stores were closed because of boycotts because people even boycotted Korean-run Japanese restaurants. Also, some participants criticized people's business trips to Japan, excessively demanded people to join the boycott, and wrote coarse language on other people's Japanese cars.

It is a great thing to show citizens-led anger over Japan's past atrocities as well as its response to economic retaliation through a boycott against Japan. However, I felt that there are some things needed to supplement for a boycott, as there are the aforementioned side effects and I will discuss those things here. First, as many of the participants are still part of the boycott movement

without knowing the cause and purpose, the government or organizations should support the movement and explain the background first. Secondly, no one should force others to join since a boycott is not an obligation, and not criticize economic activities, such as Japanese entertainers who are helpful for Korea, or Korean Japanese-related industries. Finally, since the boycott is often disorganized as part of the campaign is centered on individual participation, I believe that people should develop a sense of solidarity and participation by promoting Korean-made goods that can be used instead of Japanese goods, creating websites for boycotts, and demonstrating against Japan.

Of course, this method can express anger toward Japan and Korea can find its own solution to the semiconductor industry, but it can be inconvenient for Koreans, take a long time, and is not as effective as the effort. That's why while the people are doing Japanese boycotting, I think the government should conduct active negotiations and dialogue with Japan to quickly stop the economic war and restore relations.

by Han-Seo Min

Human Remove The Veil Of The Black Hole



By Event Horizon Telescope - <https://www.eso.org>

On April 10, 2019, the first picture of a black hole in human history was taken by an international research team. The shape of black hole was very similar to what scientists had imagined: The ring-shaped gas that lit up the surroundings, and the dark shadow that existed in the center. This great achievement is the work of an international research team consisting of more than 200 scientists, who connected eight radio telescopes in different parts of the world. How they could take the picture of black hole which sucks in light?

Truth of Black Hole

Before that, What is black hole? People think a black hole that sucks in anything. It is true that a black hole sucks in everything, even light. But what many people misunderstand about black hole is that black hole is 'hole'. However, this is not truth. Black hole is just one kind of the end of a star and a gathering of fragment of star. To understand how black hole is created, we should know Newton's Law of Gravity and Einstein's Theory of Relativity.

Newton's Law of Gravity is explanation about force of gravity. Gravity is power of attraction between things that have weight. According to this theory, the heavier things' weights are and the closer distance between

things is, the stronger power of gravity is.

In Einstein's Theory of Relativity, Einstein explained that gravity can distort the space. Think of the bed. When we put heavy iron ball on bed, bed around the ball was being lower and when we put lighter ball around it, it is sucked in to heavier ball. The similar situation is happened in space too. In this case, Black hole is the same as this heavier ball. Black hole is the end of a star that is more than fifteen times heavier than the Sun. The weight of these stars are so heavy that it creates considerable power of gravity. In Newton's Law of Gravity, this level of power of gravity is so big that black hole can bind even the light, which is fastest thing among space. In Einstein's Theory of Relativity, black hole's considerable gravity distorts the space so extremely, even light is sucked in to black hole just like as light ball is sucked in to heavy ball. Because of this feature, Black hole seems black and we can't observe it generally.

Research team's Breakthrough

Then how an international research team could take the picture of black hole? The first problem to take the picture of black hole is that black hole sucks in light. They solve this problem by taking picture of things that



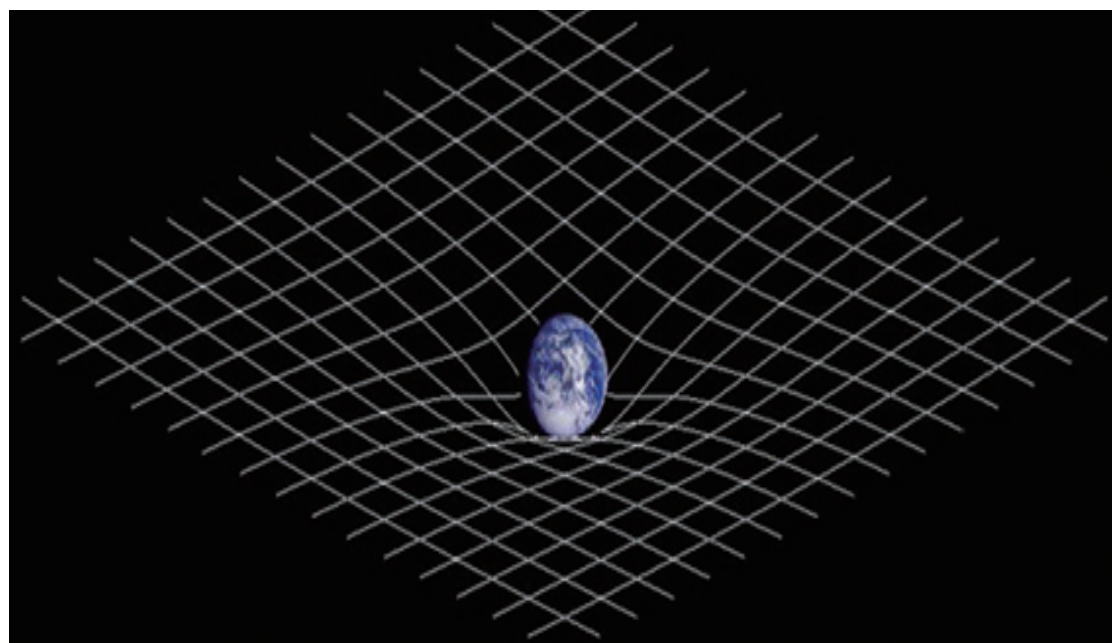
<https://file.mk.co.kr>

are being sucked in black hole. So the shape of black hole described in picture is ring-shaped. The black part of the center of the ring is the real black hole.

The second problem is black hole that the research team used as a target of observation is too far away from earth. The difficulty of the project was comparable to counting the number of dust in a golf hole in Los Angeles by a person in New York. According to theoretical calculation, It needs lens whose size is similar to the Earth. This is almost impossible. So they linked eight telescopes across six continents together to actualize the Earth size telescope. They integrate and analyze information of black hole that was obtained from different telescopes at the same time.

This picture has meaning that Einstein was right. Using Einstein's Theory of Relativity, scientists can predict the shape and size of a black hole very accurately. Picture of the black hole was almost same with what they imagined through the theory. The picture of a black hole with a wonderful ring of gas in its surroundings can be a strong evidence supporting Einstein's Theory of Relativity.

It is uncertain whether the research, which has allowed people to see the invisible, will lead to the Nobel Prize in Physics. However, it is clear that we will be looking forward to unveiling the secrets of the birth of the universe with ceaseless efforts and this achievement is the first step to human's process of revealing the secrets of the universe.



CC BY-SA 3.0, <https://commons.wikimedia.org>

by Jeong-In Choi

Ethical Management about Government



<https://cherryboy.tistory.com>

This year, as life in Dongsung high school has been going on for three years, I have formed a club; I intended to further explore certain types of management, such as sharing information among students interested in management or business administration, reading newspapers and discussing them, and to get closer to management. So far, we have developed our own capabilities through various media. So have I. Particularly, I'm interested in ethical management, and I'd like to give you a short talk in this article.

About Ethical Management

What is an ethical management? While maximizing profits is the main purpose of a company, it is based on the reality that no matter how well a company's social responsibility is, it will have no choice but to close its doors if it loses its social trust in corporate ethics consciousness. It may sound difficult. However, we are pursuing ethical consumption without realizing it, and therefore companies are making ethical management practice a priority in line with the eyes of consumers

who seek ethical consumption. The practice of ethical management is becoming a key and important factor in profit-making. In this atmosphere, many companies are making efforts in many ways to implement ethical management. Among the various kinds and fields of management, I am particularly interested in and willing to do ethical management. Until now, I studied about the assessment of the type of ethical management model, the relationship between the effectiveness of companies, and the practice of ethical management by domestic and foreign companies. We have analyzed and explored ethical management failures, etc. In addition, in our club, we discussed the ethical and corporate ethics of Chinese companies due to China's copyright infringement and industrial progress. Furthermore, these days I am interested in and exploring the management strategies and management measures of the Korean government. So, to be more specific, I would like to present the government's management measures and the results and future direction of the management of state-run companies.

Unlike companies, the government does not present management strategies and management spirit separately. However, if you look at various government-related materials, you can even see the government's strategy, status, future plans and prospects. Also, I should not forget the fact that government also seeking for the best benefit; not always, however. So, I investigated the 2019 management evaluation of Korean public corporations and talk about the need for ethical management practice and how to apply it. A total of 128 state-run and quasi-government organizations were selected for the management evaluation of public organizations, and 57 standing auditors also included job performance evaluations. And the evaluation was



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conducted by private experts, including professors, accountants and lawyers, with ratings ranging from A to E, and divided into state-run companies, quasi-government agencies and rigid types. According to the results of the assessment, institutions that receive grade D or below will be given disadvantages, such as no performance-based pay.

Government's Management Strategy

What is the government's management strategy that we can see here? They say that the government is implementing a government-led policy, and that it is emphasizing the ethics of companies by discriminating against whether they pay bonuses or not. That is, ethical part is being the core part in the government. Then the ethical management will spread through private firms so that ethical management being the main portion of full management. To wrap up, there are countless models and strategies besides the models and strategies I know and now I'm talking about. But what can be said for sure is that among management, I think it is of great value to the idea and practice of ethical management strategy. So I thought that I would like to help and give advice to companies that even have the power to lead a nation on a global scale and to implement it in the future as an ethical management expert on the world stage.

by Gwan-Ryeong Park

Many Different Ways You Don't Know About Marketing



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What is marketing?

What is marketing? The definition of marketing can vary in every situation, but the typical definition is management activities related to the distribution of the product to the consumer by the producer. It may seem difficult and complex, but marketing is really an easy thing. As we walk down the street, watch TV, look at smartphones, and access the Internet, we are exposed to a number of marketing strategies. Many people believe that advertising is equal to marketing but advertising is only one kind of marketing strategy. There are various marketing strategies that we do not know that advertising is marketing. Therefore, what marketing strategies are fascinating, and what strategies will companies use to capture consumers like us? Here are some examples of typical marketing strategies.

Marketing strategy

First, PPL marketing. PPL is the simplest way to receive a price and expose a specific company's products through

movies or drama. Everyone can easily recall the scene that main character using specific brand's goods in movies or drama. Looking at this unwanted brand's logo will convince spectators to buy this car because we might think it makes us feel and may look like him or her.

Secondly, noise marketing. It is mainly about spreading provocative and negative rumors rather than positive issues, upsetting the thought-meaning process of issues and beliefs among consumers. This may lead to short-term popularity, but it may leave a negative image or lead to irreparable bankruptcy to a company or individual if the situation drags on. Recently, consumers have become increasingly reluctant to accept this and are not using it very well. We can experience noise marketing in Facebook or many different kinds of internet page. Attractive sentences and fake reviews control people's mind to come and get their goods.

Third, Cause marketing. Especially this marketing strategy is one of the strategies that I am looking at with the most interest. This strategy creates a positive image by fulfilling the responsibilities a company deserves as a member of society. One excellent example that I could introduce is TOMS which is performing 'One for One' that donates poor kids when we buy one pair of shoes. Also, today, many existing companies are performing CSR(Corporation Social Responsibility) and CSV(Creating Shared Value) to connect and be the one in the relation with customers, companies and society.

Fifth is NICHE marketing. It is metaphorically compared to a good fishing spot to a niche. It is a marketing strategy that targets blue-ocean that has little attention by splitting and segmenting the existing market while avoiding saturated red-ocean that is already being watched and positioned



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by others. Blue Club is one case in Korea. It is also a good target for small businesses through male-specialized hair salons and formed relatively low cost than other salons. Also, Samsung is one example of this marketing. At the time when Samsung tried to invest for semiconductor no one person agreed to allow them to invest because it's risky process. By overcoming everyone's concern, however, it became NO.1 in semiconductor field.

Peter Drucker is a famous American business-manager. I read some books he wrote. Among them, there was the most memorable part that concerns marketing: "The purpose of marketing is to discover consumers' unsatisfied needs and to make sales unnecessary by working out ways to meet them." Even subtle things, we are making decisions and opening our wallet by lots of ways of marketing. Observing company's marketing strategies is really interesting process but the thing I want to emphasize is that you should not too flowed by them and overspend without any boundaries.

by Gwan-Ryeong Park

Juventus Ignored South Korea?



<https://m.post.naver.com>

On July 26, 2019, Juventus, a prestigious soccer team from Italy, visited Korea. The visited Korea to play friendly matches with the team K-League. Team K-League is an eventful club made up of the best players in K-League, a South Korean professional soccer team. The two teams played the game, but the incident broke out that should not happened. The incident was that Cristiano Ronaldo, a world most famous striker didn't played the game. Why shouldn't this happen? Let's find out.

Let's go back to around July 6th. The JoongAng Ilbo newspaper informed that Juventus will visit South Korea on July 26 to play against the K-League All-Star. And most importantly, they wrote an article highlighting that the contract contained a clause that allowed Ronaldo to play at least 45 minutes of the game. This has kept many footballers out of their excitement at the thought of seeing their idol, Ronaldo. But what



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was unique was not hosted by the K-League, but by a company called "The Fasta." In spite of high price, people were excited to see Ronaldo's game, and all seats were sold out at the time of ticket reservation, two hours after ticket sales began. There was a lot of criticism, but in the end, the tickets were sold out. And on July 26th, Juventus visited Korea. But from the beginning of the schedule, things started to get messed up. All schedules have been changed because the plane was delayed for two hours due to bad weather and arrived at three o'clock what should be arrived at one o'clock. For this reason, Ronaldo's fan meeting was canceled and other players replaced him. The starting lineup for both teams was announced an hour before the match began, and the name Ronaldo was not in starting member but it was in the replacement list. Many people expected Ronaldo to play in the second half, but he didn't show up for 90 minutes. Many people blamed Ronaldo and repeat his



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rival Messi's name when he was shown on the screen. After the game, many articles covered Ronaldo's case of non-execution and breach of contract more important than the story of the game's content. Fans who were hugely disappointed criticized Ronaldo for using all sorts of slang on his personal SNS. Juventus said Ronaldo was unable to play because of his blood accumulation and injury, but the next day, he posted a video on his personal SNS that made him look happy while running on a treadmill at his home. No Show's angry fans decided to file a class action suit against the organizers, which was also heavily reported by European media.

Eventually, the incident got the name of the comedy, and many people said, "I found out that European soccer teams only think of Asian countries as making money."

Yoon-Seong Han

Korean Youths Set Up New History in Poland



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At the 2019 U20 World Cup in Poland from May 24th to June 16th, the Korean players produced an incredible result : Second place. Because many people were indifferent early in the tournament and weren't expecting a high ranking this outcome is all the more valuable. Then let's see how did they make it.

Group stage

It was not easy for them to reach the round of 16 because they were in the "group of death". In the first match against Portugal, they were attacked by counterattack in the early of the first half and lost 1-0. With changed tactics to do an effective attack, excellent blocking from Lee Gwang-Yeon and great header goal from Kim Hyen-Woo, we could win the next match against South Africa. Because Argentina is also good at attack, manager Jeong changed tactics again to strengthen the defence. Successfully, with a calm pass and an accurate cross in the counterattack they won 2-1.

Round 16 and Round 8

The national team, which advanced to the finals with good results, gained an advantage thanks to VAR. In

the match against Japan, Japan's opening goal was canceled as being offside by VAR and perfect shooting came out after hitting the crossbar. Then, Oh Se-hun scored a winning goal in the 83rd minute that led us to the next round. The match with Senegal was incredible. After we lost a point, Lee Gang-In scored a goal on a penalty kick gained from VAR. But, in the late part of the game, the opposing team also succeeded at a penalty kick and it looked like we would lose. Surprisingly, 1 minute before the game ended, Lee Ji-Sol scored theta corner kick and tied the score. After fierce extra time, Korea finally could beat them three to two in the penalty shoot-out.

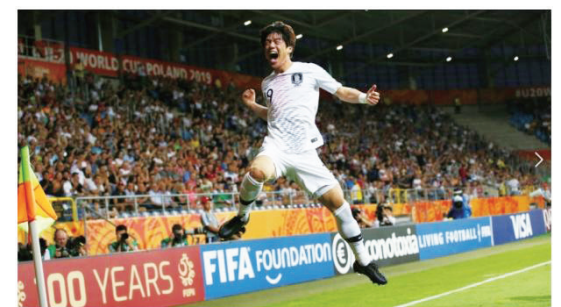
Semifinal and Final

In the semifinal against Ecuador, Choi-Jun scored an early winning goal with Lee Gang-In's clever assist and Korean soccer team advanced to the finals for the first time in history. Although Lee Gang-In scored an opening goal in 5 minutes, it was hard for them to keep score because Ukraine's attacking speed and physical ability were far above them. As a result, due to many physical and mental limitations, Korea faces a 3-1 upset.

Things we gained



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While the Korean national team could not win the trophy, Korean soccer made history and was able to look forward to the future thanks to the boys' performances. Especially, Lee Kang-In, the youngest player on the team, became the first Korean to receive the golden ball with four goals and two assists in seven matches. With this amazing performance, he is receiving attention from many big clubs such as Real Madrid and Ajax and is also being watched by the national adult team. K-League players such as Lee Kwang-Yeon, who showed great blockings, and Cho Young-Wook, who showed witty dribbles, have also become famous through radio and entertainment broadcasts after the tournament, which have also allowed them to raise interest in the K-League. Besides, with people's growing interest and support in Korean soccer, the national team has gained strength and motivation in the upcoming Olympics and World Cup.

What we have to do for another miracle

In this competition, the players called on us for passionate cheering and they could make a historic result with our support. As such, stop blaming the national team and let's always support the coach and cheer the players warmly so that they could make another miracle someday.

Han-Seo Min