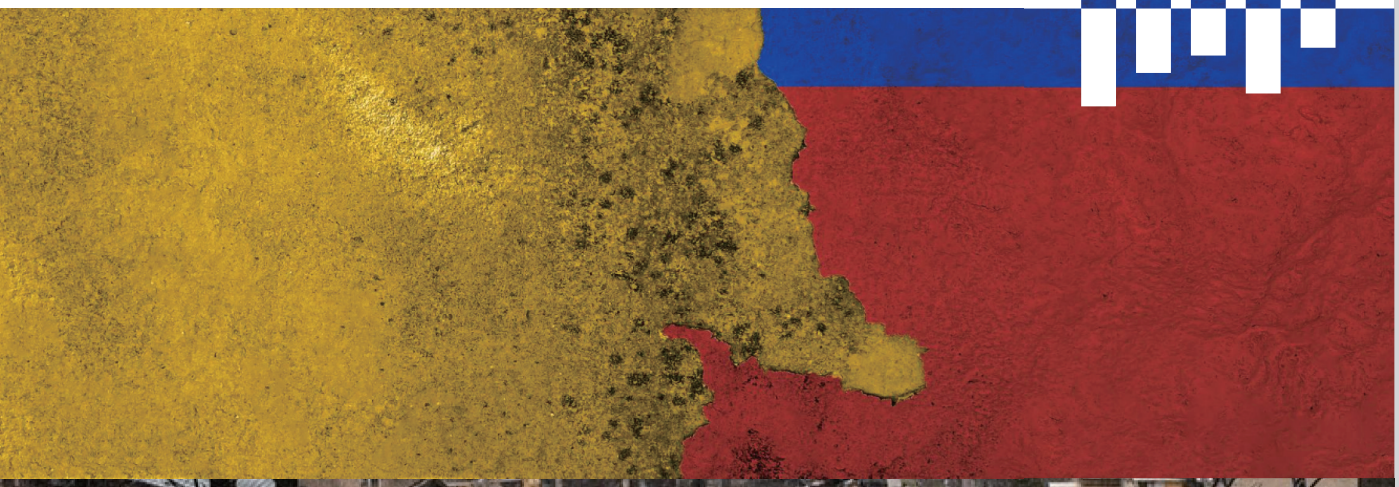
The Gangneung Wonju
# HERALD
CAMPUS ENGLISH MAGAZINE
June 2024 No. 84





## WHY take place Again the WAR?

coffee | scholarship | educational field training | Russia-Ukraine | Swiftonomics


War starts when people fail to understand each other

# The Gangneung Wonju HERALD

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# Cafe Red Ocean Gangneung, stories of successful owner



**Reporter.** Yeum Ji Won

The era in which regional branding was led by local governments has already passed. Currently, there are limits to how local governments can publicize their regions through local specialties, and individuals are specialized in creating and marketing their own brands, so each individual's special idea becomes a brand that represents the region.

Gangneung coffee has long been recognized as a regional brand. Through the coffee festival, Gangneung became widely known as a coffee city. Moreover, Anmok Coffee Street quickly emerged as a popular tourist destination, and the number of cafes in Gangneung has increased by nearly five times over the past 10 years.

Currently, Gangneung's coffee market is already in the midst of fierce competition due to the "red ocean," and Café Toenmaru's black sesame coffee representative and Café Gallery Babs super sweet corn coffee representative have succeeded in creating their own brands with their own tastes. We met and talked about various things. The questions were selected to focus on the daily routines, ideas, and mindsets Gangneung Wonju University students would experience if they were to become baristas or open a cafe in the future.

Subtitle 1

## CEO Interview | **Lee Yoon Seok-Toenmaru's CEO:**

## "A cafe is a place that sells space, not coffee."

**Q 01 | Please give us a brief introduction to the cafe "Toenmaru" and "black sesame coffee."**

The cafe's name, Toenmaru, comes from the veranda of an old hanok. In a society where an individual's private space is an important issue, I wanted to create a comfortable space that can be shared with others, like a veranda. Black sesame coffee is a creamy coffee. It was not popular until I made it, but when I tried it for the first time by chance, I thought it was a very attractive type of coffee, and I started thinking about it. That was the beginning of black sesame coffee.

**Q 02 | How does the daily work routine go?**

I usually go to work at 8 o'clock. I first have a short meeting with the person in charge of the dessert bakery that I operate directly in Toenmaru, and then I go to work at the cafe. In the morning, I make the cream to be used that day, talk to the staff, check on the condition of the beans, and make sure the shots are brewed to optimize their taste. Since it is done by people, there are many variables, and it is important to ensure standardization across employees. The employees continue making coffee until the offices close, and before leaving work, they do a final check to see if they've worked hard that day.

**Q 03 | How did you first come up with the idea for black sesame coffee?**

At first, I thought we needed to develop a signature menu that people would look for in our cafe. Before founding the company, I envisioned many things, including customer targeting and marketing methods, and started with great enthusiasm, but founding the company was not easy. In the end, I went back to basics, reflected on the kinds of things and eras I liked, and decided that I should express my childhood memories with my grandmother, who was in the grain business, through the coffee flavors. Our signature menu item, "black sesame coffee," was not created with black sesame in mind from the beginning but through thousands of tests using a variety of grains such as soybeans, black beans, and millet.

**Q 04 | Lastly, please give some advice to Gangneung Wonju University students who dream of starting a cafe.**

Your coffee must contain the elements you want to convey to the consumer. Therefore, as a barista, you need to think about what you want to convey to your customers through your coffee. I had to tell a story that would convince my guests of the value of my coffee, so I needed to look into my past and increase my understanding of myself. People may think that starting a cafe is easy at first glance, but you have to have enough desire that you can live happily even if you don't eat rice and only drink coffee, and you can't give up midway. You can make your dreams come true.



Subtitle 2

## CEO Interview | **Gallery Babs' CEO: "Let's protect our pride in our taste."**

**Q 01 | Please briefly introduce "Gallery Babs" and "Super Sweet Corn Coffee."**

Gallery Babs is a restaurant that opened in February 2014 with pork cutlet and Korean cuisine as its main menu, and it is now a cafe that features super sweet corn coffee. The signature menu item "super sweet corn coffee" is made with cold milk followed by homemade super sweet corn cream and espresso. If you drink it as is without stirring, it keeps its different layers. The great thing about it is that you can taste each layer.

**Q 02 | How does the daily work routine go?**

I start work at the workshop at 9 a.m. Then I bake cookies with three other staff members and prepare the cream and other ingredients needed for the next day. In the afternoon, before the day ends at 6 p.m., I make cookies, keep track of inventory, order materials, and clean the workshop. In fact, when we first launched, one person was in charge of everything, from ordering ingredients to sorting inventory, producing cream/coffee, and serving, but now, with so many customers visiting, we have many staff members in charge who I work with. In addition, my family members share the main tasks. My parents handle cream production and store management, my younger brother handles overall operations in the barista part, and I currently work only in the dessert part.

**Q 03 | What made you first come up with the concept of "corn coffee"? Also, in which area have you raised the bar the most, and what materials do you think are important?**

At the time of the COVID-19 pandemic, running our first restaurant became very difficult, so I immediately thought, "I have to help my family with everything so that they can eat and survive." I thought it would be a good idea to utilize my major to create a dessert menu, and after seeing the famous coffee in Gangneung, we also had the idea of creating a signature coffee that only our store could make. While I was wondering what kinds of items would go well with coffee, I came across a phrase on social media promoting super sweet corn, which has a sweet and fragrant taste all its own.

In June 2020, I developed the concept and thought, "It would be suitable for making coffee! This is it!" I got the answer and immediately started developing the recipe. I first ordered super sweet corn, selected and ordered other ingredients that could create the flavor, and then revised the recipe until I got the cream with the flavor I wanted. It seems that I was able to get it out.

I think that simply adding sweetness can make you taste the flavor too quickly when you drink it, so I raised the bar by using an appropriate amount of salt to make the most of the original corn. I think this came from our own process.

The most important thing seems to be the condition of the original corn. Now that I think about it, I am constantly communicating with the president of the company that harvests the corn every year, and I ask him to select the super sweet corn that is in the best condition, which seems to make a big difference to the quality of the produc

**Q 04 | Lastly, please give some advice to Gangneung Wonju University students who dream of starting a cafe.**

Don't think that you will succeed from the beginning and take on a big job. It is safe to start small and expand gradually, even if it takes time. Coffee taste and hygiene are fundamental, and it is most important to differentiate yourself. I think it's important to develop a first menu with an emphasis on trying things that others haven't tried yet and staying ahead of the curve. It's difficult to create something completely new, so I think the most important thing is to do a lot of research on good items and find your own way to use them. This is what I try to do.

Both owners said that their beliefs are important when starting a cafe. Toenmaru and Gallery Babs stores, which captivated consumers with their unique ideas, are still thriving.

# Comprehensive Guide to Various Scholarship Opportunities on Campus




Many students, busy with competency development activities, often find themselves with limited opportunities to earn money. To assist these students, Gangneung-Wonju National University has detailed several scholarship options available on campus.

**Reporter.** Jo Hyo im

## 2024 Academic Year Certification Acquisition Scholarship

Offered by the Student Success Support Department, the Certification Acquisition Scholarship" is now open for applications. Students can apply individually through the Intranet after achieving a relevant certification from January 1, 2024. The scholarship awards 50,000 won for obtaining an industrial technician or service level 2 certification, and 200,000 won for higher-level certifications. Scholarship payments are disbursed by the end of the month following the application.

## TOEIC Scholarships for Excellence and Improvement from TOEIC Special Lectures

The General Education Office sponsors scholarships for participants in the TOEIC Special Lectures. By enrolling and excelling in these lectures each semester, students can qualify for the 'Excellence Scholarship' or the'Improvement Scholarship'. These scholarships are designed to fit the schedules of students preparing for the TOEIC, with lectures held over a month in May, from Monday to Thursday, two hours each afternoon. This program requires participants to attend online class with an 80% attendance rate and to take mandatory mock TOEIC tests for grade evaluation. Last winter, 17 out of 53 participants received scholarships. With a 150,000 won award for excellence and a 100,000 won award for improvement, it's a worthwhile endeavor for any TOEIC candidate.

## Extracurricular Monitoring Team Scholarship

The Extracurricular Monitoring Team, managed by Student Success Support Department, offers scholarships. Applications can be submitted via High, with up to 600,000 won available annually. Participants are expected to engage in activities across six different areas each semester and create promotional content at least once a month. Considering each task is valued at 50,000 won, this represents a significant benefit. According to the Student Success Support Department, although applications for this semester have closed, additional recruitment is planned for September. Note that if participation rates are low, the maximum semester support of 300,000 won may be adjusted, with an additional 50,000 won awarded to outstanding students. Payments are issued at the end of the year.

For comprehensive details, please visit the announcements on the university's official website.
We also encourage you to visit frequently as new opportunities may arise.

# A special experience of teaching someone, educational field training

**Reporter.** Kim Sung Min




"Education must stand on the two foundations of morality and wisdom. Morality is for accepting virtue, and wisdom is for protecting oneself from the vices of others. If you only focus on morality, you will only get saints and martyrs. If you only focus on wisdom, you will end up with calculating egoism. "Education can only reap good results if it stands on the two foundations of morality and wisdom without being biased towards one side or the other." Said S.R.N Sangpor.
In order to guide someone, you need the strength to maintain the middle ground. The importance of moderation is emphasized in modern society. Nowadays, when personal expressions such as ideological moderation, political moderation, and social moderation have become more sensitive, there is a student who has gone for an educational field training. In the educational field, the sample is always "moderate." This is because we have a responsibility to respect the diversity of students, encourage it, and send diverse talents to society.

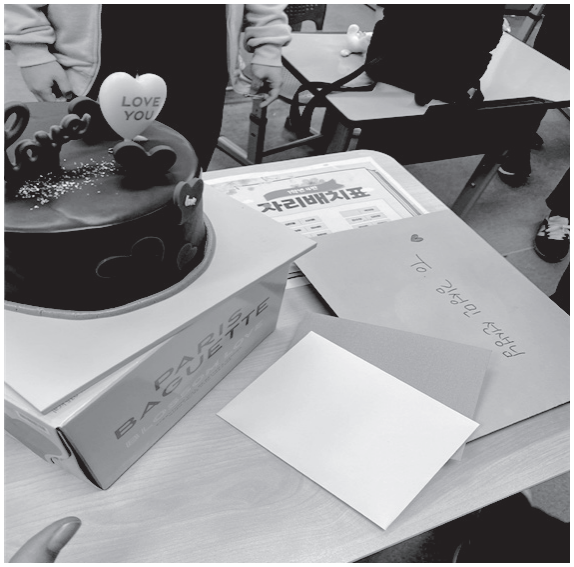
Education field trainees are usually referred to as 'teachers'. Educational field training must be completed in the 7th semester, that is, the 1st semester of the 4th year (there are some schools with exceptions), as a teacher's college student or a teacher who has completed a teaching course at the undergraduate level. Educational field training is a required procedure for obtaining teacher




certification. This is a process to establish attitudes and values toward the teaching profession and deepen academic research through specific educational experiences. There are many conditions and basic knowledge that educational interns who participate in educational field training must have. They are very diverse, including extensive knowledge of major subjects, attachment and sincere attitude toward the teaching profession, acquisition of basic information about the training school and students, and an attitude of active learning and leading by example.
Education field training usually lasts 4 weeks. Some schools require 4 weeks including some public holidays, so the duration varies from 4 to 5 weeks. Our school runs for 4 weeks including public holidays, and the location of the field training school varies by department. For specialized subjects such as tourism, there are no schools established in the region or province, so practical training in other areas is almost certain. Therefore, it is most important to find out the location and period of the training school and whether there is a corresponding department before training field training.

During the one-month educational field training, the author was responsible for supervising midterm exams, observing classes, demonstrating classes, counseling students, and assisting with administrative tasks at the school. Among these, there may be differences depending on the school, but since educational field trainees can be entrusted with assisting with administrative tasks at our school, it is emphasized that they must remain alert and engage in practical training during the educational field training period. If you don't pay attention or look away, the next task will be waiting for you. If you don't believe me, just try it yourself later.
If we break it down into parking details, they are as follows. In the first week, class observations are usually conducted. At this time, I hope you will observe classes in various subjects. There are many different teaching methods. This is because each instructor has different know-how during the introduction, development, and finalization process. The more you listen, the better the quality of the class will be determined. In addition, a total of two teachers, a class teacher and a subject teacher, are assigned. They mainly conduct research and hold meetings with the teacher in charge of their subject. The teacher in charge of the class is mainly responsible for general affairs related to student affairs and ordinances. There are two marksmen in charge. You should never be confused. Confusing these details sets a low bar for the first image.

In the second week, we conducted class demonstrations along with class observations. Class demonstration schedules are different for each school, and can be held in the second or third week. It can be said that the class demonstration schedule varies from school to school. The class demonstration involves teaching a class on the subject to which you have been assigned. At this time, we strongly recommend that you have an






in-depth discussion with the teacher in charge of the subject. When demonstrating a class, write a [class guide plan] regarding the teaching and learning method. If you did not observe much in the first week, you would have great difficulty writing the [class guide plan]. Furthermore, there is a practice log provided by the university, and since it is written by hand, you will get the hang of writing it from the second week.
However, the fact overlooked here is that if you carry out all of the above-mentioned activities, the time to write the practice log is at night after work.^^ Therefore, from the second week onwards, I smiled at the words,
'I am happy at the end of my training.'

The third week is the week of full-scale class demonstrations. It can be seen as the finale and the most exciting part of educational field training activities. From this point on, the field trainees also adapt to the class and begin to lead the class well. We communicate with learners during class demonstrations, but we also communicate directly with learners during non-class activities. In addition, consultations are also conducted with students at the school, including students in the class in charge. For the military example, it could be called a week of self-denial or a week of hell.

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This is the week when the fatigue of training field trainees reaches its peak. At this time, the author was a representative of the educational field trainees, so he directly demonstrated the task of the student representative open class demonstration conducted for all teachers at the training school. If you become a student representative, you must be prepared to face enormous physical limitations.

At this time, we demonstrate class and form a bond with students. It can be seen as a time when students get to know each other the most and students also begin to open their minds to being a teacher.

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The schedule for the fourth week varies depending on the school. The author's school had first semester midterm exams scheduled for the fourth week. Since there are differences depending on the school, you must double-check the schedule before attending. The 4th week is a week in which you receive a small compensation for the 3rd week, which was excessive fatigue caused by burning your brilliant and splendid passion. As it is the last week, you will be given a lot of time to focus on individual tasks and finish them. Then, they said their final goodbyes to the students and expressed their gratitude to the class teacher and subject teacher, respectively, concluding the school field practice.




The author conducted school field training in Seoul. Although I came here dreaming of a fantasy about life in Seoul, I faced the reality for a month and went through a miserable school field trip, and I would like to applaud the past for gritting its teeth and holding on. Approximately, fixed expenses of 985,000 won + a were calculated, including monthly room expenses (870,000 won), transportation expenses (100,000 won), and food expenses (115,000 won + a). If so, were the commuting times appropriate? I can answer this question in the negative.

The accommodation was Nakseongdae, and the closest subway station to the school was Yeonsinnae. Since you have to go to work by 08:10, you have to take the subway at least 06:30. So what time do you wake up? I'll leave it to your imagination.

Just as the hardest moments were my most beautiful moments, I was the most beautiful during the month. No matter how hard it is, when I see the students, the fatigue from commuting to work is relieved and I sometimes think of my school days. I guess being a teacher is like this. A teacher flies a kite in a favorable wind, but it is also a job that requires flying a kite in a headwind and challenging the impossible.

At the time of the first week, all I could think about was how to do this and was unsure of myself as I faced a difficult situation. However, looking back, the moment when the world felt like it was falling apart was a process for me to take one step closer to meeting the standards for issuance of teacher certification. I sometimes wonder why I behaved so timidly during my educational field training, and sometimes I regret it.

# Russia-Ukraine, why are they shedding blood?

**:The Malice between Russia and Ukraine**

**Reporter.** KIM Young jun



## 1. Is there a reason for war?

It has been two years since Russia invaded Ukraine. Initially seen as a miscalculation by Putin, the war has resulted in rallying the West, expanding NATO, and imposing sanctions on Russia by Europe.

Ukraine, armed with the latest weapons, has sustained the war for two years, much longer than the initial assessment that it would be over within a week.

War consumes vast amounts of funds and drains national treasuries. When we see the images of Ukraine at war, and soldiers in trenches under fire, it seems difficult to avoid asking this question, "Why did this war start?" Let's take a look at the background of this war.

### I. The Roots of Russia and Ukraine - The Kievan Rus

In the 10th to 11th centuries, the Kievan Rus emerged as one of the powerful states in Europe, laying the foundation for the national identities of the three countries: Russia, Ukraine, and Belarus. In other words, it was the ancestral state from which Ukraine and Russia trace their beginnings.

### II. The Tsardom of Russian and the Cossacks

The term "Tsar" may not be familiar to many people. In the Slavic languages, particularly in Russian, it refers to a monarch. Ivan IV of the Muscovy Grand Duchy used the title of Tsar of Russia, which remained in use until Peter the Great declared the Russian Empire in 1721.

During this period, in the mid-17th century, the Cossack Hetmanate was established in central Ukraine, lasting for about a hundred years until it was eventually absorbed into the Russian Empire under the name of Little Rus.

## III. The Emergence of the Name 'Ukraine'

Compared to Russia's long history, Ukraine was not established as an independent nation. It has actually coexisted with Russia, but has maintained national identity.

In 1917, amidst World War I, the Russian Revolution occurred. Subsequently, Western Ukraine under the rule of Austria and Eastern Ukraine under the rule of Russia declared independence. Although the two regions unified in 1920 under the name "Ukrainian People's Republic," the newly independent Ukraine did not last long. Eventually, in 1922, the western Ukraine belonged to Poland, while the eastern part belonged to the Soviet Union.



wikipedia-A starving corpse lies on the streets of Kharkiv, 1933

## IV. The Holodomor - Famine Genocide

The Holodomor, which occurred from 1932 to 1933 in the Ukrainian Soviet Socialist Republic, an autonomous republic within the Soviet Union, is an event that has had a significant impact on Ukraine-Russia relations since Ukraine's independence in 1991. It was also one of the most significant famines in 20th-century history, with an estimated death toll ranging from 2.5 million to 3.5 million.

Unlike famines caused by droughts, wars, and the collapse of social infrastructure in 1922 and 1947, the Holodomor was politically and administratively schemed.

The main causes of the famine included Stalin's forced collectivization policies, a decrease in agricultural labor, and several consecutive droughts. Stalin issued grain requisition orders in fertile areas like Ukraine, suppressing widespread opposition to collective farms. All grain, including food and seed grain, was confiscated. Peasants preferred to slaughter their livestock rather than turn them over to collective farms. With fewer animals available for work, the area of land cultivated for crops decreased, leading to the famine and resulting in devastating consequences. This famine had a profound impact on the reason why many Ukrainians welcomed the Nazi German forces as



liberators at the outset of the German-Soviet War in 1941.

## 2. Formation of Modern Ukraine

After World War II, despite Poland's protests, the Soviet Union, a major stakeholder in the Allied forces, confirmed its control over the Polish-administered western Ukrainian territories in 1939, while Poland received territorial concessions from Germany in the east.

In 1954, during Nikita Khrushchev's leadership, as part of a Soviet administrative restructuring, Crimea was transferred to Russia. It was done for administrative convenience and posed no significant problem as all were under the umbrella of the Soviet regime, until the dissolution of the Soviet Union in 1991.

In the late 1980s, as the Soviet Union embarked on reforms and openness, the long-suppressed Ukrainian independence movement began to gain momentum. As the economic downturn persisted throughout the Soviet Union, the strength of the Ukrainian independence movement grew. However, until the Soviet national referendum on March 17, 1991, the idea of remaining within the Soviet Union received more support than independence.

In August of the same year, a coup d'état took place in Russia. Although the coup attempt failed, the central government was incapacitated, unable to control the drive for independence, and besides, the economic downturn persisted, fueling the call for independence. Upon hearing news of the independence of some republics, Ukraine, too, withdrew its intention to remain within the federation and declared independence on August 24th.

## 3. The Euromaidan Revolution and Escalating Tensions

This event marked a significant turning point in modern Ukrainian history. Since gaining independence, Ukraine has faced economic challenges and numerous political conflicts. The Euromaidan Revolution, which erupted in Ukraine on November 21, 2013, is a revolution that led to the Crimean Crisis in 2014, the War in Donbass, and eventually Russia's invasion of Ukraine in 2022.

The Euromaidan Revolution began as large-scale protests, primarily in western Ukraine, including the capital city of Kyiv, in opposition to then-President Viktor Yanukovych's decision to suspend talks on EU integration and pursue pro-Russian policies. In February 2014, as the protests reached their peak, the police deployed automatic rifles and sniper rifles, firing indiscriminately into the crowds. At this point, the revolution transformed from aiming to reverse pro-Russian policies to seeking the ousting of the authoritarian regime. Eventually, Yanukovych and his close associates fled to Russia, and the Ukrainian people succeeded in overthrowing the authoritarian regime. The Ukrainian parliament unanimously impeached Yanukovych and established a new interim government. However, historically, Russia, which had long regarded Ukraine as a subordinate state,

perceived Ukraine's attempt to break away from its sphere of influence as a threat.
Russia decided to intervene directly rather than maintain the pro-Russian regime. Subsequently, in 2014, the Crimean Crisis occurred, and the heavily Russian-populated Crimean Peninsula declared independence as the Republic of Crimea under Russian occupation, eventually being annexed to Russia. Following this, the Donetsk People's Republic and the Luhansk People's Republic, with significant Russian populations, declared independence in the Donbass region, leading to the start of the War in Donbass. When Russia's aggression escalated, the Poroshenko government pursued a pro-Western policy, aiming for EU and NATO membership. The successor Zelensky government continued the same policy, facing vehement opposition from Russia, which continued to threaten Ukraine's security. Eventually, Russia invaded Ukraine.

# 4. February 24, 2022




Russian President Vladimir Putin declared the commencement of a special military operation. President Putin justified the war by claiming to protect the unarmed, non-Nazi, and residents of Donbass region in Ukraine.

Immediately after the start of the war, the world speculated that Ukraine would not hold out for long and would surrender. However, Ukraine's determined resistance surprised everyone, and as the Ukrainian military held onto the capital city of Kyiv and the Russian advance slowed, the war transitioned into a protracted conflict.

Simultaneously, major Western countries imposed various political and economic sanctions on Russia, including expulsion from international payment networks, cancellation of the Russia-Europe

gas pipeline project (Nord Stream 2), freezing of foreign currency reserves held by Russian banks, blocking the supply of advanced components, and imposing air and sea bans on Russian-flagged aircraft and ships. As a result, Russia found itself internationally isolated once again since the collapse of the Soviet Union.

As the Russian advance faltered and Ukraine, buoyed up by support, initiated a counteroffensive, the war had a new turning point. In June 2023, Ukraine launched a major counteroffensive to reclaim the occupied territories.

Despite this counteroffensive of Ukraine, Russia seized the initiative. It failed to break through the Russian defense lines, and on December 15, 2023, Ukraine officially acknowledged the failure of its counteroffensive.

A shift in the war situation occurred due to the significant loss of Ukrainian military personnel and equipment, increased hesitation and reduced support from Western countries, and consequently the intensified Russian offensive.

# 5. Russia: Reasons for the War

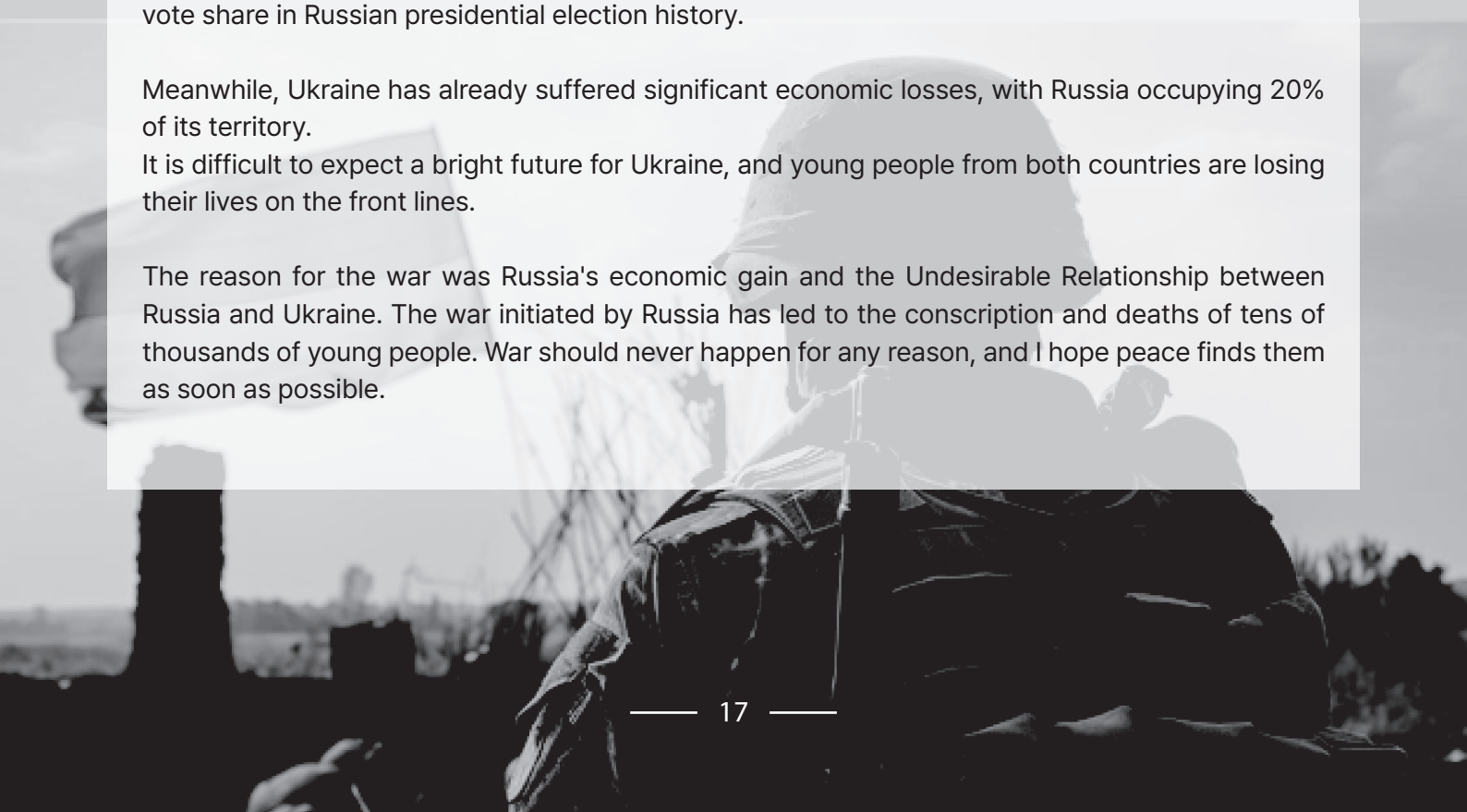
To what extent has Russia sacrificed its economy to gain the upper hand in the war?
What is the situation in Russia, facing economic sanctions?

Russia's economy has surpassed that of any European country. Its GDP has grown more rapidly than the G7 countries, and as of 2022, Russia's Gross Domestic Product (GDP) based on purchasing power parity (PPP) stood at $5.5 trillion, higher than Germany's. It ranked first in Europe and fifth in the world.

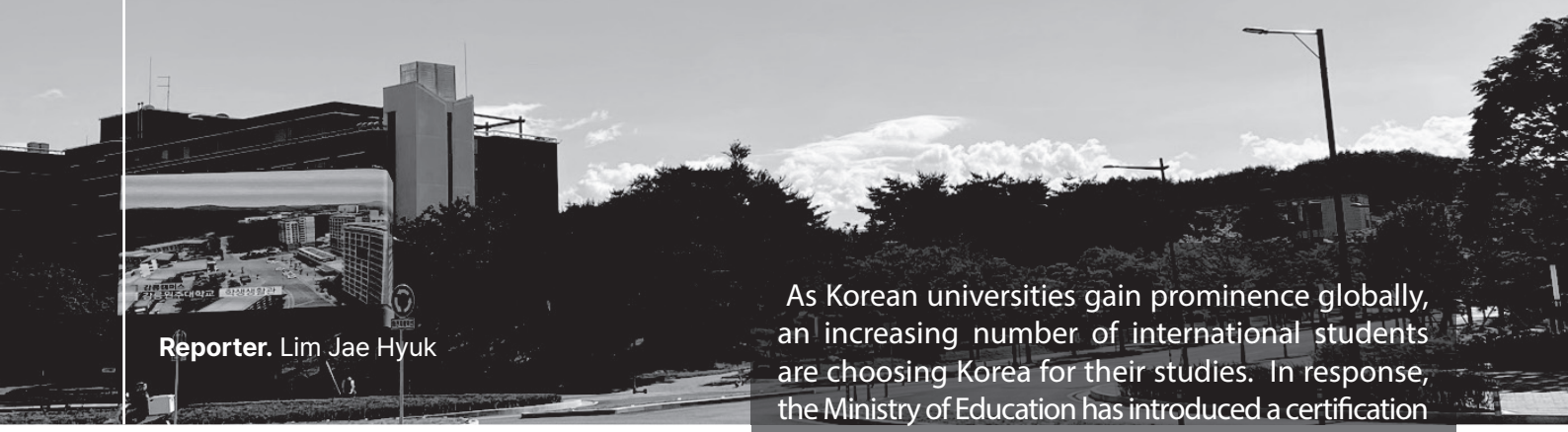
Ultimately, on March 18, 2024, President Vladimir Putin secured a 30-year reign with the highest vote share in Russian presidential election history.

Meanwhile, Ukraine has already suffered significant economic losses, with Russia occupying 20% of its territory.
It is difficult to expect a bright future for Ukraine, and young people from both countries are losing their lives on the front lines.

The reason for the war was Russia's economic gain and the Undesirable Relationship between Russia and Ukraine. The war initiated by Russia has led to the conscription and deaths of tens of thousands of young people. War should never happen for any reason, and I hope peace finds them as soon as possible.



# GWNU Expands Globally as a Certified University for International Education Competence



**Reporter.** Lim Jae Hyuk

As Korean universities gain prominence globally, an increasing number of international students are choosing Korea for their studies. In response, the Ministry of Education has introduced a certification system

to assess universities' capabilities to accommodate foreign students effectively.

This year, Gangneung-Wonju National University has successfully met the certification criteria, yielding significant benefits.




교육부
Ministry of Education

◎ Eased standards for visa issuance and streamlined procedures.

◎ Unlimited support for recruiting foreign graduate students.

◎ Additional benefits such as up to five extra hours of part-time work per week, enhancing efforts to attract more international students.

These initiatives are expected to increase the enrollment of high-caliber international students at our university and simplify their daily lives in Korea.



# The Present and Future of the Global Live Performance Business in the Post-COVID Era

**Reporter.** Gwon Gu Cheol

The live performance business is undergoing rapid changes in the aftermath of the COVID-19 pandemic. While large-scale events and live shows were predominant in the past, the influence of COVID-19 has led to an increase in virtual performances through online platforms.

For example, the globally renowned music festival, Coachella, was canceled due to COVID-19, but instead organized virtual performances through online platforms. These virtual performances are connecting with millionAdditionally, an innovative example in the live performance business is the K-pop industry in Korea.



K-pop groups are transitioning various activities, including performances, to online platforms to enhance communication with fans. For instance, BTS held online concerts during the COVID-19 pandemic, connecting with fans worldwide, and this is capturing attention as a new model for the live performance business.s of online viewers, creating new revenue opportunities.

Additionally, an innovative example in the live performance business is the K-pop industry in Korea. K-pop groups are transitioning various activities, including performances, to online platforms to enhance communication with fans. For instance, BTS held online concerts during the COVID-19 pandemic, connecting with fans worldwide, and this is capturing attention as a new model for the live performance business.

Another example is the increase in online ticket sales platforms. After COVID-19, many concerts and events moved online, leading to the popularity of online ticket sales platforms. This allows artists to plan live performances more efficiently and generate revenue.

It is expected that online platforms and virtual performances will further develop in the post-COVID era. Artists will be able to communicate and perform with fans without geographical constraints, which is expected to stimulate the growth of the live performance business. A recent prominent example is the virtual idol PLAVE, composed entirely of AR graphics.



During these changes, the live performance business faces new challenges and opportunities. The advancement of digital technology and the expansion of online platforms provide opportunities for artists and event companies to explore new revenue generation methods.

With the revival of the live performance business after a slump of about two years, it is anticipated that new forms of live performances will be developed, and the scale of the business will grow. Utilizing digital technology and online platforms for live performances is emerging as a trend in the post-COVID era, creating new connections between artists and fans.



# 8 Months, 1.3 Trillion Won in Revenue, Exploring the Secret of 'Swiftonomics'

**Reporter.** Gwon Gu Cheol

Recently, it has been reported that Taylor Swift, a relatively lesser-known pop artist in Korea, has generated 1.3 trillion won in revenue over just the past 8 months. Through her World Tour, The Eras Tour, held from March 2023 to December 2024, she performed on 152 stages worldwide, earning ticket revenue of 22 billion dollars (approximately 3 trillion won) from North America alone. Her popularity, dubbed as a "walking big company," boasts a remarkable level globally. However, her name is relatively less recognized in Korea compared to the United States and Europe.

Taylor Swift, an artist rooted in American country music culture, contributes to a significant part of American popular music. Country music, one of the representative music genres in the United States, has its origins in rural areas, featuring unique music styles developed in American rural regions. While this genre is famous for conveying sincere emotions and lyrics based on people's lives and experiences, it is relatively unfamiliar in Korea.

In her early debut, Taylor Swift addressed traditional themes and subjects of country music in her songs, covering everyday topics such as love, separation, and self-reflection. Her music encapsulated rural American life and values, which was one of the significant reasons she received great empathy and love from American audiences.



Taylor Swift's success reflects not only her musical talent and efforts but also her deep connection with American country music culture. While she has now achieved worldwide popularity and success in the pop genre, she initially played a role as an artist introducing country music to the mainstream American audience, spreading American culture and values through her music. Through this connection, Taylor Swift's popularity and success cannot be solely explained by her musical talent; her cultural background must also be considered.

While Taylor Swift's success undoubtedly commands respect for American music culture and her efforts, Koreans can gain new perspectives and learning from it. It's about acknowledging and respecting various music genres and cultures. Even if country music is a relatively unknown genre in Korea, efforts can be made to understand and empathize with the sincere emotions and messages it carries.

In my opinion, this attitude will make our music industry and cultural exchange more active, providing opportunities to increase our influence in the global market. Therefore, we should adopt an open-minded attitude that recognizes diversity and actively participate in the global music market, striving to promote Korean music culture to the world.



# The Korean Story:
# **A History of Forced Migration**

**Reporter.** Kwon Hyun Hee

By 1929, the Soviet Union's international environment was sharper than ever. The Japanese Empire had invaded Manchuria and was massing hundreds of thousands of troops on the Soviet border, waiting for an opportunity to invade Russia. And border provocations were becoming a daily occurrence. Just then soviet leaders began to turn their attention to the problem of the Korean population in the Far East. The Japanese army was in imminent danger of invading the Soviet Far East, and the Japanese intelligence services were buying Koreans to spy for them, as they would be hard to catch if they mixed with the Japanese. It was believed that the Koreans were in touch with Japanese authorities and that Japan might be planning an invasion of the Far East.

The Korean people of the Russian Far East were formed gradually from the mid-19th century onward as poor peasants migrated across the border in search of a better life. They settled mainly in Uzbekistan and Kyrgyzstan, where the migrants worked together to install irrigation systems and start growing rice. Within three years, they had reestablished their way of life, but because the Korean language was banned for decades, the following generations rarely spoke the language and were nostalgic for Korea. After the collapse of the Soviet Union, some Koreans became stateless and had to reapply for citizenship because the constituent republics of the former Soviet Union did not recognize their Soviet citizenship after independence, but they were unable to do so because they did not know, lost their documents, did not register as residents, or could not afford it. They are denied basic benefits, including education, and these disadvantages are being passed on to their children.

As Koreans bear the scars of forced migration, they are clearly our people and we must help them relocate and restore their status.



# Recommendations for summer vacation destinations in Japan for college students Department of International Commerce and Area Studies

**Reporter.** Lee Jang Wook






The cheaper travel to Japan due to exchange rate fluctuations is appealing to college students. It's a destination where they can experience various cultures and nature. Various climates are ranging from temperate to tropical. During vacation periods, you can enjoy summer festivals. Japan, which attracted nearly 7 million Korean tourists last year alone, is a popular destination. According to statistics, Kansai International Airport (KIK) saw an overwhelming number of tourists with 316,202 flights. In addition to that, there are many other tourist attractions. I'd like to introduce various travel destinations in Japan

## 01. Tokyo

Tokyo is the capital and largest city of Japan, comparable to Seoul in South Korea. It's the most populous city in Japan.

At a height of 634 meters, Tokyo Skytree offers a panoramic view of Tokyo's skyline. It's connected to a shopping center, allowing visitors to enjoy shopping before or after their visit. Shibuya Sky is an observation deck located at the top of Shibuya Scramble Square. On clear days, you can even see Mount Fuji from there. Asakusa dinner cruises, along with traditional costume experiences, are also popular. Harajuku's Takeshita Street is a renowned shopping district with a variety of shops and famous dessert spots offering diverse food options. Odaiba Beach Park is a spacious beach park in Tokyo, perfect for sightseeing or relaxation. Tokyo TeamLab Planet is an experiential exhibition space unaffected by weather, where you can experience various artworks.

I'd like to introduce some famous restaurants in Tokyo. Sushi Asanoya offers traditional nigiri sushi and Edomae sushi. Tempura Ginza Tenichi is known for its freshly fried tempura, and I recommend trying its Tempura Zen Hakone set. Sapporo-ya Ao Yamate, known for its original Sapporo-style ramen, offers a variety of flavors using noodles made in-house. I recommend trying their "Nouhu Shiromiso Ramen." Yakiniku Motoyama Shinjuku is a place where you can taste high-quality A5-grade black-haired wagyu beef. Yatoko is a place where you can enjoy B-grade gourmet food at affordable prices. I recommend trying their "Shiroriba (White Liver) Skewers" or "Tsukune Senpai." Uchoten Udon specializes in udon noodles, where you can choose your toppings and how you eat them. I recommend ordering "Kake Udon" and adding various tempura items as toppings.




## 02. Osaka

Osaka is Japan's economic center and a hub of history and culture. It's famous for its lively atmosphere and delicious food.

One of Osaka's main tourist attractions is Dotonbori, which is the city's iconic bustling district. It's famous for its vibrant atmosphere, iconic Glico Man sign, various flashy billboards, neon signs, and colorful storefronts. At the Kuchu Teien Observatory Tower, you can enjoy the panoramic view of downtown Osaka. It's a rotating Ferris wheel located along the riverside. Kuromon Market is a representative market in Osaka where you can taste a variety of foods. Universal Studios Japan is the largest theme park in Japan, offering various rides and shows. Osaka Castle is a historic castle built by Toyotomi Hideyoshi, featuring an observatory where you can view downtown Osaka. Shinsaibashi is Osaka's shopping district with various shops and department stores. Umeda Sky Building is a landmark of Osaka where you can enjoy views of the cityscape from the observation deck.

Osaka is famous for its Okonomiyaki, a savory pancake made with various ingredients. Mitsushima Okonomiyaki is a well-known Okonomiyaki restaurant, recommended for its generous portions and delicious taste. Takoyaki is also highly recommended. You can taste various Takoyaki shops at Kuromon Market, with Nenenen Takoyaki being a famous one known for its generous portions and delicious flavor. Kushikatsu is another recommendation. At Daruma Kushikatsu, you can enjoy a variety of menu options, while Kushikatsu Daikoku offers affordable prices. Besides these, Osaka offers various attractions and entertainment options.

## 03. Kyoto

Kyoto, boasting a millennium of Japanese history, is a place where you can experience traditional Japanese culture.

Kyoto's major tourist attractions include Kiyomizu-dera, a temple built on a cliff where you can enjoy beautiful scenery. Fushimi Inari Shrine is known for its thousands of vermilion torii gates, offering a mysterious atmosphere. Kinkaku-ji is a shrine covered in gold leaf. The Arashiyama Bamboo Grove is a lush bamboo forest, perfect for a stroll, although it's recommended not to visit at night. Nishiki Market is Kyoto's representative market where you can taste a variety of Japanese foods.



Kyoto offers a variety of food options. There are famous restaurants like Tsurya and Imamoto. Hiyo-shi specializes in Yuba cuisine, while Senmontji specializes in Shojin-ryori (Buddhist temple cuisine). You can enjoy various street foods at Nishiki Market. Besides these, Kyoto offers various attractions and entertainment options.



## 04. Okinawa

Okinawa is a tropical island chain located in the southern part of Japan. It is renowned for its beautiful nature and unique culture.

Some of Okinawa's major attractions include the Churaumi Aquarium, which is the world's largest aquarium and showcases a variety of marine life. The Okinawa Maritime Museum exhibits the marine ecosystem of Okinawa. Miyako Island is famous for its beautiful beaches and emerald green sea, while the beaches of Iriomote Island, known as the "island within an island," boast stunning views with their blue seas and white sands. Ishigaki Island offers various marine sports activities, and Kabira Bay is the most famous snorkeling spot on the island, where you can observe diverse tropical fish. You can also enjoy a panoramic view of Ishigaki Island from the Tamatorizaki Observatory.

Naha is the heart of Okinawa, offering a wide variety of attractions and entertainment options. Shuri Castle is a prominent attraction, representing the former palace of the Ryukyu Kingdom, where visitors can experience Okinawa's history and culture. International Street is a bustling district with diverse shops and restaurants, where you can experience Okinawan specialties and local cuisine.

Okinawa's representative dish is Goya Champuru. Goya, known for its bitter taste, is stir-fried to reduce its bitterness and is commonly combined with pork and eggs. Other famous dishes include Soki Soba, Ishigaki Beef, Agu Pork, Gurukun, and Sea Grapes.

# Introduction of the reporter in charge

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