

# Yeungnam shapes its global vision

University aims to develop 3 new major fields of study

By Seo Ji-eun

**Q** Could you explain the school's "global" initiatives?

**A.** They are basically part of a larger paradigm shift. Nobody expected Samsung to outpace Sony but Samsung did it, after making a paradigm shift toward quality in 1993. The same will be true for university management. At the center of the recent paradigm shift in university education is globalization. In the 20th century, the focus in academia was on exploration of a single traditional academic field for industrialization. Now, the axis of the society is centered around knowledge. The top priority in academia now is merging traditional fields of study in order to resolve the major issues confronting humanity. To do that, the barriers between fields need to be broken and cooperation is a necessity. In this regard, we are developing three major fields of research: green technology, cultural value creation and biomedicine under the program "Global Frontier 10-3-10." In 10 years, we hope these areas of study will be among the top 10 fields in the world. We have also developed academic programs that combine different majors in the social science and humanities departments. For example, we have a China business program, with classes in economics, business management, international trade and Chinese language.

**What type of students does Yeungnam aim to foster?**

We hope to develop our students into people with "Y-pattern" characteristics. The letter "Y" is from the first letter of our name, but it also resembles a person stretching their arms up high. In the "Y-pattern," the left hand represents creativity, the right hand, sincerity, and the tail, personality. The combination of these three characteristics completes the Y-pattern. I think Yeungnam alumni carry the positive aspects of this DNA — broad-mindedness, fortitude and leadership. Characteristics like these are what have allowed a number of our alumni to succeed thus far in Korean society. I want that spirit back, now that it has been somewhat diminished. I take pride in the fact that Yeungnam produced 18 lawmakers who are serving in the 18th National Assembly, behind Seoul National University and Sungkyunkwan University. We are ninth among Korean universities in terms of the number of alumni working as executives at the top 30 corporations in Korea.

**What progress has Yeungnam made toward**



**globalization?**

We have recently changed our regulations on hiring foreign professors and lecturers so that we can bring in more people from overseas. Those who have the ability to conduct their lectures in English will be given priority, even among the Korean candidates. Korean university students should become more accustomed to an English-language environment because English-language ability is a fundamental component of competitiveness. Toward this goal, we intend to raise the portion of English lectures to 20 percent of the total by 2012, compared to the 4.4 percent we have now. We are also offering monthly financial incentives to professors who give their lectures in English. In addition, we are currently operating exchange programs with 20 universities worldwide. Students can participate in overseas internship pro-

grams that are guaranteed by our sister universities, including Ball State University and the University of Alabama in the United States. In addition, we recently signed a student exchange partnership with India's Institute of Rail Transport and since last semester our professors have been developing all-English programs for exchange students from this and other schools. The programs will be launched in September next year.

**What specific incentives does the university provide to attract students with excellent academic records who are eligible to enter Seoul's best schools?**

We have an 80-student department called Cheonma Human Resources, which was named after an animal resembling a horse during the Silla Dynasty (57 B.C. - A.D. 935). Students in

the department are given scholarships and monthly stipends and can live in the dormitories free of charge. They are allowed to choose any major, except medicine, pedagogy, music and art, and the school provides additional support to students choosing careers as government officials, lawyers and CPAs.

**How has the recovery of the university foundation impacted its operations?**

The most important thing is for the foundation to return to a stable management structure. Previously, there was anxiety about the school's future among the staff, but now we can make long-term plans for the school's development. In that respect, I would say that the foundation's returning to normal will have a largely positive impact on Yeungnam's future growth.

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By Jeon Min-kyu

## Middle schooler gets perfect Toefl marks

By Park Su-ryon, Lee Min-yong

Kim Hyeon-su, 13, is different from her peers. She has never studied at a hagwon nor has she studied overseas. But she has done something that no other middle school student before her has ever done. She earned a perfect score on the Internet-Based Toefl (Test of English as a Foreign Language) test.

Kim, a first-year student at Daewon International Middle School in Gwangjin, eastern Seoul, took the exam on Oct. 24. She earned her perfect score of 120 with full marks in each of the four sections: listening, reading, speaking and writing.

The English proficiency test is provided by Educational Testing Service, a U.S. test provider based in New Jersey.

Perhaps the only person who failed to be surprised by Kim's achievement is her mother, Lee Wu-suk, 47. Lee said that her daughter had been earning recognition for her talents since she was young.

"My daughter began reading Korean when she was 18 months old and she could read middle school English books at 25 months," said Lee, who was the first person to spot her daughter's talents.

Lee, who minored in English language and literature in college, is good with languages herself. She studied Hebrew and Greek while she was preparing to become a missionary and she once taught English at a theological school.

After Lee discovered her daughter's abilities, she became one of her biggest supporters.

"I wanted to help my daughter develop her English speaking ability so that she could speak freely," Lee said.

She bought Korean and English fairy tales for her daughter and spent time talking with her in English.

Lee said that when Kim was 4, she wrote an autobiography in English titled "Am I a Special Child?" The book was based on the diaries and essays that Kim had written in English up until that point.

"I didn't send Kim to hagwon [private academies] because she liked studying English at home while she was playing," said Lee.

When asked if she still likes studying English, Kim responded by asking "Do people eat for fun? I am just learning English because I believe it is my second mother tongue," said Kim.

Kim began attending Daewon International early this year through an examination for special admission. She first applied for the school in December 2008 but failed to gain admission through the lottery system.

What's next for this bright young lady?

"I want to study English literature, psychology and marine biology in college, and then I want to become a movie director," she said.

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Kim Hyeon-su

Kim started reading in English at the age of 25 months and wrote a book in English when she was 4.

## More schools relying on CSAT for admissions

By Seo Ji-eun, Lee Jong-chan

The College Scholastic Aptitude Test, which was administered a week ago, has become increasingly important as more universities have come to rely on it as their primary criteria for admissions in recent years.

The number of schools using CSAT scores as their sole criteria for admissions has risen over the past three years. This year, the number of such schools rose from 71 to 81. That's a big jump considering that there were just 11 schools using the test as the sole criteria to determine their admissions in 2008.

At Seoul National University, for example, the humanities and engineering departments in will double the number of admitted students in the first phase of its screening process, and will base its decision on applicants' CSAT scores. In the second phase of the screening process, applications will be scored with 50 percent of the weight given to high school records, 30 percent to an essay test and 20 percent to CSAT scores. The school has abolished the interview portion of the application process for this year.

Meanwhile, Yonsei University has scrapped

its essay test for humanities department applicants, while its rival Korea University has scrapped the test for applicants to both the humanities and engineering departments.

Sogang University said it will increase the number of students selected on the basis of their CSAT scores to 60 percent, from 50 percent. Other top schools such as Korea, Yonsei, Sungkyunkwan and Hanyang universities have also upped the percentage from 50 percent to 70 percent.

This year's CSAT had a lower level of difficulty compared to tests from previous years, increasing the already tight competition for enrollment. Therefore, test takers with the highest scores will need to submit other materials such as high school records, essays or interview results to gain an edge over students with similar scores.

"The final-term exam for high school seniors will be a decisive factor for students who want to be admitted to top schools," said Choi Byeong-gi, a teacher at Yeongdeungpo Girl's High School and a member of the Korean Council for University Education.

Korean universities have a dual system for

student recruiting. One is early admission, which takes place before the annual CSAT is administered, and the other is regular admission. Schools have been increasing the number of slots allocated to applicants for early admission since they prefer to recruit qualified students in advance. As a result, the number of students to be selected for regular admission will shrink by 7,945 compared with last year to 158,625, accounting for 41.2 percent of the total spots available. But since the number of CSAT takers rose by 88,990 this year from last, the overall competition ratio is expected to grow.

In the regular admission procedure, schools are divided into three groups — Ga, Na and Da — and students are only allowed to apply to one school in each group, meaning they can apply to up to three schools.

Groups Ga and Na include the top schools in the nation. Some universities such as Sungkyunkwan and Hankuk University of Foreign Studies place different departments into different groups.

Experts advise students who want to be safe to apply to at least one school to which they are sure to be admitted. spring@joongang.co.kr

## Students become professionals at media center

By Lee Hyun-taek, Lee Min-yong

Kwangwoon University's Media Center in Nowon, northern Seoul, is a popular place for student internships because it provides three valuable benefits — practical training, management experience and a chance for permanent employment.



Kim Dong-uk, left, a Media Center employee, teaches a student from Kwangwoon University's School of Communication how to make broadcast-quality films at the Media Center.

By Kim Tae-seong

The 1,100-square-meter (11,840-square-foot) center, which opened in January, creates video and video-based Web content for a wide variety of companies serving people of all ages. It was initiated by the university's School of Communication, which started making plans to open the center last year, as a for-profit venture that would generate income for the department's activities.

It has become a place where students interested in careers in media and film can gain the kind of practical experience that could later lead to a job in the industry.

Inside, the center resembles a broadcasting studio, with film and video equipment worth 1.8 billion won (\$1.5 million).

Part of the funding for the center's operations comes from the government, which provides 2 million won as part of its policy to encourage companies to form relationships with universities nationwide.

In the first eight months since it opened, the center generated a total of 1.3 billion won in sales with projects that include a video English class for employees of the Nowon District Office

and a promotional video for the Web site of a private university.

In an interim evaluation conducted by the Ministry of Education, Science and Technology in the spring, the center ranked the highest among the university-affiliated organizations receiving government funding.

There are several students working at the center, and many more waiting to get in. Most of the students who work at the center are either interns or part-time employees and attend the School of Communication, where they can earn up to 15 credits for their work. Students with high grades are also eligible to become permanent employees at the center.

"During the day, I am busy with other business prospects, but at night, we do research on media technology systems with the professors at the center," said Ju Young-bo, 26, who became a full-time employee of the center when he graduated from Kwangwoon University in August. "I'm sure that the practical experience I have obtained here will also be useful for other types of employment."

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