

The spreading of Korean culture



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STAFF WRITER

Before I came here, I lived all my life in Korea. I didn't have a chance to know the effects of South Korean culture on other countries, but as soon as I came here, I could immediately see K-culture's effect. I was in ESL (English as Second Language) at Arkansas State University over this last summer semester, where I was the only Korean student. I felt concerned about making friends. However, most

of my classmates were able to connect with me thanks to their experience with K-culture. They talked about Korean dramas that they watched, and K-POP members that they had crushes on. It may not be a special thing for American students, because if someone is famous in the U.S. they are probably famous worldwide, but it was nice to see people enjoying parts of my home.

South Korea is a small country: about 1.37 times smaller than Arkansas, with a population of over 51 million people. This small size and large population may have positive effects on the spreading abroad of Korean culture.

The first positive effect is the rapid speed of trends because of our dense population. At first, it was only in Korea. Gradually it has become more popular in Asia and eventually America. Now, K-Culture is getting a lot of attention from all over the world. For instance, the K-POP song "Dynamite" by BTS was number one on the billboard chart for three weeks. The South Korean drama, Squid Game, was number one on Netflix as it was coming out late last year.

The second positive benefit is the competition. In Korea, it is impossible to make oil, gas, coal, coffee, etc. Therefore, Koreans had to import many things from other countries. However, Koreans didn't have many resources to sell, so people had to make valuable goods to export to other countries. Therefore, surviving in a small country with many people is an unavoidable competitive environment. As a result of this competition, some companies have global technology. I am sure that you might have heard of or seen these companies more than once in your life even if you didn't know where they were based, like the electronic company Samsung or the car companies Kia and Hyundai.

Isn't it interesting? A country that is smaller than Arkansas has spread all over the world. I believe this is just the start of the Korean effect because I am a man who loves my country. I am proud that I am a Korean and wish I could be one of the people who are spreading Korean culture. Keep your eyes on South Korea and me.

THIS WEEK'S POP PICK

CAROLINE AVERITT | STAFF WRITER

"MIDNIGHTS" BY TAYLOR SWIFT



PHOTO COURTESY OF HI

Oct. 21 at midnight EST, Taylor Swift released her tenth studio album, "Midnight." Three hours later, she announced that "Midnight (3am Edition)" was out, adding seven bonus tracks to the original thirteen track album. There are also three additional tracks that are target exclusives.

Taylor Swift is known for her songwriting and this album did not disappoint. Some of the songs were simple and fun, but tracks like "You're On Your Own Kid," "Labyrinth" and "Bigger Than The Whole Sky," among others reprised the poetic lyricism she

has become known for from her two previous albums, "folklore" and "evermore."

The production however, is mostly reminiscent of her pop albums like "reputation" and "Lover." This is clearly due to the fact that it was largely produced by Jack Antonoff, who worked with her on those albums. This pop sound is a departure from her two previous works, but is a return to her classic sound.

With this marriage between her beloved folk songwriting style and her famous pop production style, "Midnight" might be Taylor Swift's magnum opus.

I personally think this album gets better every time I listen to it. I'm always drawn to her relatability and humanity. With this album's vast array of emotions, it's hard to not find a song you can see yourself in. "Midnight" is absolutely a must listen.

@ASTATESQUIRRELS

Q & A

LAILA CASIANO

STAFF WRITER

Q: What inspired you to start the account?

A: Honestly, because of boredom. Last year, I was a little bit of a loner and I would be walking to class by myself and I would see the squirrels pass by and I was just like, "Oh my god! They're so cute!" And I would just start taking pictures of them, then one day when I was really bored, I just uploaded them. Then people started to send me pictures to post!

Q: The pictures, so it was a combination of your photos and submissions?

A: It started out kind of being my own. In the beginning the pictures were either taken by me or close friends, because they were the only ones who knew I had the account. I mean, people still don't really know it's me. But, it started out just from me and three of my close friends but then as people started to DM their own pictures, I had just started posting theirs. And now it's just mostly from other people's pictures.

Q: So when do you decide to upload your pictures?

A: It depends on when people send me things, I try to do it daily but if I don't have enough pictures to post then I just post them for whenever I get them. Like, last year I got pictures pretty frequently, now because it's the beginning of the school year and because I didn't post over the summer, it's kind of slow right now.

Q: What was your reaction to when your account began gaining a following? Was it something you expected?

A: No, because it started out as a big joke! It was just me being bored and just thinking that these squirrels

were just cute and I wanted other people to see them to make them happy, because it made me happy. I wouldn't say I have a big following but I wasn't expecting more than 15 people to care. It was really cool and actually, I've walked around campus and seen people take pictures of squirrels and in the back of my head I'm thinking, "They might send that to me later." I love that!

Q: The anonymity behind the account, is there a reason why you did that?

A: No, there really isn't a reason. I guess I could tell people but it just started anonymously because it was all a joke to have an account that wasn't attached to me and to be able to do whatever I wanted. I don't care if people know it's me or not, but it had just initially started with me having a secret little thing on the side to have fun with. People know more now though.

Q: Are you the only person that runs the account?

A: Yes, I'm the only one who posts the picture but in a way it's everyone on campus, really. Without the pictures the account wouldn't run because I couldn't possibly post that many pictures on my own. I don't just walk out-an-about on campus, so in a way, everyone runs it. But, behind the screen and to who knows the account log-in, it's me.

Q: Last question, what has been your favorite picture?

A: Oh my gosh! There's one picture, well it's a video and I wouldn't say it's my favorite but it's certainly the most shocking. A guy sent it to me last year and it's of these two squirrels... [If you'd like to know which post she is referring to, it's the fourth video posted from the very start of the account] It was certainly something!



PHOTO COURTESY OF BECCA BALLEW

HOROSCOPES

Aquarius
(Jan. 20 - Feb. 18)

You need to trust your feelings more because they are valid no matter what you think.

Pisces
(Feb. 19 - March 21)

A difficult point in your life is coming to an end this week.

Gemini
(May 21 - June 20)

You've gone through so many struggles in your life that you don't recognize yourself in the person that you've become. Take the time to reflect on how these experiences have changed you for better or for worse.

Cancer
(June 21 - July 22)

You feel as if something in your life was cut off too short for you to fully enjoy it but you should take this new challenge in stride and see what it offers.

Leo
(July 23 - Aug. 22)

You have struggled so much to get to where you are that you have forgotten with every win comes an equal loss. You find joy but what have you forgotten about?

Virgo
(Aug. 23 - Sept. 22)

You will receive something this week that will repay you for all that you have done for others.

Libra
(Sept. 23 - Oct. 22)

This week you are laying the foundation for successes later on in life.

Scorpio
(Oct. 23 - Nov. 21)

This is the week to go after a project you've been neglecting because your creativity will be at its peak.

Sagittarius
(Nov. 22 - Dec. 21)

You've been the person everyone can depend on and it will repay you greatly someday.

Capricorn
(Dec. 22 - Jan. 19)

You're struggling in your life because you haven't tried to depend on others before, but you need to learn to do so.

Aries
(March 22 - April 19)

You're ready to face something new in your life and want to charge headfirst into it; however, you should weigh the risks as well as the benefits to this new venture.

Taurus
(April 20 - May 20)

You're letting your inexperience tell you what you should and shouldn't do instead of looking for opportunities to gain or expand skills.

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