

## Campus Talk with Ewha Voice

# Protecting the school's tradition and pride: Ewha Green

By Yoon Na-hyun

Ewha Green, the official color of Ewha Womans University, has long been a symbol of dignity, reflecting the school's tradition. An official color is meaningful in that it reflects the school's identity. It is used in various symbolic items, pamphlets, and advertisements as a way to impart a unique image to outsiders. By forming a distinct image, it also contributes to solidifying the school's status.

Ewha Green has a 100-year-long history. It was first created when Ewha's fourth president, Lulu E. Frey, chose the green of the pear blossom's leaf and the white of its flower to symbolize the school's name as the official colors in 1908. Since then, the color played an important part in protecting the pride of the students. As it increased their sense of belonging, it gradually became an integral part of Ewha's identity. In 2011, marking the 125th anniversary, the school conducted the 'Ewha UI Establishment Project' and standardized the dark green color in order to put an eco-friendly and future-oriented meaning to it.

Students took action by proposing ideas to unify the color of baseball jackets and group purchase items to solidify this color into a part of the school's tradition. They also actively exchanged opinions about the importance and meaning of Ewha Green on online communities and came up with ways to preserve the color.

For instance, when the wrong RGB of Ewha Green was used on the school website, many students proposed a correction on 'Ask for Ewha,' an online bulletin board where members of the school can express their opinions. Eventually, the school responded to the students' demand and changed the website's theme color. Since a school's identity is formed based on first impressions, students also actively uploaded photos of their Ewha Green items on social media. Reflecting students'



Winners of the Ewha Green Event are announced through the school's official Instagram account

Photo provided by Emotion, the 52nd Student Council

opinions, the student council promised to implement 'Ewha Green Day' as a cultural policy to instill a sense of school spirit into them.

The school also put efforts to promote Ewha Green to the public. They changed the colors of the graduation gowns, souvenirs, and information pamphlets to Ewha Green as a means to solidify it as the school's official color. Furthermore, they held the 'Ewha Green Event' for students to share pictures of the Ewha Green items they have through Instagram. The school planned this event for students staying indoors due to COVID-19 to maintain their interest in school activities. In addition, they held the Ewha Green Movie Festa and blended the school's official color with the festival.

Recently, Ewha Color Design Research Institute (ECDRI) conducted a survey concerning the color of Ewha. By applying the color to the school emblem, web page, application, and slogan images, they tried to investigate students'

perceptions. Regarding the result, Park Yung-kyung, the manager of ECDRI, replied that they are expecting an open conclusion.

"By conducting this survey, we want to show that even a color with the same RGB value can be perceived differently depending on the device model, monitor and the letter it is written in," Park said. "Rather than expecting a certain result of the right color, we hope students understand that Ewha Green can vary slightly according to its usage such as integration with other nearby colors."

"On the day of the 134th anniversary in late May, we are planning to make a guideline about the standard color that anyone can refer to when they have to use Ewha Green," she added. "Variations can be made within the standard, but we want to make sure it is used accurately without distortion. Since there is no color that everyone can agree on, we are setting a standard that can be used widely."

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## Views on online chapel at odds

Another advantage that students expressed was its convenience. Je Ji-min, a sophomore from the Department of English Language and Literature, expressed her opinion.

"Compared to the offline chapel, the online chapel is much more convenient," Je said. "For offline chapel, we are unable to attend if we arrive a few minutes late or there are times when we are marked absent for sitting on the wrong seat. But, I do not feel any of this burden while watching online chapel as I am not

given a designated seat nor a short amount of time to watch."

On the other hand, Han Jung-hee, a freshman from Climate and Energy Systems Engineering, shared some negative thoughts on online chapel.

"I did not expect my first chapel at Ewha to be held online," Han said. "Although the contents of the chapel seem to be interesting, I find it hard to concentrate when watching. This is because organizing chapel online deteriorates the quality of delivery. For the next semester, I am hoping

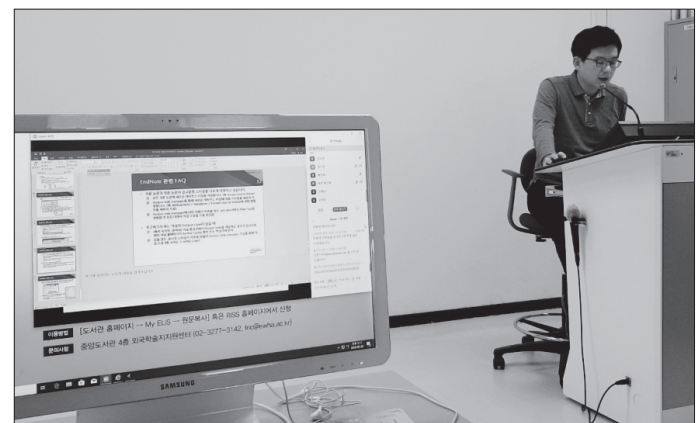
for regular offline chapels once the coronavirus situation settles down."

Ewha Voice requested an interview with the Office of the Chaplain regarding difficulties in implementing the online chapel and the possibility of online chapels being made permanent. However, the Office replied it was difficult to give answers since their position is not sufficiently clear yet and because the online chapel is still in progress.

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## In Brief

### School Library holds information retrieval training



The school library hosted the 2020 information retrieval training for five days starting from May 18 to 22. The session was held annually on April in-class. However, due to the COVID-19 crisis, the schedule was delayed and classes were held live online. The curriculum contained methods of using the library homepage, searching for domestic and foreign academic material using websites such as RISS and ProQuest Dissertations and Theses (PQDT). The program also informed students on how to use plagiarism-prevention systems like Turnitin and Copykiller.

### Research paper by professor Lyoo In-kyoon selected as best research achievement by Nature Communications



A research paper published by the professor Lyoo In-kyoon's team was selected as the best research achievement of May, by Nature Communications, a prestigious journal of science and technology. Lyoo announced that it has been found that people with mild inflammation tend to experience decreased brain function such as post-traumatic stress disorder when they get stressed. Therefore, he emphasized the importance of maintaining one's health of certain occupational groups such as firefighters, who are frequently exposed to stressful situations.

### Career Development Center holds online streaming session on preparing for State Examination

Ewha Career Development Center held a session about how to prepare for the state examination on May 21. Due to COVID-19, the event was held online via YouTube Live Streaming. The session included a Q&A session with mentors who passed the exam in the previous year. Students were able to submit their questions beforehand so that they could be answered in the live session. The Career Development Center also created a survey to check student satisfaction and received feedback about the session.

### Career Development Center holds a briefing session on KBS Youth Career Academy

Career Development Center held a briefing session on the curriculum of KBS Youth Career Academy on May 26 at ECC. The session introduced the recruitment process and an overall curriculum of KBS Youth Career Academy for the first-half of the year. The Youth Career Academy is an academy hosted by KBS media that provides career education. Applications for the academy will be accepted until June 7. The session was available for alumni and prospective graduates. All attendants were required to wear masks in the session.

### Ewha Career Development Center holds Summer Education Program on field training

Career Development Center held a summer education program on field training from May 10. There are a total of three sessions in this program, each focusing on different aspects of preparing the job application process. Special lectures for written applications and one-to-one cover letter clinics will be open until the end of May. As for the interview special lectures, the classes are open from June 10 to 26. Due to the grave circumstances of the current COVID-19 outbreak, all the sessions will be conducted online through CyberCampus.