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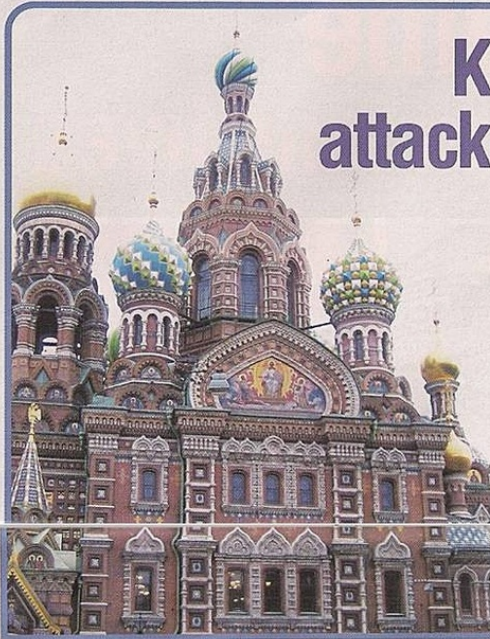


Korean Billys finally unveiled

Pg.10



구독신청 및 광고문의 1577-0549



Korean student attacked in Moscow

A Korean student studying film in Moscow, Russia, was attacked by a *masked person on March 7.

According to the Korean Embassy in Moscow, the 29-year-old student was attacked near a shopping mall.

The suspect wore a white mask and stabbed the student's neck with a knife. The student only identified by his surname Shin was once in *critical condition after bleeding excessively.

Shin is currently recovering at an *intensive care unit at a hospital in Moscow.

The local police assumed that the attack was most likely a *hate crime. A few weeks ago, another Korean student was killed by a group of Russian youths. ㉠

Word Guide | 한인 유학생 모스크바에서 피습: *masked person 복면을 쓴 사람 *critical condition 위급한 상태 *intensive care unit 중환자실 *hate crime 증오에 의한 범죄

Black bear babies born in Mt. Jiri



An *Asian black bear in Mount Jiri has given birth to two babies, according to a mountain park official.

The mother bear produced female and male *cubs. The cubs now weigh between one to 1.5 kilograms, respectively.

The mother and baby bears are all in good condition.

The park management office *assumed that the cubs were probably born in early January.

Including the newly born cubs, there are currently 19 Asian black bears living in Mount Jiri. ㉠

Word Guide | 지리산에서 반달곰 탄생: *Asian black bear 아시아반달곰 *cub 새끼 *assume 추측하다

Oldest American dies at 114

Mary Josephine Ray, the oldest American, died at the age of 114 at a nursing home in Westmoreland, New Hampshire, United States.

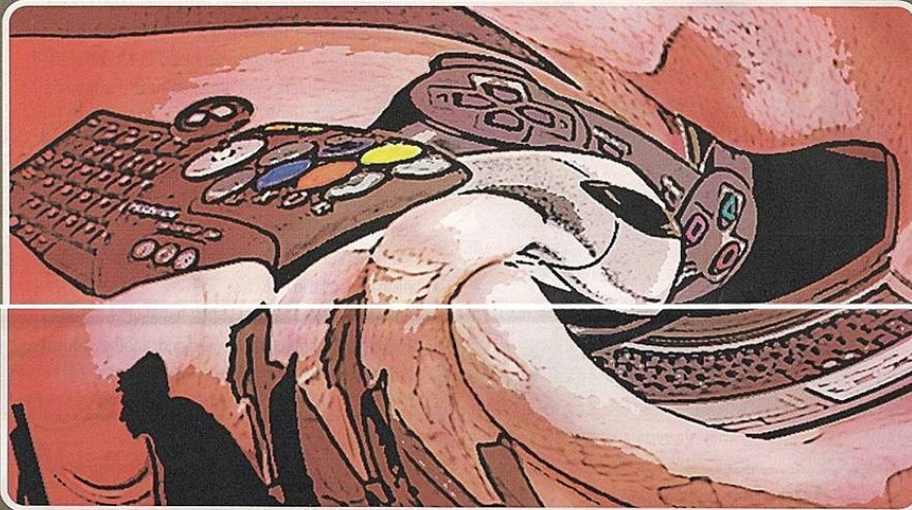
According to Ray's granddaughter, Ray was *energetic until two weeks before her death. "She just enjoyed life. She never thought of dying at all," said her granddaughter. "She was planning for her birthday party."

Ray was born on May 17, 1895 in Canada and moved to the United States when she was three. She is survived by two sons, eight grandchildren, 13 *great-grandchildren and five great-great grandchildren. ㉠



Word Guide | 최고령 미국인 사망: *energetic 기력이 왕성한 *great-grandchild 증손

Online game addiction can *ruin lives



Online game addiction in Korea has gone far beyond a mere social *nuisance.

It is *resulting in accidental deaths and even murders.

On March 3, the police *detained a married couple who left their 3-month-old daughter to *starve to death last year.

The 41-year-old husband and 25-year-old wife met through an online chatting website and were both gaming addicts.

They spent most of their time in internet cafes, reportedly leaving their new-

born baby completely *unattended.

They only occasionally *dropped by to feed her powdered milk.

Last September, after a 12-hour gaming session, they came home in the morning to find their daughter dead, according to the police.

The couple fled to the wife's parents' house in Yangju, but was found on March 1. "I am sorry for what I did and hope that my daughter does not suffer any more in heaven," the husband said.

The jobless couple could not bear the *parental burden and escaped reality by abandoning themselves to virtual reality, said police officials.

The game was ironically a role playing game in which they raised a *virtual character of a young girl, according to officials.

The couple's case, however, was not the only recent crime caused from online game addiction.

A 22-year-old man was caught last

Word Guide | 컴퓨터게임중독 현상을 말할 수도 있다 *ruin 말하다 *nuisance 성가신 것, 귀찮은 것 *result in 결과를 낳다 *detain 구속하다 *starve to death 굶겨 죽이다
*unattended 지켜보지 않는 *drop by 들르다 *parental burden 부모로서의 부담 *virtual character 온라인에 있는 가상의 인물

Ways to curb game addiction

Voices are *mounting that the government should come up with necessary measures to prevent internet game addiction.

Even some people say the government should *temporarily ban all online games.

In response, the Culture Ministry plans to work with online game firms to put *restrictions on excessive gaming.

Possible restrictions under *consideration include having users lose part of their *virtual assets if they spend too much time gaming.

The ministry said in a press release that details will be announced later this month.

The ministry also said it will increase its *budget for projects to curb online game addiction by 10-fold to 5 billion won to offer better counseling and treatment to addicts.

Rep. Lee Joung-sun of the ruling Grand National Party last month submitted a bill restricting the hours offered to online game users. But the game industry largely protested, in fear of *profit loss.

Also, several bills are presently *pending in the National Assembly, suggesting restrictions on teenagers' use of internet cafes and games.



month for murdering his mother because she continuously *nagged him for spending too much time playing games. After his crime, the man headed to a nearby internet cafe and continued his game.

Last July, a 21-year-old man was arrested for killing his mother, blaming her for her internet addiction and *neglecting the family.

Though internet addiction is now widely accepted as a form of *mental ill-


ness, there is little data on the exact situation.

"Game addicts, unlike alcohol or drug addicts, lose their brain's controlling capacities and thus become unable to sense their body's damage," said an official at the Internet Addiction Research Center (IARC).

Over 520,000 or 7 percent of primary school students may be *classified as online game addicts, according to the Korea Creative Content Agency(한국콘텐츠

진흥원).

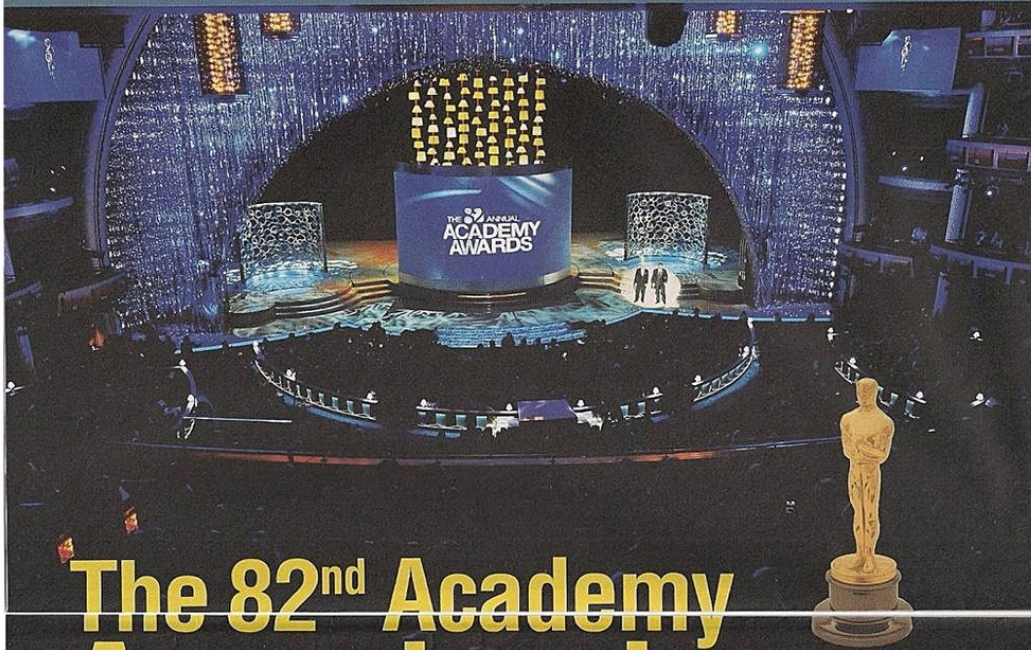
"The problem is that game addiction does not just appear in young students who have little control," said the IARC official.

"It is now affecting the entire society by tempting adults to neglect their *minimum duties and daily life." 

By Bae Hyun-jung (tellme@heraldm.com)

Word Guide | *nag 작소리 하다 *neglect 침보지 않다 *mental illness 정신질환 *classified 분류된 *minimum duty 최소한의 의무

게임 중독 억제하는 대책들: *mounting 증가하는 *temporarily 일시적으로 *restriction 제한 *consideration 고려 *virtual asset 온라인상의 자산 *budget 예산 *profit loss 이익 손해 *pending 현재 고려하는 남아있는



The 82nd Academy Awards winners

The Academy Awards are one of the best film festivals in the world. The awards are widely known as the "Oscars."

The awards were *established in 1929 *in recognition of excellence of professionals in the film industry, including directors, actors and writers.

The selection of Oscar winners and the organization of the annual ceremony are made by the Academy of Motion Picture Arts and Sciences (미국영화예술아카데미).

This year marked the 82nd Academy Awards and the ceremony was held on

March 8 (Korean time) at the Kodak Theater in Hollywood.

Actors Steve Martin and Alec Baldwin hosted the ceremony, which was televised live in the United States.

In the awarding ceremony, Kathryn Bigelow was chosen as the *Best Director Oscar winner. She directed "The Hurt Locker," a war movie. She became the first woman in the 82-year-old Oscar history to take the prize in the category of Best Director.

The movie also swept top prizes in other five categories, including *Best

Picture.

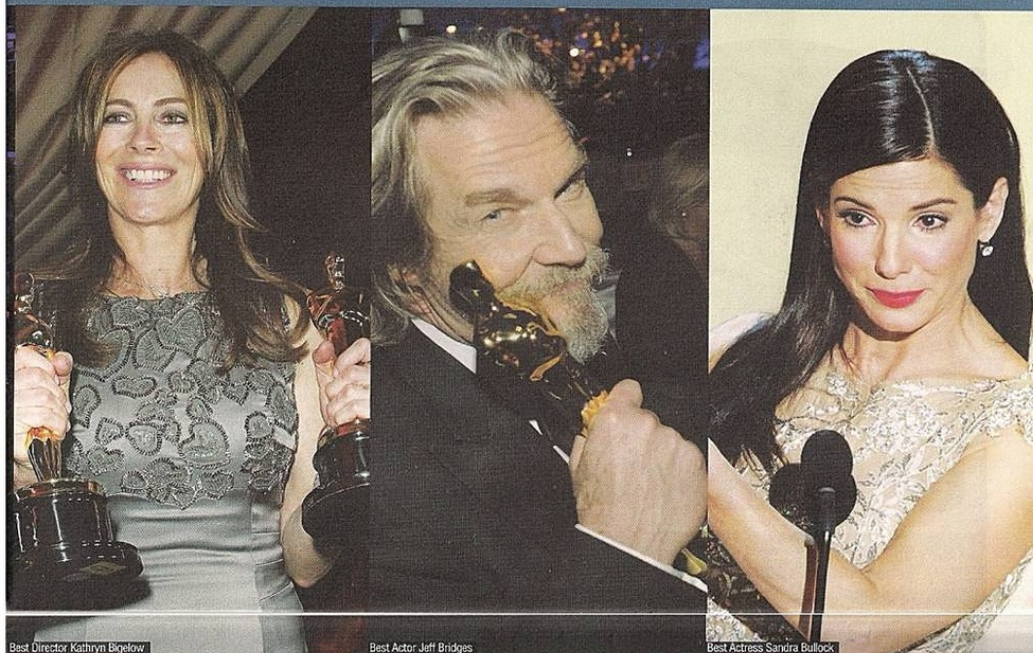
"The Hurt Locker" is a *small-budget movie about a "bomb disposal unit in the early part of the Iraq War.

"There's no other way to describe it, it's the moment of a lifetime," she said, accepting her directing prize. She *dedicated her honor "to the women and men in the military who *risk their lives on a daily basis... may they come home safe."

The winner Bigelow is an ex-wife of James Cameron, who directed the 3-D science-fiction movie "Avatar."

*Unexpectedly, the film Avatar

Word Guide | 82회 아카데미 수상자 발표 *establish 신설하다 *in recognition of 을 기념하여 *Best Director 감독상 *Best Picture 작품상
*small budget 돈을 많이 들이지 않은 *bomb disposal 폭탄 제거 *dedicate 바치다 *risk 위험 *unexpectedly 예상외로



Best Director Kathryn Bigelow

Best Actor Jeff Bridges

Best Actress Sandra Bullock

Best Picture winners since 1986

obtained just three gold awards, all in technical categories, including *Best Visual Effects.

The acting races finished as expected.

Top actress Sandra Bullock got the gold for playing a *suburban mom who guides a homeless black teen to football *stardom in "The Blind Side."

Jeff Bridges grabbed the Best Actor Oscar for his outstanding performance as an *alcohol-soaked country singer in "Crazy Heart."

By Shin Yong-hae (shinyb@heraldm.com)

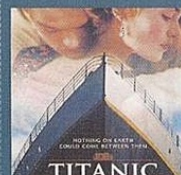
1986 "Out of Africa"
1987 "Platoon"
1988 "The Last Emperor"
1989 "Rain Man"
1990 "Driving Miss Daisy"
1991 "Dances with Wolves"
1992 "The Silence of the Lambs"
1993 "Unforgiven"
1994 "Schindler's List"



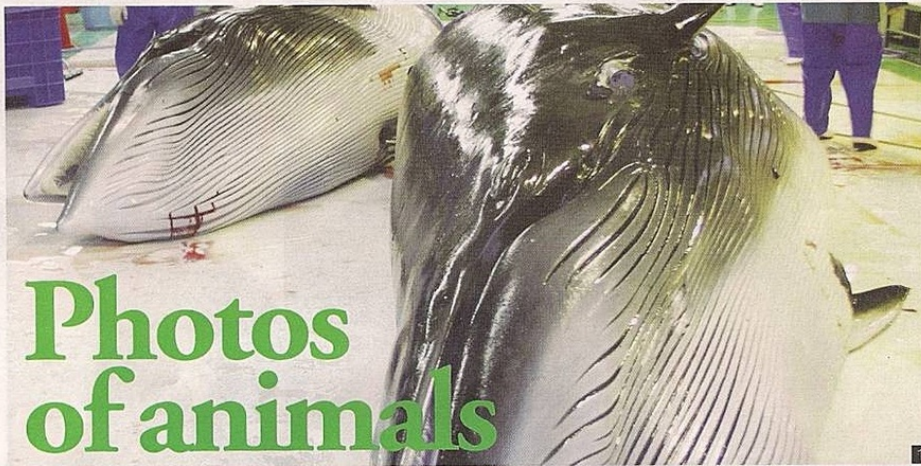
1995 "Forest Gump"
1996 "Braveheart"
1997 "The English Patient"
1998 "Titanic"
1999 "Shakespeare in Love"
2000 "American Beauty"
2001 "Gladiator"
2002 "A Beautiful Mind"
2003 "Chicago"



2004 "The Lord of the Rings"
2005 "Million Dollar Baby"
2006 "Crash"
2007 "The Departed"
2008 "No Country for Old Men"
2009 "Slumdog Millionaire"
2010 "The Hurt Locker"



Word Guide | *Best Visual Effects 시각효과상 *suburban 교외의 *stardom 스타의 위치 *alcohol-soaked 술에 절은



Photos of animals

1. Two minke whales are seen before *dismantlement at a fishery *processing factory in Hokkaido, Japan.
2. A trainer makes an elephant perform at a circus in Gurgaon, a *suburb of New Delhi, India, on Feb. 26.
3. A 12-year-old male gorilla is pictured at the London Zoo on March 1.
4. A *mixed breed dog was born without front legs. The four-year-old dog uses a *wheeling device to walk outside in an Israeli city of Tel Aviv on Feb. 28.



Word Guide | 동물사건들 *dismantlement 해체 *processing 가공 *suburb 외곽지역 *mixed breed 잡종 *wheeling device 바퀴가 달린 도구, 장치

Korean Billys finally unveiled

Based on the 2000 movie "Billy Elliot," "Billy Elliot the Musical" has been a huge success. So far, the musical has attracted over 4.2 million audiences around the world. It has won numerous major awards including four Laurence Olivier Awards for Best Musical and Tony Awards in ten categories.

Billy Elliot the Musical first premiered in London's West End on March 31, 2005 and over 2,000 performances have been staged since its opening. The musical became such a success that it led to productions in Australia and the United States in 2007 and 2008, respectively.

In December 2008, a production company named "Magistella" announced that Korea will be the fourth country to stage the mega hit musical in 2010. Before starting production, the company held four rounds of nationwide open auditions from February 2009 to

January 2010 in search of the perfect Korean "Billy Elliot" and the role of his friend "Michael."

Boys aged 10 to 13 and below 150 cm who had not hit *puberty were *eligible to try out for the role.

After the first round of auditions, Magistella set up a "Billy School" in order to train the candidates in professional acting, singing and dancing. Boys who were chosen in the *subsequent rounds had to also join the training sessions.

Altogether, 16 Billy candidates were chosen and trained during the entire audition process. But of the 16, only four were the lucky ones to become the first Billys of Korea.

On March 2, the finalists for the role of Billy and Michael were unveiled at a press conference held in downtown Seoul.

Each of the boys briefly showed off their talent and



From left, Lee Ji-myeong, Jung Jin-ho, Im Sun-woo and Kim Se-yong pose in front of the camera during a press conference held on March 2.


Word Guide | 한국판 빌리 엘리어트 도대체 공개됐다. *puberty 사춘기 *eligible 자격을 가질 수 있는 *subsequent 그다음의



revealed their *aspirations. They *vowed to train hard and never give up to deliver a perfect Billy in the upcoming musical.

Fully equipped with Billys and Michaels, production is now underway. The boys will train diligently and practice hard for another six months until the musical premieres in August. The Korean version of Billy Elliot the Musical will be the first non-English production of the show.

Billy Elliot is a touching story about an 11-year-old boy named Billy who fulfills his dream of becoming a ballerino in the midst of a *chaotic internal and external situation. The story takes place in a small town in England where there is a conflict between coal miners and the government.

For more information on the show, visit www.musicalbillyelliott.co.kr or call (02) 3446-9630. 



Meet the Korean Billys:



Kim Se-yong

Se-yong is a 12-year-old who started ballet at the age of 7. He won the "Youth America Grand Prix 2009"

in ballet.



Lee Ji-myeong

Ji-myeong was *discovered during the first round of auditions. He is 12 years old and has experience in musicals. In 2006, he played the role of a young "Simba" in the musical "Lion King" and played the role of a young prince in "Last Empress" in 2007 and 2008.




Im Sun-woo

Sun-woo is 10 years old and the youngest Billy from the cast. He has won several local ballet competitions and will be participating in the "Youth America Grand Prix" this month.



Jung Jin-ho

Jin-ho is 11 years old and he is extremely talented in tap dancing. He made an appearance on SBS talent show "Star King" as a tap dance *prodigy. 

By Yoo Bo-lam (bolamyoo@heraldm.com)

Word Guide | *aspiration 로부 *vow 서약하다 *chaotic 혼란 상태인 *discovered 캐스팅되다 *prodigy 영재



Korea beats *Ivory Coast 2-0



South Korea's national football team beat the Ivory Coast 2-0 in a *friendly match in Britain on March 3.

The match was regarded as a *litmus test for the Korean team's performance in the coming World Cup finals in South Africa. Three minutes into the game at Loftus Road stadium in London, Korean striker Lee Dong-gook scored the first goal.

The two teams went head-to-head for 90 minutes before Kwak Tae-hwi *sealed the team's victory with a *header. Kwak scored the team's second goal with a header, connecting the ball from Kim Jae-sung's free kick.

Ivory Coast's striker Didier Drogba had several chances to win goals, but was unsuccessful in the face of Korea's goal-keeper Lee Woon-jae's good performance.

The March 3 match was the last game for the South Korean squad before team manager Huh Jung-moo decides on his final 23 picks for the World Cup team, according to Yonhap News. The announcement is expected as early as late April.

The Ivory Coast is one of the strongest African contenders at the World Cup finals.

The African team recently *fired coach Vahid Halilhodzic after the team's poor performance in African Cup of Nations.

South Korean coach Huh said that the Ivory Coast was a good *sparring partner because

South Korea will play against Nigeria in World Cup finals. (1) By Shin Yong-bae (shinyb@heraldm.com)



Word Guide | 한국 아이보리코스트 2-0패배 *Ivory Coast 세이프리카 국가팀 코트다부아르 리그도 불행 *friendly match 친선경기 *litmus test 리트머스 테스트 *seal 확정짓다 *header 헤딩 *fire 해고하다 *sparring partner 연습상대



Kim Yu-na to promote Seoul in documentary

World figure-skating queen Kim Yu-na will appear in a documentary to promote Seoul around the world.

Seoul Metropolitan Government said the 60-minute documentary, titled "Seoul Spirit," will be aired by the Discovery Channel in about 20 Southeast Asian countries on March 19.

Using Seoul as a *backdrop, the documentary will show how the 19-year-old Kim grew up to reach the top of figure skating. It will showcase a variety of *tourist attractions in Seoul, including the Han River and Gwanghwamun *Square.

The documentary, which the city spent a year planning and producing, will also highlight "woman power" in Korea, featuring interviews with Korea's first *astronaut Yi So-yeon and popular girl group 2NE1.

Kim Yu-na became a world celebrity after she won the country's first Olympic figure skating gold in Vancouver last month with a near-perfect record-setting performance. (1)

By Song Sang-ho (sshuck@heraldm.com)



Word Guide | 서울 홍보하게 될 김연아 *backdrop 배경 *tourist attraction 관광 명소 *square 광장 *astronaut 우주인



'The Big Blue Marble'


*Geography is a science that studies the Earth's surface. It studies what makes the different shapes and colors of the Earth – the ground, rocks, and water, what does and does not grow.

If you look at the Earth as a geographer does, then you might see it as a colorful map.

Much more than half of it is blue with oceans, lakes, rivers, and streams. In some places, it is *tan-colored with the sands of dry deserts. In other places, it is green with forest. There are purple-gray mountains and white snowcapped peaks. And there are the soft yellow of grain fields and the light green of *leafy crops.

Part of the learning about the Earth is learning where people can and cannot live. The different colors of your Earth map can help you discover this.

You would not find many people in the tan, white, or larger blue parts – deserts, the snowfields, and oceans. Not many people live in the deserts, because deserts are hot and dry. Very few plants can grow there. In the high mountains and at the North and South poles, it is very cold. Most plants do not like the cold, and most people do not either.

You will find people in and near the green and yellow parts and the smaller blue parts – the farmlands, forests, rivers and lakes. There is a lot to learn about the Earth, just as there is a lot to learn about a friend. Geography helps you become a friend of the Earth. 

(Source: Britannica)



This new NASA image shows the entire North American continent, Central America, the northern half of South America, Greenland and the Pacific and Atlantic Oceans.
AFP-Yonhap

Search Light



Areas where not many people live are also the areas where few plants grow. Why do you think that is?

(Hint: What do you do with lettuce, beans, and apples?)

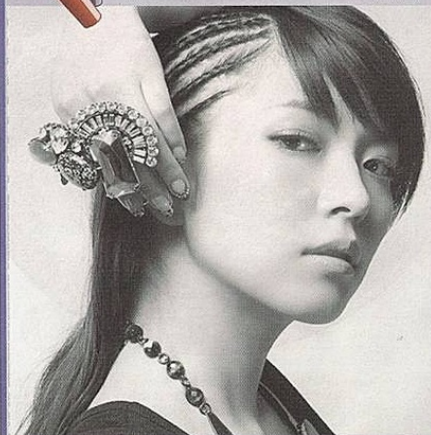
Answer: If few plants grow in an area, then few animals will live there. This is because animals need either plants or other animals to eat. And without plants or animals, there is nothing for people to eat.

Did you know?

The "Big Blue Marble" is a nickname for the planet Earth. This is because from space our world looks like a big round marble, all blue with swirling white streaks of clouds.



BoA may return to Korea




Korean pop diva BoA will likely return to Korea with her new album this summer. Her latest Korean album "Girls on Top" was released five years ago.

Together with the release of her new album, she plans to "celebrate her 10th anniversary of her debut.

"She is preparing to come back to Korea this year. But details about her new album have not been decided yet. Although she has her schedules in Korea, she still plans to continue her activities in the United States," said her agency, SM Entertainment.

BoA debuted in 2000 with her song "ID; Peace B." She was 14 years old when she sang this song. She advanced into the Japanese music industry in 2001 where she received much "popularity.

She also released her first U.S. single album "Eat You Up" in 2008. 

By Yeom Min-a (mina@heraldm.com)

www.herald.com | BoA의 국내 활동 발표는 "celebrate" 발표하다 "celebrate" 기념하다 "popularity" 인기


Jang and Noh *call it quits

Pop-trot singer Jang Yoon-jung and comedian Noh Hong-chul have split up after a 10-month romance.

Jang's management agency said their relationship came to an end a month ago and "cited "irreconcilable differences as the reason for the split.

However, Jang's management said the two had decided to remain friends.

The two revealed their romantic link on an SBS variety show early last year, surprising many.

Noh, a popular comedian, was seen as a mismatch by many fans of Jang, who felt the 30-year-old singer was "too good" for the 31-year old funny man. 

By Song Woong-ki (kws@heraldm.com)



Word Guide | 장윤정-노홍철 결별: "call it quits" 그만두다. 떠나기다. 헤어지다. "이혼" 인종하다. 맞으로 생각하다. "irreconcilable" 화해할 수 없는

2PM's criticism of Jae-beom triggers* backlash



Fans of 2PM have vented *indignation toward the top boy band after the members expressed hatred toward their former leader Jae-beom.

Some angry fans have called for the group to shut down its fan club sites and TV networks to block the group's appearance on show programs.

The anger *escalated after the six members held a debate forum on Feb. 27 with fans to discuss their *future course of action.

During the meeting, the group members unexpectedly voiced criticism of Jae-beom. Asked if they support Jae-beom's decision to *withdraw from the group, all the six remaining members said, "Yes," without any *hesitation. They said he behaved *inappropriately as a group member.

Last year, Jae-beom left the boy band and flew back to his hometown in Seattle because of a complaint about Korea he had posted on a website four years ago. *Minus Jae-beom, the six remaining members have continued their music activities by releasing a new album.

In the debate forum, Chan-sung, a member of the boy band, said to

the fans. "We tried to understand Jae-beom. We even put up with your boycott (against the agency and us). But why do you blame us, not Jae-beom, again and again?"

Another member Tack-yeon said, "You may think that we have not protected him, but we have done so by not revealing what he had done. Rumors go away."

But the 2PM members' criticism of Jae-beom immediately triggered a backlash from both the fans and netizens.

The fans, who *longed for Jae-beom's comeback for the last six months, were shocked as the six members made it clear that they do not want the ex-leader to rejoin. They said they felt betrayed that the members of 2PM turned their backs on Jae-beom.

Some fans *suspected that the six members might have been concerned about the possible comeback of Jae-beom who enjoyed the highest popularity among group members.

According to sources from the fan sites, the current 2PM members recently renewed their contract with the JYP Entertainment, without Jae-beom. 🎧

By Ryu Seung-yoon (syryu@heraldm.com)

Word Guide | 2PM의 재벌버린 반말 조별, "backlash" 반발 역풍, 반박 "indignation" 노여움, 분노 "escalate" 증폭하다 "future course of action" 앞으로의 활동방향 "withdraw from" 에서 탈퇴하다 "hesitation" 주저 "inappropriately" 부적절하게 "minus" 없이 "long for" 갈망하다 "suspect" 의심하다



Story of 'Gimbap Grandma' on textbook



Known as "Gimbap Grandma," the life of the late Jeong Sim-hwa has been published on a school textbook for fourth grade students. Published by Mirae N Culture Group, the textbook was distributed nationwide on March 1.

Jeong was an elderly lady who grabbed attention back in 1990 when she donated her entire *lifelong savings to Chungnam National University. The donated amount was about 5 billion won, which had been *accumulated by selling gimbap, earning her the nickname "Gimbap Grandma."

Jeong's life story is featured under the section "Beautiful People." The story talks about Jeong's donation and the Jeongsimhwa International Cultural Center (정심화국제문화회관) that was built in recognition of her charity activities at Chungnam National University in 1992.

Starting from 1992, the university holds a *memorial service for Jeong every year. In August 2002, a *bust sculpture of Jeong was built in the lobby of the cultural center to commemorate the 10th anniversary of her death. ①

By Yoo Bo-lam (bolamyoo@heraldm.com)

Word Guide | '김밥 할머니'의 이야기가 교과서에 실린다: *lifelong 평생 동안의 *accumulate 축적하다 *memorial service 추모식 *bust sculpture 흉상

Trivia Knowledge

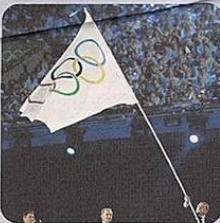
Next Winter Olympics

February was an exciting month for Korea and the rest of the world as the long-awaited Winter Olympics finally took place.

All the participating nations were *fired up in joy and excitement brought by their athletes' performances at the Games. But sadly, the winter events came to an end with the closing ceremony and the next Winter Olympics will come after four years.

The host city for this year's Olympics was Vancouver, Canada. But where will the next host city be?

The 2014 Winter Olympics is going to be held in Sochi,



Russia. Sochi is a popular resort city on the Black Sea.

The International Olympic Committee (IOC) selected Sochi as the host city back in July 2007. Sochi's closest *contender in the final round of voting was South Korea's

PyeongChang. PyeongChang lost by only four votes.

The opening ceremony for the Sochi Winter Olympics will be held on February 7. It will be Russia's first time ever hosting the Winter Games. ①

By Yoo Bo-lam (bolamyoo@heraldm.com)

Word Guide | 최기 흥겨움 열매: *fire up 열의를 불어넣다 *contender 경쟁자

Evolution of K-pop



Music in the K-pop industry is taking leave as a *decade passes by. If we take a look at how music has changed in just the past decade, it could shock anyone.

Music has definitely changed in the past decade. When popular boy group god released an album continuously, BoA was the biggest teen sensation. And a few years back, Se7en and Rain were rivals in the music industry. There was a bit of bubble gum pop that had transferred from the 90s to a more hip hop *integrated vibe, or sad ballad vibe, that *resonated in every K-pop song from 2000 to around 2006.

We saw it get a little more *eclectic from 2007, with idol groups like Big Bang and Wonder Girls suddenly spicing it up with techno and a new genre of K-pop. We also cannot forget how the Big Bang's concert tickets were sold out within 15 minutes.

Then we saw more songs from them and other *emerging

artists, shifting at times to a variety of beats around the 2008 to 2009 era. In 2009, songs like Girls' Generation's "Gee" and 2NE1's "Fire" became super popular amongst many debuting artists, a majority of them female.

But the biggest impact was that the "cute" image was replaced with the "sexy" image with Brown Eyed Girls' "Abracadabra" and Girls' Generation's "Genie" (소원을 말해봐). Since then, a large number of girl groups have matured in their musical styles, most recently Kara and Jewelry.

Korea is heading towards the future, no doubt. The K-pop scene has definitely moved forward to a musical unknown. We will just have to see how it develops.

By Michelle Lee (Tenth Grade, Seoul International School)

Word Guide | 한국 인기가요의 진화: *decade 십년 *integrated 융합적인 *resonate 울려 퍼지다 *eclectic 다양한데 걸친 불충적인 *emerging 최근 생겨난



Hyundai Kia ranked 4th in U.S. consumer review



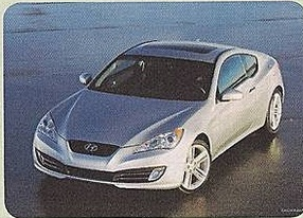
Hyundai Kia ranked fourth in a U.S. consumer review by receiving 73 points out of 100.

This is five *notches up compared to last year. The review titled "Top 2010 Cars" was *published in the April edition of a monthly magazine called "Consumer Reports."

"South Korean carmaker Hyundai, which includes Kia, has shown the most *dramatic improvement, jumping to fourth place from ninth last year," the report said.

Japanese carmakers – Honda, Subaru and Toyota – placed in the top three respectively.

And Nissan, Volkswagen, Mazda, Mercedes-Benz, BMW,



Volvo, Ford, Mitsubishi, GM and Chrysler were behind Hyundai Kia.

According to the magazine, Hyundai's Avante was selected as the top pick for three consecutive years. The Avante is sold as Elantra in the United States.

In order to *compile the review, more than 13 million customers *evaluated around 280 cars sold in the U.S. market. The review also took into account safety test results from professional institutes such as the U.S. National Highway Traffic Safety Administration and the Insurance Institute for Highway Safety.

By Yeom Min-a (mina@heraldm.com)

Word Guide | 현대 기아, 미국 소비자 리뷰에서 4위; *notch 단계; *publish 발행하다; 출판하다; *dramatic 인상적; *compile 엮다; *evaluate 평가하다

Nivea selected as European Trusted Brand



Reader's Digest, a monthly magazine, announced the result of its annual "European Trusted Brand" survey. The results were collected from 16 countries such as Austria, Belgium, Czech Republic, Finland, France and Germany.

Nivea was the only brand that was trusted by all the 16 countries. Nivea is a German *skincare maker. Brands that ranked the top in its category include Japan's camera maker Canon, Finland's mobile phone maker Nokia and American *credit card firm Visa. These brands were successful in 14 European countries. Kellogg, a well-known American cereal brand, was named the most trusted food brand of 10 countries. Unfortunately, no Korean brand was listed in any of the categories.

By Yeom Min-a (mina@heraldm.com)

Word Guide | 니베아, 유럽인 신뢰브랜드로 선정; *skincare 피부관리; *credit card 신용카드