

NCCU Department of English  
Reading & Writing II

## **The One Project** An Ideal Job Interview

Spring Semester, 2017

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## The Ideal Job in the 21<sup>st</sup> Century

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### The Ideal Job in the 21st Century



What does job mean to you? A way to make a living? Or the origin of a dream? In such a rapidly-changing generation, people seem more confused than ever about their understanding of the meaning of “job”. When we were still in elementary school, we may have had lots of dreams for the future, but as we grow older our courage to pursue those dreams shrunk. What replaces our dreams, is a series of monotonous negotiations with life. Is there then an ideal job for the 21<sup>st</sup>-century youngsters? Da-Chian Huang(黃大謙), a twenty-

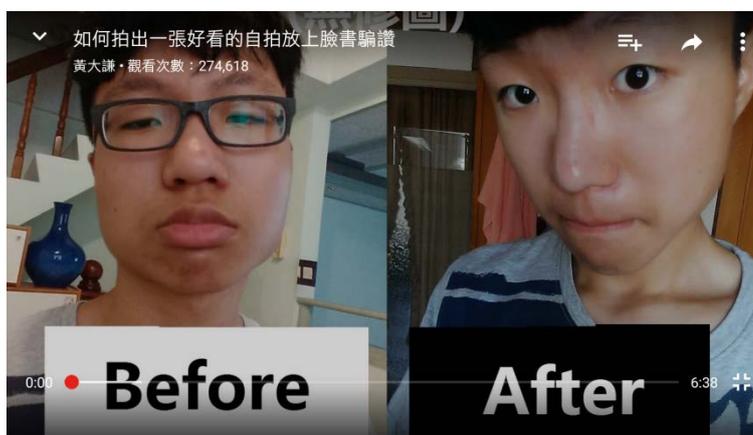
year- old college student, believe there is a way to turn his dream into a vocation.



Huang stepped into the coffee shop, at ease in a gray hoodie and jeans. If we only noticed his garments, we may not have connected him with a wealthy college student that earns an income of

NT30,000 per month. We soon learned that he is a *YouTuber*. YouTubers, which refers to people making creative online videos, is a rising 21st-century job. The first doubts coming into our minds were, “Who could live on it? How can one’s interest be one’s career?” Though many people consider it to be a part time job or a pastime, Da-Chian Huang regards it as an important and valuable job that can support his dream and life at the same time.

When tracing the origin of his dream, Huang spoke of some significant others who slowly influenced him. “When I was still young, I respected those who could make funny videos online. That kind of respect inspired me to pursue the same goal.” The inspiration for creative ideas, he was quick to point out, is only one part of what is needed. Different from general jobs, there’s no deadline, and no one to intervene. On the face, it may sound like a free job, but sometimes their hard work earns them nothing. Huang



explained, “Except for creative ideas, we also need luck.” To which he quickly added the necessity of patience. The patience of waiting for videos to go viral, indeed, takes Huang to another level in his ideal job. “I became an overnight sensation after I published my video, *Teaching Boys How to Make an Awesome Selfie*. Soon after uploading it, an online news platform began sharing my video. After that, it went viral.” Huang said proudly.

We prompted him further on what he had meant by *hard work* and *patience*.

Compared to general jobs, being a YouTuber seemed a much easier and freer job. However, Huang pointed to several difficulties of which most of us aren’t aware. Many people assume making a 5-minute clip is easy, but we soon learned it was a false perception. “I usually film for an hour, and then spend another six hours on editing,” Huang explained. “With the patience to watch and to edit, again and again, we contribute not only our wild ideas but our time. Sometimes we also need to spend time writing a script in advance.”

Though this job may seem ideal, what could stop any young dreamer is transforming their interest into real money. When the interest can’t afford one’s life, it would be quite hard for them to pursue it. We asked Huang about his income, and he shared without hesitation. “We YouTubers mainly have three revenue streams. These include YouTube commercials, placement marketing, and fund-raising. I usually get around NT10,000 from YouTube commercials, and another NT10,000 from fund-raising by my fans. If there are invitations for placement marketing, I could get up to NT30,000 per month”. This, we mused, is already a

decent income for an undergraduate. Huang continued that due to his sudden fame, several universities had also invited him to give a speech. However, this fee was small. "I only get about NT \$800 for my lecture." Mentioning his future ambitions, Huang continued, "I will keep doing this job; even after my graduation. I plan to do this as my full-time work."

Though Huang later moderated that it is on the condition that he could earn at least NT50,000 per month. If he can't, he would still go to a company to work, devoting himself to the creative industry.

But it is not all sun and roses. After questioning him on other hardships, Huang added that YouTubers often needed to face insults from netizens. "We sometimes have to be inwardly thick-skinned. We must keep faith in ourselves and motivate ourselves to make another video. We cannot allow those negative comments to trap us. We have to be as humble as possible." Huang forced a smile. "If you want to do this job, you have to open your mind and muster the courage to receive all those different remarks from others."

At this information, we were left wondering if there truly is an ideal job in the 21st century. From Da-Chian Huang we already knew that being a YouTuber needs luck, hard work and a thick skin, which sounded to us no different than any other life-long occupation. The 21<sup>st</sup> century provides a huge stage for youngsters to pursue their dreams and, as Huang explained, every YouTuber is a star waiting to be discovered. He felt thankful for his luck, but he also doesn't want his fame extinguished overnight. With a strong work ethic, he keeps

working harder, trying to show everyone that his success is not just a spark, but a long-lasting flame firmly based on his efforts. “There are also people asking me how long can I survive in the vast and fast Internet flow. I think it’s the same when someone asks a director about how long can he or she keep living on filming.” Huang argued. “I think there’s no stable job in this generation.”

As we concluded our interview and prepared to leave, we asked Huang one final question. If he had any words of inspiration to youngsters, who dreamed of becoming a YouTuber. Huang responded with a smile. “Passion, hard work, and creativity are essential. But, what matters most is whether you can enjoy it or not.”

A Visit to Wu-Ying Café

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### **A Visit to Wu-Ying Café**

After listening to the speech by a senior, about how he realized his dream and decided to build his dream café, we wanted to know more. With two of our friends, we went to A Break Café (Wu-Ying Café) to seek answers to some of the many questions that remained in our minds.

Shivering in the freezing temperature at nine o'clock, we walked into the café. The warm, soft lights surrounded us with a yellow glow. My attention was immediately caught by an old and rare scooter, placed next to the door as an adornment. Its mottled color and rusty appearance made us wonder how many stories it could tell us. Deeper inside, the room was well-lit and spacious. Wooden furniture with a dark-green, azure, look added an atmosphere of calm. Photographs beckoned to us from the walls. They were of a monochrome of people around the world, resting, sleeping, and napping anywhere and everywhere. The relaxed feeling almost conflicted with the rich blends of coffee. We sat down, scanning the menu for with its broad list of teas, coffees, and snacks. We ordered a kettle of hot black tea and a glass of milk tea and started our interview.

We asked our first question: “What is your greatest sense of achievement in establishing a loyal customer base?”

Mr. Lin took a few seconds to think, which we guessed was due to countless moments appearing in his mind. “The best sense of achievement is whenever we receive a positive appraisal,” he finally answered with a satisfied smile flashing on his face. “Since the three of us began, we had to learn much designing and decorating.

## A Visit to Wu-Ying Café

Since we couldn't afford an interior designer, we had to do it ourselves." We soon discovered that this self-education extended to the foods and drinks. "So any compliment or praise is a tremendous encouragement to us," he explained.

We considered that starting the business must have caused them more frustration than just decoration, so we pressed on. "What frustrated you the most and made you feel like quitting?"

The reply was without hesitation. "Well, cooking and making drinks are not the hardest, nor is choosing furniture. Construct the business, both literally and building our customers, was the most difficult part. I had thought of giving up early on. The strain of being a layman was both physically and psychologically exhausting," he replied with a bitter smile. But clearly, they had endured. Our eyes caught some photos against the wall. We had a hard time trying to imagine what the place looked like before. We were impressed.

We kept going, looking for more details. "How about the long-term plan for this store? Are there any plan to branch out?"

"We have no limit on our plans. Any possibility is worth taking into consideration. For the time being, we are focused more on teaching and raising peoples' awareness about what they are eating, where the ingredients come from, who the producers are, and the fairness of the transactions. I think as long as we follow our convictions, we can form a growing net of more and more loyal customers," he said with his eyes shining the radiance of hope and ideals.

This, of course, was why we had been drawn to this café in the first place. This was not just a café, but a place of learning; learning about fair trade. This intention was apparent in the very design. The bar of the café was a unique design, deliberately low. The store manager caught my gaze and answered my question before I could

## A Visit to Wu-Ying Café

finish. “Firstly, the low design makes it more open. This allows customers to more easily engage with us,” said the manager while cleaning up the tables. Engaging was a clear purpose, not only for building customer loyalty but in spreading awareness of fair trade. “Secondly, the customers can see how we prepare their dishes and beverages.” Elsewhere in the café, we could see a dedicated seminar room where they often held teaching and discussion sessions with customers. The manager went into detail, explaining the importance of buying directly from the farmer, proudly sharing how this made a positive contribution to fair trade practices and the quality of their product.

After our interview, the store managers invited us to walk around. We found that although the café was small, the spacious design made up for it. Our attention strayed to the large bookcases, this time, each storing a timeless knowledge on various genres from history to global issues and even novels. The female manager explained that these were not by accident, but their way of sharing their personal interests with customers. “Those books are carefully selected by us.”

By the time we stepped back out onto the street, we had a better understanding of their idea of the perfect job. It was not just one of grinding coffee beans and selling cakes, but a conscientious blend of passion, personal interests, and an idealistic desire to contribute to a fairer world.

## Interview with the Owner of Second Hand Bookstore

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### **Interview with the Owner of Second Hand Bookstore**



When we were younger, we often spent our free time lost in mysterious worlds, distant times, and heart-wrenching adventures. Reading has always been our passion, and even as we enter the world as adults, our hearts yearn to relive those adventures and to have new ones.

We have thus often considered that an ideal job would be to own a quality second-hand bookstore. During our winter break, we explored this possibility with an interview Mr. Cheng

## Interview with the Owner of Second Hand Bookstore

from the Sea Cloud bookstore. Mr. Cheng used to be an accountant in Tainan, before following his passion for books. As we entered his well-organized, we began our discovery of the skill and underlying passion needed to run a second-hand bookstore in the internet age.

### **Q1. Why do you want to run a bookstore?**

I spent most of my pocket money buying books when I was a student. I enjoy reading and going to bookstores. Books are my lifelong friends. I majored in accounting in college, being an accountant after graduated. I worked in Taipei for a long time and visited a lot of bookstores in my free time. I went back to Tainan because I needed to take care of my parents. The life of being an accountant is tiring and tedious. Thus, I quit the job and started a new life by running a second-hand bookstore. I love reading, and I am glad to combine my hobby with my career.

### **Q2. What are the features of your bookstore?**

My bookstore is tidy, clean and bright. I do not want my customers to walk in narrow aisles and bump into a piles of books when they are searching. I also put a lot of chairs in my bookstore, encouraging customers to read books. It is entirely okay for them to read books in the store without buying. The bookshelf is not that high because I do not want a crowded bookstore. I can display more books by doing so, but I have still put the lower shelves since I ran this store. Half of the room in the first floor is for kids. I highly value the importance of reading, especially for children. I collect a lot of story and picture books for kids and put the

## Interview with the Owner of Second Hand Bookstore

lower chairs for them. This area is child-friendly and welcoming all the kids. The positioning of my bookstore is not just a place to sell books like a chain bookstore. “The shop around the corner” from the movie “You’ve got the mail” is the ideal type of my bookstore. Sea Cloud Second Hand Bookstore is local and easily accessible to everyone in this region.

### **Q3. Is there any certain standard of collecting used books?**

No. Every store owner has his or her individual standard. Furthermore, several factors go into the selection. These include the timing when receiving the book, negative news about writers or different editions that will affect the way I evaluate the books. Also, the newer the book is the higher its price.

### **Q4. What is the process of book collection?**

At first, few people knew our store, so we had no choice but to collect both good and bad used books. However, I gradually discovered that some of the books would never be sold out. Consequently, I needed to revise my way and started to collect books which had higher opportunity to be sold. Categories like fashion magazines, computer technology, commercial finance, traveling, language and literature have timeliness which means this kind of books will lose its market after a period. Little by little, more and more people started to know our store and we were eventually able to more carefully choose books that have higher marketability. It is like a shopkeeper, he or she will choose items that are sure to sell. However, no matter how hard we may try to select the best books, forty to fifty percent of the books will

Interview with the Owner of Second Hand Bookstore

never be sold, and end up in either the warehouse or the recycling plant.

**Q5. How do you evaluate the used books?**

We will check its appearance, author, category, content, publisher and marketability.

Some people will write small pencil notes within the lines. We have to be careful, as these notes will devalue the book. Not every person has the same feeling about the book unless perhaps it is notes on textbooks or reference books.

**Q6. Who was the most impressive consumer you have ever met?**

Shortly after I had opened the bookstore, a second-grade girl started to come here every day for winter and summer vacation, because her parents were working in Hsinchu. The little girl likes reading, and she always brings a notebook along with her. She would write down every title of the books she had read. In my memory, she was always quiet and focused on her reading. I was touched to see her sitting right there on the red chair and reading lots of books. Therefore, I gave her a set of books when she was about to become a junior high student and could not go here anymore.

**Q7. The book publishing industry is declining, and some bookstores are closing. As the owner of a second-hand bookstore, what do you think of this situation?**

I believe there is no solution to the drop in Taiwan book sales. The main reason for the decline is that the numbers of people who read are rapidly decreasing. Nowadays, most people use their smartphones, instead of reading books, when taking the MRT. According to

## Interview with the Owner of Second Hand Bookstore

research, one-fourth of Taiwanese do not read books. I always encourage children to read and to make reading become part of their lives. Another reason for this condition is that internet search engines are so well developed today. Students no longer rely on books to receive information. Even though the book publishing industry is not that doing well, I will still do my best to manage this bookstore.

### **Q8. Which books do you most recommend to college students?**

I recommend two books to college students. One is *The Kite Runner* written by Afghan-American author Khaled Hosseini, and the other is 滾滾遼河 written by 紀剛. I choose *The Kite Runner* because I want the young generation to know what friendship is and cherish the uneasy peace in our country. A lifelong friend is essential to one's life. I think the firm friendship between two boys in this book is a great example to us. The book also tells us the horrors of war. The war in Syria is horrible, and lots of people there are suffering from never-ending conflict. Therefore, living in the peaceful country is a blessing. Students in college may not be familiar with 滾滾遼河 today because this novel was posted in a newspaper 50 years ago. The novel is based on the author's experience of being a spy in northeastern China during Second Sino-Japanese War (1937-1945). I have read this novel several times since I was young. I had different thoughts and remember different excerpts over the years. "History is written by life, and a poem is written by blood." (生命寫史，血寫詩) The author was a college student when he was a spy. He took the risk and put a lot of

## Interview with the Owner of Second Hand Bookstore

effort to protect his country. As John F. Kennedy said, “ask not what your country can do for you — ask what you can do for your country”. I hope students can think of what they can contribute to the society.

From the moment we stepped into the bookstore, the comfortable environment caught our attention. The whole bookstore provided an excellent place for people to enjoy books. For the past fifteen years, Mr. Cheng made significant efforts on keeping the bookstore in the way he had dreamed. Although the publishing industry declines year by year, Mr. Cheng still preserves his dream. After the interview with Mr. Cheng, we not only learned his motivation to run a bookstore, but also gained valuable experience on how to persist in our goal.



Sea Cloud second-hand bookstore second floor

## Interview with the Owner of Second Hand Bookstore



Picture books and story books for children



Manager's collection of renowned comic books 諸葛四郎

## Interview with the Owner of Second Hand Bookstore



Valued Collection (They are not for sale.)

Interview with Ambassador Chao

105501011 王慶宇

104405042 陳寧

### **Interview with Ambassador Chao**

Have you ever wondered what a diplomat's job is like? Mr. Leonard Chao(趙麟), a former Ambassador of the Republic of China, entered the room. He had dressed in a neat suit and tie; his face adorned with a humble smile. After graduating from law school at National Taiwan University, he had passed the Diplomacy Exam with flying colors, before entering the Ministry of Foreign Affairs to pursue his diplomatic career. Throughout the interview, Mr. Chao shared his unique personal experience while stationed abroad in Washington DC, Ottawa, and Swaziland. Appreciating how important a role he had played for the R.O.C, we asked him about his career got started.

“For a diplomat, the most frustrating thing is when the nation you are stationed in severs its diplomatic relations with your country.” And this is exactly what happened to Mr. Chao 39 years ago when he first started his first diplomatic posting in the United States. After graduating first place from the Ministry of Foreign Affairs training course, Mr. Chao was a rising star with dreams as an R.O.C. diplomat. But only two months in, in 1978, the United States' decision prematurely ended Mr. Chao's first overseas post.

We asked him about how he took it, as we knew we would have been devastated. Mr. Chao was not deterred. He shared with that throughout his career he believed firmly that the key to success is to be active and always to be willing to make

Interview with Ambassador Chao

friends. He applied these principles during a second posting in the United States. Due to the pressure from the People's Republic of China, US officials were often unfriendly to Taiwan diplomats. However, Ambassador Chao was not frustrated by the situation. Instead, he thought outside the box, befriending several U.S. diplomats, including the head of the Chinese, Korean, and Japanese divisions. He even succeeded in befriending the US Deputy Secretary of State. Such results surprised Chien Foo, Taiwan's former Ambassador to the United States, and in short order, Mr. Chao was promoted to head of the North American division. "But what was the benefit of trying so hard to make friends in such a hostile environment?" we wondered. Mr. Chao explained that these efforts would always pay off later, and again emphasized that friendship is the most important tool of a diplomat.

After the Tiananmen Square protest in 1989, Western countries were stunned by China's actions towards the protesting students. Amongst all, China antagonized Canada the most. Hence, Canada reached out to Taiwan to discuss the setting up of the Taipei Representative Office in Canada, as an alternative to an embassy. After two years of behind the scenes negotiation, Canada's Deputy Minister of International Trade declared: "It's time to move your office to Ottawa" during his visit to Taiwan. Taiwan was thrilled by the news. Chien Foo, now the Minister of Foreign Affairs, seized on the opportunity to reestablish diplomatic relations with Canada for the first time in 22 years. He decided to assign this arduous task to Mr. Chao.

We asked Mr. Chao to share more about what was it took to set up diplomatic relations after 22 years. During the time in Canada, he had to negotiate with Canada

Interview with Ambassador Chao

on the details of the Taipei Representative Office in Ottawa. Much of this negotiation pertained to attaining full and equal diplomatic treatment, even though the status of a Consul was considered unofficial. Ambassador Chao, again, made good use of his working attitude. Apart from negotiating in working hours, he used all his time to befriend Canadian officials in both the Ministry of Foreign Affairs and Parliament. Genuine friendship proved critical again as Taiwan eventually attained near-full diplomatic treatment, including special customs clearance and tax exemption for Diplomats.

We also knew that had served in Swaziland from 2006 to 2009, and we were curious how the job differed in a developing nation. When talking about Swaziland, Ambassador Chao made a point to first address a common stereotype towards one of Taiwan's remaining diplomatic partners. Many may think that this place is just hot and full of deserts. However, Chao describes this country as a place with climate condition even better than Taiwan. "The weather there is dry and cool with an average temperature of between 20 to 25 degrees Celsius," Mr. Chao recalled, returning to the main question of building diplomatic relations. As Ambassador, he made it his duty to befriend not only state officials but also the King of Swaziland. Aside from discussing political matters, he made a point of establishing regular conversations on everyday topics. It was due to this pleasant experience that the King decided to send one of his sons to study in Taiwan. Ambassador Chao believed that this was essential in building strong bonds between their two countries. Ambassador Chao made a point of establishing similar interpersonal relationships across Swaziland, visiting many

Interview with Ambassador Chao

villages to get first-hand experiences of how the people were doing. When he saw sickness and poverty, he wasted no time in exercising a sworn diplomatic duty providing aid. Amongst his many undertakings, Ambassador Chao personally oversaw the delivery of assistance and checking in on the reconstruction of villages. He made sure that all money was appropriated to improving Swaziland's living standards. It was this duty-bound nature that earned him the SiSwati nickname, Babe Mashsha, Mr. Fast. Through his actions, he even won over a local columnist critical of Taiwan diplomatic relations.

From Ambassador Chao's experiences, we learned that the job of a diplomat might be hard but is, in reality, a genuinely humble undertaking. On the road to becoming an Ambassador, one should practice the skill of true friendship perhaps more than in any other job. Mr Chao is proof that endurance through friendship can make even the impossible possible.



Photo taken on Jan 13, 2017

Interview with the Shopkeeper of Czz Le Privé

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### Interview with the Shopkeeper of Czz Le Privé



On a small alley beside National Tsing Hua University's Nan-Da Campus (formerly National Hsinchu University of Education), lies a little shop called Czz Le Privé (喜滋滋私藏角落). On first sight, it may seem ordinary and unable to catch people's attention, but on closer inspection, it is difficult to ignore the delicate decorations that adorn the shop windows.

## Interview with the Shopkeeper of Czz Le Privé

If you braved a step further and entered the store, various crafts would gladly compete to dazzle customers' eyes. Exquisite handicrafts, cards, dried flowers and even fabulous costumes and accessories, covered the walls. A craft for every occasion. Do you have trouble thinking of a birthday present? How about a Christmas gift? Here you will surely find the perfect answer!



## Interview with the Shopkeeper of Czz Le Privé

The shopkeeper, Nina (蟲蟲), may seem very quiet but is an outgoing and friendly person who is willing to share her life experiences and business advice. Upon entering the mysterious doorway, Nina, a beautiful young lady, warmly welcomed us with her bright smile. Her cute pet dog, QQ, was playing naughtily around. As we sat down for our interview, we soon began to learn more about what it took to pursue a dream job in an arts and crafts store.



Our first question asked about what background one needed to start a handicraft business. Predictably, Nina suggested, that to start a crafts business requires an understanding of art. She had studied art classes in elementary and junior high school. Although she initially attended a regular class, she eventually discovered her passion for art. This had prompted her to later join the Department of Visual Communication Design, at Jinwen University of Science and Technology. It is here that she learned the importance to endeavour in hard work.

Interview with the Shopkeeper of Czz Le Privé

“If I have the ability to do that, I will just do it rather than sitting back.” She explained the importance of the attitude to “be responsible for oneself.”

But visual design was not the only thing she had learnt. Nina explained that through classes and part-time jobs, she also learned other valuable business lessons. She shared one critical incident where a supervisor blamed her for lack of clients. Instead of sitting back, Nina decided to tolerate the criticism and come up with a better method to appeal to customers. Her creativity paid off, and she even received a pay raise! Consequently, she encourages students to take part-time jobs not only for the money but to learn valuable experiences by “obeying others’ and being scolded.”

We became curious about how one even gets such a complicated business started. We quizzed her on post-graduation difficulties. She replied that before she begun to run Czz, she made money through her professional knowledge of visual communication design. She would make gorgeous wedding greeting cards and delicate packages to promote products. She took her time to build experience and skill, training herself to pursue her real goal in life.



## Interview with the Shopkeeper of Czz Le Privé

The natural next question was about her motivations for starting her own business. She explained that she first attempted to build clients by directly contacting convenience stores. She soon discovered that it was hard to convince them that she was legitimate. To overcome this situation, Nina decided to build a studio, the predecessor of Czz. Her father allowed her to convert his old barbershop for this purpose, which meant that she did not have to worry about the cost of rent. She took advantages of all the extra space and sold other small products, like paper tape, handmade bracelets and unique clothing, to name but a few. Slowly, she added more products to her design line-up. These changes directly facilitated the coming of Czz, which is not only a tiny store selling delicate products but also a blameless studio receiving orders for wedding decorations and the design of packages.



Our last concern was about the long-term success of her business. How did she attract customers? And what kinds of people made good customers? She explained that her customers are mostly students from the nearby university. “Whenever Christmas is around the corner, the store is always crowded with students who want to buy presents for their good friends.” To continue patronizing clients, she becomes friends with them. When students call

Interview with the Shopkeeper of Czz Le Privé

her for help with their problems, which range from what cosmetics to use to what clothes to wear, she is always willing to help. In this way, Nina explained, she earned loyal clients who told others and learned what kinds of products her clients need and find appealing.

From her school days to the age of establishing a business, Nina never stopped learning. She believes that if a person stops absorbing new knowledge, it will be harder to seize on the opportunity when it comes knocking. To those who are still astray about their futures, Nina suggests that they should give everything a try and to not only explore themselves but to keep learning everywhere and every time.

