

### Personal Statement

With a firm belief in people and for a better world through everyone's endeavors, I have been aiming to shape myself into an optimistic, versatile, and persistent being. Through a vigorous education at XXX University, one of the most prestigious universities in North China, I have an urgency to apply what I learn to the dynamic and rapid progress of the modern world. With involvement in part-time work as a teacher, an interpreter, and a social worker, I sense the importance of communication—the integration of a convincing argument with an effective medium for delivering messages, whether for business purposes in all globalization or merely from a personal angle to seek growth. We have to admit that, in one way or another, communication has exerted its influence overwhelmingly as a modern marriage between theories and applications, which makes it not only a catalyst, but also an indispensable element for innovations of any kind. For this reason only—if not excluding other advantages coupled with an advanced degree in communications, such as an enhanced perception of individuals and organizations, potentialities for a wider range of career options, a sharpened edge in information processing, and higher-level planning and managing skills—I am more than motivated to further my studies in communications at your esteemed university.

I am proud to be a tri-linguist: I speak Chinese, Korean, and English. Chinese endows me with my identity through its accumulation of a civilization older than 5,000 years. Being a member of a Korean ethnic group in China, I am privileged to serve as a bridge between the Chinese and Korean cultures. When I discovered my strength in English, I soon realized what I want to do with my life: utilize my eloquence, my comfort in dealing with cross-cultural communication circumstances, and my strong critical thinking to contribute somehow to the increasingly assimilative yet diversified global community.

My well-developed mathematical thinking style and wide exposure to a variety of academic disciplines, including literature, sociology and psychology, both through English and Chinese texts, has turned me into a pragmatic thinker and a proactive mover. These traits have been well revealed when I, as the PR manager for the Students' Union in my school on top of a tough academic workload, organized many interactive programs for a Chinese and international student cultural exchange at XXX University, from the proposal drafting, sponsor seeking, and rehearsals of various shows in one month. As a part-time teacher and interpreter of Korean in *Language Bridge*, I initiated the Movie Week Project, in which we simulated the operation of a movie festival and launched a series of activities, including the Movie Reviews Competition and publicity-proposal contests for movie release, etc. My dedication and creativity were well recognized by both Chinese and international students at Liaoning University, for which I also received high praise from teachers.

I have made full preparations for further education in Korea. The comprehensive curricular design of my undergraduate program and its stress on both theoretical foundations and applications in real-world circumstances made me well grounded as an effective communicator in the global setting. In addition to this, I audited many courses in mass media and communications such as journalism, marketing, and advertising, organizational communication, and public relations,

among others, which are not listed on my transcript. Furthermore, my interest in business and management and strength in English has further broadened my horizons. Given my interdisciplinary background and my knowledge of China, I am planning to expand my exploration of corporate communications in my MS studies, for which I believe the advanced development of Korea's national economy and information industry will offer me a desirable platform. Presently, I am engaged in a research project regarding the applications of integrated marketing communications in China's service industry. I hope to soon have an article published based on the outcome of my research.

Seoul National University is listed at the top of my application agenda not only because of its long tradition of excellence in both education and research, but also because of its diverse learning community and concentration on innovation. The fact that its graduates are highly sought after in South Korea's academic, government, political, and business fields well reflects the competitiveness of Seoul National University as an appealing destination for advanced studies, especially given its increasing international rank with each passing year. With my previous academic background, my active social involvement and my being highly self-motivated, I am certain that I would make a useful addition to your program and will continue to carry down the dynamic spirit of your department as a part of your reputed alumna upon graduation. Thank you for your favorable consideration.