

Statement of Purpose

The original reason for my career choice to teach English is that I want to share my successful experience of learning English with more Chinese students who love the language, as well, but don't know how to master it. Therefore, I focused my studies on linguistics, applied linguistics, and relevant teaching skills during my undergraduate education. After four years of systematic training in English and conceptual and practical studies in teaching English as a second language, I have had an in-depth understanding of how to realize the effective teaching and facilitate learners' acquisition of a foreign language. However, the common phenomena of inefficient English teaching and learning in most schools and the prevailing frustration of both learners and teachers urged me to think more about the current school system and coursework design. Hence, I entered New Oriental School—a very popular educational center specialized in foreign-language learning and training.

What I experienced in New Oriental School was almost breathtaking. The hands-on interaction with students of diverse age groups and requirements enriched my teaching skills. The school, now a newly listed company in the USA has proved its industrial influence and success due to its innovative educational concepts and management. It was even listed as a commercial-education system model in the case studies of the Harvard Business School. However, due to its recent overexpansion, the profit-driven structure, the lack of unified standards of recruiting and training teachers, and the high turnover in faculty caused by the traditional performance appraisal methods and dull motivation system have caused many constraints for the long-term development of New Oriental. The size of enrollment has shrunk a great deal because of the increasing complaints from customers about its poor after-sales services.

In my opinion, problems like these occur with the ongoing transformation of public and non-public educational organizations in modern society. The solutions require cross-disciplinary studies in sociology, economics, educational management and policy making from multiple perspectives. Only in this way can educational organizations like New Oriental School provide high standard education services while achieving economic returns. For this reason, I made up my mind to pursue an advanced degree in education management in the United States to learn more about the world-leading educational practices and management system. To well prepare for this, I launched a research on "Popularity of American English in China with a Glimpse of American's Language Teaching Culture" for my thesis project. In this paper, I explored the linguistic and cultural factors, during

which I broadened my understanding of the culture and educational concepts of the United States.

I hope through the graduate study in the USA, I can ultimately integrate an advanced management philosophy with concepts and practices in education. I want to find the reasons why in most Chinese educational institutions and organizations, there are both unhappy teachers and students, as well as why teaching and learning activities cannot be more efficient and teachers cannot be more productive. My goal is very clear. Through access to the intensive course study and pioneering research initiatives focusing on the U. S. educational system and practices, educational entrepreneurship and management, I could find the answers to my questions. However, I feel like my present understanding of educational management is not deep enough and there is still a long way to go to realize my career goal in this area. Therefore, I am looking forward to the systematic training provided by your program. Your esteemed program, I believe, will not only help me develop a variety of qualitative and quantitative analytical skills that are needed to identify, understand, and assess the quality of evidence about educational problems, but also will assist me in building up my instructional leadership in public and non-public schools, state agencies, and new entrepreneurial ventures. After the systematic training with your program, I will return to China, start my own training school, or act as the manager for prestigious foreign training institutions, adding diversity and new blood to the present Chinese educational system. In this way, I cannot only realize my career dream, but also improve the efficiency of education initiatives and benefit more students in my beloved homeland.