

POSTGRADUATE PERSONAL STATEMENT EXAMPLE

COMMUNICATION

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Personal Statement Example: Communication

The power and value attached to the tools and processes of mass communication are incredible, to the extent that the exchange of ideas through digital media fills our lives. Contemporary social media platforms like Instagram and Facebook spread information and knowledge that affects everyone, impacting our unconscious thoughts and behaviours. As a graduate student of Communication, I aim to examine the strategies used in digital communications and understand how meaning is absorbed and actioned. I aim to continually acquire new skills, broaden my knowledge and meet new challenges. This philosophy motivates my decision to pursue a graduate degree in Communication and increase my competitive and professional edge.

Studying Management as an undergraduate, I understood how vital internal and external communication is to a business. Keen to develop this knowledge further, I intend to learn more about persuading an audience to receive messages and act accordingly. My academic management experience will be of direct value to courses such as Marketing, Ethical Business, HR Management and Labour Relations because it's essential to understand an organisation's context when formulating communication strategies. The undergraduate curriculum offered me numerous individual and group work opportunities, and these improved my academic writing, critical thinking and collaborative skills. Responsible for coordinating the division of work within a group, I established each member's skills and allocated roles, allowing us to complete assignments successfully. Consequently, I learned to embrace the diversity of team members' views and realised the importance of two-way communication and active listening. To add to my academic preparedness for this graduate course, I also completed two online courses in Communication on Coursera. This added to my in-depth knowledge of this challenging discipline and reconfirmed my desire to study this subject.

As a promotions assistant for a clothing studio, I run the official WeChat account. Having completed online courses in photo editing, I publish push articles on the official account, introducing product brand stories. One of our new lines was rooted in the goal of racial equality and used continental plate imagery as a concept, which I found very impressive. The

brand hopes to call for racial equality through fashion, and I worked hard to plan a social campaign linking critical aspects of racial discrimination with potential cultural solutions. However, when I received the final details for content writing, I realised the design did not cover every country or follow the world map. I felt that this was a serious issue, so after communicating with the design team and the supervisor, I decided to add "only part of the plate shapes are captured, including design factors and non-political stance issues" as a statement in the post, helping the brand avoid potentially negative political responses and generating new interest and understanding in the audience.

During my experience assisting a fashion live-streamer, I witnessed the power of communication in live-streaming commerce. The live-streamer posts videos and pictures on social media platforms such as TikTok, while other viewers comment with feedback. After these communications, they build a relationship with that creator, become her followers and recognise her as an influencer. When the creator live-streams related products, they are more likely to reach an agreement with her and tend to view the products she recommends as in line with their own standards. She has learned how to engage, lead and compel an audience and, subsequently, how to capitalise on that process, which is reflective of the kind of power and profitability that an in-depth knowledge of contemporary communication strategies brings. In summarising and feeding back follower engagement, I improved my ability to extract meaningful information from qualitative data. Additionally, communicating with customers and offering them solutions enhanced my capacity for empathy, which is a highly effective communication tool.

PLFU is an internationally renowned and culturally diverse university offering excellent teaching resources and high-profile, influential faculty staff. This, combined with a professionally and culturally diverse set of peers, provides an academically stimulating environment to draw on my experiences and gain new skills and networks. Providing students with the opportunity to apply for mentorship and internships at some of the top communication businesses in the field is another factor behind my application, as this will enable me to put prior learning into practice in real-world contexts. Additionally, studying Communication will help me strengthen my professional capabilities and increase my work prospects in the media, public relations and advertising fields, in which graduate-level data collection and analysis skills are vital.

A skilled PR role necessitates formulating communication strategies and building and maintaining strong relationships with major media. These skills can be acquired through PLFU's rich curriculum, which includes courses on Audience Analysis, Crisis Management and Public Relations Campaigns and Cases. I look forward to developing my understanding of communication strategies and building professional skills within your respected faculty.

