

Graduate School Application Essay

I consider myself a lifelong learner. My educational background includes a degree in Broadcast Journalism with a minor in Communications. I have fully used what I have learned from this degree in my internship and I still keep garnering work experiences in news, film television, commercials and theatre. I realized how essential education is in the acquisition and development of skills needed in a desired career.

I am aware that I have indeed acquired a lot of skills from my Broadcast Journalism and Communication background but I clearly realize that I have yet a lot to learn if I am to embark in my chosen career in Public Relations and Advertising. Pursuing further studies in Professional Media Practice would definitely help me with the knowledge and professionalism demanded in the field.

First and foremost, I would like to learn what is needed to become a professional media practitioner. I definitely want to be a responsible one, who gives priority to the best interests and welfare of his audience, and the rest of the clientele. As a professional practitioner, I am instrumental in providing information to people. In essence, I am there to educate through various media, specifically in the area of Public Relations and Advertising. I think this is the best way to introduce people to a new subject.

Specializing in media skills and theory is basically a stepping stone to a successful career in Public Relations and Advertising. The globalization effort of most companies and organizations necessitates the use of media in reaching out to people. The technical skill in the use of various media is basic to any media practitioner. However, it is in professionalizing the practice that I am truly interested in. How should one carry oneself in front of people; how does one treat clients professionally while

considering their personal circumstances; how does one deliver information with truth and integrity to the clients; how can one make a presentation that will attract more clients and what are the ethical considerations in implementing media practices? These, and many others, are the questions burning in my mind which I intend to quench in my future studies.

In return, I shall contribute my best efforts as a student in the performance of my duties and responsibilities in compliance with course requirements. This includes thorough research on my part and handing in quality work. Further, I shall apply whatever new learning I gain to my daily encounters with people, as I know this is the best way to find out how effectively I put theory to practice.

As a self-declared lifelong learner, I intend to optimize my knowledge and skills by being vigilant in seeking opportunities to hone them. Attending seminars, reading books and articles related to my chosen field of expertise, meeting people who have extensive experiences in PR and Advertising, immersing myself in various media environments and being mentored by seasoned practitioners are avenues I shall take in my journey to learning more and eventually becoming an expert as a PR and Advertising Media Practitioner.

Being accepted in the program will be my initial success. I shall cherish this privilege by making the university proud of having produced a media practitioner who truly makes a difference in people's lives.