

Personal Statement

As a major in Chinese Language and Literature, I have a natural interest in media and communication. Benefiting from deep discussions on media topics with my friend, a media major from Beijing Film Academy, I not only learned a lot about the creative logic behind media, but also gained a deeper understanding of the rapid development of AI technology in the media industry. From AI-powered content recommendation algorithms to machine learning-driven narrative generation, I became increasingly intrigued by the potential of technology to augment and transform traditional storytelling methods. In the future, I plan to pursue long-term career development in the media industry. To provide stronger support for my future development, I hope to explore the intersection of AI technology and digital media during my master's studies.

My undergraduate studies profoundly enriched my skills in language expression, narrative abilities and cultural analysis. In addition, I curiously selected the Journalism and Communication course, learning the essentials of news reporting, headline crafting, and media production. For an assignment, I wrote a headline for a simulated news event. Through peer feedback, I discovered my talent for engaging language, and realized that my background in Chinese Language and Literature was actually a distinctive advantage in media studies. Inspired by the journalism course, I delved into the impact of short-form videos on communication and the importance of narrative design. This led to research on emotional storytelling to boost user engagement, sparking ideas later applied in my internship.

Through internships, I deepened my media expertise by managing content for platforms like WeChat, Xiaohongshu, and Douyin at Xinjiang Zimo Culture Co., Ltd. During the "Double Twelve Brand Carnival," my video title "Sorry, No Bundled Discounts Here" earned 50,000+ views in one day. I also produced a series, "How Douyin Transforms Modern Life," capturing 20,000+ views per episode and increasing interaction by 35%. Managing social media for "Dahe Spicy and Hot Fish," I boosted brand exposure by 50% through KOL collaborations and user-generated content. These experiences taught me how emotional storytelling and data-driven strategies enhance engagement, motivating me to pursue further studies to improve my knowledge and technical skills in media comprehensively.

I aspire to become an excellent copywriting and media operations professional, ultimately establishing my own media company. Pursuing the Master of Science in AI and Digital Media at UIC will provide me with the perfect blend of technical and creative skills needed for my career. I'm particularly excited about studying big data management and analysis, recommender systems, algorithms, computer vision, and their applications in digital media production. The program's focus on both AI technology and creative media aligns perfectly with my goal of bridging the gap between technical innovation and creative expression.

My academic background has equipped me with robust linguistic skills and narrative capabilities, while my internship experiences have cultivated my abilities in creative planning, data analysis and team collaboration. Moreover, my learning approach has always been proactive and solution-oriented. Facing challenges during internships, I could effectively find solutions through self-learning and teamwork. Therefore, I am confident that I can study effectively in your esteemed program.