**Why NYU?**

We would like to know more about your interest in NYU. **What motivated you to apply to NYU?** **Why have you applied or expressed interest in a particular campus, school, college, program, and or area of study?** We want to understand - Why NYU? (400 word maximum) \*

Volunteering to become a liaison officer for a small event called the K-pop Hit the Stage dance competition was one of the best decisions I’ve made in my short 17-year-old life. So far. The crew’s synergy made me realize that it was in this setting that I could celebrate artistry from behind the curtains; I knew I wanted to pursue a career in the media and entertainment industry. Being involved in various photo and Korean dance video productions since then and even becoming an international liaison officer for Java Jazz Festival, one of Indonesia’s largest music festivals, my penchant for producing media grew stronger.

Studying at New York University’s Steinhardt School of Culture, Education, and Human Development, I intend to major in Media, Culture and Communications (MCC). MCC would enable me to take a broad approach in how I advance in my career and explore different areas of study. Finding out that NYU provides a cross school minor in Business of Entertainment, Media and Technology (BEMT) felt like a eureka moment. It was a match made in heaven!

As someone with a long list of career aspirations–from being a film producer, to working in music and film festivals like Sundance or SXSW, and even managing artists–MCC and BEMT felt like the right combination for me. I’ve always longed for an academic and insider understanding about media and entertainment every time I get involved in productions and events. This was my opportunity to receive that. “How did they do all this from scratch? And get the word out properly…?” I marvelled, strolling past the bustling concert halls of Java Jazz Festival. I can finally dedicate the entirety of time to exploring the nuts and bolts of media and the business side of the industry through courses like ‘Business of Media’ in the MCC curriculum, as well as ‘Managing in Creative Industries’ and ‘Producing for Film and Television’ through the BEMT minor.

I make it a goal of mine to shed more light to underrepresented stories; NYU’s emphasis on diversity and inclusion, evident in the global student body and faculty, would expose me to the multitude of perspectives that I believe are vital to accomplish said goal. Enrolling in the Global Media Scholars program would prove advantageous as it would allow me to broaden my horizons about people, culture and media. I could study art in the numerous museums in Paris, and investigate how the past and present merge in historical neighborhoods in Shanghai.

Furthermore, I plan to continue the events management I’ve done in NYU through Program Board; I would not only be able to refine my skills in this field, but also connect with fellow students through a shared love of arts and entertainment.

The sky’s the limit at NYU. I can envision myself returning from a study away trip in Paris, or an internship at Sony Pictures to Greenwich Village. Greeted by the welcoming streaks of the familiar purple flag, there would be a definite spring in my step, having realized that my 17-year-old self has made her next best decision by attending NYU.

**Overall comment:**

Great first draft!!

I want to see a better connection between your PERSONAL experiences and your ideal learning experience at NYU tho. So that your “WHY NYU” reasoning becomes a lot more personal and unique to you.

When answering “Why X uni” essay, your purposes are:

• Reveal more about **YOUR goal and interest**

• Describe how the school can help develop your interests and reach your goals, **by naming highly-specific and unique campus resources both academic and extracurricular**.

The key is “specificity”.

Three elements that you can keep in mind while writing this essay:

1. Make a **list of reasons** you decided to apply

2. Research **unique opportunities** related to your academic and extracurricular interests

3. Pick your **top academic reasons** for applying, and **your top extracurricular/social reasons.**

pls keep in mind that the focus of the essay is still YOU. So try to brainstorm your experiences and your ideal uni experiences.. and then find some matches there. Both ideas should be connected

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| --- | --- |
| You (interests, background, experiences, community, identity) | Your X University Experiences (Academic + Social) |
| * You have SO MANY career interests. This is great for ya. | * MCC, broad major, can enter various industries |
| * Focus on exploring the business side of things * Goal to become a film producer, work in festivals, artist management, etc | * BEMT minor |
| * Continue event & production management (what you’ve done in Jakarta * Desire to connect with more people who possess a shared enthusiasm for the arts and entertainment | * Program Board |
| * Storyteller for underrepresented perspectives * Shed light to more overlooked stories | * Study away programs (GMS) |