**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; it was the moment I decided I wanted to pursue a career in the media and entertainment industry. Being involved in various events, photo and Korean dance video productions since then, my penchant for media grew stronger, and my list of career aspirations grew longer. From being a film producer, to working in music and film festivals like Sundane or SXSW, and even managing artists–I wanted to do it all.

At NYU’s Steinhardt School of Culture, Education, and Human Development, I will 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–marrying MCC and BEMT felt like the right combination for me. I can dedicate my 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.

Having grown up in a country that, I believe, still condones many forms of discrimination, I realized how overlooked many perspectives are. Stories involving women, the LGBT community, and other minority communities are rare. However, being a dancer gave me access to an unparalleled community; everyone brought something new to the table and were all undoubtedly accepted regardless of race, sexuality, religion. It taught me the value of acceptance and unity in diversity–two principles that I carry with me to every project and environment. NYU’s emphasis on these values, evident in the global student body and faculty, would expose me to the multitude of perspectives. I can foster genuine, emotional connections with others, which would allow me to better understand how I can shed light to underrepresented stories. With this, I can provide avenues for minority communities and encourage empathy in a world overrun by narrow perspectives.

The sky is truly the limit at NYU. The Global Media Scholars program, for instance, can help me broaden my horizons about people, culture, and media, which I believe is crucial in a rapidly changing media landscape. Through Program Board, I can continue event management. I’m particularly interested in participating in the Film and Pre-Release committees, where I can host screenings and events like the ‘Oscars Viewing Party’. 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. I can confidently say that as I step into Greenwich Village, 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.

* **I noticed that there was not a specific event or realization why you decided on NYU, but given that you’re above the word limit. I think it’ll be fine if you could elaborate more and focus on the 2nd and 3rd paragraph.**
* **I think you’re getting the Why NYU and how you’ll benefit from it, but I think your ideas are still phrased a bit randomly.**
* **By this, I mean the transition between ideas is quite confusing.** 
  + **You mentioned past experiences, then the classes you wanted to take, then having an insider perspective, then interest in underrepresentation, then a study abroad program.**
  + **Past experiences – classes you want to take + aspirations.**
* **I understand that all of these are different reasons for Why NYU but I’d like for you to take the time to polish the essay in terms of wording instead of content.**
* **You have great content, it’s just I don’t think you’re utilizing the right imagery and sentence structure that would exhibit your passion and skill that allows you a spot.**
* **The good thing is that the way this prompt is structured almost sounds like a question.**
* **Be careful not to sound like a monologue, but you want your essay to be continuous and fluent.**
* **It should sound like a well-detailed lengthy answer to the question, not a bunch of different ideas and reasons.**
* **I think the skeleton below sounds good, pay more attention to the transition between ideas.**

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**.

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.**

Please 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. | * 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) |