**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) \*

Becoming 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 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 SXSW, and even managing artists–I wanted to do it all.

At NYU’s Steinhardt, I’ll 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. With extensive opportunities offered at Steinhardt, I will fully utilize the resources to maximize my learning experience. I can dedicate my time to exploring the nuts and bolts of media and its business side through courses like ‘Business of Media’ and ‘Producing for Film and Television’.

Having grown up in a country that, I believe, still condones many forms of discrimination, I realized how overlooked many perspectives are. Stories involving minority communities like women and the LGBT community are rare. My experience as a dancer gave me access to an unparalleled community; everyone was welcomed regardless of differences in race, sexuality, whatever. It taught me the value of acceptance and unity in diversity–two principles that I carry with me to every 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 connections with others and better understand how to shed light to underrepresented stories. With this, I can create projects that focus on providing more media-related opportunities for minorities to flourish.

The sky is truly the limit at NYU. The Global Media Scholars Program, for instance, would allow me to understand how queer people are represented in different parts of the world to deepen my background research as I develop my film project about closeted queer teenagers. Through Program Board’s Film and Pre-Release committees, I can continue event management and host events like the ‘Oscars Viewing Party’. I can refine my skills in this field and connect with students through a shared love of arts and entertainment. These are things I never get access to if not at NYU. I can confidently say that as I step into Greenwich Village, there would be a spring in my step, having realized that my 17-year-old self has made her next best decision by attending NYU.

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