

Bshaer Alharazi

Statement of Purpose

“Every generation brings something new to the workplace, and millennials are no exception. As a group, they tend to be highly educated, love to learn, and grew up with the Internet and digital tools in a way that can be highly useful when leveraged properly. *Kathryn Minshew.*”

With digital practices in dialectical, rhetorical, procedural, and critical-cultural fields, and with the advent of social media and the Internet, communication has become significantly dependent on digital media and all public relations and marketing strategies utilize digital media to achieve their goals.

I obtained my bachelor's degree in Mass Communication with a focus on Public Relations from Umm Alqura University, Saudi Arabia in 2011 with strong standing and a GPA of 3.88 out of 4. The courses equipped me with fundamental knowledge in the areas of public speaking, audience engagement, written reports, PR strategy design and principles of effective communication. As a newspaper reporter for the UQU university and a PR representative trainee, I got the opportunity to share ideas, improve my communication skills as listening to numerous of speakers and appreciated how they can tell stories to deliver various messages to readers.

The great goal of building our nation has been in front of my eyes especially since I got a scholarship covered by the Saudi Arabia Ministry of Higher Education. It was an advanced experience lived in Arkansas Tech University (ATU), AR for two years of master in Multimedia Journalism which was suggested by Saudi Arabian Cultural Mission (SACM) in the US list of programs. By using the digital media tools and avenues in written or read assignments, social activities that goal has been served. During lectures, projects, seminars and presentations, classmates were interested to know more about Saudi Arabia as I was excited to tell about my culture and know about different cultures.

I loved the combination between media materials and the use of technology while working on the projects especially the capstone one. It was ten multi-mediated stories, and each story was in a path leads to the visual art destination. The program took me closer to digital work by writing for online audience, using camera, and editing while interviewing individuals and encouraged me strongly to create a smooth blend among different subjects related to art, history, and entertainment. For your reference, the link of the master project: <https://visualart2017.wordpress.com/>.

Beyond my coursework, I also have diverse training and internship experience. For instance, I was quite active during my grad study, and I have participated in Gives Back to community through volunteer groups. In addition, I gained a unique social experiment as a vice president of the Saudi Club at ATU and when volunteering in Light the Night events presenting Saudi Arabia to Americans and other participated countries as well.

Pieces are coming together engaging the wheels of evolution to move forward. Seeking for a higher level of education became a must in order for an effective participation in 2030 vision of Saudi Arabia that aims to benefit from natural and humans' resources without solely dependent on oil. Moreover, planning for the PhD has recently met my desire of continuing on post-graduate study as an instructor in communication and media department - and new media in particular - at Taif University, Saudi. Now, after receiving the second scholarship covered by the government, I strongly believe it is a great step that has to be taken to serve my academic position which requires me to deeply understand the subject through written content, philosophy, and technical communication by the digital media eyes. Being a member of King's College will defiantly strengthen the area of academic research's methods and techniques which would lead to better education for my future students.

Currently, I am interested in pursuing a PhD degree in Culture Media Creative Industries PhD (Full - time) Program at King's College London. As such, to complement my strong background in communications and prepare myself for a new challenging and interesting career, I want to pursue education in digital media. I have particularly chosen to apply to the university because of the strong feedback I gathered about the program from current students and alumni. I bring a unique mix of strong academic background, relevant work experience and passion, which will certainly motivate me to excel in and contribute much to your Spring 2019 classes.