

英语口语问题：个人信息类

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1、英文自我介绍

My name is XXXX

I was born and raised in XXXX, XXXX province.

(一句话形容自己, 打上标签) I am a very self-motivated and down to earth person.

(学习成绩) Firstly, My undergraduate alma mater is XXX, there I majored in Advertising with a GPA at 91.5, and I am the top 1 students for four years in my major.

(校园活动+访学项目给老师挖坑) And I got a score of 7 in IELTS in my sophomore year, and I were lucky enough to get a chance to Oxford University as a short-term student. I compared the differences between BBC and CCTV with my team members, and we were lucky to get the first prize for our presentation

(学术经历) Out of my interest, I minored in network and new media at Communication University of China, during this period, I have acquired certain knowledge, prepared for further studies in new media. I also did a project on urban communication Under the guidance of my teacher. And I have trained my academic research ability in this project, but I know I still have a lot to learn.

(首尾呼应, 强调自己脚踏实地, 结果导向) But, I am a person who will try to make the best of everything. If I have a goal there, I will put all my attention on it and I think there's nothing in surmountable with my determination.

(说到后面语气变一下, 开心点) So that is pretty much about myself, thanks for your listening.

(由于我本科没有太出彩的实习经历, 所以就没有写)

2、CCTV VS BBC 新媒体转型差异

Well, in 2018 I went to Oxford university. Me and my teammates were doing a research and presentation on what's the differences between BBC and CCTV. And basically my part is the future about those two medias. which means how do those traditional media platform go digitization.

In general, the BBC has carried out digital transformation in three aspects. The first is organizational reform. They set up specialized work groups, such as the UGC Hub, which collects user information. At the same time, their editorial responsibility system improves production efficiency. The BBC has also opened a journalism school to train well-rounded journalists.

Second, on the platform, the BBC has built a cloud management platform called Comma, which is kind of like a central kitchen. They also set up the BBC News Lab to help editors with technologies such as artificial intelligence.

Third, the BBC attaches great importance to the construction of social platforms. In addition to participating in popular platforms, they also enter some anonymous platforms. The quality of the BBC's short videos is also very good

And for CCTV, we all know they were adapt to the new media platform like opened an account on Tiktok or published vlogs on bilibili. They were also tried to build their own digital platform like Yangshipi. And they were also tried to use some artificial

intelligence, but back to 2018 it is not good enough. But for now in this years People's Congress, cctv made a virtual anchor called xiaoC, and I think this a new step for its digitization.

3、What you have learned in Oxford?

When I was in Oxford, I felt a so called academic atmosphere, I think. The teachers and students I met in there, are full of interest and passion in their own field. When I talk with them, I felt their yearning for academic. For example, a girl studying linguistics went to discuss problems with our professors every day after class. I saw a sparkle in her eyes.

In addition, Oxford is also a very inclusive and free place. As I was the only one who participated in this project in my own university, they did not have any prejudice against me just because my school might not be good enough as other exchange students. They even selected me as one of the representatives to be interviewed by local journalists, which encouraged me a lot.

4、你的家乡

I was born and raised in xxx city xxx province, which is an ancient city with thousand years of history. In ancient times there were many great men, such as : xxx, xxx.

xxx is also the cradle of generals, the first army officer school is built in there, famous generals like WuPeiFu, JiangJieshi Yeting etc, were all developed by by xxx army officer school.

The thing I like the most about my hometown is the people of the city. People in Baoding are very friendly and enthusiastic .The people create a very nice environment to live in and everyone is kind and helpful to each other. I think this makes my hometown a very pleasant place to live.

5、你的专业

In the last hundred years, advertising has developed from the simple announcements of shopkeepers into a major part of capitalist business organization. But the place of advertising in society, goes far beyond this commercial context. It is increasingly the source of finance for a whole range of general communication, almost all the media plat form can not exist without it. However, some people may think that advertising is all about creativity, copywriter or photography. But for me, since we are in the information and new media age, we should change our mind, to think about advertising from the perspective of plant forms, users, and data flows. The world's largest advertising company WPP are doing so.(Wire & Plastic Products Group) They are cutting off their expend on the creative department and transfer to the other department

like consulting, industry research etc. We can tell from this move that they are adjust business strategy to adapt to the changes of the new media era.

6、五个词形容自己（也可以转换为另一个自我介绍模版）

Firstly, I would say persevering. Cause I have keep jogging for like 2 years, almost everyday, in all kinds of weather, I will go run for a while. And I believe may be a few months later I can run in a marathon like thousands of other people do.

Secondly, I think myself as inclusive, cause I love being friends with people who has different personalities, and I am truly enjoy leaning from others.

Thirdly, some of my friends say I am really energetic. I think may be because I am participated in different activities like the news center, the speech contest etc.

Next, I think I am very efficient. I do not have procrastination, which means delay your work. I prefer to finish my work in advance, and I can always manege that.

The last one and the most important one is diligent. If I have a goal there, like get into Peking university and then I will focus all my attention on it until I finally made it. I always tell myself that there is nothing insurmountable with my determination.

Enjoyable, hopefully, struggle, fulfillment, inclusive

7、你的本科学校

My alma mater 's full name is xxx. It is located in xxx. My Alma Mater is not a big collage, but it's beautiful with those lacks, mountains and other natural landscape. Most of the time I was enjoy being in there, not only because I was given so much opportunities to hone my skills, but also because what I in charge there can let me help with other students, which gives my a sense of self worth.

For me, during the past for years learning in there, the most important thing it teach me is, even if I meet with some difficulties or frustrations, just take them in my stride. I can always tell myself that there is nothing insurmountable. Because in my past four years, I did a lot of thing that I could never imagine, like getting the first prize on a lots of speech contest or you know get a chance to Peking University and so on.

8、你的爱好

Well, I have a lots of hobbies, like painting, photography, making videos etc. But in the past 2 years, I was really into jogging. Which means running slowly for long distances. Almost Every day, in all kinds of weather, I will go jogging,

At first time, I like it because it's a very good exercise which helps me lose weight and keep figure. But, after I keep jogging for like a month, I suddenly found it can also help me feel better of myself. In the process of running a 5 kilometers distance, I may sweat, complain or even curse, but the joy of success makes me forget all the pains I have gone through.

I believe, maybe in a few months later, me, too, can run in a marathon like thousands of other people do.

9、最喜欢的一本书

Well, recently, I think my favorite book is *Pride and Prejudice* by Jane Austen. The reason why I am into this book is, it tells a conception of love and marriage, We can educate and improve each other.

Which is what we tend not to think of very much today. Which is also what I have been think about for a long time.

In the book, When Mr Darcy arrives in the neighborhood, he feels superior to everyone else because he has more money and higher status. At a key moment, Elizabeth condemns his arrogance and pride to his face. It sounds offensive in the extreme, but later he admits that, this was just what he needed.

For now, we seems tend to think of love as liking someone for who they already are, and of total acceptance. But for Jane Austen, the person who is right for us, is not simply someone who makes us feel relaxed or comfortable; they have got to be able to help us overcome our failings and become more mature, more honest and kinder – and we need to do something similar for them.

It illustrates a basic truth that most people won't admit today: marriage depends on maturity and education.

10、最近读的一本专著

Recently, I've been reading a book called *The Credential Society* by Randall Collins. In this book, Collins analyzing the development of education in the United States over the past 100 years, and then he reveals the essence of diplomas and the reality of diploma inflation.

Well, As a student who got a chance to entered Peking University from an ordinary school, I am very interested in the topic raised by Collins. At the same time, what I really want to explore is in the era of new media, and in the information age, whether the value of diplomas will decline with the development of online courses and online education . And will new media bridge the digital and class divide?

11、本科学过的课程

My undergraduate major was Advertising, and we learned a wide range of courses, including Communication, Sociology, Journalism and so on. There are also some practical subjects, such as photography, editing, painting and so on. Among them, my favorite course is sociology in my sophomore year, which has aroused a lot of thinking of me. In this class, the teacher introduced some main ideas of sociologists like Baudrillardk

Mills and so on. In my course work, I discussed the changes of gender relations in the era of new media and combined some hot issues at that time, such as dating apps and star cheating. All in all, this is a very meaningful course.

12、为什么考北大新传

Well firstly, I took the postgraduate entrance examination **completely out of my interest** in this major. When I was a child, I was really into TV, movies and reading. I also minored in Internet and New media at Communication university of china, and I have accumulated a certain knowledge in this major.

And also, my undergraduate study is advertising, but I found that advertising is too practical, and lack of thinking and criticism. But I want to explore more, so I choose to change my major. Therefore, I truly believe that I am a good fit for it and I am gonna enjoy being a post graduate student in this discipline.

13、今后的规划

I will study for a **doctorate** after achieving the master's degree for several reasons.

First, I'd like to be a teacher in college. And I know that the candidates for teachers in universities **are supposed to** have a doctorate as the basic requirement. Second, **with my curiosity and patience**, I will persist in finding the answers behind the simple phenomenon. Also, **I am a person always ready to** meet the challenge in the face of multiple tasks and I firmly believe that this quality can help me **tackle the challenging problems** when studying for a doctorate. Thus, I think I will choose to further my study after I get the master's degree.

14、研究生计划

If I were lucky enough to be accepted, I will still focus on my studies. First of all, I will broadly study the basic knowledge of the subject. Secondly I will strive to master the skills of research. Also, I will prepare at least two academic papers and strive to publish them.

I have always hoped to work in the Academy, so I hope to finish my studies and thesis well, and at the same time, I will make a preparation for the exam in advance.

15、感兴趣的研究课题

The topic I would like to study in the future is the digital divide between urban and rural areas.

To be more specific, I want to study the differences using habits between urban and rural teenagers and the possible reasons behind the phenomenon.

Although I have read some literature, they didn't put much attention on new media. Instead, they focus on TV, mobile phone, electronic teaching equipment and so on. Secondly In terms of the reasons behind the different using habits, they only focus on the aspects of family, school and social. **However**, we are now in an information age, the simulated environment shaped by the Internet is as powerful as the real word we live in. So, I would like to focus on the new media platform.

For example, children in city use an online education app because they see their advertising while using their phones. When rural children use the Internet, they may never have seen an advertisement for an online education app on Douyin. Does this mean that the platform has already distinguished those two groups when using big data and algorithms for promotion?

In terms of research methods, I want to collect demographic information of teenagers and their media using habits through questionnaires. and explore the causes through semi-structured interviews. I will also conduct Ethnography. and go deep into the representative areas of rural and urban areas.

16、毕业论文题目

My graduation thesis **focused on** the topic of urban communication, because I had done research in this field with my teacher in my sophomore year, so my teacher suggested that I could continue in this direction.

To be more specific, My topic is Douyin's influence on urban image communication. Urban communication refers to how the overall image of a city is perceived by the audience. For example, Chongqing is a famous city on Douyin. From watching short videos, people would think Chongqing is warm, hospitable, often and the architecture there is very cyberpunk. This will promote the development of the city's tourism industry and bring a positive impact on the city's image. But at the same time, Chongqing's dialect, health problems, poor districts also have some negative effects and create stereotypes. Therefore, I want to explore the advantages and disadvantages of Douyin's influence on urban image communication.

I plan to use the content analysis method. **Which is to** classify the basic elements of the videos under the topic of Chongqing on Douyin. I also plan to use interview method, I will select users who meet my needs on Douyin and have conversations with them.