University College London

Digital Humanities MA/MSc

Personal Statement

I am a junior student in Xiamen University Malaysia (XMUM). The pursuit of Digital Humanities MA/MSc program at the University College London is a reasonable decision after the thorough consideration of my academic interest and career goals. I am enthusiasm about digital humanities, particularly great influences of its techniques on cultural heritage, digital culture, libraries, archives, etc. My passion entices me to delve deeper into this field, seek for a job in this industry and even bend myself to protecting cultural heritage. –这部分是与项目介绍相对应的

With the world-leading strength in digital humanities, University College London is definitely the stepping-stone for me to realize my career goal for its varieties of work placement opportunities. Through this interdisciplinary program, I can develop an in-depth understanding of digital resources, techniques and computational methods like programing, XML, database, Internet technologies, image capture and digitization by learning your tailored courses such as *Digital Resources in the Humanities, Internet Technologies, Introduction to Programming,* and *Server Programming and Structured Data*. This mastery of specialized knowledge in digital humanities can do me a great favor to protect culture heritage. Under the professional guidance of prestigious professors, I can keep pace with the forefront thoughts in this field. Therefore, I am truly convinced that this program can facilitate the realization of my goal.

My undergraduate study is geared toward my academic interest and career goal. What’s more, the abundant knowledge base of media and communications that I have acquired in XMUM will help me a lot for my study tour. To be more specific, I have become a master of new media, digital media and social media as well as new media industry chain, got ahold of the great influences of media and communications on our life, society and even the world, became proficient in data mining and processing under the media circumstances, and incorporated the majors factors that affects the cultural transmission in different cultural contexts through attendance at varieties of core courses like *Introduction to* *New Media Studies, Mass Communication, Intercultural Communication, New Media Ecology,* and *Data Mining Method in Network Era*. Additionally, the indispensability of data analysis in media and communication came into my mind in this globalization era. What’s more, the data mining and analysis can provide reasonable backup for the accurate decision making, which will be a promising development route in the future. Moreover, it can benefit the social democracy, transparency and fair by exploring the public’s viewpoints towards the society behind oceans of data.

Being an ambitious young man, I have never satisfied with my existing achievements and tried to enrich my knowledge background and broadened my professional vision in and out of campus. For instance, I frequently paid a visit to library and made a thorough inquiry of the interrelationships between data, Internet technologies, individuals and society by reference to many specialized books and journals, such as *Big Data: A Revolution that will Transform how We Live, Work, and Think, Internet and Public Sphere Construction: A Case Study on Internet Opinion Leaders in Web2. 0 Era, The Essence of the Convergence Culture and the Self-empowerment of Audiences, Being Digital, etc.* Also, I attached great importance to enhancing my programming skills by learning specialized books relevant to programming independently and tried to handle digital resources by editing the server during my internship at China Agricultural Science & Technology Magazine on holidays. Meanwhile, I involved in many academic activities to keep abreast of the latest thinking and ideas of this industry, and the certificate that I won at Forum for Media Development exactly proved this point.

To be a competitive candidate for your program, I think that the outstanding research competence and the acute outlook on media industry and media operation must be prerequisite so that I took initiative to hone my research skills by exposure to several projects. Taking the program A Case Study of Media Convergence for an example, I concentrated on studying the great changes on traditional media and new media technologies brought by media convergence and convergence culture. By skimming through previous literature, I had an in-depth understanding of media convergence, similarities and distinction included, and then put forward my own viewpoints with regard to the application of media convergence to the current media industry. From this research experience, I gained a great sense of achievement and confidence to move further in this discipline. In Feb. 2018, I joined in Hong Kong News & Communications Program (HK NPC), visited Phoenix Satellite Television and Ta Kung Pao, and interviewed the general manager of the famous tourism company. After field surveys, I found the great discrepancies of media between mainland China and Hong Kong and drafted the news feature on the development direction of Hong Kong tourism with exhaustive analysis and convincing conclusion. Eventually, I presented my findings in this program and won the Champion Certificate, granted by the editor in chief (Chairman of Hong Kong Media Association) and deputy editor in chief of Ta Kung Pao. The research methodologies and skills that I captured in aforementioned research experiences have given me tremendous favor for the completion of my paper *A Study of Multimodal Discourse Analysis of AIDS Public Service Announcements by CCTV*, with its purpose to study how CCTV uses image, language and sound to achieve ideographic functions with the theoretical backup of Halliday’s systemic function grammar, Kress & Van Leeuwen’s visual grammar frame as well as Van Leeuwen’s sound analysis. I expect to share my research outcome with you if admitted to your university.

In light of the above qualifications, I am sure that I am the perfect candidate that you are looking for. Please give my application a serious consideration, and I am looking forward to your favorable reply.