

## STATEMENT OF PURPOSE

**Dear Sir/Madam,**

I am Sneha Choudhury, an Indian student hereby furnishing my statement of purpose for admission into your prestigious institute. My academic and work backgrounds along with the reasons for selecting the course and future plans post completion of my studies are detailed in the document. Due to Covid 19 I was interning from home which is in Guwahati, Assam but currently I am residing in H.no 100, Lane no-21, Mata Mandir, B-7 Arjun Nagar, Safdarjung Enclave- New Delhi.

- **Educational Qualification-**

I have completed my secondary education in 2013 from Kaziranga English Academy, Guwahati and higher secondary education in 2015 from Army Public School (Narangi), Guwahati. Following that, I enrolled into Ramjas College, University of Delhi for the undergraduate program Bachelors of Political Science and completed in 2018. I successfully cracked the Jawaharlal Nehru University Entrance Exam with an All-India Rank 5<sup>th</sup> and completed my postgraduation program in Masters of Political Studies in 2020. I started following my passion for media and entertainment during Covid 19 nationwide lockdown.

- **What has led me to doing the higher education in Masters of Media and Communication**

My most recent work experience in Media helped me realize the widening scope of the field of East Asian Entertainment in my country. Apart from the Japanese influence which took over during my childhood, it was a less known fact that a part of the Indian population was being heavily influenced by the Korean Entertainment Industry. Due to political tension between the central and the regional government, we grew up watching Arirang TV which further introduced us to the dynamics of the then unknown entertainment industry. What we knew was that in 1991, with liberalism came the western influence. Little did the rest of India pay heed to the fact that there was an East Asian influence taking over in the North East India from 1995. Twenty-Five years down the line, it's as massive as Hollywood. My main focus of study is, "How did that happen to be this successful?" Mainstream media has always been known as the western media. "How was Japan and now South Korea able to fight that?"

- **Work Experience**

After completion of my Masters, I interned with Namaste Hallyu which is the media organisation of the event management company Pink Box Events (PBE). PBE is India's oldest and first women led company to organise K-Pop concerts. As a staunch follower of their events, it was a great pleasure to work with the founders as I was searching for an internship in a field that was and is still unconventional in India. There are vacancies for Hollywood and Bollywood entertainment writers but there is yet to be an opening for the position of a Korean Entertainment Writer in big media houses though Rolling Stone and Pinkvilla have started a Korean section in their websites. Initially I joined the team as a content contributor and later went on to become an intern. I handled their SNS, hosted PBE pop-up event in Delhi, prepared interview questions for artists, wrote and published articles for the website, created and edited videos every week and managed the work of the other contributors along with guiding the new comers. During this tenure my company identified me for

the role of a senior intern as I had the necessary skills of communication like verbal and blogging skills, organizing and researching skills, ability to collaborate and work in a team environment, business acumen. This influenced me to have an experience in practical business and creative world of media, communication and entertainment. I strongly believe there is a better space and opportunity to hone my skills and work on my passion.

- **Why South Korea**

I have chosen South Korea as a study destination because South Korea is more affordable than most other destinations and offers a high standard of quality education, excellent living conditions and is the perfect destination to study the rise of Korean media and entertainment. I visited South Korea in 2018 for a students' conference called Asia Students Summit organised by The Global Network, Indonesia. We were taken for a university tour to Seoul National University and Kyung Hee University. We had an interactive session with the professors and the students regarding higher education in South Korea. On the fourth day we had a convention in which the team invited reputed professor from Ewha University, few Korean entrepreneurs and the YouTube sensation DKDK TV's Danny Kim and David Kim. I am one of the first subscribers of them ever since they started back in 2015. It was more than a dream come true to see them delivering a live presentation on the Korean Wave- Hallyu. They delivered such a well-researched presentation that I knew I had to be back to Seoul to be educated on it. Another major factor that added more curiosity was our visit to the KBS On headquarter. The walk down the corridors with posters of the celebrities I grew up watching, the sets with the green screen behind them and the display of the history of the growth of media post 1947 was everything I needed to ignite the desire to pursue media in South Korea. The four-day summit was enough to convince me that higher education in South Korea provides value for money by offering intensive courses which quickly incorporate latest innovations in media & technology, modern trends in creativity, marketing and management in their diploma/degree programs. Hence Korean education is more practical and responsive to the needs of my goal to study Media and Communication.

- **Why Korea University**

I always wanted to pursue higher education from an internationally reputed institution where students are not just taught skills and theoretical knowledge but given real practical exposure in a multicultural atmosphere. Going through the official website of the university, I came across the layout of the course and it appeared to be at par with my requirements for this course. As lectures will be delivered in English, I wouldn't think of anything better. Moreover, the university boasts of having world-class infrastructure, friendly and veteran faculties, and modern curriculum which enables students to explore their talent and build a career in various fields. I believe Korea University has amazing students club and activities to boost the skills and lessons taught in the classes in order to be prepared to face the job market confidently. Its one of the SKY universities and it would be a dream come true if my application is approved.

- **Future Plan**

My career path of becoming a Chief Producer and Editor in the future can be clearly achieved by pursuing Media and Communication. I decided to study further to be able to fully understand the field and be flexible with handling various roles. I have strong conviction about the great demand for

a legitimately qualified media management professional in India in future. South Korea has one of the fastest growing entertainment industries sweeping off the Oscars, Grammys and Billboard Charts worldwide and this is creating a huge scope in the Indian media houses. Studying in an esteemed university like SNU will not only help me learn new skills but also will endow me with a global perspective of the industry.

After my Masters I would love to have a work experience in South Korea itself and further pursue Ph.D. in the same field before bridging a strong connection between the South Korean and the Indian Media. As I have a political background, I also want to combine both fields in order to understand how far South Korea has, is and shall benefit India's Look East Policy which clearly makes my region the North East India, the growing hub of the country for international relations and national development.

- Conclusion

I am convinced that the program will prepare me for pursuing a successful career in the field of media and communication in India. I request you to peruse my application for admission to your satisfaction and consider it for approval.

Yours Sincerely

Sneha Choudhury