

My goal is to launch a media company. During my undergraduate education, I studied the gender consciousness of Muslim women as part of my curriculum. The course led me to believe that there exists a vast difference between the image of Muslim women broadcasted by the media and the women's image of themselves. Our perceptions are often controlled by the media, and I have decided to bring about a change in this situation. After completing my education at graduate school, I want to work at a media company. Thereafter, I aspire to launch my own media company. This ambition has encouraged me to study International Management.

As a child, I lived in Indonesia, the country with the largest Islamic population in the world, owing to my father's owing to my father's transfer. This experience stimulated my interest in Islam, and I chose to study the gender consciousness of Muslim women for my graduation thesis. We have often witnessed the issues of Muslim women through mass media. According to the media, Muslim women are not permitted to step out of their homes without veils. Also, they cannot be engaged in the same activities as men. The western world people have generally believed that Muslim women are oppressed and have, therefore, wished to help these women. However, I have never witnessed such oppression of Muslim women. In fact, my maid, a Muslim woman, conversed with our guards in a friendly manner.

Is it actually true that Muslim women are oppressed, as is shown in the media? In order to answer this question, I am determined to study cultural anthropology, mainly concentrating on the gender consciousness of Muslim women in Cairo, Egypt. It was my plan to interview Muslim women to acquire basic information from them that is not colored by prejudice and then described various situations in search of the root of the problem. Therefore, I travelled to Cairo alone and interviewed around ten local Muslim women. I discovered that the support system related to work is more advanced in Egypt than in Japan and that wearing a *hijab*, which is known to be a symbol of oppression, protects women from being taken advantage of. None of the women feel oppressed; in fact, they believe that they are protected by Islam. This shocked me, and I realized how illusory the image projected by the media was.

Media can disseminate historical findings freely or restrict this spread. Cultures and historical materials are not offered to consumers directly, but through different agents. Therefore, it is common that powerful individuals deliberately control information through the media. In order to resolve these matters, I wish to launch a media company that disseminates correct information through correct means.

現役大学生・ビジネス専攻

My goal is to join the advertising agency, *** corporation, and to build a close relationship with enterprises and consumers. Communication plays an important part in the profit making of an enterprise, and an advertising agency promotes communication and helps solve any communication problem for the enterprise. I feel that communication is very important for people who are looking for jobs.

I am interested in *** corporation because this company has incorporated the idea of “engagement ring,” a new communication model. I am especially interested in joining the “media and content” department, as it researches consumer trends; offers media and content services to firms; and engages in the planning, development, and sale of entertainment-related events and content such as sports events, cinema, and live performances. These activities involve the acquiring of original Japanese movies, developing scripts, buying foreign movies, producing them with a movie company, and advertising. After I join *** corporation, I want to develop entertainment media like cinema or music. I particularly want to plan and hold events related to cinema and music for consumers. Moreover, I want to contribute to the growth of entertainment using media or the Internet in an effort to bring Japan closer to the rest of the world.

I gained an interest in communication when I attended a class on the “Theory of Publication” as a sophomore in university. This class discussed problems of declining book sales. According to me, the reason behind declining book sales is the problem of distribution. I worked in a bookstore. Even though I was working part-time, I wrote P.O.P advertisements, thought about which fields people would like to watch on television or read in magazines, and discussed with my colleagues where to place various books in order to stimulate sales. Moreover, I noticed a certain trend; events like an autograph session or a lecture by an idol or a famous person raise book sales. Furthermore, the information provided by the media (like television) or on the Internet (through blogs) helps raise sales, because people buy books to participate in such events. Thus, promoting a book or a current topic through the media can increase customer interest despite a flood of new books. At the same time, consumers can get the book they want. Hence, the media plays an effective role. Owing to these experiences, I have developed an interest in the relation between communication and the media.

I want to study marketing communication at your university because the course has everything that I want to learn. Topics such as, the internal communication environment, create a campaign, media planning, sales promotion, market research, research methods and business-to-business communication would be useful for me as the company I want to join uses media and advertisements. I believe that the United Kingdom, especially London, is the most suitable location for research. I

visited London when I was in high school and observed that there are many shops, theaters, and people from various countries. Moreover, London is the center of fashion and culture. I can communicate with people and so I think I can learn the differences between the people and approaches of Japan and the UK. Also, since the company I want to join has many offices in Europe, I think I need to gather more information about the future plans of the company.

After my graduation, I want to get into the field of communication and media and generate profits for businesses and society. The company I want to join is currently promoting strategies for the expansion of other companies into foreign markets. So, before I enter the firm, I need to study the methods of communication and means of using the media on an international and intercultural level. While learning about the difference between Japan and other countries, I want to use the knowledge that I can get from your university.

現役大学生・開発学専攻

My career goal is to work for the UNDP and play a leading role in the formulation and implementation of sustainable developmental projects. To achieve this goal, I would like to apply for the MA in Development studies at the *** University.

My original interest lay in environmental issues and the World Heritage sites; over the course of time, this determined the fields that I would choose to get involved in. I enrolled in the Agricultural Department at *** University and took a freshman seminar class wherein my partner and I focused on conducting research on one of the world heritage sites, the Rice Terraces of the Philippine Cordilleras. At the end of the seminar class, we presided over a discussion and arrived at a consensus that said that in order to protect these irreplaceable global treasures we have to first guarantee the survival and sustenance of the people in these areas. This motivated me to become a leader of developmental projects. However, the act of supporting the lives and livelihoods of people requires one to be well versed in diverse subjects such as economics, politics, and international relations. That is why I decided to apply to your university since the degree your university offers includes classes on the subjects mentioned above.

I've been striving hard to achieve my goal. At the *** University, I learnt Chinese and had taken a class on "International Organization". In this class, I often led discussions and shared ideas with other students; at the end of this class we had simulated a session of the Security Council of the United Nations and discussed problems such as the ones related to the Somalian pirates, the Kosovo situation, and other human rights issues. Currently, I am studying micro- and macro-economics because I recognize the fact that I need to be acquainted with basic economics. In the process of voluntary work in Kenya that I had enlisted in, I was exposed to a shocking fact. Some of the people there who had been diagnosed as HIV-positive patients did not take any medication since they were apprehensive of the possibility that others would find out about their condition. We tried to change their minds by telling them about the situation of HIV patients in our country, but were faced with immense difficulties. On the subject of my dissertation now: it is entitled "****". I intend to calculate the estimated demand for water that may arise in China. Further, I would like to determine the degree of improvement required in China's water management so that there is no lack of water in the future. I have impressed upon my professor that I be allowed to work on this issue, because I would like to study the relationship between development and water demand. I intend to undertake an internship in the coming spring. I have been learning the language and making efforts to keep abreast of major developments across the world.

After graduation, I sincerely hope to work for the UNDP. I wish to study abroad to acquire the technical knowledge necessary to achieve this goal and therefore wish to pursue the MA in Development studies at *** University.

現役大学生・国際関係学専攻

After graduation, I would like to utilize my talent to contribute to society by advancing effective policies on security and international affairs. Hence, I would like to work at a think tank, which would be an appropriate setting for demonstrating my skills. I am particularly interested in a think tank called the *** because the fundamental concept behind this think tank is somewhat conservative, and it aims at Japanese regeneration.

I have realized that Japan's defense system needs to be reviewed again through classes such as Security Studies, International Law, and Korean Politics. Since the Japanese government focused on economic growth and reduction of armaments after World War II, the principles of the system have almost never been revised. However, the reality is that many parts of the recent system are weak; this is particularly true of the Japan Self-Defense Forces and a national defense system. Japan's domestic constitution actually does not permit the country to have its own forces. In short, the Japan Self-Defense Forces serve no practical purpose. Furthermore, the use of military power is very limited. Owing to the limitations of the constitution, the national defense system adopted an exclusively defensive security system. However, implementing this system involves tremendous risk because it only allows the troops to use military power near the territorial waters in case some hostile troops invade Japan, that is, if they expect some damage from possible attacks.

In fact, since Japan has an enormously long coastline, adopting an exclusively defensive security system is not a practical solution. For instance, North Korean agents entered Japan and abducted some Japanese citizens; they then returned to North Korea by factory ships. In addition, Japan is not allowed to carry out any preemptive military action that is permitted by the United Nations. Japan also has a rule stating that the Japan Self-Defense Forces cannot undertake operations outside the territory. Therefore, a war on the mainland itself is a highly likely possibility. I believe that this policy will make it difficult for Japan to deal with some realistic threats such as those from North Korea, which recently launched some missiles near Japan.

I actually think that the Japanese constitution and defense system are not adequate enough for resolving the current international security issues. For example, some people protested against the constitution's decision to dispatch the Maritime Self-Defense Force to provide assistance to the US and other related nations in anti-terrorism operations in Afghanistan. Hence, Japan's government formulated a new law, which has a validity period (half a year from dispatch), and dispatched the Maritime Self-Defense Force to the Indian Ocean.

Another major issue is that the Japanese government does not permit the right of collective self-defense; thus, the concept of international security is subject to domestic politics and measures taken for international security are very limited. Therefore, I do not believe that this plan is feasible for Japan.

From the above stated examples, I am convinced that Japan may never be safe with the existing defense system. As a result, I have immense interest in working at a think tank that will research international affairs to settle security issues by advancing policies to the Japanese government. I am particularly keen on an independent think tank as the perspective from which it proposes ideas will be different from that of the government. Working at the *** will give me an opportunity to research international conflicts, UN actions, and military alliances in order to propose effective security policies. Thus, through my work, I would like to contribute toward peace in society.