

Global Vision



I was born in England, and soon after, I moved to Italy. After staying there six years, I moved to Japan. Now, I live in Shanghai, and it has already been five years since I came here. Experience shapes a person's personality and attitude, and based on my experiences in these foreign countries I realized again that people who live in different places have **their own**, individual perspectives and characteristics. They have distinct needs and wants and I **have begun to have an interest** in these **aspects** since[I listened to the certain listening section in the TOEFL exam. It was 「a business lecture about the relationship between advertisements based on the worldwide statistics and marketing. It talked about the types and the amounts of goods imported and exported by two countries.」この部分が説明不足です。どうして興味を持つようになったのかその内容が書かれていません。 Actually this lecture was very appealing to me and my interests toward advertisements increased rapidly. I wish to make an advertisement instead of products because advertisements control the profit very easily, so I believe it is an important section in the company. Even if the customers around the world have different perspectives and ways of lives from mine, if I could attract them by making an advertisement based on the statistics and the experiences and knowledge about cultures and customs I learned in foreign countries, it will be an extremely fascinating job to me].

上の部分はかなり重要な部分ですが、少し **Academic** な側面が弱い気がします。**Advertisement** のエッセンスとそのビジネスにおける重要性をもう少し学問的に説明できませんか。たとえば収入の何%が **Advertisement** に使われているのか、何故そのような高額予算を組む必要があるのか等の説明があれば、真剣さがよりアピールできると思います。

Currently I am studying both in English and in Chinese. In the future I wish I can apply these languages and everything I have learned from my life in Italy and China to my career. Through my experiences in foreign countries, my horizons have broadened, and I learned how to be flexible and adaptable and how to communicate and cooperate with foreign people by participating in the school's activities several times such as the Art Show, the Sports Day, and the Charity Fair. I believe that these elements are essential in my future career because I will absolutely need a universal view when making the advertisements based on the worldwide statistics. In those school activities, since I was the leader in the performing group of the Art Show, I learned the importance and the difficulties of planning and taking the leadership, and I hope those experiences will be effective in my future career. Moreover, I think making an advertisement based on the worldwide statistics requires not only the ability to understand the data and apply it in a useful way, but also the ability to express one's idea and image, and put it into practice.

To be able to work globally, I have to understand the world economy and people's needs and wants from broad perspectives. Therefore, in the School of International Liberal Studies at Waseda University, I would like to make myself familiar with many different countries, and learn more from fellow students about their countries, cultures, and people. Furthermore, the one year study abroad program appears very attractive to me because there are still hundreds of countries which I have not visited and many people whom I have not met before, and also it shows that Waseda University do not limit the students' possibility only in Japan, but they also support them to prosper in the future. Since I spent most of my life in foreign countries and received most of my education in English, I wish to continue studying in English and receive the high quality education in Waseda University. However, I sometimes feel the lack

of awareness of my own customs as Japanese, so I want to know more about Japanese culture by living in Japan because in the future I will be working as a Japanese “World Citizen.” Thus, I believe that Waseda University is the best environment for me to study.

Advertisement is one of the important factors for customers to make the decision. Knowing what kind of people are the main consumers will be very useful among making advertisements. Therefore I think statistics are essential and I wish to study it. この部分は上のブルーのところで入れるべきでしょう。Moreover, to be able to accomplish my goal and to gain the basic knowledge about business and marketing, I wish to study mainly about the international business in Waseda University. Additionally, I also want to study the crucial factor for my goal, advertisements, and how they are made and the influences they give. In addition, I also would like to make myself familiar with many different countries, and learn more from fellow students about their countries, cultures, and people to establish a worldwide connection with other students. I really want to study in Waseda University because I find the studying environment in Waseda University strict but very attracting since students, who speak different languages and have different points of view, gather together to study and head toward their own dreams. Interfering with different people’s perspectives can broaden my mind, so in Waseda University I can not only study academically, but also learn cultural communication.

As seeing many foreign companies coming to China to expand their business chances for five years, I realized that nowadays I have to have a global view. Although I have studied both in English and Chinese and I have lived in several countries, there are more things I have to do to be able to work globally. That is to build a connection with other foreign students in Waseda University and learn their countries, cultures, and people. I believe that

experiencing international campus community and receiving a high quality of education in Waseda University can definitely bring me up to the next stage which I can give my mind to the world. By studying international business and interacting with many people from several other countries, I would like to work globally and influence many consumers by advertising. I have changed schools several times, so I know that things will be very hard in the first few months, and I will need patience and stable strength that will allow me to work hard, but I am looking forward to meeting new friends, experiencing new things, and seeing a new world. I believe that college life in Waseda will be a start of my new life.

the end

全体の流れですが、繰り返しが多いような感じになっています。

1) 自分の経験。それから生まれる興味、将来のゴール (Advertisement)

2) 何故 Advertisement をゴールに選んだか・Advertisement の Business における重要性等

3) 将来のゴールを達成するために必要なこと：a) ビジネスの知識 b) 多様な文化の理解 c) 異なった考えに対する柔軟性 4) コミュニケーションスキル

d) これらを可能にするのが早稲田→そのために早稲田で勉強しなければならないこと。

以上のような形でまとめて書いたほうが全体的にしまったエッセイになると思います。検討してみてください。