

USC public relation and advertising video interview

正式面试，一共 3 个问题

每个问题有一次重听机会和 20 秒准备时间，每题作答时间为 2 分钟

1. Your hometown (where & what is it known for)?

A: My hometown is Shanghai, which is a coastal city in eastern China. Shanghai is a dynamic, diverse and stimulating city, which is the very epitome of modern china. Although shanghai can not rival Beijing in cultural heritage, its cosmopolitan feel gives it a charm of its own.

in the past decades, Shanghai has completed many projects to help improve the quality of the life of local people. Matters closely related to people's daily life, such as traffic, vegetable supply, utilities, education, medical care services have been improved greatly. In addition, major highway links and a massive subway system have greatly helped to ease the traffic jam in the city.

1. What social media do you use and why?

2. 最喜欢用的 social media，为什么 particularly 使用（一分半回答）

3. 你们国家最 Popular 的 social media

A: My favorite social media network is Weibo. I would say I check it multiple times a day. I love it so much because it allows me to keep in touch with family, friends, especially friends I don't see so often. It is nice to feel stay updated on their lives. I also love following celebrities on Weibo. Many Weibo users have so many followers that brands ask them to advertise them.

In short, Weibo has so many ways to reach people. It provides

options for you to share what is going on in your life and offers

everything you need to communicate and connect with others to see what the modern world is interested in.

1. 另一个是平时通过哪种渠道获得 information 和 news

2. What are your sources of information and news on a regular basis?

3. What source of information do you prefer?

A: Well, Information and news can come from **virtually anywhere**, such as social media, newspapers, magazine articles, and websites. Personally, I would prefer to use the Internet. First, online news is **faster and more convenient to reach**. When the news is shared through social media, people stay up-to-date with all the things happening. Even people who are not even online at that time get instant notifications on their smartphones. Second, You can get news **from different sources** on the internet. Therefore, you are more conscious of everything and can analyze things deeply.

1. Why do you want to apply for USC Annenberg? Why is it better/ worse?

2. spr 的那个具体的方面吸引了你

3. Why are you interested in pr

A: At Annenberg, we have a brand new building with **state-of-the-art technology**. Not only do student get access to it all, but also most classes will require that you use it. When your

employer asks you to work on a complex multi-media project, you can blow them away with your ability to create something awesome.

You will get to study that **one topic you are passionate about**. You will hear from leaders in the industry you love. You will get to meet people that are just **as enthusiastic about your area of study** as you are. grow your knowledge of new media and technology.

4. 你觉得 **strategic public relations** 现在面临着怎样的机遇?

5. **What do you think is the purpose of PR?**

1. 你认为申请这个项目的人应该具有什么品质?

2. **How to make applicants become competitive?**

3. **Why are you a good candidate for SPR?**

I think I am a sort of **combination** of being creative and analytical.

From my perspective, Creative thinking is about **taking a new approach** and coming up with something that has never been done before. And I feel **comfortable when not limited by too much information but am allowed to go in any direction I want to choose**.

At the same time, I am a type of analytical person, I am good at analyzing information, determine its value, and applying it in a real-life situation. I will draw conclusions if I have enough evidence.

the decisions they make are high in validity and **backed by facts and figures**.

1.What is the difference between public relations and advertising?

A: Public relations is also a catch-all term that disseminates newsworthy information to the media—niche magazines and trade journals, newspapers, radio, television, and the Internet. Public relations helps build **brand awareness and reputation**. The goals and objectives behind a successful PR campaign revolve around the fact that consumers place **more trust in** and are more likely to do business with a company they know and admire.

Advertisements are generated for a **specific target market in order to generate sales**.

They usually focus more on **promoting a product or service than on building a reputation**.

With advertising, there is a **shorter-term goal** in mind. Ad copy is geared toward specific **buying seasons(think holiday shopping)**, pushing a new product, or promoting special deals to boost sales. **PR professionals** are always **looking at the big picture**, delivering meaningful information about their brand to build a sustainable and dedicated base of **brand fans** that includes consumers and other stakeholders.

Consumers do not believe everything an advertisement tells them. Why? Because whoever is paying for that ad is dictating exactly what the ad says. They're not going to say your product is likely to break within a year, even though that may be the case .

Through PR, messages are communicated **by a trusted third party**, the media, and **are far more credible**.

Q: What do you do in your spare time?

Q: Tell a little bit about what you did today?

A: As a college student, I spend most of my days in front of a computer, which isn't healthy. So I try to minimize the screen time when outside of work. In my spare time, I love to read books on human psychology and real stories.

First, I enjoy reading them, but I also believe that they help me to **broaden my horizons**, and to learn a lot of things which I can use in my coursework. Reading helps me improve my vocabulary and communication skills, and also they **help my mind relax a bit**.

Sports are also my greatest passion. When I have some free time, I take a bicycle and go for a ride, or hit the swimming pool and spend an hour in the water. **I try to have a healthy lifestyle**.

Since how much time we spend sitting at work, I try to move as much I can while I am not working. It's my way of staying healthy, and so far it's been working great.

你最想收到的生日礼物？

想要魔法帮你做到什么？

本科期间学会的最重要的东西是什么

你最害怕什么？你觉得你会一直害怕下去吗？

描述一个 **miscommunication**

What is the biggest challenge you'll have when living and studying in the US?

What do you want to learn in Los Angeles?

integrate successfully in an unfamiliar environment

tend to be outgoing, social and easy to be with

1. 最喜欢的菜

1. **Do you like writing? If so, what kind of articles do you write?**

2. **What's your favorite type of writing?**

3. 你最喜欢的书是什么？为什么？

the second sex Simone de Beauvoir **ideological content**

This work argues that equality between the sexes has not yet been achieved in her society, but would be beneficial for both genders.

She describes how the independent woman of her day still faces greater challenges than men do because traditional values regarding marriage, reproduction, and femininity continue into her day.

She also ends on the more optimistic note that if women are given equal opportunities, they can achieve just as much as men can.

Beauvoir taught females to be strong, independent and modern. And through persistent efforts, any misfortune or hardship in our lives are really the indispensable routes to success. In my opinion, Simone de Beauvoir, who died more than 30 years ago, represents the modern woman of today, who can be summed up in this quotation "you are not born a woman, you become one."

1. 你认为重要的人

1. 最喜欢 **fictional character** My Memories of Old Peking

2. 你最敬佩的一个历史人物是谁

For me, the person i admire most is Simone de Beauvoir.

She was tirelessly committed to the difficult task of defending her principles, values. all of which are relevant to the place of women in society. I believe that defending feminism is noble and would never have been as great as it is nowadays without the commitment of the amazing modern women of her time.

Beauvoir taught females to be strong, independent and modern. And through persistent efforts, any misfortune or hardship in our lives are really the indispensable routes to success. In my opinion, Simone de Beauvoir, who died more than 30 years ago, represents the modern woman of today, who can be summed up in this quotation "you are not born a woman, you become one."

1. 如果一家 **tech company** 录用你了，你觉得会是哪一家。

2. 最喜欢的科技公司，原因

3. 你觉得 **technology is good for society** 是对的吗

4. **Tell me about an interesting PR example at work in your country.**

5. **What do you think you want to do after you complete your graduate study?**

6. 最刺激的职业: **What is the most exciting job you have ever heard of?**

A: I aspire to work in community organizations, NGOs, or think tanks and use my professional knowledge to raise public awareness of the minorities in rural and remote areas. To be specific, I will strive to design effective public communication plans to improve people's involvement in helping poverty-stricken areas and promote services in these areas. The increasing awareness of the necessity of more systematic learning in strategic public relations prompted me to further my professional training to acquire up-to-date knowledge and further hone my abilities.

如果你是一个博主，你打算发布什么主题和内容？

你认为你的国家目前面临最大的问题是什么？

What do you think about the "stay home parent", do you think is a job or not?

How would you know it's time for you to stop and retire from your job?

A: Well, I would say the decision of retirement is a major life change just like marriage or a job change, so The more time I spend thinking about and planning for retirement, the more likely I'll retire at the right time.

The first step is to go through my financial projections and determine if I could afford retirement. calculate the amount that I need to afford my desired retirement.

And I also need to think about **what activities inspire and motivate me**. I will start a list of **hobbies** that I want to pursue or **organizations** to which you want to contribute your time.

From a mental and physical health perspective, stay active. Part of your retirement planning should include strategies for staying active and mentally challenged.

1. 有人觉得自己是 **creative**,有人觉得自己是 **analytical**,你是哪种人?
2. 是否喜欢 **research**? 什么类型的 **research**?
3. **What kind of assignments do you like most?**
4. **What gives you the greatest pride, why?**
5. 你做过最令你自豪的事&why

A: I think I am a sort of **combination** of being creative and analytical.

Creative thinking is about **taking a new approach** and coming up with something that has never been done before. And I feel **comfortable when not limited by too much information but am allowed to go in any direction I want to choose**.

At the same time, I am a type of analytical person, I am good at analyzing information, determine its value, and applying it in a real-life situation. I will draw conclusions if I have enough evidence.

Analytical thinking requires the ability to see patterns and cause and effect in often complex situations.