

I chose to major in Public Relations because it offers a unique set of skills that enable me to attract people and convey messages in previously unimaginable ways. I enjoy the challenge of not having a predetermined outcome and creating a vision from scratch with no clear path to follow. Although I initially considered studying marketing, I realized it focused too heavily on numbers and needed more human elements that I find compelling. On the other hand, PR emphasizes people's importance in every aspect of a brand. Branding is becoming so well-known now that it is hard not to have one or think about starting one. PR is about grabbing an audience, making them come on the journey or at least see it with you, and seeing your final vision of what you want. PR is for me because I love seeing different perspectives; that's how we grow as individuals. Seeing that everyone has other thoughts about things, how do we get on board with the same vision and become a team? As someone who edits content for YouTube, I understand what it's like to start from scratch and build something from the ground up. Pursuing a vision without a support system can be daunting, but the journey can be rewarding as you share your idea with others and watch it come to life. In PR, the process is as important as the outcome because it brings together different perspectives and allows everyone to contribute ideas toward a common goal. Although the journey may be challenging, PR will enable us to turn negative views into positive outcomes and build a solid team to achieve anything. Things will change later during the journey with lots of ups and downs, but in the major of PR, it is how we are going to change the negative perspective into a positive one for the brand or anything that brings people close as a team.