

20
23

WRITING ESSAYS?

IPC, GULF
GUIDES
YOU RIGHT



INTERNATIONAL PLACEWELL CONSULTANTS, GULF
Since 2003

How To Write

IMPACTFUL ESSAYS

It should reflect the purpose of applying to a particular course in a particular university.

The document seeks to understand the candidate's life, the motivations for the chosen career path and the role of the university in the Career goals.

It is the only document in your application that allows you to make your case and show that you have the right qualities to undertake the course.

Ensure that the essays are a **REFLECTION** of you. It's a chance to add depth to something important to you and tell the admissions committee more about your background or goals. It should, within the word limit, convince the university that you will complete the course with absolute honesty and dedication. Use the space to voice your unique thoughts and showcase your **INDIVIDUALISM**.

Narrow your **FOCUS** and write about a specific experience, hobby or quirk that reveals how you think, what you value and what you **ASPIRE** to do. You can also write about something that illustrates an aspect of your background. Focus on aspects that are not revealed in other sections of the application while complementing the application.

Ensure to get your essay **PROOFREAD** by your teacher/parent or someone who knows you.

Points to consider:

START EARLY

Brainstorm the ideas that you want to include in the essay. Start early so that you have ample time to ideate and finalize.

BE ORIGINAL

Universities are looking for authenticity and quality of thinking, so don't try to shape your essay around phrases or ideas of others.

COMPELLING

The admission officer has to be compelled to read your essay. The introduction, therefore, should be vivid and reveal the essence of your essay. It should catch their attention from the word GO!

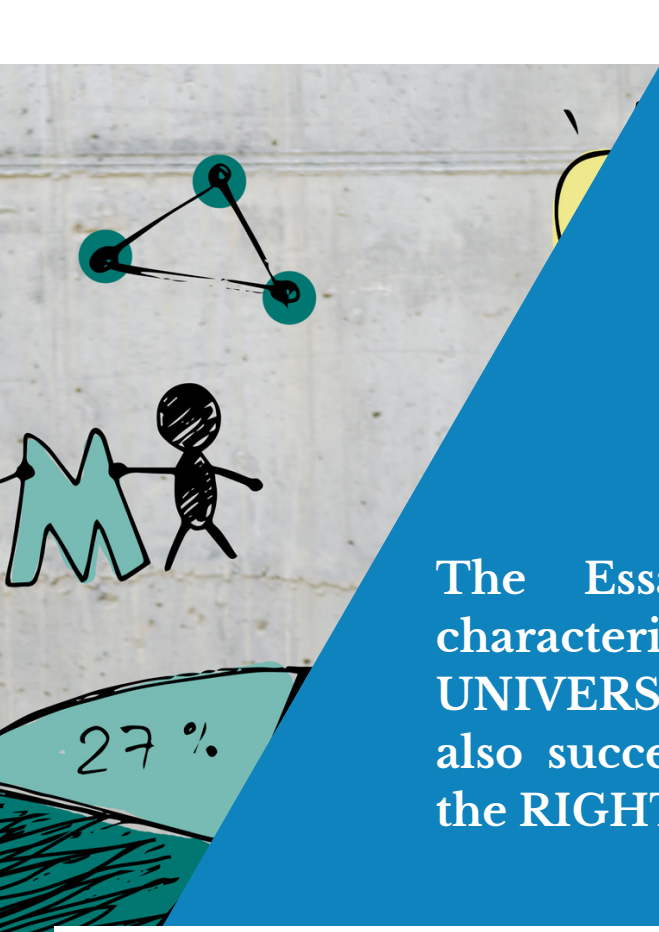
STRUCTURE

Ensure that the essay is structured into the right components - introduction, Body and Conclusion. Do not make spelling or grammatical mistakes.

WORD LIMIT

Plan your essay to ensure that you creatively include all relevant information and facts. Create a plan before you start writing and decide on the main ideas keeping in mind the word limit.





Essay must show that

YOU ARE UNIVERSITY READY

The Essay should reflect your unique characteristics that prove that you are **UNIVERSITY READY**. In addition, it should also successfully illustrate that you would be the **RIGHT FIT**.

These are some of the qualities that the university is looking for in a student. Use the space of the essays to demonstrate that you have the **RIGHT QUALITIES** that make you the **DESIRED STUDENT** and set you apart from the rest of the students who are competing for the same place.

The most important thing to remember is to be original as you share your own story, thoughts, and ideas with the admissions team at the university.

GROWTH MINDSET

Individuals with a growth mindset believe their talents can be developed (through hard work, good strategies, and input from others) tend to achieve more than those with a more fixed mindset (those who believe their talents are innate gifts).

QUALITIES TO ILLUSTRATE

GROWTH MINDSET

The admission officer is looking for evidence to see your progressive pattern. Include something that indicates your GROWTH MINDSET and determination to move ahead.

COMMITTED

Include incidences or any interest that can show your commitment to the university and society. It could be academic and/or Extra-Curricular activities

LEADERSHIP

Demonstrate it with an example of a challenge faced - personal or even academic and how you overcame that. Ensure that you include your learning from the said experience.

LIFE LEARNER

Give evidence that you are a committed learner. The essay should reflect that you have the passion and the ability to undertake extra academic courses and are committed to following them. You must validate that you are a life learner who keeps acquiring new skills and capabilities well past formal education.

WRITING TIPS & TECHNIQUES

Here are some of the tips given by Khan Academy for writing an impressive college essays.

POSE A QUESTION THE READER WANTS TO BE ANSWERED

This doesn't mean you should pose a question in your essay, but you should certainly keep the reader wondering, "How is that going to turn out?" "What does she mean by that?" "How is this all going to tie back together?" To accomplish that, begin your essay with a hook that encourages the reader to want to find out more.

DON'T FOCUS EXCLUSIVELY ON THE PAST

Admissions look for essays where student highlights their growth and introspection, so your essay should focus on your learning and growing as a person. Don't just brag or describe. Your essay should have a moment of revelation: what did you learn from your experience? How did it make you the person you are today? Colleges don't want to read essays that are set exclusively in the past. They want students who are actively looking at their future so make sure that if you're describing a past event, you connect it to who you are now and how it will impact you as a person moving forward.

OPEN UP

When recounting an event or experience, make sure to include how it made you feel, how it changed the way you think, and whether it had an impact on your priorities and/or values. Readers connect more when you reveal a vulnerability than when you tout a strength.

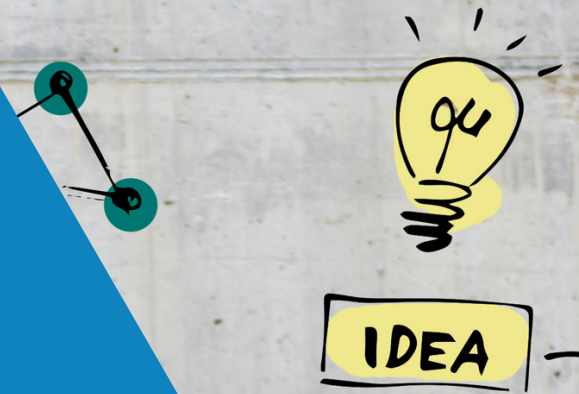
EXPERIMENT WITH THE UNEXPECTED

If it makes sense within the context of your essay, twist your story or reveal something unexpected, i.e. something readers wouldn't have necessarily thought you'd do, think, or care about.

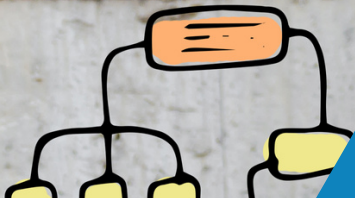
DON'T SUMMARIZE

Avoid explicitly stating the point of your essay. It's far less effective when you spell it out for someone. Delete every single "That's when I realized," "I learned," and "The most important lesson was..." It's unnecessary, unconvincing, and takes the reader out of the moment. Instead, let them read between the lines and interpret the meaning of your story on their own. You shouldn't have to say anything like, "And that's how I learned to stand up for myself," because the admission officer should already know. Oftentimes when you watch a movie, an actor's expression, sigh, or closing of a door speaks louder than words. Your actions can be small, but they should be loaded with meaning, i.e. that you're taking a stand, making a decision, giving something up, or taking a risk. It can be simply deciding to get up in the morning or to smile. It just needs to represent that you've made a decision, change, or risk.

PACE - Start Fast
FOCUS - On The Story
VOCABULARY - Conversational
DETAIL - Be Specific
STORY - Vivid Imagery



STATEMENT OF PURPOSE



Do not mention the name of the university if you are applying through the common application - UCAS.

Check the requisites for the application.

Make a draft with all the points you wish to include.

It can be up to 4,000 characters of 47 lines of text.

Do not copy - plagiarism will jeopardise your application.

Check grammar, spelling and punctuation.

Include

Interest in the course

Experience related to the field

Reason for choosing the course

Course module studied previously

Career Goals with relevance to the course

Relevant Extra-Curricular Activities

Avoid

Being over the top:

Do not write stories about heroism or be pretentious.

Amusing:

It is a serious document, keep it interesting yet serious.

Controversial Views:

Do not indulge in any debate or views that can be controversial.

Quotes:

Admission officers want to know what you think so do not state quotes as punch lines.

Approach

Write something only you can write and should have a sound as distinctive as your speaking voice.

Think of yourself as a reporter working on a story, the subject of which is you and you are reporting significant details about you.

Write in a natural tone and style - a kind of inspired conversation.

“Writing a clear and compelling personal statement is an essential part of your application. With many highly qualified students applying to University, the personal statement is crucial in helping us identify students with the greatest merit and aptitude for our courses.”



Crafting a strong

STATEMENT OF PURPOSE

Establish yourself as a Worthy Candidate

Structure the statement to establish you are a worthy candidate.

Outline your skills and achievements that would enable you to complete the course.

Convey your work experience or voluntary work that has developed skills essential for your course.

Communicate your enthusiasm and passion for the subject.

Explain the advantage of the chosen country over the home country to pursue the course.

Express the advantage of being in an international community.

Introduction

Start the statement with an Opening sentence that encourages the reader to read on.

Structure

Structure the statement in the order that is most relevant to what the university and colleges are looking for. **ESTABLISH** your reasons to choose the course.

Conclusion

Reinforce your commitment, enthusiasm and skills that makes you a **WORTHY CANDIDATE**.

The Statement of Purpose is your chance to use your voice to add to the application. Universities use the essay as a way to hear from you directly and to get a sense of who you are in your own words. It's a great opportunity to personalize your application beyond the grades, scores, and other information you've provided and can make a difference at decision time.

Your statement of purpose needs to emphasize your qualities like competence, Self-Motivation and persistence. This is also your chance to showcase through your writing, your learnings inside and outside the classroom.

You can show your perseverance by writing about how you overcame obstacles and your experiences that have driven you to go more in-depth into the subject of your choice.

The admissions team will try to ascertain whether you are going to be the CACTUS that will adapt and thrive in the environment or a fragile FLOWER that may wilt. Give them a reason to believe in your strengths.

EXAMPLES OF PROMPTS

The university admissions officers review the essays to **LOOK BEYOND** the words to discover the intangible qualities that make you uniquely you. They are looking for **YOUR STORY**.

The essay must be well-written and should avoid the common admission essay pitfalls like listing off accomplishments, repeating the resume or writing about someone else instead of making it personal, etc.

EXAMPLE OF QUESTIONS BY THE UNIVERSITIES



MIT

- We know you lead a busy life, full of activities, many of which are required of you. Tell us about something you do simply for the pleasure of it. (200–250 words)
- Tell us about a significant challenge you've faced or something that didn't go according to plan that you feel comfortable sharing. How did you manage the situation? (200-250 words)



NEW YORK UNIVERSITY

We would like to know more about your interest in NYU. What motivated you to apply to NYU? Why have you applied or expressed interest in a particular campus, school, college, program, and or area of study? If you have applied to more than one, please also tell us why you are interested in these additional areas of study or campuses. We want to understand - Why NYU? (400-word maximum)



PRINCETON UNIVERSITY

At Princeton, we value diverse perspectives and the ability to have respectful dialogue about difficult issues. Share a time when you had a conversation with a person or a group of people about a difficult topic. What insight did you gain, and how would you incorporate that knowledge into your thinking in the future? (350 words maximum)



UNIVERSITY OF MICHIGAN

Everyone belongs to many different communities and/or groups defined by (among other things) shared geography, religion, ethnicity, income, cuisine, interest, race, ideology, or intellectual heritage. Choose one of the communities to which you belong, and describe that community and your place within it. (300 words maximum)



UNIVERSITY OF PENNSYLVANIA

At Penn, learning and growth happen outside of the classrooms, too. How will you explore the community at Penn? Consider how this community will help shape your perspective and identity, and how your identity and perspective will help shape this community. (150-200 words)

ESSAY PROMPTS 2022-23

Share Your Story

1. Some students have a background, identity, interest, or talent that is so meaningful they believe their application would be incomplete without it. If this sounds like you, then please share your story.

SHOW YOU CAN WRITE

Colleges want to see that you have a command of the basics of good writing, which is a key component of success in college.

Reflect on an idea

3. Reflect on a time when you questioned or challenged a belief or idea. What prompted your thinking? What was the outcome?

MAKE A POINT

When writing the essay, you should have a comprehensive argument or narrative. In other words—make your point and stick to it.

OPEN STRONG

A strong opening paragraph that captures the readers' interest is important.

Lessons from obstacles

2 The lessons we take from obstacles we encounter can be fundamental to later success. Recount a time when you faced a challenge, setback, or failure. How did it affect you, and what did you learn from the experience?

BE DIRECT

Admissions officers also want to see that the student can give a direct answer to the essay question.

Gratitude

4. Reflect on something that someone has done for you that has made you happy or thankful in a surprising way. How has this gratitude affected or motivated you?

ESSAY PROMPTS 2022-23

Personal Growth

5. Discuss an accomplishment, event, or realization that sparked a period of personal growth and a new understanding of yourself or others.

BE AUTHENTIC

Don't stress trying to write what you think colleges are looking for—just focus on showcasing who you are.

STICK TO YOUR STYLE

Your style should be comfortable for you to write in, so avoid overusing the thesaurus to sound impressive.

Lose Track of Time

6. Describe a topic, idea, or concept you find so engaging that it makes you lose all track of time. Why does it captivate you? What or who do you turn to when you want to learn more?

Topic Of Choice

7. Share an essay on any topic of your choice. It can be one you've already written, one that responds to a different prompt, or one of your own design.

PROOFREAD

Correct grammar and spelling are essential. Proofread several times, then ask a teacher or parent to give it a read, too.

The college essay reveals your achievements, purposes, and vision of the college. You have to show your motivation and persuade the admissions committee that you are the best person to study at your chosen program.

It should also successfully introduce your academic and professional background, skills, and accomplishments, as well as research interests and academic goals.

PERSONAL STATEMENT WORKSHEET

It's a chance for you to articulate why you'd like to study a particular course or subject, and what skills and EXPERIENCE you possess that show your PASSION for your chosen field. This worksheet is designed to help you think about the information you could include in your personal statement. You can find this worksheet at www.ucas.com/personalstatement

Writing about the course

Why are you applying for your chosen course(s)?

Why does this subject interest you? Include evidence that you understand what's required to study the course, eg if applying for psychology courses, show that you know how scientific the subject is.

Why do you think you're suitable for the course(s)? Do you have any particular skills and experience that will help you to succeed on the course(s)?

Do your current or previous studies relate to the course(s) that you have chosen? If so, how?

Have you taken part in any other activities that demonstrate your interest in the course(s)?

Skills & Achievements

Universities like to know the skills you have that will help you on the course, or generally with life at university, such as accredited or non-accredited achievements.

Also think about any other achievements you're proud of, positions of responsibility that you hold or have held both in and out of school, and attributes that make you interesting, special or unique.

Why do you think you're suitable for the course(s)? Do you have any particular skills and experience that will help you to succeed on the course(s)?

Hobbies and Interests

Make a list of your hobbies, interests and social activities. Then think about how they demonstrate your personality, skills and abilities. Try to link them to the skills and experience required for your course(s).

PERSONAL STATEMENT WORKSHEET (contd.)

Work Experience

Include details of jobs, placements, work experience or voluntary work, particularly if it's relevant to your chosen course(s). Try to link any experience to skills or qualities related to the course.

Mature Students

Explain what you've been doing since leaving education, and provide additional evidence to support your application. If you're not in full-time education, you should give details of any relevant work experience, paid or unpaid, and information about your current or previous employment.

International Students

Tell universities why you want to study in the UK and why you think you can complete a course that is taught in English. Say if some of your studies have been taught or examined in English and if you have taken part in any activities where you have used English outside of your studies.

Future Plans

If you know what you'd like to achieve after completing the course, explain how you want to use the knowledge and experience that you gain. How does the course relate to what you want to do in the future?

DO's

- **Do use your best English and don't let spelling and grammatical errors spoil your statement.**
- **Do show that you know your strengths and can outline your ideas clearly. Use words you know will be understood by the person reading your statement.**
- **Do be enthusiastic – if you show your interest in the course, it may help you get a place. Do expect to produce several drafts of your statement before being happy with it.**
- **Do ask people you trust for their feedback.**

DONT's

- **Don't exaggerate – if you do you may get caught out in an interview when asked to elaborate on an interesting achievement.**
- **Don't rely on a spellchecker as it will not pick up everything – proofread as many times as possible.**
- **Don't leave it to the last minute – your statement will seem rushed and important information could be left out.**

Statement Of Purpose

Guideline for Post-Graduate Students

web.mit.edu



A written statement of purpose is a standard requirement for graduate school admission. It is a tool for the faculty on graduate school admissions committees to assess the knowledge, experience, motivation, intellectual maturity and readiness of applicants to pursue graduate education at their institution. It can determine whether an applicant is accepted or rejected, irrespective of their other qualifications.

Stage II - Do your Homework

Browse through the websites of the schools/departments/programs of interest to you.

Research how the field developed and what are its current problems and challenges.

Read up on the research interests and projects of the faculty in the schools/departments/programs.

Stage II - Reflect and Brainstorm

Reflect on your intellectual development

- What and when were the major moments in your life that have led you to your current interest(s)?
- What or who influenced your decision or interest (i.e. role models)?

Why did you choose this course?

What are your career goals?

- Where do you see yourself in 10 years?
- What do you hope to accomplish?
- What motivates you?

Stage III - Outline your Statement of Purpose

Determine a central theme/topic

Organize your reflections and brainstorm ideas that strengthen the central theme/topic

- Concentrate on your life experiences and give specific examples.
- Put down only those things that excite you.
- Do not make things up!

Statement Of Purpose (cont.)

Guideline for Post- Graduate Students

Outline

Your outline should cover these areas and, preferably, in this order

- What aspects of the school/ department/ program appeals to you?
- How did you prepare to address the issues in this research area/topic
- What characteristics of the school/ department/ program can help you accomplish your goals?
- What are your research interest(s)?
- What are your future academic goals, if any (i.e. Ph.D.)?
- What positive aspects do you bring to the school/ department/ program?
- How did you become interested in your current research topic/area?
- What are your career goals ?

Stage IV - Write Draft

When writing your statement of purpose:

- Always use positive language when referring to yourself.
- Refrain from starting neighboring paragraphs the same way.
- Have strong opening and closing paragraph.
- Give detailed, but concise examples.
- Avoid using vocabulary that you do not know.
- Stay within the 2 – 3 page limit!
- Use transition words, sentences and paragraphs. Your statement must read smoothly.
- Refrain from repeating yourself.
- Thank the admissions committee for their time.

Stage V- Ask for Critique, Revise and Edit

When you are finished with your draft statement of purpose, read it out loud to yourself and make corrections.

Ask friends, colleagues and professors to read your edited draft. Taking their comments into consideration, revise and edit your draft.

Statement of Purpose ADVICE- UCLA

Your statement of purpose will be used in conjunction with your application for consideration for graduate admission and financial support. Specific requirements and prompts are listed in the application.

- What is your purpose in applying for graduate study in your specified degree program? Describe your area(s) of interest, including any subfield(s) or interdisciplinary interests.
- What experiences have prepared you for advanced study or research in this degree program? What relevant skills have you gained from these experiences? Have your experiences led to specific or tangible outcomes that would support your potential to contribute to this field?
- What additional information about your experience may aid the selection committee in evaluating your preparation and aptitude for graduate study at UCLA?
- Why is the UCLA graduate program to which you are applying the best place for you to pursue your academic goals? If you are applying for a research master's or doctoral program, we encourage you to indicate specific research interests and potential faculty mentors.
- What are your plans for your career after earning this degree?

Personal Statement- UCLA

The Personal Statement is an opportunity for you to provide additional information that may aid the selection committee in evaluating your preparation and aptitude for graduate study at UCLA.

Instructions are provided in the application and include a 500 words limit (approximately 1-page, single spaced, using 1-inch margins and 12-point font) as well as these or other prompts:

- Are there educational, personal, cultural, economic, or social experiences, not described in your Statement of Purpose, that have shaped your academic journey? If so, how? Have any of these experiences provided unique perspective(s) that you would contribute to your program, field or profession?
- Describe challenge(s) or barriers that you have faced in your pursuit of higher education. What motivated you to persist, and how did you overcome them? What is the evidence of your persistence, progress or success?
- How have your life experiences and educational background informed your understanding of the barriers facing groups that are underrepresented in higher education?
- How have you been actively engaged (e.g., through participation, employment, service, teaching or other activities) in programs or activities focused on increasing participation by groups that have been historically underrepresented in higher education?
- How do you intend to engage in scholarly discourse, research, teaching, creative efforts, and/or community engagement during your graduate program that has the potential to advance diversity and equal opportunity in higher education?
- How do you see yourself contributing to diversity in your profession after you earn your advanced degree at UCLA?

Statement of Purpose Advice

Magnific significance is attached to the Statement of Purpose for a Post-Graduate course. As the name suggests, it should CLEARLY have the purpose it's supposed to have. A thoughtful and well-written statement often makes the difference between admission and denial. The statement in its totality must persuade the admissions team that you merit to be part of the university.



London School Of Economics

Statement of Academic Purpose

For each programme you apply for, you must upload a statement that describes your academic interest in, understanding of, and suitability for that programme, as well as your purpose and objectives in undertaking this graduate study. The statement of academic purpose is an important part of your application, and selectors are looking for evidence of your academic motivation and suitability, and of what you can contribute to the programme.

Use the statement to discuss the following

- Motivation for undertaking the programme(s)
- Academic interests, strengths and background relevant to the programme(s)
- Areas of specific interest within the programme(s)
- Academic ambitions related to the programme(s)
- Professional aspirations, and how academic work within the programme(s) might help you realise such aspirations
- Other relevant information, such as additional reading or research, work or other relevant experience that has informed your decision to apply for the particular programme(s)



University College London

Statement of Academic Purpose

A personal statement is your chance to tell us what motivates you and why you're suitable for your chosen programme. You can type your personal statement in the online application form (3,000-character limit, including spaces) or upload it as a separate document (3,000 characters)

You should consider the following questions when writing your personal statement

- Why do you want to undertake the programme or research?
- What are your academic interests?
- Why do you wish to study at UCL?
- What educational experience do you have?
- Do you have any relevant work experience?
- Have you completed any extracurricular or voluntary activities relevant to the programme?
- What are your career aspirations?



Imperial College London

Personal Statement

You will need to complete a personal statement as part of your application. These statements support your application by demonstrating that the course is right for you and that you have the skills, knowledge and aptitude to achieve the course requirements. They are normally around one to two pages long.

The description of the programme should detail the key course requirements, including skills, experiences and technical abilities. Use this description as a guide to the points you address in your statement. You can also talk about how the course fits in with your desired academic progression or career aspirations. You could structure your statement like this:

- Current studies and how they're useful or relevant
- Why did you choose this course in particular
- Relevant work experience and skills
- Extra-curricular activities and interests
- Why you choose this university
- Concluding paragraph

READY TO APPLY?

WRITING IT
RIGHT
WITH
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INTERNATIONAL PLACEWELL CONSULTANTS, GULF
Since 2003



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