

Your Name: Wanjiru Waweru

Post College Self-Brand: The Impact of Mass Communication

Personal Branding

Personal Branding is a marketing skill that concentrates on a college graduate who uses the principal product to use a “you” statement. Creating a personal brand requires seeking out identifying who he or she is (skills, goals, and determination, etc.), and how they want to be perceived and understood by their future employees.



Background Story

My name is Wanjiru Waweru, and I am a full-time undergraduate student at Worcester State University in Worcester, Massachusetts. In May 2020, I developed Weebly as a Personal Brand to develop a blog to increase my brand awareness, alongside creating a writing portfolio of my work. Weebly became a form of social media for students and me to create a career to be recognized and successful in Communications and the Mass Media Industry.

Mass Communication

Mass Communication is a progression on developing, sending, and criticizing messages to the audiences in a written form of media. It is considered as an extended industry to understand the idea of the media message. There is a broad spectrum of mass communication including social media, radio, and television

The Impact of Mass Communication

Mass Communication helped me to understand the important role of the media. It guides me to find a purpose. I learned how to create a website. I experienced how to do my research before I worked on my writing project. It impacted me to engage in freedom of speech. I enjoyed this field because it encouraged me to be able to express my ideas.

Determination

As a Communication major at Worcester State University, I have not decided which job position relates to the mass media and communication industry I was interested in until I took some classes such as Journalism Feature Writing to learn about the experience of media writing and the Beatles class to understand the impact of the music industry. I put those classes together to show my determination in writing and the business of music. I took Media Law & Ethics to

develop my skill in researching. I had some great professors who mentored me to provide me tools that I need to earn my Bachelor's degree.

Goals

In September 2021, I started the Visual and Performing Arts (VPA) internship as a news writer at Worcester State University as well. As a news writer, I reported news stories on the VPA events for *Artful Lancer* and created a communication portfolio. I wanted to participate in this position to gain work experience and reach my career goals.

I wanted to pursue a career as a music journalist. My future career goal is to work in the *Billboard* Magazine and *Pitchfork* company. I am very interested in job positions that involve the music industry such as news updates, organizing interviews, managing music events, marketing, press releasing, music publishing.

Website

If you want to find out more information about me, please visit my web page:

www.beautifulpalace.weebly.com

Contact Information

You can find me on LinkedIn and follow me on other social media: Instagram, Twitter, and Facebook.

References

Personal Branding For Dummies Cheat Sheet. (n.d.). Retrieved from

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Music Journalist. (n.d.). Retrieved from <https://www.berklee.edu/careers/roles/music-journalist>

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