

Question 1: Why do you want to study this course or subject?

Word Count: Minimum 350 words

This is your opportunity to showcase your passion and knowledge of your chosen subject area and to demonstrate to universities and colleges why it's a good fit for you and your future ambitions.

Examples of what you might talk about here are:

- **Your motivations for studying this course(s)**

Have you been inspired by a key role model or moment in your life? Maybe it is a subject you love and want to pursue further. We are all driven by something and it is important to talk about how yours has led you to this course or subject area. Be enthusiastic about it!

- **Your knowledge of this subject area and interests**

Perhaps there is a particular subject area you have researched and cannot wait to learn more about. A book or subject expert doing great things that have sparked your interest. Universities and colleges want to see you have done your research so they can be confident this is something you will enjoy and excel in. This is a great place to highlight super-curricular activities as evidence of curiosity and interest in the subject outside of the classroom.

- **Your future plans and why this is a good fit for you**

If you already have a particular profession in mind you could talk about how you will use this to launch your career. If not, think about what is important to you and your future, and how the knowledge gained from your chosen course(s) will help you achieve this.

Here are some more examples for this section:

- Personal life experiences e.g. being a carer, the environment where you grew up or lived, an inspirational friend, colleague or family member, a book you read, a news article or blog/vlog, a YouTube video, a podcast, a show you saw, subject tasters.
- Understanding of the area and the qualities you might need to succeed in it – research into the course/area.

