

ENTREPRENEURSHIP FOR ENGLISH MAJOR

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SELLING POINTS OF ENGLISH MAJOR

Week 4

SELLING POINTS OF ENGLISH MAJOR

- 1. Why major in English?**
- 2. Careers after an English major.**
- 3. How to compete with other majors?**

WHY MAJOR IN ENGLISH?

1. For the serious pleasure of reading
2. To acquire tools that will never lose
3. To learn how language shapes the world
4. To understand the effect of changing media
5. To explain your world
6. To write intelligently, beautifully, and persuasively

<https://english.yale.edu/undergraduate/why-major-english>

1. FOR THE SERIOUS PLEASURE OF READING

One of the reasons to learn English is to read with understanding and insight. English major students will be surprised and satisfied by the well-crafted sentence, and you will investigate its contribution to imaginative plots and poetic effects. English language plays a very important role in the history of human meaning-making. In learning English, you will discover the uniqueness and have better understanding of the variety of writings in English, drawing complex perceptions into the language of articulation.

2. TO ACQUIRE TOOLS THAT WILL NEVER LOSE VALUE

Many people think that teaching English is only about teaches the text, but the truth is that seminars and lectures in English also to approach the world by reading analytically and writing clearly. As communication continues to facilitate our day-to-day, English will become increasingly valuable. Therefore, the English department will always be needed in any classroom, office, or creative venture and many service fields.

3. TO LEARN HOW LANGUAGE SHAPES THE WORLD

The social world consists of discourse. Politics, religion, and philosophy live in language, in the ear, on page and on screen. In the forms and histories of writing, we observe the movement of ideas and technologies. Studying narrative, you learn about the experience of time and history. In the writing of the past, you discover both its intimacy and its distance from us. In the writing of the present, you encounter the varied experiences of others at their most articulate and at their most revealing.

4. TO UNDERSTAND THE EFFECT OF CHANGING MEDIA

Even though many people claim that "print is dead," the book still exists. We continue to read online, on tablets, smartphones, and e-readers. This is not the first media revolution in writing history; there was literature before books, and books before printing. As we become more immersed in media, our ability to read critically and with a keen eye will become even more important. Therefore, you will also learn about English for media and English in Journalism to enrich your skills and the implementation of English in various medias.

5. TO EXPLAIN YOUR WORLD

The possibility to analyze a novel's or poem's literary space is an opportunity to engage with a case study of the world as seen by great writers. Reading into our own material world is practiced by learning to recognize themes and motifs in literary texts. With these analytical skills, we will be able to leave the seminar room ready to engage with life on a variety of different and symbolically significant levels.

6. TO WRITE INTELLIGENTLY, BEAUTIFULLY, PERSUASIVELY

English major values the right choice of words. Practice the writing is a must and always in every semester. Furthermore, department's focus on articulation also helps sharpen your critical reading skills. In English major, choosing the suitable and proper word is very important. That's why the lecturers will guide you in finding the right place of the right words in cohesive thinking. Whether we are writing song lyrics or business memos, novels, or legal reports, you can apply the writing skills we developed in the English department to whatever you want to express.

CAREERS AFTER AN ENGLISH MAJOR

1. A career in teaching (Teacher)
2. Critical analysis (Journalist)
3. Advanced reading and writing (Publisher)
4. Communication skills (Public Relations)
5. The power of the imagination (Entrepreneur)

<https://english.stanford.edu/academicsbachelor-arts/careers-after-english-major>

1. A CAREER IN TEACHING (TEACHER)

In-depth study of the history of literature prepares many students for careers as teachers in classrooms at all levels.

“I fell in love with teaching and what I appreciate the most is when I was at Stanford University in the Department of English saw the passion of some of my instructors. I follow my own teachings with the desire to connect literature to our lives.” - Daniel from San Francisco, CA.

In relation to Entrepreneur, it's possible to open our own English tutoring place, apart from focusing on teaching English, we can also build our own business in the form of language teaching services.

2. CRITICAL ANALYSIS (JOURNALIST)

Through close study of complex texts such as journalism, the English major teaches students to read critically and analyze in-depth. These skills lead many of the English graduates into careers in law, journalism, and other fields that demand complex data analysis.

One of the Stanford alumni experiences namely Chevy Chase who graduated from English literature and worked as a reporter producing, writing, and researching investigative news reports.

3. ADVANCED READING AND WRITING (PUBLISHER)

English major will learn advanced reading and writing skills. English major graduates frequently pursue careers in publishing, public relations, advertising, media, or education. Copywriter, commentator, critic, editor, production assistant, public relations representative, reporter, correspondent, technical writer, or writer/writer for nonprofits are all jobs to consider. All jobs above relate to the entrepreneur in form of services.

"I have been working since the fall at a small literary magazine in San Francisco, doing everything from writing and editing to research/fact checking as well as PR and event coordination." - Audrey of San Francisco, CA

4. COMMUNICATION SKILLS (PUBLIC RELATIONS)

The National Association of Colleges and Employers stated, "if you find it hard to choose between two equally qualified job candidate, choose the one who has better communication skills." The advanced reading and writing skills taught by English major, the knowledge of how to fit something into an interesting narrative, will have a deep and lasting impact on your careers. By having this communication skill, we can have career in many areas, one of them is in Public Relations.

5. THE POWER OF THE IMAGINATION (ENTREPRENEUR)

The human imagination is expressed through a rich history of literary works taught in the English major. The goal is to teach students about the history and practice of the creative process. Majoring in English teaches empathic understanding of human motivation as well as engagement with the big picture thinking that drives entrepreneurial leadership.

HOW TO COMPETE WITH OTHER MAJORS?

1. **Able to do self-branding**
2. **Master specific skills in English**
 - A. English as a Second Language
 - B. English for media
 - C. English for Specific Purposes
3. **Market research:** business opportunities for English Major



1. ABLE TO DO SELF-BRANDING

1. CV: self-crafted CV and LinkedIn as online CV
2. Cover Letter
3. Portfolio

2. MASTER SPECIFIC SKILLS IN ENGLISH

1. **English as a Second Language (ESP):** English Grammar, English Teaching, English Proficiency Test.
2. **English for Media:** Journalist, Content Writer, Presenter.
3. **English for Specific Purposes (ESP):** Business English, English for hospitality, English for academic purposes.

3. MARKET RESEARCH: BUSINESS OPPORTUNITIES FOR ENGLISH MAJOR

- a. Target customers: who are they? Where are they? How many are there? Is your service essential in their day-to-day activity? What are their needs and resources? Can they afford your service?
- b. Competitors: who are they? How many are there? Where are they? How is their business similar or different from yours? What are their pricing strategies, what are their value-added services?
- c. Current industry trends: What is declining or growing in the industry as a whole or locally? What's happening in the general economy that might affect the buying trends of your customers? Is the industry seasonal?

(Urquhart-Brown, 2008)



THANK YOU

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Original Source:

<https://english.yale.edu/undergraduate/why-major-english>

<https://english.stanford.edu/academicsbachelor-arts/careers-after-english-major>

Urquhart-Brown, S. (2008). *The Accidental Entrepreneur, 50 Things I Wish Someone Had Told Me About Starting a Business*. New York: AMACOM.