

TOKYO UNIVERSITY OF FOREIGN STUDIES
INTERNSHIP REPORT
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PRESS SECTION

INTRODUCTION

The Ministry of Foreign Affairs of Mexico is responsible for conducting the foreign policy through dialogue, cooperation, promotion of the country and care of Mexicans abroad, as well as to coordinate the international action of the Government of the Republic. The Ministry also, aims to make Mexico a country with a constructive presence in the world, through a responsible and active foreign policy that promotes the accomplishment of the National Objectives of a strengthened and innovative institution. To this end, the Secretary has more than 150 administrative units that seek the before mentioned aspects. One of these administrative unites was stablish in Tokyo, Japan since 1898. From then until now, political relations between Japan and Mexico have represented one of the best scenario for bilateral economic development.

INTERSHIP ACTIVITIES

As part of the compromises and institutional objectives of Tokyo University of Foreign Studies was necessary to start an internship program in a Japanese organization, company, or institution. For this reason, I decided to perform the internship in the Mexican Embassy in Japan. Undoubtedly, one of the biggest challenges in my academic and professional field.

I started the internship program in the Press Section with the Third Secretary Miguel Escalante. Since February 1st until 15th of the same month, I was doing several activities provided for Mr. Escalante. These tasks were interesting and I could learn more about my own country and the foreign policy with Japan. Moreover, I had the chance to improve and develop more my academic

knowledge in the real world. In fact, I realized that all entrepreneurial actions and participation in outside school activities were helpful in this work.

Specifically, I developed a methodologic strategy for the promotion and stratification of social media. As well as several recommendations about advertising campaigns for Twitter and Facebook. Furthermore, the generation of various solutions and tips for the achievement of Press Objectives. Moreover, I had the opportunity to meet the staff of different offices in the Embassy who were very kind. In fact, I got the possibility to practice and improve my Japanese language skills because there were two Japanese ladies that always helped me.

Finally, I worked on the analysis for the information updating of the web page and at the same time the promotion and generation of followers for social media. What it means that I was in touch with students and professors in Mexico and Tokyo. I was trying to let them see the opportunities of scholarship and cooperation provided by the Japanese and Mexican Government.

This internship program was quite different than I expected. Honestly, I could not work as much as I wanted because I felt that I needed more time, but I had the chance to get a huge knowledge about how the political affairs works. Besides, all that I learned was about the promotion of the country and care of Mexicans abroad. In fact, that was what I wanted to achieve because I would like to focus more on political affairs and cooperation between countries than trade matters in the future.

CONCLUSION

I just want to point out that I have a great thankful feeling with all the staff in the Mexican Embassy and with the professor that made this possible. Definitely, the opportunity that was provided to me will have a huge impact in my professional and academic life.