



Pursue. Realize.



The Hood College

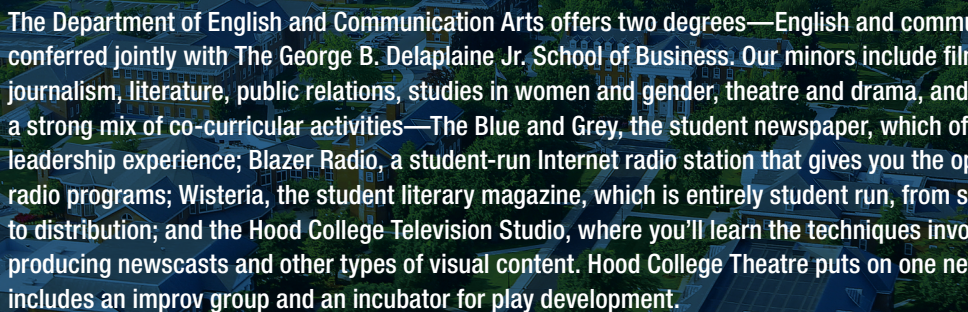
Department
of English and
Communication Arts

www.hood.edu/engcomm



“I wrote an opinion piece for The Blue and Grey, which ended up gaining a lot of traction, and it was really interesting to see so many different reactions. I even received an award for my writing on the paper!”

-Eleanor Blaser '17



The Department of English and Communication Arts offers two degrees—English and communication—conferred jointly with The George B. Delaplaine Jr. School of Business. Our minors include film, journalism, literature, public relations, studies in women and gender, theatre and drama, and a strong mix of co-curricular activities—The Blue and Grey, the student newspaper, which offers leadership experience; Blazer Radio, a student-run Internet radio station that gives you the opportunity to produce radio programs; Wisteria, the student literary magazine, which is entirely student run, from concept to distribution; and the Hood College Television Studio, where you'll learn the techniques involved in producing newscasts and other types of visual content. Hood College Theatre puts on one new production each year and includes an improv group and an incubator for play development.

English (B.A.)

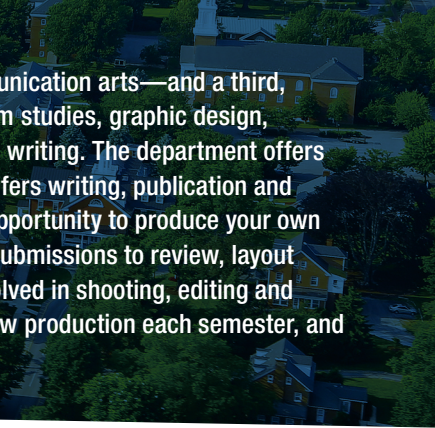
The study of literature fosters curiosity and critical thinking. It requires you to get outside of your intellectual comfort zone, to take risks and to be unafraid of approaching a question in a unique, creative way. In the jobs of the future, the risk-takers and the innovative thinkers are the ones who will succeed. Employers in the 21st century demand an “adaptable and creative workforce.” They want to hire recent grads who can think critically and creatively, write and communicate well, and distill key concepts from complex ideas—and that’s exactly what our English majors learn.

What can you do with a degree in English? Better to ask what you *can’t* do: in learning how to think critically, write clearly and speak thoughtfully, you are prepared not for one specific and limited job, but rather for a career path that can respond to rapidly changing employment opportunities. Some of our majors pursue graduate degrees at major universities; others work in nonprofit organizations, publishing firms, law firms, theatre troupes and libraries. The small, student-focused classes we offer at Hood allow for the kind of faculty mentoring and references that help our graduates find careers that are not only successful but personally rewarding.

Hood’s English major offers three concentrations—literature, creative writing and theatre; all culminate in an intensely focused and collegial senior seminar that encourages students to enter more closely into the scholarly dialogues that interest them most.

Concentrations

- Literature
- Creative Writing
- Drama and Theatre



communication arts—and a third, in studies, graphic design, and writing. The department offers writing, publication and opportunity to produce your own submissions to review, layout involved in shooting, editing and production each semester, and



Communication Arts (B.A.)

Communicators of the future need a variety of skills to compete, and the communication arts major offers you the opportunity to learn and practice these skills. Writing, researching, interviewing and editing across media platforms remain at the heart of the communication arts program. Skills classes are taught in computer labs and a new television studio, and all students are required to complete an internship.

The communication arts major provides excellent preparation if you are interested in law school. It is also a good major for those entering as undeclared majors. Many students complete double majors, combining communication arts with foreign language, business administration, psychology, history, English or other programs. Students who are interested in communications but whose primary field is another academic area may complete minors in film studies, graphic design, journalism or public relations. The writing minor also includes a number of communications classes.

In addition to their academic qualifications, faculty who teach in the communication arts program have extensive professional and practical experience in their fields. Faculty members are accessible and interested in the needs and goals of individual students. In addition, their professional backgrounds enable them to provide you with outstanding guidance and advising.

You'll be required to complete an internship, giving you the opportunity to expand on your classroom learning with real-world experience. Our location near Baltimore and Washington, D.C., gives you a wide array of internship possibilities. Our students have completed internships at places like National Geographic, the Office of the Governor (Maryland), Sirius XM Radio, WBAL-TV, Frederick Magazine and the Downtown Frederick Partnership.

Concentration

- Digital Media



Integrated Marketing Communication (B.A.)

Today, marketing, public relations, social media and advertising are integrated functions. Hood's major in integrated marketing communication is distinct because it is an interdisciplinary program offered jointly by the communication arts department and the School of Business, where most majors are offered by one department. Our major offers a full complement of classes from both departments, providing you a more balanced IMC curriculum to move you forward academically and professionally.

This major focuses on both the management function of public relations and marketing professionals, and the communication functions of developing a brand identity and marketing it across a variety of media to a target audience. You'll benefit from both disciplines and learn the theory of organizations; the process of communicating information about a product, service or organization; the role of the marketing and public relations professional within an organization, and the central importance of the consumer in making decisions.

In the capstone Seminar in Communication Ethics, you'll confront the ethical questions and concerns raised by the new ways to communicate. You can apply the practical and leadership skills you learn in the classroom by joining student media or the Public Relations Student Society of America. You'll be required to complete an internship that gives you real-world experience in your field. Our students have interned at both for-profit and nonprofit organizations in Frederick, Baltimore and Washington, D.C.

Our faculty have extensive professional and practical experience in their fields, providing you with outstanding guidance and advising.



About Hood

Founded in 1893 in Frederick, Maryland, Hood College is a coeducational, independent, liberal arts college, which offers bachelor's, master's and doctoral degrees and post-baccalaureate certificates. Home to approximately 1,200 undergraduate students from 25 states and 15 countries, Hood offers 32 majors, 50 minors, and pre-professional preparation in medicine, veterinary science, pharmacy, dentistry and law. Hood students experience small class sizes, where they receive individual attention from supportive faculty. With its proximity to Washington, D.C., Baltimore and the I-270 biotech corridor, Hood gives its students access to countless internships and research opportunities.

At Hood, we are challenging students to improve their critical thinking, communication and collaborative skills and preparing them not just for their first jobs, but for their careers. For high-achieving students, we offer a four-year honors program with a living and learning setting expanding the curriculum with an emphasis on interdisciplinary education through discussion-based seminars, collaborative projects and experiential learning opportunities. Eighty-five percent of first-year students live on campus; more than 40 campus clubs and organizations as well as 22 NCAA Division III athletic teams and two club-level athletic teams create an active and vibrant campus environment.

Hood, in addition to its exceptional undergraduate programs, also offers 19 master's degrees, 10 certificate programs and two doctoral programs. Our graduate programs are designed to work in tandem with our bachelor's degrees so that students can take advantage of five-year, dual-degree programs. Hood is located in a fantastic college town; students are within walking distance of shops, galleries and restaurants and a vibrant downtown. A tremendous alumni network offers students and graduates mentoring, connections, guidance and advice. The Princeton Review, U.S. News & World Report and many other publications have recognized Hood as an affordable top-tier institution.

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Apply: www.hood.edu/apply
Visit: www.hood.edu/visit

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