



The Hood College

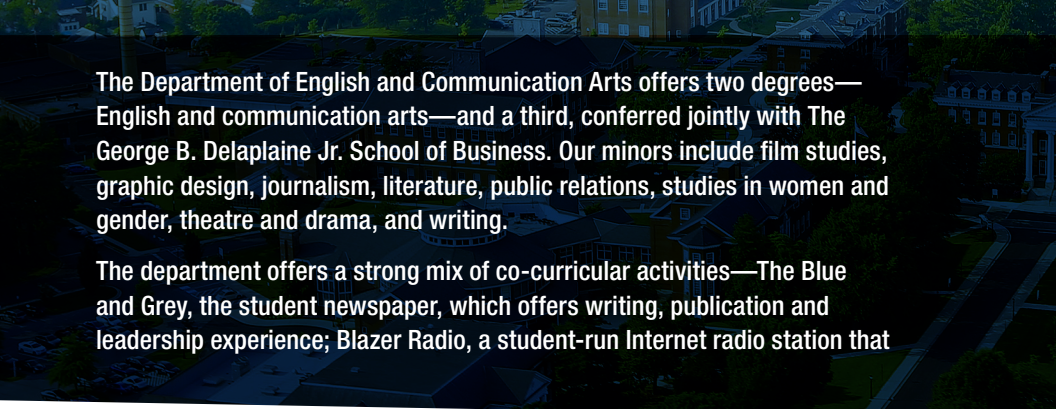
**Department
of English and
Communication Arts**

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 arts—and a third, conferred jointly with The George B. Delaplaine Jr. School of Business. Our minors include film studies, graphic design, journalism, literature, public relations, studies in women and gender, theatre and drama, and writing.

The department offers a strong mix of co-curricular activities—The Blue and Grey, the student newspaper, which offers writing, publication and leadership experience; Blazer Radio, a student-run Internet radio station that

English (B.A.)

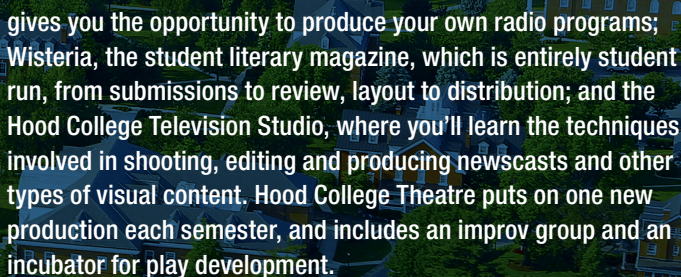
The study of literature fosters curiosity and critical thinking. It requires you to get outside of your intellectual comfort zone, to take risks and to be unafraid of approaching a question in a unique, creative way. In the jobs of the future, the risk-takers and the innovative thinkers are the ones 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 corporations, 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



gives you the opportunity to produce your own radio programs; Wisteria, the student literary magazine, which is entirely student run, from submissions to review, layout to distribution; and the Hood College Television Studio, where you'll learn the techniques involved in shooting, editing and producing newscasts and other types of visual content. Hood College Theatre puts on one new production each semester, and includes an improv group and an incubator for play development.



Communication Arts (B.A.)

The communication arts major prepares students for professional careers with the variety of skills necessary to succeed in an increasingly competitive marketplace. Writing, researching, interviewing and editing across media platforms remain at the heart of our program, while our new Delaplaine Foundation Inc. Multimedia Center offers opportunities for state-of-the-art, real-time practice in broadcast, video, podcast, radio, photography and post-production.

The communication arts major provides excellent preparation for careers and further education in other fields as well: law school, film studies, public relations, corporate and health communications, sports communications, media management, advertising and fundraising to name a few. Communication arts also pairs well with other studies, and students frequently choose to double major with foreign languages, business administration, psychology, English and history. 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. In sum, the program develops foundational skills that are vital to the communication needs of every industry and profession.

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, interested, and involved in the needs and goals of individual students. Their professional backgrounds enable our faculty to provide students with outstanding guidance and advising.

Every communication arts major is required to complete an internship, offering the opportunity to expand on classroom learning, develop new skills, and apply those already mastered. Our location near Baltimore and Washington, D.C. is ideal for desirable internships and work experience. Our students have completed internships at places like National Geographic, the Office of the Governor of Maryland, Sirius XM Radio, WBAL-TV Baltimore, Frederick Magazine, the United Way, the Downtown Frederick Partnership, and the Washington Spirit of the National Women's Soccer League.

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.

HOOD BY THE NUMBERS

32

BACHELOR'S
DEGREES

19

MASTER'S
DEGREES

11

POST-BACCALAUREATE
CERTIFICATES

2

DOCTORAL
PROGRAMS

8 MASTER'S PROGRAMS THAT CAN BE ACCELERATED AS PART OF THE 4PLUS PROGRAM

AVERAGE CLASS SIZE 15

STUDENT-TO-FACULTY RATIO 11:1

2,037

TOTAL
ENROLLMENT

1,182

NUMBER OF
UNDERGRADUATE
STUDENTS

30 & 14

STATES COUNTRIES

OF ORIGIN FOR
UNDERGRAD
STUDENTS

40%

UNDERGRADUATE
DIVERSITY

855 GRADUATE STUDENTS

97

FULL-TIME
PROFESSORS

95%

OF FULL-TIME
FACULTY HOLD A
TERMINAL DEGREE
IN THEIR FIELD

136

PART-TIME AND
ADJUNCT FACULTY
COMPLEMENT THE
FACULTY WITH
THEIR EXPERTISE

26%

DIVERSITY OF
FULL-TIME
FACULTY



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