

Alumni profiles

Questionnaire

- Name: Emma Hodge
 - Nationality: British
 - Course studied at Southampton: MA Transnational Studies (Following BA Modern Languages – French, Spanish, German course)
 - Year of graduation: 2016 BA, 2018 MA
 - Current position (job role or title): intern at PHA group (PR firm)
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Questions about your experience with us

- What did you enjoy about the course?

The content and the tutors were great. I particularly love intercultural communication and based my dissertation around such ideas.

- What is Southampton like as a place to study?

I found Southampton perfect for university. I love avenue campus as it feels like a little home. I loved the friendly nature of the place – I would often see tutors in the café and have a chat and the environment was so open and relaxed.

In terms of location it is a large city with so much to do and explore but also found within the New Forest area – the city itself has a huge beautiful common and the New Forest so close by is stunning.

- Tell us about your current job?

I finished my masters and searched for a career in which I would be able to use the skills I had developed from my degrees. Thanks to my masters I realised how interested I was in how people communicate and why, not solely the grammatical and cultural side of learning languages. I came across PR which would allow me to use my skills of communication, analysis and creativity. This was confirmed to me when I found that my CV was attractive to PR companies. They were searching for individuals with the competencies I had developed.

- How did your course help you in your current role?

Many of the modules covered in the course enabled me to develop certain amount of expertise in how people communicate. Being able to communicate adeptly with the press and clients is key to PR and therefore starting in this field I felt prepared for this. What is more, I have found the analytical skills I developed in having to delve into academic fields and analyse articles and opinions, in order to write essays and reviews, have helped me in PR role.

- What advice would you give to a student starting their degree at Southampton?

I would say take each year seriously – most people I spoke to regretted not working hard enough in second year. Choose modules you think you will enjoy and not ones you have friends taking as you will have to do a lot of work on those topics and they will inevitably influence your university trajectory and will shape your final expertise. In some cases they will guide your career options and path too.

Make the most of uni – it's an amazing time socially, to be able to live and work with your closest friends. That's what I miss the most, being so close to such good friends. Now we are mostly in London but even London is a big place and we don't see each other as often.