



# THE UNIVERSITY OF WINNIPEG

For more information visit [www.uwinnipeg.ca](http://www.uwinnipeg.ca) or contact a student recruitment officer at [welcome@uwinnipeg.ca](mailto:welcome@uwinnipeg.ca) or 204.786.9844. In any case where The University of Winnipeg Course Calendar and this fact sheet differ, the current Calendar takes precedence.

## Joint Communications 2012 - 2013

*This program prepares students for careers in journalism, advertising, public relations, and broadcast production.*

The Joint Degree/Diploma program in Communications combines University of Winnipeg courses with the two-year Creative Communications Diploma from Red River College for a Bachelor of Arts in Communications. This cooperative approach takes advantage of the expertise of both institutions, combining a well-rounded liberal arts education with applied training.

The skills you develop will be sharpened with hands-on experience in work placements during the Creative Communications portion of the program, allowing you to make valuable professional contacts and hone your craft in real-life situations.

Joint Communications students are encouraged to complete at least 60 credit hours at The University of Winnipeg before beginning the two-year full-time Creative Communications program at Red River College. A total of 72 credit hours of study at The University of Winnipeg is required for this degree. Although it is possible to complete the degree in four years, many students extend the program to five years or more, either taking their University of Winnipeg coursework over three years before going to Red River College or by taking their final University courses on a part-time basis after completing the Creative Communications diploma.

Prospective students in the Joint Communications program are encouraged to consult with an advisor at The University of Winnipeg before beginning their first year and again before choosing their upper-level elective courses.

This program leads to a **Bachelor of Arts in Communications** from The University of Winnipeg and a **Creative Communications Diploma** from Red River College.

### SAMPLE CAREERS

Students graduating from the Joint Communications program are prepared for careers in journalism, public relations, advertising, and broadcast production. Graduates of Red River College's Creative Communications program currently enjoy a high rate of employment. The combination of this program with a degree from The University of Winnipeg is expected to increase this success rate and enhance graduates' opportunities for future advancement.

### SAMPLE COURSES

**English I** is a first-year course that addresses the principles and practices of literary studies through individually designed classes. Students can select a particular section of English 1 according to their interests.

**Professional Style and Editing** teaches students to revise their prose, not for new ideas, but for better phrasing of those ideas they already have. Students learn to write in several prose styles and to edit texts professionally in terms of stylistic (rather than only grammatical) criteria. The course will benefit anyone intending to write polished term papers or theses, not to mention business reports, magazine articles, or public service announcements.

### MORE SAMPLE COURSES *(Both University of Winnipeg and Red River College courses are listed)*

Advanced Desktop Publishing  
Advertising: Introduction  
Canadian Literature  
Contemporary Communication Theories  
Creative Writing  
Freelance Writing  
Journalism: Media and the Law  
Media Buying  
Orality and Literacy  
Photojournalism 1  
Politics and the Mass Media  
Public Relations: Process  
Rhetoric and the World Wide Web  
Television and Radio 1

## REQUIRED HIGH SCHOOL COURSES

You must meet The University of Winnipeg's general admission requirements. No specific courses are required. The Red River College component of the program has testing procedures that must be passed by all entrants before they will be accepted into the program.

## WHAT OUR STUDENTS SAY...

"The Joint Communications program is really the best of both worlds. The University of Winnipeg taught me to think critically and to analyze what I was learning. I got a really solid academic education. And I also got practical experience. Red River College really tries to connect you with the work environment and real-life experience. I've developed a really good technical background. Together, the degree and the diploma have given me the competitive advantage employers are looking for." - *Ajit Singh (BA 4-year '03 Communications and BA Hons. '04)*

## SAMPLE FIRST YEAR

English 1, or 6 credit hours of first-year English, and Academic Writing are required courses for all Joint Communications students. We also strongly recommend that you fulfil your Science requirement in your first year (see The University of Winnipeg General Calendar for details), and that you take up to 15 credit hours of additional first-year courses. For more information about suitable choices, please visit [http://rhetoric.uwinnipeg.ca/Joint\\_Communications\\_Program/index.html](http://rhetoric.uwinnipeg.ca/Joint_Communications_Program/index.html)

## HOW TO APPLY

All Joint Communications students must apply to **both** The University of Winnipeg and Red River College.

Prospective students are encouraged to apply to both institutions well before the Early Admission (March 1) deadline because Red River College application and intake procedures may take several months. Red River College application procedures include tests of reading ability and knowledge of current affairs, a take-home assignment, and an interview with the Creative Communications selection committee.

**If you plan to enter the program directly from high school**, you are advised to apply for admission to The University of Winnipeg and Red River College at the same time. Indicate your interest in Joint Communications on the application forms.

### Domestic Student

Apply to The University of Winnipeg online at [www.uwinnipeg.ca](http://www.uwinnipeg.ca) or pick up an Application for Admission from your high school counsellor's office or the Admissions Office at The University of Winnipeg. To meet the Early Admission and Scholarship deadline, submit your application and \$80 application fee by March 1.

### International Student

Apply online at [uwinnipeg.ca/index/intl-apply](http://uwinnipeg.ca/index/intl-apply) and submit all official documents by mail. To meet Scholarship deadline submit application, fee, and documents by March 1st. International application fee is \$100, which includes a one-time courier fee.

**If you have already started your studies at The University of Winnipeg in another program**, you may apply for the Joint Communications program at any point during your studies here.

**If you are currently a Red River College student in the Creative Communications program**, you may apply to The University of Winnipeg for the Joint Communications program at any point during your first or second year.

## CONTACT US

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