

12.0 DEPARTMENT OF INDIAN COMMUNICATION ARTS (INCA)

12.0.1 Faculty

Department Head

Shannon Avison

Staff

Annette Dubois

12.0.2 Location

Regina Campus, Main Level

1 First Nations Way

Regina, Sask. S4S 7K2

Telephone: (306) 790-5950, Ext. 3230

Facsimile: (306) 790-5950 Ext. 5991

www.firstnationsuniversity.ca/INCA/Default.htm

12.1 General

The Certificate in Indian Communication Arts (INCA) is a two-year, 72-credit-hour program of studies offered through the First Nations University of Canada's Department of Indian Communication Arts (INCA), in co-operation with the University of Regina's School of Journalism and Communications.

INCA's main goal is to prepare students to meet the specific communication needs of Aboriginal peoples. This is accomplished by:

- completing courses in Indigenous Studies which explore the history, politics, culture and traditions of First Nations and other indigenous societies;
- exploring current issues of relevance to Aboriginal communicators;
- studying the role of Aboriginal mass media in Canada and abroad;
- mastering skills needed for print and broadcast journalism;
- developing strategic communication planning skills;
- networking with working journalists from Aboriginal and non-Aboriginal media;
- completing an internship in print or broadcast media, or public relations.

12.2 Academic Program

To qualify for admission to INCA, students must be eligible for admission to the First Nations University of Canada/University of Regina. Proficiency in English must be well above average, and it is strongly recommended that applicants have keyboarding skills of at least 40 words per minute. After acceptance by the First Nations University of Canada/University of Regina, students must contact the INCA department office, which will provide academic and professional advising.

The basic requirements of the INCA program are those of the pre-journalism program (see the University of Regina Undergraduate Calendar Faculty of Arts section). INCA students take INST 281 and 282 and INCA 283 and 284 as electives in the pre-journalism program of the University of Regina Faculty of Arts. INCA students must also take INCA 200 (Summer Institute in Indian/Native Communication Arts) and INCA 290 (INCA Internship). Not more than 14 introductory courses may be used for the program.

First Nations University of Canada

In order to receive the Certificate in Indian Communication Arts, a student must have a GPA of at least 65% based on all courses used for the certificate.

1. ENGL 100 and 110 (or equivalent)
2. LGC 100 or PHIL 250 or a University-level course in mathematics
3. Either 'Language' 100 and 101, or any two courses in the same language other than English numbered above 100
4. One course in a natural science involving laboratory work
5. One course from the Faculty of Fine Arts
6. One course in classical studies, the history and philosophy of science, humanities, interdisciplinary studies, languages (including 200- or 300-level English courses), linguistics, philosophy, religious studies, and women's studies
7. 2 of the following 3 courses:
 - a) A history course emphasizing Canadian history (one of HIST 204, 205, 206, 207, or equivalent)
 - b) A course in political science emphasizing Canadian politics and government (one of PSCI 230, 231, or equivalent)
 - c) An economics course at the 100 level
8. INCA 200, 283, 284, 290
9. INST 281, 282
10. Electives

Not more than 14 introductory courses may be used in this program.

Remember: The Cooperative Education Program is open to Arts students. See page 85 for more information.

12.3 Course Descriptions

INCA 200

Summer Institute in Indian/Native Communication Arts

6:0-0

This six-week course will give INCA students an introduction to the techniques of journalism and an opportunity to work with professional journalists. Students will complete assignments in reporting for print, web, radio and television.

Prerequisite: Completion of at least 24 credit hours of INCA/pre-journalism course requirements.

INCA 283

The History of Indian/Native Media in Canada

3:3-0

Students will review the role of communications in traditional societies, review and analyse the use of media in Aboriginal societies in Canada, and consider the evolving role of Aboriginal mass media.

Prerequisites: INST 100 and 101 or permission of department head.

INCA 284

Management, Marketing, and Advertising for Indian/Native Media

3:3-0

This course introduces the range of practical and cultural logistics of management, marketing and advertising for Indian/native media outlets.

Prerequisites: INST 100 and 101.

INCA 290

Indian Communication Arts Internship

6:0-0

The INCA internship gives students experience working in print or broadcast media or public relations.

Prerequisite: Completion of at least 24 credit hours of INCA/pre-journalism course requirements.