

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)

Canute James, BA, PhD UWI – Director

HIGHLIGHTS OF WORK IN THE DEPARTMENT

The work of the department in the 2008-2009 academic year continued to be related to the reforming of its curricula at the undergraduate level, and planning for similar changes at the graduate level.

The work was aimed at upgrading the skills of graduates to meet the changing needs of a dynamic media and communication industry, while equipping them with the skills for analytical, critical, and creative thinking and problem-solving skills.



The undergraduate programme currently allows specialisations in six areas: Public Relations, Social Marketing, Multimedia, Radio, Television and Print and Online Journalism. Significant work has already been done to replace the current BA in Media and Communication with four offerings that will more specifically meet the current demands of media and communication. During the year the University approved two of the Institute's new programmes:

- BA in Digital Media Production, and
- BA in Journalism

The BA in Digital Media Production will be offered at the Western Jamaica Campus in the 2009/2010 academic year, and at the Mona Campus in the 2010/2011 academic year. The BA in Journalism will also be offered at Mona in 2010/2011.

The Institute plans to offer two other new undergraduate programmes:-

- BA in Integrated Marketing Communication and
- BA in Media and Communication Studies

Work on these will be concluded in 2009/2010 when they will be submitted for approval.

The Institute's work in the past academic year to improve the quality of its graduates has been supported by efforts to improve work experience for students through its internship programme. The internships are intended to expose students to the working world of media and communication, and to introduce them to the application of critical thinking and content creation skills to the practice of media and communication disciplines.

Students were interned in the past academic year with regional media and communication houses in Jamaica, St Vincent and the Grenadines and Trinidad and Tobago. Interns were also placed in the United States and the United Kingdom.

Debriefings with interns indicated that the practice continues to provide a valuable insight into professional media and communication practices that significantly assist in improving the quality of the Institute's graduates.

The Institute expanded its programme of activities in the past year to respond to its main stakeholders in media and communication services that require immediately competent graduates. The dynamic nature of media and communication – in technology, structure and demand for skills – requires close collaboration between CARIMAC and media and communication services.

Consequently, the Institute began the creation of small advisory committees – in the form of mixed commissions – for each of the disciplines to be pursued in the reformed curricula.

The role of these Advisory Committees, broadly, is:-

- Updating on CARIMAC's offering, opportunities and challenges;
- Updating on technological changes and demands for skills in the market;

- Advising and getting input for new programmes and courses;
- Identification of competent media and communication skills that can strengthen teaching;
- Assisting with student internships and other work experience opportunities for students;
- Identifying and exploiting opportunities for scholarships and bursaries for students of media and communication.

The Institute's Graduate Programmes Unit continued to revise the delivery of its programmes to enhance the research capabilities of students. This included a more tailored and thorough preparation in the Research Methods course offered in both the Communication for Social and Behaviour Change and Communication Studies Programmes. A course in Academic Reading and Writing was introduced to assist students to write and argue logically.

The Unit also completed a review of the taught component in the MA programmes. It also continued discussion on the drafting of new programmes, including Integrated Marketing Communication, Digital Media Production and Journalism.

PAPERS PRESENTED

Carr, Robert

- “Policies and Areas for Attention by Civil Society’s Participation in the National Response.” Ministerial Meeting on HIV and Development in Latin America and the Caribbean ECOSOC Annual Ministerial Review, Jamaica, June 2009.
- “Human Rights, Social Justice, and Homophobia: Implications for Action on HIV & AIDS.” Fifth Summit of the Americas Civil Society Forum, Social Innovation and Implementation: Citizens in Motion, April 2009.
- “Negotiating Culture, Building Support for Human Rights: The Case for the Caribbean.” Launch of the UNFPA Global Report, Mona, Jamaica, November 2008.
- “Reaching the Hardly Reached.” International AIDS Society and the National Minority Council, United States Conference on AIDS, Miami Beach, Florida, September 2008.

- “Vulnerability of young men who have sex with men (MSM).” International AIDS Society and the National Minority Council, United States Conference on AIDS, Miami Beach, Florida, September 2008.

Ellington, Fae

- “Convergence and the Survival of Mass Media in the 21st Century.” 2009 Caribbean Culture and Media International Conference. UWI/Clark Atlanta University. Kingston, Jamaica. July 6-8, 2009.

James, Canute

- “Writing for Broadcast Media.” 2009 Caribbean Culture and Media International Conference. Clark Atlanta University/ University of the West Indies. Kingston, Jamaica. July 6-8, 2009.
- “Globalisation and Media Convergence: Implications for Industrial Relations.” A Sub-Regional Capacity Building Programme for National Employers’ Organisations in the Caribbean. Caribbean Academy for the Management of Employers’ Organisations, International Labour Organisation. Kingston, Jamaica. July 3, 2009.
- “The Role of the Media in Human Development.” UNFPA Media Sensitisation Work on Population and Development Issues. Kingston, Jamaica. July 14, 2009.
- “The Media: Getting your Message Out.” A Sub-Regional Capacity Building Programme for National Employers’ Organisations in the Caribbean. Caribbean Academy for the Management of Employers’ Organisations. International Labour Organisation. Kingston, Jamaica. June 29 - July 3, 2009.
- “Designing the Journalist. An Assessment of UNESCO’s Model Journalism Curricula.” UNESCO Regional Consultation on Journalism Training. Bridgetown, Barbados. October 1-3, 2008.

Prendergast, Patrick

- “The effect of media on public health policy.” Third Conference on Advancements in Medicine 2009: Ocho Rios, Jamaica. February 26, 2009.

PUBLICATIONS

Books

- * Christine Barrow, Marjan de Bruin, Robert Carr (Eds.) (2009) Sexuality, Social Exclusion and Human Rights. Ian Randle Publishers, Kingston. (360 pages)

Book Chapters

- * Barnes, Corinne. (2009). Effective Reporting on HIV and AIDS. In: Responsible Reporting on HIV and AIDS: A Guide for Jamaican Media Workers. Panos Caribbean. Kingston.
- * Barnes, Corinne. (2009) Doing the Research. In: Responsible Reporting on HIV and AIDS: A Guide for Jamaican Media Workers. Panos Caribbean. Kingston.
- * Carr, Robert (2008), Citizenship and Subalternity within Globalisation: Dilemmas of the Public Sphere, Civil Society and Human Rights in the Periphery. Caribbean Culture: Soundings on Kamau Brathwaite. (Ed) Annie Paul, University of the West Indies Press, Jamaica, Pp. 403-421.
- * Ellington, Fae. (2009). Doing the Interview. Responsible Reporting on HIV and AIDS: A Guide for Jamaican Media Workers. Panos Caribbean. Kingston.
- * Ellington, Fae. (2009). Ethical Issues Relating to HIV Reporting – Photography. Responsible Reporting on HIV and AIDS: A Guide for Jamaican Media Workers. Panos Caribbean. Kingston.
- * Bruin de, Marjan (2008). Jamaica Adolescents Sexual Behaviour Analysed – A Gender Perspective in: Dorothy Roberts, Rhoda Reddock, Dianne Douglas and Sandra Reid (Eds.) Sex, Power, and Taboo: Gender and HIV in the Caribbean and Beyond, Kingston: Ian Randle Publishers. Pp. 191-215.
- * Carr, Robert (2008). Financing HIV and AIDS Interventions: Implications for Gender Equality. Small Change or Real Change? Commonwealth Perspectives on Financing Gender Equality. (Eds.) Tina Johnson, Gender

Section, Social Transformation Programmes Division,
Commonwealth Secretariat, London, Pp. 145-172.

Articles

- * **James, Canute** Caribbean nations to sign EU accord,
Financial Times of London. October 14, 2008

PUBLIC SERVICE

Corinne Barnes

- Member, accreditation committee for a tertiary institution,
University Council of Jamaica.
- Coordinator, local organising committee for Caribbean
conference of the World Association of Christian
Communication.
- Member, Caribbean Regional Executive Council, World
Association of Christian Communication
- Regional Coordinator, Global Media Monitoring Project
- Member, Panos Caribbean Advisory Council
- Member, board of Women’s Media Watch

Mel Blake

- Member, National Steering Committee for Digital TV
Switchover, Ministry of Information and Telecom-
munications
- Member, board of directors, Aeronautical Telecom-
munications, Ministry of Public Utilities and Transport
- Member, board of directors, KOOL FM

Robert Carr

- Board Member, Jamaica AIDS Support for Life
- Co-Chair of the Board, Caribbean Vulnerable Communities
Coalition
- Member, Caribbean Treatment Action Group, Collaborative
Fund for HIV Treatment Preparedness
- Inter-Agency Group on Gender and HIV/AIDS, United
Nations Development Fund for Women, Caribbean Office

- Chair, PANCAP/UNAIDS Advisory Group, Vulnerable Communities Project
- Member, Working Group on Masculinities, Social Policy and Gender Equality
- Member, UNAIDS Reference Group on HIV and Human Rights

Marjan de Bruin

- Member, board of Roots FM, Community radio station, Kingston, Jamaica
- Deputy Chair, HARP, UWI Mona
- Member, PANCAP/ UNAIDS Pan Caribbean HIV Forum Technical and Programme Sub-committee
- Member, CARICOM’s Regional Technical Working Group on Stigma and Discrimination
- Member, CARICOM/PANCAP’s Technical Working Group on developing a regional communication strategy for PANCAP.
- Member, Scholarly Review Committee, IAMCR
- Co-chair, Working group Health, Communication and Change, of the International Association for Media and Communication Research (IAMCR)

Fae Ellington

- Member, Local Organising Committee, Annual General Assembly, Caribbean Broadcasting Union.
- Member, accreditation committee for a tertiary institution, University Council of Jamaica.

Canute James

- Member, Local Organising Committee, Annual General Assembly, Caribbean Broadcasting Union.
- Member, executive committee of the Association of Caribbean Media Workers.
- Chief Judge, Media Workers Association of Grenada Annual Awards
- Judge, UNFPA Caribbean Media Awards.
- Judge, Press Association of Jamaica Annual Awards.

Patrick Prendergast

- Member of the UWI HIV-AIDS Policy implementation Committee.
- Chairman, Board of Management, Essex Hall All Age School