

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)

Drs. Marjan de Bruin, Univ of Amsterdam — Director

WORK OF THE DEPARTMENT

CARIMAC's work and achievements for the Academic Year 2007/2008 have been related significantly to efforts at reforming its undergraduate and graduate curricula.

The efforts are aimed at “repositioning” the Institute so it can produce graduates that are immediately useful to the continuously changing demands of the Media and Communication industry.



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 of four-year programmes that will more specifically meet the current demands of media and communication. These are:

- BA in Journalism
- BA in Integrated Marketing Communication
- BA in Media Design and Production
- BA in Media and Communication Studies

The Institute has submitted the first of these – BA in Journalism – for approval by the University. The others will be submitted and implemented progressively, giving prospective students a wider range of options in the media and communication disciplines, and also allowing the Institute and the University to deal effectively with increasing competition in media and communication training across the region.

The strategic focus of the Institute's Graduate Programmes Unit (GPU) has been on reviewing and strengthening the programmatic offerings, strengthening the administration of the programmes as well as

administrative support for lecturers and students, and addressing logistical issues in support of the programmes. The admissions process has also been restructured and so has the support to students writing of research reports.

We have completed the review of the MA in Communication for Social and Behaviour Change.

We are also in the process of:

- Reviewing the Masters in Communication Studies - internal discussion is ongoing.
- Reviewing the Masters of Philosophy – revised strategy for taught component under internal discussion.
- Reviewing the approach to taught and research elements of the Doctorate in Philosophy
- Revising the strategy for taught components that is drafted and up for internal discussion.

We also intend to research the possibility of instituting comprehensive examinations after the coursework has been completed and before commencement of the dissertation.

The Unit is in discussions with the Directorship about new Masters programmes to be brought on stream. Strong candidates are the Masters in Integrated Marketing Communication and a Masters in Journalism. The intent is for these new programmes to provide a clear path between CARIMAC's undergraduate programme and graduate offerings.

Challenges

A major challenge faced by the Institute is the size and condition of its building. The Institute is proceeding with efforts for an expansion of the building. The need for more space is critical. The current building was erected 34 years ago with an annual intake of 31 students. The current intake is four times this. Our basic facilities for students are overstretched. The laboratories and studios do not provide a physical environment that is conducive to efficient teaching and learning.

The physical problems also affect the staff. Lecturers have been willing to share space, but this is inefficient in dealing with other aspects of

teaching responsibilities, such as academic advising of students. There is no space for our Adjunct Staff to sit and to meet students.

There is also inadequate space for the Administrative Staff – some of whom are often unable to deal properly with students and other members of staff.

PAPERS PRESENTED

de Bruin, Marjan.

- “From Risk to Vulnerability, Change of Policy or Change of Name?” International Colloquium From Risk to Vulnerability: Power, Culture and Gender in the Spread of HIV and AIDS in the Caribbean. Kingston, September 24-25, 2007
- “Ideologies in the Discursive Manifestations of Popular and Well-known Conceptual Frameworks in HIV and Communication.” Working Group on Communication and HIV/AIDS, International Association of Media and Communication Research (IAMCR), July 20-25, 2008, University of Stockholm. Sweden.
- **Carr, Robert, de Zalduondo, Brazey, and Michael Bartos, John Berman, Alysha Byrne, Denise Gray-Felder, Rosemary Kindyomunda, Ian McKnight, Jyothi Raja N.K, Thomas Scalway, Shereen Usdin, Robin Vincent.** “Social Change Communication: An Essential Strategy for Achieving Universal Access to HIV Prevention, Treatment, Care and Support.” Poster Exhibition, AIDS 2008 XVII International AIDS Conference, August, Mexico City. August 6, 2008
- “The role of the Media and Social Change in Addressing Homophobia and the Decriminalisation of Sex Work in Jamaica.” Panos UK, London, July 17, 2008
- “Aid Effectiveness and Implications for Financing Gender and HIV and AIDS.” World YWCA, UNIFEM, Global Coalition on Women and AIDS, Church World Service, and Women Won’t Wait Side Event, High Level Meeting on HIV and AIDS, United Nations, New York, June 9, 2008
- “The Action Gap Between Knowledge and Behaviour.” UNIFEM/EC Expert Group Consultation on Tracking and

Monitoring Gender Equality and HIV/AIDS, INSTRAW, Santo Domingo, Dominican Republic, May 28, 2008

- “Financing HIV and AIDS Interventions: Equity for Women and Girls.” Joint UNIFEM/UNFPA Side Event on Financing for Women’s Health. UN Commission on the Status of Women, United Nations, New York, February 26, 2008.

James, Canute

- “Media Training: Disengagement and Journalism of Consequence.” Caribbean Media and Communication Conference, Georgetown, Guyana. May 1-3, 2008.
- “Ethical Journalism: Debunking Some Myths, and the Challenge of Working in a Small Society.” Media Workers Association of Grenada, St George’s. December 2, 2007.
- “Reporting Debt and Debt Relief.” Panos Journalism Seminar on Millennium Development Goals. Mandeville, Jamaica. August 17, 2007.

INCOME-GENERATION

The Institute’s business arm, CARIMAC.com, solidified and extended its business development and income generating activities for CARIMAC. The unit has sharpened its focus on its three core activities: short courses, consulting and product development. The unit also continued its marketing of the Institute and its products and services.

Carimac.com completed another successful summer programme. Despite severe space limitations due to the closure of several rooms for renovation, Summer School 2008 offered 18 courses to 250 students, grossing \$2.7m in revenue.

The unit won two contracts from UNIFEM (valued at \$US\$7,500 and US\$50,000, respectively) to develop communication products to raise awareness for the need of gender sensitive budgeting and programming HIV prevention and treatment initiatives. As part of the latter contract, the unit recorded several interviews with key stakeholders at the global AIDS 2008 conference in Mexico City.

In partnership with UNESCO, Carimac.com launched the Caribbean Media Resource Centre, an online resource for regional media and communication professionals, at the Caribbean Media Conference held in Guyana in May 2007.

PUBLICATIONS

Refereed

de Bruin, Marjan,

- * “Gender and Journalism” in The International Encyclopedia of Communication ed. by Wolfgang Donsbach, Volume 5: Wiley-Blackwell. Oxford, UK and Malden, MA, 2008, 1937-1940.

James, Canute

- * “Caribbean States: Media Systems” in The International Encyclopedia of Communication ed. by Wolfgang Donsbach, Volume 2: Wiley-Blackwell. Oxford, UK and Malden, MA. 2008, 398-402.

Non-refereed

Chapters in Books

Carr, Robert

- * “Citizenship and Subalternity within Globalisation: Dilemmas of the Public Sphere, Civil Society and Human Rights in the Periphery” in Caribbean Culture: Soundings on Kamau Brathwaite, ed. by Annie Paul: UWI Press, Jamaica, 2007, 403-421.

Articles

James, Canute

- * “Trinidad gas prospects brighten,” in Energy Economist. London. Issue 319, May, 2008.
- * “Caribbean’s leaders ready to bring back death penalty,” in Financial Times of London. February 1, 2008

- * “Caribbean debates benefits of links with Venezuela” in Financial Times of London. March 6, 2008.

PUBLIC SERVICE

Blake, Mel

- Board Member, Aeronautical Telecommunications, Ministry of Public Utilities and Transport
- Board Member, KOOL FM

Carr, Robert

- Chair, Social Integration Team, Jamaica Social Policy Evaluation Project, Office of the Prime Minister, Government of Jamaica.
- Board Member, Jamaica AIDS Support for Life
- Co-Chair of the Board, Caribbean Vulnerable Communities Coalition
- Member, Inter-Agency Group on Gender and HIV/AIDS, United Nations Development Fund for Women, Caribbean Office
- Member, International Steering Group, International Treatment Preparedness Coalition (ITPC)
- Member, Social Change Communication Working Group, UNAIDS, Geneva

de Bruin, Marjan

- Board Member, ROOTS FM
- Member, CARICOM Technical Working group Policy research and Social Statistics in the area of HIV/AIDS in the Caribbean
- Member, PANCAP/ UNAIDS Pan Caribbean HIV Forum Technical and Programme Sub-committee
- Member, International Council of the International Association of Media and Communication Research (IAMCR)
- Member (editor), Publication committee of the International Association of Media and Communication Research (IAMCR)

- Co-chair, Working group Communication and HIV/AIDS of the International Association of Media and Communication Research (IAMCR) Series
- Co-editor, Gender and Communication, Hampton Publishers, USA

Ellington, Fae

- Board Member, Jamaica Cultural Development Commission
- Board Member, Creative Production and Training Centre
- Board Member, Jamaica Intellectual Property Office
- Board Member, Jamaica Business Development Centre
- Board Member, St. Hugh's High School
- Board Member, Jamaica Defence Force Website Development Committee
- Patron, Clarendon 4H Clubs.

James, Canute

- Member, Executive Committee, Association of Caribbean Media Workers

Prendergast, Patrick

- Board Chairman, Essex Hall All-Age

INFORMATION ON STUDENTS

Undergraduate:

Student enrollment for the 2007/2008 year was: BA – 241, Diploma – 10.

Postgraduate:

There were 127 students/ research candidates registered in each of the four graduate programmes offered by the Institute. One PhD candidate successfully defended her thesis and was conferred with the Doctor of Philosophy (with distinction) during the year. There are four others who are awaiting completion of the examination process, two of whom submitted during the reporting year.