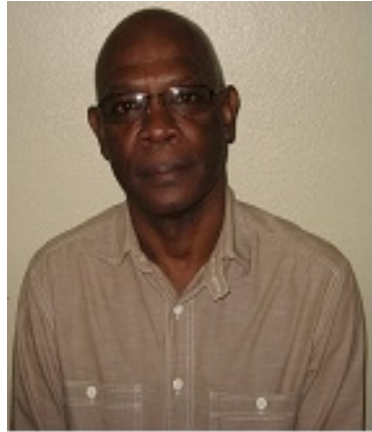


CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)

Canute James, BA, PhD UWI – Director

WORK OF THE DEPARTMENT

The work of the department in the 2009-2010 academic year continued to be concentrated on the reform of its curricula at the undergraduate level, and the reorganisation of its Graduate Studies Unit. These changes were related to efforts to meet the University's mandate to the department to "reposition" itself. In this regard, the department has been working to produce the type of graduate identified in the University's strategic plan as the "ideal."



The programmatic changes being undertaken by the Institute also support the University's Strategic Plan to undergo "fundamental qualitative and quantitative change, transforming itself into a truly 21st century higher education academy with a global reputation for excellence."

The department was guided by the need to upgrade the skills of graduates to meet the changing needs of a dynamic media and communication services sector, while equipping them with the skills for analytical, critical, and creative thinking and problem-solving skills.

The department made progress in its plan to change the undergraduate programme that had been based on a BA in Media and Communication that allowed specialisations in six areas: Public Relations, Social Marketing, Multimedia, Radio, Television and Print and Online Journalism. The plan is to replace the current BA in Media and Communication with five

offerings that will more specifically meet the current demands of media and communication services by producing graduates with more immediately marketable skills.

The type of graduate envisioned from the new programmes will also be able to exploit opportunities for portable skills that are being offered through increasing globalisation, and who need to be competitive to take advantage of these opportunities. The emphasis is on the production of graduates who are adaptable to a rapidly changing media and communication environment, and who have the skills to be immediately competent in this environment, after having completed programme of study in media and communication as both academic and professional disciplines.

The new undergraduate programmes being proposed and offered by the department are:

- BA in Digital Media Production
- BA in Journalism
- BA in Integrated Marketing Communication
- BA in Media and Communication Studies
- BA in Broadcast Production

The BA in Digital Media Production was offered at the Mona Western Jamaica Campus in the 2009/2010 academic year. This expanded the department's presence on that campus, following the earlier offer of the BA in Media and Communication (Public Relations).

During the year under review the department completed plans to offer the BA in Digital Media Production and the BA in Journalism at the Mona Campus.

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 Barbados, Grenada, 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.

In this regard, the Department, through the University, began discussing the terms of a Memorandum of Understanding with the Media Association of Jamaica that has offered to help in an enhanced internship programme for students.

The Department continued discussions with the providers of media and communication services across the Caribbean both to inform about the reformed undergraduate curricula and also to determine how best the demands for relevant and competent media and communication skills could be provided through teaching and training.

The Institute's Graduate Programmes Unit continued to revise the delivery of its programmes to enhance the research capabilities of students. This was part of a wider effort to strengthen both the academic and organisational structures in the Unit, enhancing the quality of its programmes and providing a basis for offering new programmes when appropriate.

PAPERS PRESENTED

White, Livingston

- “HIV-related information seeking among residential university students in three Caribbean Countries.” International Communication Association 60th Annual Convention. Singapore. June 22-26, 2010.

James, Canute

- “Caribbean Media: Building Capacity.” Caribbean Media and Communication Conference, Port of Spain, Trinidad. May 3-4, 2010
- “Writing Regional Trade Stories for Radio and Television.” CSME Unit Workshop for Broadcasters. Grenada, July 26-27, 2010
- “Engaging the Reader: Reporting CARICOM.” CSME Unit Workshop for Newspaper Reporters. Grenada, July 29-30, 2010.
- “Science Meets Journalism: An Approach to Reporting on Science, Technology and Innovation.” Reporting Science - a UNESCO Workshop for Caribbean Journalists, Ocho Rios, Jamaica. February 26-28, 2010.
- “Covering the Caribbean Single Market.” CARICOM Workshop for Caribbean broadcasters. St Lucia, October 12-13, 2009
- “Reporting Regional Trade.” CARICOM Workshop for regional newspaper editors. Kingston, October 22-23, 2009

PUBLIC SERVICE

Corinne Barnes, Lecturer

- Member, Accreditation Committee for Tertiary Institutions, University Council of Jamaica.
- 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, Senior Engineer

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

Fae Ellington, Lecturer

- Member, Accreditation Committee for Tertiary Institutions, University Council of Jamaica.
- Trainer on Communication Skills, Divisional Management Training for the Command Programme, Jamaica Constabulary
- Member, Website Development Committee, Jamaica Defence Force
- Director, Jamaica Intellectual Property Office Board
- Member, Board of Directors, St. Hugh’s High School
- Patron, Clarendon 4H Movement

Canute James, Director

- Member, Project Steering Committee, CSME Public Education Products
- Member, International Advisory Board, The Radio Journal
- Member, Executive Committee, Association of Caribbean Media Workers

Patrick Prendergast, Lecturer

- Chairman, Board of Management, Essex Hall All Age School
- Communication Director, Optimist International Caribbean District

STUDENTS

The following students were awarded prizes for outstanding work during the year:

Public Relations
Social Marketing
Radio
Print and On-line
Television
Multimedia

Quantessa Graham
Shaneil Taylor
Elon Parkinson
Anika Richards
Cleo Walker
Monique Dwyer