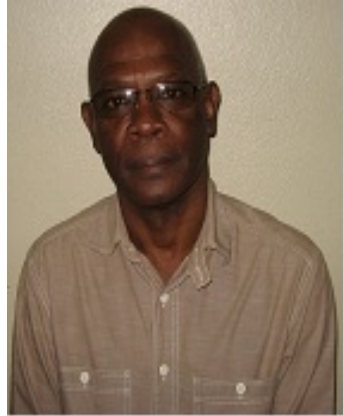


# CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)

Canute James, BA, PhD UWI – Director

## WORK OF THE DEPARTMENT

**C**ARIMAC’s work and achievements for the Academic Year 2010/2011 continued to be related to efforts to meet the University’s mandate to “reposition” itself. In this regard, the department has worked to produce the type of graduate identified in the University’s strategic plan as the “ideal.”



Central to this effort is the continuation of the reform and updating of the department’s curricula to produce graduates who are immediately relevant to media and communication services, but who are also the beneficiaries of a “university” education that takes account of critical and analytical thinking and problem-solving skills.

The programmatic changes being undertaken by the Institute 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.”

Central to the Department’s work over the past year in meeting these objectives was the progressive introduction of new undergraduate programmes, and the progressive phasing out the traditional offering. The department has been offering one programme – a BA in Media and Communication Studies - based on specialisations in six areas: Public Relations, Social Marketing, MultiMedia, Radio, Television and Print.

While there is continuing convergence in media and communication services, this programme has been producing graduates with discrete skills and limited marketability for a professional environment that demands multi-skilled practitioners.

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.

Consequently, the Department made progress in the overhauling of its undergraduate curricula with the current programme being replaced by offerings that will more specifically meet the current demands of media and communication.

The **BA in Digital Media Production** was offered for the first time at the Mona Campus in the year under review. This programme was earlier offered at the Western Jamaica Campus.

The **BA in Journalism** was offered for the first time at the Mona Campus in the academic year under review.

The drafting of the **BA in Integrated Marketing Communication** was completed in the year.

As part of the restructuring of its curricula, the Department has offered some courses for review. However, it concentrated on the delivery of new programmes rather than discrete courses, as this will be more effective in meeting the targets for reforming the curricula.

The Department continued to contribute to the delivery of programmes at the Western Jamaica Campus. The first cohort of the Public Relations specialisation completed its programme in the year under review. A second cohort began the Digital Media Production programme.

The Department implemented a memorandum of Understanding with the Media Association Jamaica for efficient delivery of student internships. 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, Trinidad and Tobago, the United States and the United Kingdom.

The Department continued discussions with the providers of media and communications 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 by 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**

- Ellington, Fae. "Culture: Is the Caribbean losing or preserving?" CARIMAC/UNESCO Workshop for Caribbean Journalists, Ocho Rios, Jamaica. December 9, 2010.
- Ellington, Fae. "The Media: An Effective Tool in Promoting Road Safety." National Road Safety Council of Jamaica symposium on Making Jamaican Roads Safe: Commitment to a Decade of Action 2011-2020. Kingston, Jamaica. May 5, 2011.

- Ellington, Fae. “Media big on profit: Promoting choice without responsibility.” The University Diabetes Outreach Programme (UDOP) 17th Annual International Conference. Kingston, Jamaica, March 25, 2011.
- James, Canute. “Skills Requirements for 21st Century Media.” Annual UNESCO/CBU Caribbean Media and Communication Conference. Kingstown, St. Vincent and the Grenadines. May 3 - 4, 2011.
- James, Canute. “The Craft of Agricultural Journalism.” CTA/CARDI/IICA/ACM Workshop on Agricultural Journalism in the Caribbean. Port of Spain, Trinidad and Tobago. April 12-14, 2011.
- James, Canute. “Disintegrated Media in the Single Caribbean Space.” UWI/Commonwealth Secretariat Conference “The Caribbean Community and the Commonwealth: Collective Responsibility in the 21<sup>st</sup> Century.” Kingston, Jamaica. February 18, 2011.
- James, Canute. “Covering UNESCO’s Mandate: Reporting Education, Science and Culture in the Caribbean.” CARIMAC/UNESCO Workshop for Caribbean Journalists, Ocho Rios, Jamaica. December 7, 2010.

## **INCOME GENERATION**

“Expanding the Model of the Sexual Safety Initiative Program of the UWI, Mona” (specifically a Knowledge, Attitude and Practice Baseline and Endline Survey and Communication Support Plan). Project led by Dr. Blossom Anglin-Brown/UWI Health Centre; Funded by Ford Foundation. Duration of project: December 2010 to July 2013. Total funds earned by CARIMAC for Communication Component: was J\$3.5million. This was done in collaboration with CARIMAC’s marketing

officer Olivia Bravo and graduate research assistants Penny Bowen and Steffon Campbell.

## **PUBLIC SERVICE**

### **Corinne Barnes, Lecturer**

- 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**

- Trainer on Communication Skills for Media, Business and Interpersonal Purposes, Divisional Management Training for the Command Programme, Jamaica Constabulary Staff College.
- Member, Website Development Committee, Jamaica Defence Force
- Member, Board of Directors, Jamaica Intellectual Property Office Board
- Member of the Board of Directors, St. Hugh’s High School
- Patron, Clarendon 4H Movement
- Member, Board of Independent Actors Movement (I AM) Theatre Company

### **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
- Lieutenant Governor, Zone 4, Optimist International Caribbean District.

**Livingston White, Lecturer**

- Member, Jamaican Ministry of Education Strategy Development Group
- Member, Jamaican Ministry of Health Monitoring and Evaluation Research Group (MERG) for HIV and AIDS.
- Member, American Red Cross' Caribbean HIV and AIDS Project Research Team.