



INSTITUTE OF CARIBBEAN STUDIES & REGGAE STUDIES UNIT

Departmental Report August 2020 - July 2021

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WORK OF THE DEPARTMENT

In alignment with the UWI's Strategic Plan, the Institute of Caribbean Studies (ICS) continued to expand the areas of Cultural Studies and Applied Cultural Studies within the University. Some of the objectives over the period were: 1. Development of new programmes to increase access to all; 2) Partnering with industries (locally, regionally or internationally) to increase the product offerings of the Institute; 3) Increase student numbers by applying rigorous marketing strategies to aid in improving the UWI's financial health; 4) Enhance the student experience to reduce the number of students who are 'required to withdraw' from the Cultural Studies programmes through mentorship; 5) Increase staff research output; and 6) Increase bids for grant proposals and consultancies.

ACCESS

Three (3) new academic posts were established in the Institute to support the teaching and co-ordination of programmes in Entertainment and Cultural Enterprise Management, Cultural and Creative Industries and Music & Performance Studies. Drs. Deborah Hickling Gordon, Raymond Hitchins and Nicole Plummer were appointed to these posts without recourse to advertisement having supported the initial development, teaching and coordination of these programmes.

- Successful hosting of Online CSEC/CAPE Students Workshops (CAPE Caribbean Studies, CAPE Sociology and CSEC Social Studies) in December 2020.
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- Cultural Studies Graduate Scholarship - Value: JA\$300,000 (administered by the Institutional Advancement Division (UWI). This scholarship was made available through efforts out of the Canada-Caribbean Institute and was announced at the Inaugural Maple and Palm Forum, held February 25, 2021. to the ICS to assist students pursuing the Cultural Studies Graduate Programme offered by the ICS. The Institutional Advancement Division of the UWI will be administering the scholarship.
- Music and Performance Studies Scholarship – Value: JA\$145,000. The Consulate General of Jamaica (Miami) in partnership with the Louise Bennett-Coverley Heritage Council will make this scholarship available to students pursuing Music and Performance Studies. The funds have now been received and Institutional Advancement Division of the UWI will be asked to administer the scholarship.

Student Awards

Table 3 below summarises the selected awardees for ICS prizes recognizing academic excellence in Cultural Studies, Entertainment and Cultural Enterprise Management, Cultural and Creative Industries, Caribbean Civilization and ECEM Society in the AY 2019/2020. The students who benefited from an expanded slate of ICS Prizes awarded at the 2020 Faculty Awards Ceremony are as follows:

TABLE 3 – Student Awards for the AY 2019/2020

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|---|---|-------------|--------------------------------------|
| The Stuart Hall Prize in Cultural Studies | Best performance in at least 3 Cultural Studies courses. | \$10,000.00 | Xan-Xi A. Bethel (ID# 620023382) |
| The ICS 'Creative Scholar' Prize | Best performing Second-year student in core courses across ICS majors ECEM/CCI/M&PS Minimum B+ average. | \$20,000.00 | Danielle Harrison (ID# 620118186) |
| The ECEM Prize | Second-year ECEM Major with the highest performance in core courses. Minimum B+ average. | \$10,000 | Jervis R. Stone (ID# 620025130) |
| ICS Prize in Cultural and Creative Industries (CCI) | Second-year CCI Major with the highest performance in core courses. Minimum B+ average. | \$10,000 | Danielle Harrison (ID# 620118186) |

The following graduate students received grants through the Office of Graduate Studies to support their participation in conferences during the period July 2020 to May 2021:

- Ms. Paula Daley
- Mr. Kirt Henry

for the AY 2020/2021 despite of the financial challenges caused by the coronavirus. The number of new students enrolled in each programme are as follows: M.A. Cultural Studies (16 students), M.Phil. Cultural Studies (6 students) and Ph.D. Cultural Studies (3 students). Additionally, due the number of students who expressed an interest in pursuing the M.Phil./Ph.D. Cultural Studies Programme, students were admitted in this AY instead of biennially as customary. Financial challenges continue to plague students in the self-financing programmes of the UWI with some students opting for periodic leave of absence.

ICS Staff/Postgraduate Seminar Series

The Staff/Postgraduate Seminar Series for the academic year 2020/21 has been successful. There were ~~ten~~ seminar presentations in Semester I, which started on September 24 and ended on November 26. There were **14** seminar presentations for Semester II, beginning in January 28- April 29. The seminar series remained online using the zoom platform. The first Semester had a mixture of participants from overseas universities and cultural institutions and the ICS's graduate students. One Master's student from the ICS presented his research in the first Semester. In the second Semester, primarily ICS's Ph.D. and M.Phil. students presented their graduate studies research, along with one MA candidate from Liverpool University, London and a recent PhD graduate from the University of Toronto, Canada.

The shift to the online platform continues to be fruitful. There is still a significant increase in the number of attendees to the seminars, with an average of 30 or more persons joining each week. The virtual setting has been fostering a virtual intellectual community creating the opportunity for students to strengthen academic and creative links. The seminars continue to offer the students a broad scope of disciplines such as education, literature, music, religion, and art and film. Thus far, students have benefited tremendously from diverse topics, gaining valuable feedback from academics and practitioners in the arts and creative industry.

REFEREED PUBLICATIONS

Candia Mitchell-Hall. "Memory, Memorializing and Martyrdom in Post-Revolutionary Grenada" in *The Journal of Caribbean History*, 55, 1 (2021) 85-111.

Deborah Hickling Gordon, *Cultural Economy and Television in Jamaica and Ghana*, Palgrave Macmillan. 2020. E-book and Hardback. <https://www.palgrave.com/gp/book/9783030380649>.

_____, “Bridging the Gap between Financial and Creative people”: *MSBM Business Review, Mona School of Business and Management*. December 2020 Edition, <https://www.uwimona.edu/msbm>

/sites/default/files/msbm/uploads/msbm_ezine_dec_2020_2.pdf?fbclid=IwAR3BQguJ1bQLRT-MEBXi2ZNO4tml8fMeHmj_G0ZkjfspTQ IHVpgrnrhBpo6Q.

Nicole Plummer, “The Call to Resistance: The Weaponization of Language in the Music of Tanya Stephens” in *Rough Riding: Tanya Stephens and the Power of Music to Transform Society* edited by Adwoa Onuora, Anna Kasafi Perkins and Ajamu Nangwaya, UWI, Press, November 2020, pp. 127-152

Sonjah Stanley Niaah, (Ed.) *Dancehall: A Reader on Jamaican Music and Culture*, Kingston: The Press, UWI, 506pp. 2021

_____, ‘Crime, Dancehall and Leadership in Jamaica’, <https://dancehallgeographies.worldpress.com>, published April 7, /2021/04/07.

ALIGNMENT

The ICS continued to build value added and relevant relationships with local and international partners despite of the limitations caused by the outbreak of the COVID19 outbreak. Some of the established relationships with international partners under the period of review were as follows:

Local/Regional Impact

The ICS hosted the annual Bob Marley Lecture on Friday, February 19, 2021, 6:00 p.m. online via the ICS’ YouTube channel. The Lecture was delivered by Mrs. Patricia Chin who leads the world’s largest reggae music label and largest independent distributor of Caribbean music - VP Records - whose book “*Miss Pat: My Reggae Music Journey from Mento, Ska, Rocksteady, Reggae to Dancehall*” is slated for release in March 2021. Partnered with Ntukuma Jamaica to host an online course entitled: “This is a Story” to be taught by Dr. Amina Blackwood-Meeks commencing on February 11, 2021 and will run for some 10 weeks. The course is one which is being targeted for inclusion in the developing B.A. Cultural and Media Studies programme. Successful hosting of the 22nd Annual Walter Rodney Lecture entitled “Everyday Activism: Honouring Walter Rodney through Education for the ‘Ratchet’ Generation” on Thursday, October 16, 2020 by Professor Christopher Emdin, Teachers College, Columbia University. This event was streamed live via the Institute of Caribbean Studies YouTube Channel. As The UWI continues to contribute to the development of the Caribbean’s Cultural and Creative Industries, Dr. Sonjah Stanley Niaah led a UWI team including Dr Deborah Hickling Gordon with tremendous support from Dr Julie-Ann Grant of the Mona Office of Research and Innovation for the submission of a grant proposal in April 2020 to the ACP in partnership with UNESCO and CARICOM to support the Cultural and Creative Industries in the amount of €3 million which was successful. The ACP EU-funded project ‘Creative Caribbean: An

Ecosystem of Play’ which was awarded EUR 3,000,000 to partners UNESCO, UWI and CARICOM for development of the Cultural and Creative Industries in the Caribbean is now in its inception phase. The project commenced on January 1, 2021 and will last for 40 months.

International Collaboration:

Despite the impact of COVID-19, the ICS’ most significant impact has been in the area of international collaboration and partnerships for funding and the move to review programmes which is now at an advanced stage. There is ongoing review of the ECEM Major, taking into consideration the need to distinguish the two interrelated programmes in Applied Cultural Studies – ECEM and CCI. The development of the Cultural and Media Studies Major is also ongoing and at an advanced stage with meetings having been held with our CARIMAC colleagues and numerous meetings among the core development team. We expect that these will be presented to FAQAC in the 2021/22 academic year. The second staging of the UWI/University of Leicester (UoL) International Summer School which should have been hosted by The University of the West Indies, Mona Campus in June 2020 under the theme ‘Cultures and Politics of Protest’ was postponed to June 2022 due to the COVID-19 outbreak. However, a two-day online UWI/UOL Workshop was held on June 10th and 11th, 2021 featuring graduate students.

Birmingham City University has confirmed that the BCU/UWI Inter-Institutional Agreement has now achieved funding by way of the Erasmus+ KA107 programme to facilitate student and staff mobility. This will expand the work of Reggae Studies and advancement of scholarship on Reggae Studies. Consistent with this endeavour we have started publicising the 2022 Global Reggae Conference under the theme “Reggae Films, Reggae Icons, Reggae Music” during the period February 16-19. The ICS partnered with the Canada-Caribbean Institute, Canadian High Commission, and Office of Global Affairs, UWI to organise the Inaugural Maple and Palm Forum which was held on February 25, 2021 under the theme ‘Cultures of Work: Music, Media and Memory from Canada to Jamaica’ featuring speakers from McMaster, Brock, and Illinois Universities, among others. Remarks were given by key persons including Canadian High Commissioner to Jamaica, Emina Tudakovic. Prof. Luz Longsworth, Dr. Gervan Fearon and Dr. Peter Mascher. The event was broadcast live via UWI TV Global. The ICS has partnered with the Perry Henzell Estate for the staging of the 7th Global Reggae Conference under the theme ‘Reggae Films, Reggae Icons, Reggae Music’ to be held February 16-19, 2022.

Conferences/Seminars/Workshops/Lectures

To commemorate the ICS’ establishment and achievements over 34 years, the department hosted one week of online event whereby posts about the ICS and its achievements were shared on the ICS’ social media platforms under the theme “ICS@34 and Trending: A Virtual Celebration” which was held over the period: May 7 to 14, 2021. On May 14, 2021, The ICS co-hosted the 6th FHE Distinguished Lecture on Music and Performance Studies. This lecture was delivered by Professor Kenneth Bilby and Drs. Ray Hitchins, Dennis Howard, Lisa Tomlinson and Sonjah Stanley Niaah provided responses that highlighted the importance of the Music & Performance Studies programme as well the implications for expanding scholarship on Caribbean / Jamaican music. The ICS partnered with the Canada-Caribbean Institute, Canadian High Commission, and Office of Global Affairs, UWI to organise the Inaugural Maple and Palm Forum which was held on February

25, 2021 under the theme 'Cultures of Work: Music, Media and Memory from Canada to Jamaica' featuring speakers from McMaster, Brock, and Illinois Universities, among others. Remarks were given by key persons including Canadian High Commissioner to Jamaica, Emina Tudakovic. Prof. Luz Longsworth, Dr. Gervan Fearon and Dr. Peter Mascher. The event was broadcast live via UWI TV Global. The ICS hosted its annual Bob Marley Lecture on Friday, February 19, 2021, 6:00 p.m. online via the ICS' YouTube channel. The Lecture was delivered by Mrs. Patricia Chin who leads the world's largest reggae music label and largest independent distributor of Caribbean music - VP Records - whose book *"Miss Pat: My Reggae Music Journey from Mento, Ska, Rocksteady, Reggae to Dancehall"* is slated for release in March 2021. The ICS has partnered with Ntukuma Jamaica to host an online course entitled: "This is a Story" to be taught by Dr. Amina Blackwood-Meeks and commenced on February 11, 2021 for a period of 10 weeks. The course is one which is being targeted for inclusion in the developing B.A. Cultural and Media Studies programme. The Institute hosted a series of Online CSEC/CAPE Workshops, December 8 to 10, 2020. These workshops were well attended and attracted participants across the Region. The primary objective of these workshops is to advertise the programmes offered by the Institute. There was also a CXC/CAPE Teachers' Workshop on November 30, 2019. It was successful and over seventy participants (representatives from twenty schools) were in attendance. The teachers expressed their willingness to participate in future activities organized by the ICS. The ICS also reframed the intended face-to-face student workshop for CAPE Caribbean Studies to an online marathon which was held on July 1, 2020 via Zoom to the attendance of some 300 students. The event was also streamed live via Facebook. The ICS in collaboration with the Centre for Reparation Research hosted an event entitled 'The University in an Age of Activism' on November 29, 2020. This event was streamed live via the Institute of Caribbean Studies YouTube Channel. The Institute of Caribbean Studies (ICS) hosted its 22nd Annual Walter Rodney Lecture entitled "Everyday Activism: Honouring Walter Rodney through Education for the 'Ratchet' Generation" on Thursday, October 16, 2020 by Professor Christopher Emdin, Teachers College, Columbia University. This event was streamed live via the Institute of Caribbean Studies YouTube Channel. Our social media presence gained momentum in both semesters. Each week, an individual flyer of the presenter was circulated via ICS's Facebook and Instagram pages. The team also circulated the group flyer at the end of every month to advertise the next month's schedule of presenters and guest speakers. Presenters also helped to distribute leaflets on their social media platforms. However, we discontinued the group flyer in Semester II. The Jamaica Reggae Industry Association (JaRIA) in collaboration with the ICS presented a Reggae Open University Talk - entitled "Level up: An Exploration of Gender Balance in the Music Industry" on Thursday, February 20, 2020. This Talk was a conversation between women in the Music Industry including, Claudette Kemp – Capleton's Manager, Reggae Artiste Suga, Dr. Lisa Tomlinson, and Lauren Watkis, Project Manager, Chronixx Music Group. Mr. Marcus Goffe from the Jamaica Intellectual Property Office through The UWI Main Library delivered a lecture on intellectual property to CLTR3803: Intellectual Property Management for Cultural and Creative Industries students and others on Thursday, February 20, 2020, 5:30 pm in Room N3. The topics that were discussed included: Trademarks, Geographical Indications, and Domain Name Protection. The UWI, Mona - Western Jamaica Campus in collaboration with the ICS hosted a Cultural and Creative Industries Lecture Series entitled "**Fostering Creatives": A Black History-Reggae Month Lecture Series**", February 24 - 28, 2020 To commemorate the ICS' establishment and achievements over 33 years, the department hosted an ICS Day Forum entitled: "**Building a Resilient Creative Future Beyond COVID-19: Perspectives from the Caribbean**" which was held in two parts on May 15 and

22, 2020. The sessions were staged as a part of the *Humanities in Action Virtual Seminar Series* in which departments and the Faculty by extension could engage with key questions around the impact of the COVID-19 pandemic. In honouring the #BlackLivesMatter movement, spurred in 2019 by the brutal assassination of George Floyd, the ICS partnered with the Office of the Vice Chancellor on the staging of a global forum under the theme ‘**Black Futures: Equal Rights and the Call to Dismantle Systemic Racisms**’ which was broadcast on July 19, 2020 via UWITv Global.

Selected Presentations

Dr. Dennis Howard ‘Managing Creativity: Unlocking the Hidden Potentials in the Jamaican Music Industry’, Western Jamaica Campus (WJC), February 24.

Dr. Candia Mitchell-Hall: The Grenada Revolution: 40 Years After: Commemoration, Celebration and Critique. “Popular culture, memory and the Grenada Revolution”. St George’s University, Grenada. 27-30 May 2019.

Dr Sonjah Stanley Niaah ‘Reclaiming the Drum: Reflections on Reparations in the Caribbean’, paper presented at the 25th Anniversary of the Slave Route Project Conference, Cotonou, Benin, August 20-24, 2019 ‘A Trillion Dollar Industry: The Festival Economy and Implications for Western Jamaica”, WJC, February 25. ‘Sound System, Citizenship and Politics in Jamaica’, paper presented at the European Anthropological Association Conference, Portugal, July 24.

Lisa Tomlinson: Presenter - “The Development of a Caribbean Cinematic Culture”, Santa Domingo, Dominica Republic, (Remapping Caribbean New Cinema) January 24-28, 2020.

OUTREACH AND PUBLIC SERVICE

Faculty members of the ICS continue to participate in outreach and public service to add valuable contributions to the cultural and creative industry. During the AY 2019/2020, some of the services offered by Faculty members of the ICS were:

Dr. Howard Dennis “Building a Resilient Creative Future Beyond COVID-19: *Perspectives from the Caribbean*” Presenter – “Tips for Creatives during the COVID-19 Pandemic”, May 22, 2020

Dr. Deborah Hickling Gordon: Presenter, “Preserving Culture in the Changing Tourism Industry”, Belize Tourism Board, Annual Tourism Conference “Destination Marketing and its Impact on Belize”, October 18, 2019, Belize City, Belize. As a corollary of the activities around the UNESCO National Consultation on Cultural Policy Drs. Hickling Gordon and Stanley Niaah participated in the revision of the “Culture and Creative Economy Policy” at the Ministry of Culture, Gender, Entertainment and Sport during the period November 19-22. Three students from the Cultural and

Creative Industries programme also participated in the policy revision process. “Building a Resilient Creative Future Beyond COVID-19: *Perspectives from the Caribbean*” Presenter – “Cultural and Creative Industries in Perspective”, May 22, 2020.

Dr. Raymond Hitchins Film documentary interview for the History of Sound Techniques on the mixing console and its use in Jamaica (London). In furtherance of development of the new B.A. degree in Music and Performance Studies, Dr Raymond Hitchins attended the Sound and Music Computing Conference, Malaga Spain May 28- 31.

Dr. Candia Mitchell-Hall: Public service with the Grenada Cultural Foundation, 3 June 2019, Kirani James National Stadium, St George’s, Grenada. Outreach with the Magnificent Six. St Patrick’s, Grenada entitled “Reminiscences, Nostalgia and Memory”, 4 June 2019. The Slave Route Project – Consultative discourse with the Grenada Industrial Development Centre on their contribution to the Cultural Economy of Grenada, February 5, 2020. Interview in creation of a podcast with Warre Martens of Belgium on racism and slavery in the Caribbean, February 19, 2020.

Dr. Nicole Plummer: Keynote Speaker, “*Country come to town – Finding the right balance*”, The Westwood High School annual College Fair held under the theme: Excellence through Determination and Discipline, Thursday, November 14, 2019. “Reading for Life: A Life of Reading”, Guest Speaker, Harbour View Branch Library Annual Black History Month Reading Competition.

Dr. Sonjah Stanley Niaah: UNESCO SIDA II National Consultation and Training Workshop on Reshaping Cultural Policies for the Promotion of Fundamental Freedoms and Diversity of Cultural Expressions, Jamaica Conference Centre, October 31, and November 6-8, 2019. The training was conducted by Ms. Avril Joffe, a member of UNESCO’s Panel of Experts on Cultural Policy and Governance. Consultation for the revision of the ‘Culture and Creative Economy Policy – Jamaica’, Ministry of Culture, Gender, Entertainment and Sport, November 19-22, and December 11-12, 2019.

National representative & Member, Meeting of the International Scientific Committee on the occasion of the 25th Anniversary of UNESCO’s Slave Route Project, Cotonou, Benin, August 20-24, 2019 Represented Jamaica as part of a national delegation to the World Music Expo in Tampere, Finland, where she participated as convenor and presenter in the panel entitled ‘Reggae Innovation and Sound System Culture in a Global Context’, October 23-27, 2019. Speaker and Panel Organiser, ‘Reggae Innovation and Sound System Culture in a Global Context’ presentation at the World Music Expo (WOMEX), Tampere, Finland, October 27, 2019 as part of a first Jamaican delegation to WOMEX supported by the Ministry of Culture, Gender, Entertainment and Sport. Other participants on the panel were Jah9, reggae artiste, Dr. Dennis Howard, Adjunct Lecturer in the ICS, and Bastien Bacha of Talowa Productions in France. Represented Jamaica as a consultant and participant in the SOLE DXB festival where she hosted talks with members of Nomaddz and filmmaker Don Letts after the screening of the film *Rudeboy* during the period December 5-7. As a cultural specialist she supported Jamaica’s representation for the first time in the premier lifestyle festival in Dubai which saw some 44 Jamaicans being invited to participate. Panelist, South South Collective / UNESCO #ResiliART Debate under the theme ‘Music and Murals: Making Cities Work for Visual and Performing Artists During and Post COVID-19’, May 26, 2020.

Dr. Lisa Tomlinson: Assistant Chief Examiner, CAPE Literatures in English, Paper setting 1 &2, Kingston, Jamaica, *June-July* Standardization Specialist CAPE Literatures in English Paper 1& 2, Kingston, Jamaica, *June-July* International Reggae Day Panelist: The Assessment on the State of Reggae Music, UWI Mona Campus – *July* 2019. Chief Judge GATFFEST Film Festival, Kingston, Jamaica, *June*

AGILITY

Summer/Winter Institute

Having solidified a collaboration with European partners for the 2019 UWI/UoL International Summer School, plans are still in place to explore collaboration with partners in North America through relevant partners. The ICS has been approached by a number of interested partners, and it is expected that visiting institutions will engage in study abroad programmes targeting the curriculum of the ICS and broader FHE by October 2020. In the long run, the ICS Faculty hopes to have a standing Institute that can facilitate visiting graduate and undergraduate students. This, it is hoped, will create an additional revenue stream. Dr. Prendergast from the Western Campus also demonstrated interest in the development of this project and the inclusion of WJC.

Additionally, The ICS partnered with the Department of Festival and Creative Arts at The UWI St. Augustine Campus and the Sir Arthur Lewis Community College on the submission of a Festival and Carnivals Accelerator for Established and Export Ready Practitioners, and a Festival Tourism Accelerator (in partnership with Junkannu Commandos – Bahamas) through calls for proposals from the Caribbean Innovation Fund of the Caribbean Development Bank for which there has been approval in the amount of US\$100,000.00 and US\$90,000 respectively. The projects are complimentary in nature with the Creative Caribbean project being funded by the ACP EU and is expected to produce opportunities for teaching and programme development. The ICS has partnered with the Council for World Mission Ltd. in respect of their Legacies Artwork Commission Project for which JA\$2,900,000.00 has been awarded for the completion of a project led by Dr Jahlani Niaah in collaboration with colleagues from Philip Sherlock Centre for Creative Arts and the Edna Manley College of the Visual and Performing Arts.