

About CARIMAC

The Caribbean Institute of Media and Communication (CARIMAC) started at the University of the West Indies (UWI) Mona campus in October 1974 with 31 students. The one-year full-time diploma for practitioners of media and communication was the first programme to be introduced.

At that time, the UWI was charged with developing a programme that effectively combined practical training in media with a sound theoretical base. A significant aspect of that mandate was for the UWI to base the educational experience in the Caribbean environment. The diploma programme became the flagship for the many programmes now offered by CARIMAC.

The Institute currently offers three undergraduate programmes:

- one-year Diploma in Media and Communication
- a three-year Bachelor of Arts in Media and Communication
- a three-year Bachelor of Arts in Digital Media Production

Beginning September 2010, CARIMAC will add a fourth degree to its undergraduate programmes portfolio, the three-year Bachelor of Arts in Journalism.

CARIMAC also offers post-graduate research up to the Ph.D. level as well as two graduate programmes: the Masters in Communication Studies and Communication for Social and Behaviour Change.

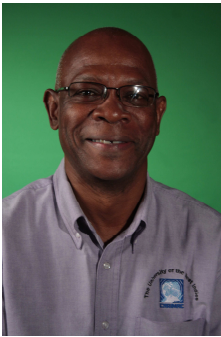
Over the years the Institute has evolved from the Caribbean Institute of Mass Communication with a strong emphasis on journalism to the Caribbean Institute of Media and Communication fully embracing emerging areas in journalism, integrated marketing communication, new media, and design and production.

CARIMAC remains committed to the development and delivery of quality training and education programmes aimed at strengthening the Caribbean media and communication industries. Hence, two new undergraduate programmes in integrated marketing communication and communication studies will be introduced in the coming years.

The Institute also provides research, consulting, product development and training in media and communication for private and public sector entities across the region. The Institute works with traditional media and communication entities – established media companies, start-up businesses, and professional associations – to improve their businesses and to enhance the skills of their employees. CARIMAC works with a growing list of governments, development agencies and community based organisations to develop media and communication applications and solutions for critical development challenges.

Founded in 1974 by the Government of Jamaica with the assistance of UNESCO and the Friedrich Ebert Stiftung Foundation, CARIMAC is the oldest institution of its kind in the English-speaking Caribbean.

At the Helm



Dr. Canute James, Director and Senior Lecturer

CARIMAC's Director is Dr. Canute James. He was appointed in August 2009 after serving as Acting Director from January 2008 to July 2009. He succeeds Drs. Marjan de Bruin.

Dr. James is a Past President of the Press Association of Jamaica, former editor of the Jamaica Daily News, and former Caribbean Correspondent of the Financial Times of London. He is a recipient of the 1995 Maria Moors Cabot Prize for Journalism from the Graduate School of Journalism at Columbia University in New York. Dr. James has also worked with the British Broadcasting Corporation as a radio reporter, presenter and producer.

Academic Programmes

CARIMAC offers programmes at the Mona Campus in Kingston and, since 2008, at the Western Jamaica Campus in Montego. The Institute is widely considered the Caribbean's leading institution for media and communication training.

The Institute has many firsts. Starting September 2010 CARIMAC will be the only institution in the English-speaking Caribbean to offer a B.A. in Journalism. It is also the first to introduce:

- a postgraduate degree in Communication for Social and Behaviour Change in 2004;
- three distance education courses in online journalism, community media and media literacy in 2007;
- and an undergraduate degree in Digital Media Production in 2008.

CARIMAC is breaking new ground in offering both the Public Relations and Digital Media Production undergraduate programmes at the UWI Mona, Western Jamaica Campus. Both the Institute and the students are therefore pioneers in the evolution of media and communication education in the Caribbean as well as in the University's thrust to offer quality educational opportunities in the region

CARIMAC currently offers the following undergraduate and graduate programmes:

Undergraduate Diploma Media and Communication

One year of full-time study for practitioners with at least three years work experience in print or online journalism, broadcast journalism, public relations, social marketing and design.

Bachelor of Arts Media and Communication

Three years of full-time study specialising in print or radio or television broadcast journalism, public relations, multimedia, or social marketing.

Entry requirements: 5 CSEC CXC subjects (general proficiency Grades I-III) and/or GCE O'Level subjects (Grades A-C); Compulsory English Language AND 2 – Two-Unit CAPE subjects (inc. Communication Studies) or 2 A'Level subjects; CARIMAC Entrance Test.

Bachelor of Arts Digital Media Production

Three years of full-time study aimed at developing the skill of communicating creatively. Using digital tools and design principles, students are encouraged to solve design and communication problems.

Entry requirements: 5 CSEC CXC subjects (general proficiency Grades I-III) and/or GCE O'Level subjects (Grades A-C); Compulsory English Language AND 2 – Two-Unit CAPE subjects (inc. Communication Studies) or 2 A'Level subjects

Bachelor of Arts Journalism

Three years of full-time study which will produce graduates with the skills to meet a growing need for journalists who are competent in an increasingly converged media industry.

Entry requirements: 5 CSEC CXC subjects (general proficiency Grades I-III) and/or GCE O'Level subjects (Grades A-C); Compulsory English Language AND 2 – Two-Unit CAPE subjects (inc. Communication Studies) or 2 A'Level subjects

Master of Arts Communication Studies

Two years of part-time study for applicants with at least a second class honours first degree.

Master of Arts Communication for Social and Behaviour Change

Eighteen months (including summer semester) of full-time or two years part-time study for applicants with at least a second class honours first degree.

MPhil. and PhD Communication Research degrees

At least two years of research for applicants with BA (Hons) from a recognised university; an upgrade from the MPhil. may be requested after at least one year by persons wishing to do the PhD.

Short Courses Programme

The Institute also offers short-term training throughout the year through our *Short Courses Programme*. The programme provides learning opportunities for the upgrading of skills and knowledge for personal and professional development. The short courses programme consists of pre-designed and customised courses, workshops and seminars delivered by expert faculty on-campus and at various locations throughout the Caribbean.

For more information on CARIMAC contact CARIMAC.com at:

876 977 2111 / 876 977 9990 (Telephone)

876 977 1597 (Fax)

carimacinc@uwimona.edu.jm (Email)