

# Human COMMUNICATION STUDIES

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CONFERENCE

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Theme: Identity, Context & Interdisciplinarity in  
Human Communication Studies in the Caribbean  
The University of the West Indies, St Augustine Campus, Trinidad and Tobago



## Hopeton S. Dunn Ph.D.



Professor Hopeton Dunn is a leading communications scholar, researcher and ICT policy analyst based at the Mona Campus of The University of the West Indies in Jamaica. He is Professor of Communications Policy and Digital Media, and Director of both the Caribbean Institute of Media and Communication (CARIMAC), and the Mona ICT Policy Centre, at UWI.

Professor Dunn is Chairman of Jamaica's regulatory Broadcasting Commission, where he is credited with having made a major impact on Jamaica's national broadcasting policy and on media regulation in the Caribbean region. He is a former Secretary General of the International Association for Media and Communication Research (IAMCR) and also served for several years as Chair of the Association's Policy and Technology Section. For ten years he was a Board Director of the National Library of Jamaica and as Executive Chairman of the Media Technology Institute. In 2014, he was the recipient of the UWI Vice Chancellor's Award for Excellence in the area of Public Service and is also a three-time recipient of the Principal's Award for Research Excellence at UWI Mona.

An active regional and international advocate for research-driven policymaking, Prof Dunn focuses his scholarly output in the areas of Emerging Media Technologies, Theories of Globalization, and the Political Economy of African and Caribbean Media. He is lead author or editor of six (6) books and numerous technical reports, book chapters and scholarly articles. His most recent book, called **Ringtones of Opportunity: Policy, Technology and Access in Caribbean**

**Communications**, is the sequel to an earlier edited volume entitled: **Globalization, Communication and Caribbean Identity**. He serves on the editorial boards of the South Africa based journal *Critical Arts* and the journal *Telecommunications Policy*, among others. In 2009 he was elected as Session Chair for an international plenary on **ICT Access** at the UN's global **Internet Governance Forum (IGF)**, held at Sharm el Sheik, Egypt.

Professor Dunn enjoys cricket, football and athletics and remains active in 5K road races. He is married to UWI sociologist, Dr. Leith Dunn, and they are parents of a daughter and a son, both adult professionals.

### **Abstract**

#### **Cultural Resilience and 'Globalization from Within' - ePowering Hybridity and Multi-Stream Thinking in Caribbean Communication**

The presentation analyses the emergence of early hegemonic communication theories and the arguable failure of their predictive powers in the Global South. Even while it acknowledges prevailing North American media influences on the Caribbean, the paper advances the argument that creative resilience and cultural resistance in the region are integral parts of a multi-stream response to an avalanche of external media inflows. Cultural resilience is deployed as a tool in the struggle for identity and survival in an era of heightened globalization.

The paper takes into account the multifaceted effects of the internet and other Information and Communication Technologies (ICTs) on changing global and regional lifestyles, particularly over the last two decades. But it argues that a combination of creative indigenous constructs and selective technology adoptions in many developing regions have provided a countervailing process of 'globalization from within' (Dunn 2012). This contributes towards mitigating the worst effects of a pervasive, external, technology-driven 'globalization from above'. (Dunn 2001).

The presentation analyses and contextualizes the possibilities and limitations of what Nye (1990) among others have called 'soft power' and its impact in specific contexts within the Global South. It discusses how, not just global but also regional cultural hegemony can impact their neighbours and sometimes generate in the process a counterintuitive cross cultural diversification. This, it argues, is in opposition to notions of 'global cultural synchronization' (Hamelink 1983) or electronic colonialism (McPhail 1987), with the potential instead to generate an upsurge in new hybrid concepts and potent alternative cultural influences.

**BACKGROUND INFORMATION  
ON THE  
CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION  
(CARIMAC),  
UWI, MONA**

The Caribbean Institute of Media and Communication (CARIMAC) is the leading academic institution devoted to media and communication research, teaching and training in the English-speaking Caribbean. The Institute celebrated its 40th anniversary in 2014, having started in 1974 as a partnership between the UWI and UNESCO. CARIMAC was created to train regional communicators, researchers and media practitioners, as a way of contributing to the region's social and economic development. Its current Director is Professor Hopeton S Dunn, PhD.

CARIMAC's academic offerings include **Bachelor of Arts** degrees in Journalism, Digital Media Production and Integrated Marketing Communication, as well as **Bachelor of Fine Arts** degrees in Animation and in Film Production. At the post-graduate level, students can read for MA, MPhil and PhD degrees in a range of Communications sub-disciplines. These include **MA degrees** in Communication Studies (CS), Communication for Social and Behaviour Change (CSBC), Integrated Marketing Communication (IMC) and Telecommunications Policy and Technology Management (TPM). The **PhD and Mphil degrees** are by research.

CARIMAC also offers a suite of short **certificate courses**, including in Animation, Social Media, Event Planning, Marketing and Public Speaking. CARIMAC's programmes are delivered in dual mode from both the Mona and Western Jamaica campuses of the UWI to over 500 students annually.

The Institute **conducts research** on a wide range of development issues, including health communication, media regulation, media and children and industry applications of digital media and motion graphics.

For further details, view their website: <http://mona.uwi.carimac.com/>