



THE UNIVERSITY OF THE WEST INDIES

ST. AUGUSTINE, TRINIDAD AND TOBAGO, WEST INDIES

**FACULTY OF HUMANITIES AND EDUCATION
DEPARTMENT OF LITERARY, CULTURAL AND COMMUNICATION STUDIES**

**Human
COMMUNICATION
STUDIES**

INTERNATIONAL
CONFERENCE

SEPTEMBER 24-25 2015

Theme: Identity, Context & Interdisciplinarity in
Human Communication Studies in the Caribbean

The University of the West Indies, St Augustine Campus, Trinidad and Tobago

**A/CS
CONFERENCE**

**The Teaching & Learning Complex (TLC)
The UWI
St. Augustine**

**For information on
The 2015 Human Communication Studies International Conference visit:**

<http://sta.uwi.edu/conferences/15/humancommunication/>

Payment options:

<http://sta.uwi.edu/conferences/15/humancommunication/registration.asp>

Inquiries:

Dr. Godfrey Steele, Conference Chair: humancommconference@sta.uwi.edu

Ms. Patricia Sampson, Conference Secretary: humancommconference@sta.uwi.edu

Telephone Nos: (868) 663-1772 or 662-2002 Ext 83038

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HUMAN COMMUNICATION STUDIES INTERNATIONAL CONFERENCE 2015

PROGRAMME

Venue: The Teaching & Learning Complex (TLC),
The University of the West Indies, St. Augustine

Conference Overview

DAY 1 - THURSDAY 24TH SEPTEMBER 2015 8:00 AM-7:30 PM

Registration 8:00 AM-8.30 AM
Tutorial Room 8, Floor 2, TLC

Opening Ceremony and Plenary - 8:30 AM-10:00 AM
Lecture Theatre D, First Floor

Break 10:00 AM - 10:15 AM
Open Area, Floor 2

Concurrent Sessions - 10:30 AM-11:45 AM
Tutorial Rooms 3 & 4, Floor 2, TLC

Lunch - 11:45 AM-12:45 PM
Open Area, Floor 2

Concurrent Session(s) - 1:00 PM-2:15 PM
Tutorial Rooms 3 & 4, Floor 2, TLC

Beverage Break 2:15 PM-2:30 PM
Open Area, Floor 2

Concurrent Session(s) - 2:30 PM-3:45 PM
Tutorial Rooms 3 & 4, Floor 2, TLC

Keynote Address by Professor Hopeton S. Dunn - 4:00 PM-5.15 PM
Lecture Theatre D, First Floor

Welcome Reception - 5:30 PM-7:30 PM
Open Area, Floor 2

DAY 2 - FRIDAY 25TH SEPTEMBER 2015 8:00 AM-5:00 PM

Registration 8:00 AM-8.30 AM
Tutorial Room 8, Floor 2, TLC

Concurrent Session(s) - 8:30 AM-10:00 AM
Tutorial Rooms 3 & 4, Floor 2, TLC

Break - 10:00 AM-10:15 AM
Postgraduate Lounge, Ground Floor

Plenary Session - 10:30 AM-11:45 AM
Lecture Theatre D, First Floor

Lunch - 11:45 AM-12:45 PM
Postgraduate Lounge, Ground Floor

Plenary Session - 1:00 PM-2:15 PM
Lecture Theatre D, First Floor

Beverage Break - 2:15 PM - 2:30 PM
Postgraduate Lounge, Ground Floor

Concurrent Session(s) - 2:30 PM-3:45 PM
Tutorial Rooms 3 & 4, Floor 2, TLC

Business Meeting, JHCSC CFP and AHCSC Launch - 4:00 PM-5.15 PM
Lecture Theatre D, First Floor

Optional Night on the Town - 7:30 PM-10:30 PM

DAY 1 THURSDAY SEPTEMBER 24 2015

Day	Time	Session	Panel & Venue
			DAY 1 THURSDAY SEPTEMBER 24
1	8:00-8:30		Registration - Tutorial Room 8, Floor 2, TLC
1	8.30-10:00	1	<p align="center">Opening Ceremony and Plenary Panel Lecture Theatre D, First Floor Dr. Godfrey A. Steele, Conference Chair, Dr. Heather Cateau, Dean, Faculty of Humanities and Education, Prof. Clement K. Sankat, Pro-Vice Chancellor & Campus Principal</p> <p align="center">Panel on <i>Interdisciplinary Links in Human Communication Studies</i> Moderator: <i>Dr. Maarit Forde</i> Dr. Korah L. Belgrave, The UWI, Cave Hill, Dr Prahalad Sooknanan, UTT, Dr Godfrey A. Steele, The UWI, St. Augustine</p>
1	10:00-10:15		Morning Break - Open Area, Floor 2
1	10:30-11:45	2	<p align="center">Panel 2A - Tutorial Room 3, Floor 2 <i>Health & Risk Communication I</i> Chair: <i>Chinyere Roberts</i></p> <p><i>Omari Graham, Alia Juman, The University of the West Indies, St. Augustine</i> The University of the West Indies Seismic Research Centre Education and Outreach Section – A Brief History</p> <p><i>Ryan Jaggernauth, Antonia Mungal, Amelia Ramjarrie, Renée Smith, Tiana Jahoor, The University of the West Indies, St. Augustine</i> Green Market People</p> <p><i>Anthony Sumerville, Shernelle Babb, Danika Martin, Sarah Maharaj, Aaron Thompson, The University of the West Indies, St. Augustine</i> The influencers of the Raw Food Movement in Trinidad</p> <p><i>Chinyere Roberts, The University of the West Indies, St. Augustine</i> Navigating food marketing obesity discourse: A need for interdisciplinary action</p> <p align="center">Panel 2B - Tutorial Room 4, Floor 2 <i>Organizational & Corporate Communications I</i> Chair: <i>Wynell Gregorio</i></p> <p><i>Sasha De Suze, The University of the West Indies, St. Augustine</i> Customer satisfaction in Trinidad: Are language use and communication competence related to customer satisfaction?</p> <p><i>Donneyal Farray, The University of the West Indies, St. Augustine</i> The relationships among democratic, autocratic female leadership styles, communication competence and subordinate responses</p> <p><i>Wynell Gregorio, The University of the West Indies, St. Augustine</i> ‘Channel surfing’: A study of the efficacy of communication modes and channels used to engage employees</p>

Day	Time	Session	Panel & Venue
DAY 1 THURSDAY SEPTEMBER 24 (Cont'd)			
1	11:45-12:45		Lunch - Open Area, Floor 2
1	1:00-2:15	3	<p style="text-align: center;">Panel 3A - Tutorial Room 3, Floor 2 Media, Culture & Society I Chair: Dr. Kathy-Ann Drayton</p> <p>Revelino Guevarra and Dr. Prahalad Sooknanan, University of Trinidad & Tobago Culture in the digital age: A study of public sector institutions in Trinidad & Tobago in promoting online cultural content</p> <p>Revelino Guevarra, Dr. Prahalad Sooknanan and Casey Pereira-Smart, University of Trinidad & Tobago Television and cultural identity: A study of Disney Channel's contribution to girls' identity development in Trinidad and Tobago</p> <p>Dr. Kathy-Ann Drayton, The University of the West Indies, St. Augustine Identity and fandom in an online Caribbean football community</p>
1	2:15-2:30		Afternoon Break (Beverage only) - Open Area, Floor 2
1	2:30-3:45	4	<p style="text-align: center;">Panel 4A - Tutorial Room 3, Floor 2 Communication, Culture & Gender Chair: Dr. Tara Wilkinson McClean</p> <p>Paula Thomas, The University of the West Indies, St. Augustine What are my clothes saying? The influence of teacher's attire on students' learning in Trinidad secondary schools</p> <p>Dr. Tara Wilkinson McClean, The University of the West Indies, Cave Hill Reading and curating media representations of masculinity: An analysis of men's lifestyle magazines and middle class men in Barbados</p>
1	4:00-5:15	5	<p style="text-align: center;">Keynote Address - Lecture Theatre D, First Floor</p> <p style="text-align: center;">Cultural Resilience and 'Globalization from Within' - ePowering Hybridity and Multi-Stream Thinking in Caribbean Communication</p> <p style="text-align: center;">Hopeton S. Dunn Professor of Communications Policy and Digital Media; Director, CARIMAC; Director, Telecommunications Policy and Management Programme, Mona School of Business, UWI</p> <p style="text-align: center;">Chair: Dr. Godfrey A. Steele</p>
1	5:30-7:30		Welcome Reception - Open Area, Floor 2
DINNER ON YOUR OWN			

Day	Time	Session	Panel & Venue
			DAY 2 FRIDAY SEPTEMBER 25
2	8:00-8:30		Registration - Tutorial Room 8, Floor 2
2	8:30-10:00	6	<p>Panel 6 - Tutorial Room 3, Floor 2 Interpersonal/Family Communication Chair: Maxine Maxwell</p> <p>Tyjondah Marshall, The University of the West Indies, St. Augustine The primary interpersonal communication motives: Their influence on familial cultural practices and intimate relationships, outside of the home of origin</p> <p>Anisa Hasanali, The University of the West Indies, St. Augustine Investigating the effectiveness of online counseling versus face-to-face therapy on families of alcoholics</p> <p>Maxine Maxwell, The University of the West Indies, St. Augustine Are they really connected? A study of social networks to support relational maintenance and family connectedness for geographically dispersed families in Trinidad</p>
2	10:00-10:15		Morning Break - Postgraduate Lounge, Ground Floor
2	10:30-11:45	7	<p>Panel 7 – Lecture Theatre D, First Floor Organizational & Corporate Communication II - Special Professional Panel Chair: Daniel Plenty</p> <p>Yolande Agard-Simmonds, Ministry of Communications Building a killer brand: Your personal brand as a communicator & the employee as a brand ambassador</p> <p>Peter Neptune, Corporate Transformation and Communications Consultant Corporate Communications - Defending the brand</p> <p>Daniel Plenty, Water and Sewerage Authority Role of the Communications Practitioner in Organizational Decision Making</p>
2	11:45-12:45		Lunch -Postgraduate Lounge, Ground Floor
2	1:00-2:15	8	<p>Panel 8 - Lecture Theatre D, First Floor Health & Risk Communication II - Special Professional Panel Chair: Carlon Kirton</p> <p>Dr. Godfrey A. Steele, The University of the West Indies, St. Augustine Ebola media narratives: Coverage of the 2013-2014 West Africa Outbreaks</p> <p>Carlon Kirton, Caribbean Public Health Agency (CARPHA) and Yvonne Lewis, Director of Health Education and Promotion, Ministry of Health T&T CHIKV Communication Strategies: A regional and national perspective</p>

Day	Time	Session	Panel & Venue	Panel & Venue
			DAY 2 FRIDAY SEPTEMBER 25 (Cont'd)	
2	2:15 2:30		Afternoon Break - Beverages Only	
2	2:30- 3:45	9	<p style="text-align: center;">Panel 9 - Tutorial Room 3, Floor 2 Political & Rhetorical Communication Chair: Dr. Korah L. Belgrave</p> <p>Amanda Lewis, The University of the West Indies, St. Augustine The link between popular love songs and imagined interactions of romantic relationships: A mixed method study</p> <p>Andrei Pierre, Kimberli DaCosta, Kesean Phillips, O'Neil Joseph, Nyamekye Mapp, The University of the West Indies, St. Augustine Where have my clients gone? An investigation into the relationship between brand loyalty and brand image in the case of 'Body By Marcus'</p> <p>Dr. Korah L. Belgrave, The University of the West Indies, Cave Hill Representations of popular culture in political cartoons: An analysis of <i>Drawing the Line</i></p>	
2	4:00 5:15	10	<p style="text-align: center;">Plenary: Business Meeting - Lecture Theatre D, First Floor</p> <p style="text-align: center;">Conference Closing Matters and Summary</p> <p style="text-align: center;"><i>The Journal of Human Communication Studies in the Caribbean (JHCSC)</i> Call For Papers</p> <p style="text-align: center;">Association of Human Communication Studies (AHCSA) Launch Chair: Dr Godfrey Steele</p>	
2	5:30- 7:30		FREE TIME/SHOPPING/DINNER ON YOUR OWN	
2	7:30- 10:30		OPTIONAL NIGHT ON THE TOWN: MEALS & DRINKS FOR PURCHASE. TRANSPORT PROVIDED. SIGN UP REQUIRED	



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OPENING CEREMONY

**Lecture Theatre D
The Teaching & Learning Complex
Thursday 24th September, 8.30 a.m.**

WELCOME TO HCS 2015

**Dr. Godfrey Steele
Conference Chair**

GREETINGS

**Dr. Heather Cateau
Dean, Faculty of Humanities & Education**

WELCOME REMARKS

**Professor Clement K. Sankat
Pro Vice Chancellor & Campus Principal**

MUSICAL INTERLUDE

CLOSING REMARKS

Chair

PLENARY PANEL - INTERDISCIPLINARY LINKS IN HUMAN COMMUNICATION STUDIES

Dr. Korah L. Belgrave, The University of the West Indies, Cave Hill

TBA

Dr. Prahalad Sooknanan, University of Trinidad and Tobago

Forging interdisciplinary links: The role of technical communication in today's workplace

Dr. Godfrey A. Steele, The University of the West Indies, St. Augustine

The case for integrating communication and media and film: An academic rationale for an academic institution