

www.everytingjamaican.com

Jamaica nicely bundled in a website. Everytingjamaican (ETJ) brings you a community about Jamaica like no other. We have combined some key areas of communication so you can make the most of your trip to *Jamaica*, if you would like to learn more about Jamaican culture and get reacquainted with old friends.

SPECIFICITY OF INTERNET and ETJ

- What is the significance of internet?
- What is it's role?
- Why the internet?

Deletion of Distance

- Reunification of dispersed Jamaican population.
 - expansive migration in the 80's
- Possibility to be in different places at one/same time
- A space to „chill“ where there is the familiar Jamaican ambience without having to be in Jamaica.

- *ETJ „Jamaica talk“*

SPEED (resulting to saving time, effort and resources)

- Pronto and low-cost
- transnational communication
- information seekers; eg. Jamaican travel spots, culture, music
- Searching for long lost friends and relatives
- establishing contacts with former alumni acquaintances
- In terms of internet relationship (online dating)



Internet free speech and anonymity

- Voicing out one's thoughts without having to be identified
- Extensive flirting



Therapeutical

- „home away from home“
- „sense belongingness“
- „sense of fulfillment in finding one's roots and discovering it“
- „be one's self“
- lessens homesickness
- relaxing

