



UNITWIN/UNESCO Chairs Programme

Progress report

2014

Period of activity:

January 2014 –December 2014

Title of the UNESCO Chair or Network:

UNESCO Chair on Communication Research

Institution/Country:

Universidad Rey Juan Carlos (Madrid, Spain)

Report established by:

Carmen Caffarel

José Carlos Sendín

Rainer Rubira García

Function / Title:

Chair Holder

Co-ordinator of the Chair

Research Assistant

To be sent by electronic mail to both: unitwin@unesco.org and i.nichanian@unesco.org or to UNESCO, Division of Higher Education 7, place Fontenoy – 75352 Paris 07 SP Fax: 33 1 45 68 56 26/27/28

Summary
(Not exceeding 300 words, outcomes/results/impact)

During 2014 we have been trying to overcome the complex economic scenario that in fact we still endure by applying to financial support from different institutions, including international calls. Thanks to our efforts we have increased our possibilities to strengthen our Chair's International presence and collaborative networks worldwide.

Our Chair Holder, Dr. Carmen Caffarel, has been appointed member of ORBICOM's Council, the Network of UNESCO chairs in communication, for a first period until the fall 2016.

Thanks to our University and the support received we have consolidated our formal functioning structure having an assistantship active for the whole year; we have continued working on our Chair's website; we have worked on our contacts with African universities, in particular with Felix Houphouet Boigny University, Côte d'Ivoire, we have actively participated in International Congresses, we have contributed to Orbicom Annual General Meeting and we have also published special academic issues in our peer-reviewed journal.

Of course, a lot of work is still to be done. We are still building up a network between our own Unesco Chairs in Spain and we are in our way to achieve collaborative projects between our own Chair and African institutions through the Aesop Program.

In 2015 we will work on these aspects and also we will still continue to organize academic meetings and to publish materials in national and international journals as a way to establish ourselves as a reference in Communication and African Studies.

I. Address and Contact

| | Address of the Host Institution: | Address of the Chairholder (or coordinator) Other contact person |
|-----------------------------|---|--|
| Name Function/Title | Universidad Rey Juan Carlos | Mrs. Carmen Caffarel Serra |
| University/Institution | | |
| Faculty/Department/Centre | Ciencias de la Comunicación I y Lengua Española | Universidad Rey Juan Carlos |
| P.O.Box | | |
| Street | Despacho 233, Edificio Departamental I (Fuenlabrada), | Ciencias de la Comunicación I y Lengua Española |
| Postal Code | | Despacho 233, Edificio Departamental I (Fuenlabrada), |
| City Province Country Phone | Campus de Fuenlabrada | |
| | Camino Del Molino, S/n, 28943 - Fuenlabrada - Madrid - España | Campus de Fuenlabrada |
| | Teléfono: 914888704 (ext. 8704), Fax: 914888220 | Camino Del Molino, S/n, 28943 - Fuenlabrada - Madrid - España |
| | | Teléfono: 914888704 Fax: 914888220 |

Fax: +0034 91 488 8220

E-mail: info@unescoafricom.es

**Website of UNESCO Chair or UNITWIN Network
Website of Host Institution**

<http://www.unescoafricom.es/>

II.

Available resources

For each type of resource placed at the disposal of the Chair/Network, please specify its source (cf. Annex 1)

1. Human resources

- Status of the Chair in the organizational structure of the Institution (number of posts contributing to the Chair)

Director of the Chair:

Mrs. Carmen Caffarel Serra

Vice-Director of the Chair:

Mr. Antonio García Jiménez

Co-ordinator of the Chair:

Mr. José Carlos Sendín Gutierrez

Research assistant:

Mr. Rainer Rubira García

- Number of academic staff (full time and part time), full professors, researchers, lecturers

Mrs. Carmen Caffarel Serra

Mr. Antonio García Jiménez

Mr. José Carlos Sendín Gutierrez

The Chair has established an advisory board which is made up of the following members:

Dr. Fackson BANDA

UNESCO Programme Specialist

Communication and Information Sector (CI)

Sudáfrica / Francia

Sra. Dña. M^a Teresa FERNÁNDEZ DE LA VEGA

Presidenta Fundación Mujeres por África

Madrid, España

<http://mujeresporafrica.es/>

Sr. D. Ramón M^a MORENO

Director general Casa Asia
Madrid, España
<http://www.casaasia.es/>

Sr. D. Luis PADRÓN LÓPEZ

Director general Casa África
Las Palmas de Gran Canaria. España
<http://www.casaffrica.es/>

OBERAXE

(Observatorio Español del Racismo y la Xenofobia).
Madrid, España
<http://www.oberaxe.es/>

Dr. D. Federico MAYOR ZARAGOZA

Presidente Fundación Cultura de Paz
Madrid, España
http://fund-culturadepaz.org/boletines/Boletin_FCP-N1.pdf

Dr. D. Miquel DE MORAGAS SPA

Presidente de la Asociación Española de Investigación de la Comunicación (AE-IC)
España
<http://www.ae-ic.org/esp/home.asp>

Dr. D. Álvaro ROJAS GUZMÁN

Presidente FELAFACS (Federación Latinoamericana Facultades de Comunicación Social)
Cali, Colombia
<http://www.felafacs.org/>

Sra. Dña. Clara CENTENO

ICT for Learning and Inclusion Action Leader
The Institute for Prospective Technological Studies (IPTS)
Sevilla, España
<http://ipts.jrc.ec.europa.eu/>

Dr. Nicholas CHEESEMAN

Hugh Price Fellow in African Politics. African Studies Centre
University of Oxford, United Kingdom
<http://www.africanstudies.ox.ac.uk/>

Dr. Iginio GAGLIARDONE

Programme for Comparative Media and Law
Centre for Socio-Legal Studies

University of Oxford, United Kingdom
<http://pcmlp.socleg.ox.ac.uk/>

Dra. Bella MODY

School of Journalism and Mass Communication
University of Colorado
Boulder, USA
<http://journalism.colorado.edu/faculty/bella-mody/>
<http://bellamody.net/>

Dr. D. Antonio SANTAMARÍA PULIDO

Director del Centre d'Estudis Africans
Barcelona, España
<http://www.centrestudisaficans.org/>

Dr. Jan SERVAES

UNESCO Chair in Communication for Sustainable Social Change
University of Massachusetts
Amherst, USA
<http://www.umass.edu/communication/people/profile/jan-servaes>

Dra. Nicole STREMLAU

Co-ordinator of Programme for Comparative Media and Law
Centre for Socio-Legal Studies
University of Oxford, United Kingdom
<http://pcmlp.socleg.ox.ac.uk/>

- Number of administrative staff: 1

-Mr. Rainer Rubira García

2. Other resources

Financial contributions (*indicate amount, source and purpose*)

6.000 € - Vice-rectorate of Academic Staff and Research - Assistantship for web developing and administrative tasks

4.000 € - Vice-rectorate of Cooperation for Development, Volunteers and Institutional Relations. Human Rights Programme – for permanent Seminar and related publications.

Material resources (*indicate their nature and use*)

Office - Rey Juan Carlos University. Edificio Departamental. Campus de Fuenlabrada
Computer- For web developing, and administrative tasks.

Space placed at the disposal of the Chair or Network

Universidad Rey Juan Carlos. Campus de Fuenlabrada.
Camino Del Molino S/N 28943 – Fuenlabrada – Madrid- España.

To facilitate easy handling of data, for each type of resources listed above, please provide the amount whenever available or an estimate sum in US Dollars or Euros.

Office – 25.000€ (estimation)

Computer- 700€

III.

Activities

(Please, provide short information for each activity)

1. Academic activities and Publications –

Our UNESCO Chair in Communication Research and Africa, in fulfilling its main purpose as a space of reflection, academic gathering and analysis, published a **special issue África con ñe, Vol. 4, Núm. 2 (2014)** in the peer-reviewed journal *INDEX.COMUNICACIÓN*, as a result of the collaboration between the Chair and Fundación Mujeres por África. The special issue can be accessed at <http://journals.sfu.ca/indexcomunicacion/index.php/indexcomunicacion/issue/view/7/showToc>.

From the valuable papers presented in the context of the event **International Congress: Africa con Ñ**, the Chair has made a careful selection, editing and organizing research reports discussed there, in order to provide a reference material on Hispanic Studies in Africa, and also elements such as identity, methods of teaching Spanish language and, in short, the many links between Africa, America and Europe that the language of Miguel de Cervantes can promote.

2. Education –

One of the Chair's objectives is to establish contacts and partnerships with universities and research centers. To this end, we have established partnerships with several Official Masters held at the Faculty of Communication Sciences, URJC which are privileged platforms for internationalization, through mobility of students and teachers. All these Official Masters are accredited by National Agency for Quality Assessment and Accreditation (Aneca) and adapted to the European Higher Education Area (EHEA).

2.1. Master in Communication and Socio-Cultural Issues.

The Master in Communication and Sociocultural Problems, now in its eight year, accredited by Aneca and adapted to the European Higher Education Area (EHEA) is a privileged platform for the internationalization, through mobility of students / and as teachers.

The Master's main purpose is to promote the acquisition of analytical and methodological skills in that part of the communication problems closely related to sociocultural field. Some of the subject areas covered are: social exclusion, migration, gender, social movements, globalization, development, and disaster risk, cyberculture, child protection, social advertising, youth and cultural diversity, among others.

<http://www.urjc.es/cccom/mucyyps/index.html>

2.2. Master in Cultural Journalism and New Trends

The Master in Cultural Journalism and New Trends is part of a range of training in the field of journalism specializing in culture with a practical approach that privileges the expressive trends related to the impact of new technologies. The University Rey Juan Carlos offer the official Master in Cultural Journalism and New Trends accredited by ANECA (National Agency for Quality Assessment and Accreditation) and adapted to the European Higher Education Area

Master en Periodismo Cultural y Nuevas Tendencias

2.3. Master in Film, Television and Interactive Media

Students will learn to integrate both academic and professional practice, many often considered separately, but that new challenges require audiovisual market viewed from a common perspective. Students will develop both their creativity and their ability to manage content, learn how to integrate digital content consumption in a new multi-format, cross-platform, creating and innovating from the same root of the product, ie, from the idea of any digital content. This forces us to consider the "new media" not only from a market perspective, but also from a broad: aesthetic, technological, sociological and cultural perspective.

http://www.urjc.es/estudios/masteres_universitarios/ciencias_juridicas_sociales/cine_television/index.htm

3. Conferences/ Meetings –

3.1. International Congress: Africa con Ñ, organized by our Chair and African Women’s Foundation on 29 and 30 April, 2014 at Felix Houphouet Boigny University, Côte d’Ivoire.

On 29 and 30 April, 2014 the UNESCO Chair in Communication Research and Africa (AFRICOM) actively participated in the organization of the International Congress: Africa

con Ñ, led by the African Women's Foundation which took place at Felix Houphouet Boigny University, Côte d'Ivoire, details of which can be seen at <http://www.mujeresporafrika.es/hispanistas2014/hola.html> and <http://www.unescoafricom.es/concluye-the-international-conference-africa-with-n/>.

The President of Felix Houphouet Boigny University, Ms. Dr. Ramata Bakayoko -Ly, together with the President of the African Women's Foundation, Ms. María Teresa Fernández de la Vega and the Prime Minister of Côte d'Ivoire, Mr. Daniel Kablan Duncan inaugurated the International Congress which brought together more than fifty specialists in Hispanic literature and culture, predominantly from Africa, who presented their research and projects.

Ms. Carmen Caffarel Serra, director of the AFRICOM Chair, opened the inaugural lecture with a presentation on the value of Spanish in the world.

3.2 Congress "Communication and Social Change in Africa 3: ICT, Creative and Cultural Industries, Social Appropriation and Cultural Diversity", co-organized by the universities of Grenoble (France) and Douala (Cameroon) on 10-11-12th April, 2014.

In addition, on behalf of the Chair another congress presentation was made in the year: Sendín, José Carlos; Caffarel Serra, Carmen: **Media and Democratic Consolidation in Africa. Côte D'ivoire Transition Through The Media**, in the Congress "Communication and Social Change in Africa 3: ICT, Creative and Cultural Industries, Social Appropriation and Cultural Diversity", co-organized by the universities of Grenoble (France) and Douala (Cameroon) on 10-11-12th April, 2014.

3.3 3rd Annual Meeting of UNESCO Chair Holders in Communication, Bordeaux, France, November 4th and 7th, 2014.

By the end of the year, between November 4th and 7th, 2014, the Chair participated in the International Annual Meeting of Unesco Chairs Network in Communication (ORBICOM)

3.4 I ORBICOM Congress on Social Media at the University of Bordeaux, France.

In the Congress a presentation on **Internet as a Tool for Development and Social Justice in Africa** was made by Rainer Rubira, Carmen Caffarel and José Carlos Sendín.

4. Interuniversity Exchanges/ Partnerships

(Please specify:

Name and institutions involved in the exchange and partnership, number of persons- staff and students received, staff and students sent on exchange)

The Chair is working with the **International Program Erasmus Mundus AESOP**, of which our University takes part together with the following South African institutions:

University of Fort Hare
www.ufh.ac.za

University of Pretoria
www.up.ac.za

Cape Peninsula University of Technology
www.cput.ac.za

University of KwaZulu-Natal,
www.ukzn.ac.za

University of the Witwatersrand
www.wits.ac.za

University of Venda
www.univen.ac.za

Durban University of Technology
www.dut.ac.za

Limpopo University
www.ul.ac.za

Within this Program we intend to send one of the members of our Staff in 2015.

As set out in the Chair's programme, the establishment of partnerships with African universities (and from other latitudes) is one of the main objectives of the Chair. Also, we try to be a reference on Communication and African Studies, by providing access to specialized journals and working documents.

First, we continue with our agreements with research institutions such as:

- NETCOM Research Group Networks and Communication Technologies, from the International Research Institute IMDEA Networks at Universidad Carlos III de Madrid. Project: Internet Mapping in Western Africa.
- *Ghana University*
- *Grenoble University*

And secondly, we still have active our special agreement for sharing information and scientific materials with two academic journals leading research in the field:

Ecquid Novi: African Journalism Studies
<http://www.tandfonline.com>

Journal of African Media Studies
<http://www.intellectbooks.co.uk>

Another important outcome this year is that **our Chair Holder, Dr. Carmen Caffarel, has been appointed member of ORBICOM's Council, the Network of UNESCO chairs in communication, for a first period until the fall 2016**, a fact that will help us in our international projection.

4. Publication and multimedia materials

(Please estimate costs of publications and expected revenues from their sale)

Special issue África con eñe, Vol. 4, Núm. 2 (2014)

Peer-reviewed journal *INDEX.COMUNICACIÓN*.

Available

at

<http://journals.sfu.ca/indexcomunicacion/index.php/indexcomunicacion/issue/view/7/showToc>.

Cost: 2.000 €

Revenues: Free distribution.

Index is a peer reviewed journal established in 2011 with a focus on Social Sciences and Applied Communication. It's registered in the following databases: Dialnet, Dulcinea, Rebiun, MIAR, e-revistas, DICE, Resh and Latindex.

With a detailed introduction by the Director of our Chair, Dr. Carmen Caffarel, as well as our coordinator, Dr. José Carlos Sendín, this special issue runs various topics that show the status of Spanish language in Africa and its prospects as a connection tool in cultural, economic and social terms. Hereby the related articles that can also be read online at the link above.

Table of contents

Presentation

El español como lengua puente de culturas en el eje África, América, Europa/
Spanish as a language linking cultures between America, Europe and Africa.

Carmen Caffarel Serra, José Carlos Sendín Gutiérrez, Universidad Rey Juan Carlos

Papers

El valor del español como vehículo de comunicación en el mundo: presente y futuro de una lengua en crecimiento / The value of Spanish as the vehicle of communication in the world: present and future in a growing language

Carmen Caffarel Serra, Universidad Rey Juan Carlos

Orígenes, consolidación y retos del hispanismo africano / Origins, consolidation and challenges of African Hispanism

Vital Tama Bena, Asociación Africana de Hispanistas

La traducción y el hispanismo argelino. Situación y perspectivas / Translation and Algerian Hispanism. Situation and Prospects

Nafissa Mouffok, Universidad Argel 2

El estudio del español en los planes reglados de enseñanzas medias y superiores en el continente africano. Estudio de caso: Gabón / The study of Spanish in the regulated plans middle and upper teachings on the African continent. Case Study: Gabon

Eugénie Eyeang, École Normale Supérieure (ENS), Centre de Recherche Appliquée aux Arts et aux Langues (CRAAL), Libreville, Gabón

African women, literature, language and culture / Mujeres africanas, literatura, lengua y cultura

Rosamond S. King, City University of New York

África Central: perspectivas para una emergencia cultural / Central Africa: prospects for a cultural emergency

Jean-Arsène Yao, Université Félix Houphouët-Boigny, Abidjan-Cocody, Costa de Marfil

Desde la costa africana, la invención de dos territorios: Guinea Ecuatorial y Costa de Marfil / From the African Coast, the invention of two territories: Equatorial Guinea and Ivory Coast

Adjoa Nathalie Chiyé Kessé, Université Alassane Ouattara, Bouaké, Costa de Marfil

Ciudadanía y decolonialidad en la educación brasileña / Citizenship and decoloniality in Brazilian education

Viviane Conceição Antunes, Universidade Federal Rural do Rio de Janeiro, Brasil

Enseñanza del español e identidad afrodescendiente / Spanish language teaching and afrodescendant identity

Lidia Ester Cuba Vega, Universidad de La Habana

La cultura hispanófono. Punto de encuentro entre América Latina y África / Hispanophone culture. Meeting point between Latin America and Africa
Veronique Solange Okome Beka, Escuela Normal Superior de Libreville, Gabón

La globalización y el español en Estados Unidos como seña de identidad americana / Globalization and Spanish in the United States as a feature of identity
Purity Ada Uchechukwu, Universidad de Nnamdi Azikiwe, Awka, Nigeria

Other papers

Adecuación entre la enseñanza del español y el mercado laboral en Túnez / Matching teaching Spanish and the labor market in Tunisia
Radhia Ben Ammar, I. S. de Ciencias Humanas de Túnez Universidad Al-Manar

Motivaciones y perspectivas académicas y sociales del interés del español en Costa de Marfil / Motivations and perspectives of academic and social interests of the Spanish language in Ivory Coast
Ama Kouassi, Universidad de Bouaké, Costa de Marfil

La importancia del español para la emigración a España: El español lengua de oportunidades / The importance of Spanish for emigration to Spain: Spanish as a language of opportunity
Maimouna Sankhé, Universidad Cheikh Anta Diop de Dakar, Senegal

La transmisión de la cultura africana a los niños / The transmission of African culture to children
Michele Tanon Lora, Université Félix Houphouët-Boigny, Abidjan-Cocody, Costa de Marfil

El trabajo de la mujer y los cambios sociales en Costa de Marfil desde 1980 hasta 2010 / The work of women and social changes in Ivory Coast from 1980 to 2010
Alexise Véronique Ikossie Kouakou, Ecole Normale Supérieure d'Abidjan, Costa de Marfil

Multimedia material

Title: <http://www.unescoafricom.es/>
<http://www.unescoafricom.com/>

Producer and/or distributor (*with address*):

Unesco Chair AFRICOM
Universidad Rey Juan Carlos. Ciencias de la Comunicación I
Despacho 220, Edificio Departamental I (Fuenlabrada)

Campus de Fuenlabrada
Camino del Molino, S/N, 28943 – Fuenlabrada – Madrid - España

Links: Youtube videos, etc

Year: 2014

Type of material: Online – Documents and multimedia resources on Facebook, Twitter, YouTube, Google Plus and Vimeo.

Format: Web

Language(s): Spanish, English, French and Portuguese

Main keywords (4 or 5): UNESCO, AfriCom, Documents, Information.

IV. Outcomes -

2014 has been an intense and complex year for our Chair's work. We continued our active contribution to meetings of UNESCO chair holders in Communication and to other Orbicom activities.

During this year our Chair has also consolidated networks with research institutions, for instance with the Felix Houphouet Boigny University, Côte d'Ivoire.

We have also strengthened our ties with two academic journals leading research in Communication and Africa such as *Ecquid Novi: African Journalism Studies* and the *Journal of African Media Studies*.

Our Chair staff has contributed to several publications but a special mention should be made on our **Special issue África con eñe, Vol. 4, Núm. 2 (2014)** in the peer-reviewed journal *INDEX.COMUNICACIÓN*, available at <http://journals.sfu.ca/indexcomunicacion/index.php/indexcomunicacion/issue/view/7/showToc>.

This includes 11 articles and 5 communications covering a wide range of topics on Africa and Spanish Language and Culture.

V. Forthcoming activities -

For 2015 we intend to pursue the following objectives:

- Research Seminar: Communication and Education on Human Rights in Africa

Date: February 18th and 19th 2015

Place: Salón de Actos “Ricardo Pérez-Amat”. Edificio de Gestión. Campus de Fuenlabrada. Universidad Rey Juan Carlos.

- Preparation of a book entitled Africa: Communication in Human Rights.
- Preparation of a new Special Issue: A New Formation at the Level of Present Journalism
- Call for Marie Curie Action IF Communication Studies & Africa
- Exchanges with the Felix Houphouet Boigny University, Côte d'Ivoire.

VI. Development prospects

Action aimed at obtaining a stable permanent status of the Chair/Network in the structure of the Institution

Short and medium term

Long term Expanding activities Broadening partnerships Mobilization of resources

The Chair aims to become a center of excellence and innovation by pooling high-level research in integrating African universities and researchers through the implementation of strategic alliances.

- Exchange program with African universities-University Masters Internationalization of URJC.
 - Build institutional agreements already signed by the URJC (Morocco, Algeria, Angola, Congo and Niger). Select a priority for African countries to Spain under MAEC-AECID.
 - Funding of MAEC-AECID for foreign citizens.

 - Permanent Seminar of researchers in the field of communication,
 - Experts / as Orbicom Network, the national network (EC-IC), an international network (ECREA, IAMCR, ALAIC).
 - Financing-mobility URJC own masters program and Casa Africa.

 - Outreach and Extension.
 - Web, channels and internal publications (electronic and paper)
 - Financing URJC
- Formal request to Orbicom to become members of this network of Unesco Chairs on Communication.

Annexes

Annex 1

Sources of financial and material contributions

Host Institution: University Rey Juan Carlos

Partner university/ institution:

Financial contributions (*indicate amount, source and purpose*)

6.000 € - *Vice-rectorate of Academic Staff and Research - Assistantship for web developing and administrative tasks*

4.000 € - *Vice-rectorate of Cooperation for Development, Volunteers and Institutional Relations. Human Rights Programme – for permanent Seminar and related publications.*

Annex 2

Target groups

(Please specify for each category number of male and female)

| Target group | Male | Female | Total |
|--|------|--------|-------|
| Undergraduate students | | | |
| Graduate students | | | |
| Postgraduate students | | 2 | 2 |
| Academics | | | 25 |
| Public administrators | | | 4 |
| Employees from industry or other private organizations (<i>please, specify</i>) | | | |
| Teachers from primary education | | | |
| Teachers from secondary education | | | |
| Teachers from technical and vocational education | | | |
| Teachers from adult education | | | |
| Others groups (<i>Please specify</i>) | | | |

Annex 3

Geographical Coverage

- **National**
- **Regional/Interregional/International**

Please specify countries and regions

| Regions | Countries |
|----------------------------------|------------------|
| Africa | X |
| Arab States | X |
| Asia/Pacific | X |
| Eastern and Central Europe | |
| Western Europe and North America | |
| Latin America and the Caribbean | X |