

UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

2012-2016

Title of the Chair/Network:	Unesco Chair on Communication Research
Host Institution:	Universidad Rey Juan Carlos (Spain)
Date of establishment of Chair/Network: <i>(mm, yyyy)</i>	7 th , May, 2012
Period of activity under report: <i>(mm, yyyy - mm, yyyy)</i>	May, 2012-May 2016
Report established by: <i>(name, position)</i>	Carmen Caffarel Serra, Director of the Chair Rainer Rubira García, Assistant Researcher

To be returned by electronic mail to both: unitwin@unesco.org and i.nichanian@unesco.org

Or by mail to UNESCO, Division for Policies and Lifelong Learning Systems

Section for Higher Education

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1. Executive Summary:

Major outcomes, results and impact of the Chair, including on national policies, in relation to its objectives as stated in Article 2 of the Chair Agreement (between the Institution and UNESCO)
(Not exceeding 300 words)

During these years of intense activity (2012-2016) we have been working in a complex economic scenario. Despite this situation we still endure, we have increased our efforts to strengthen our Chair International presence and collaborative networks worldwide, with a particular focus on African and Latin American regions.

We have consolidated our formal functioning structure thanks to our University and the support received to fund a research assistantship all these years; we have improved our website as an instrument of knowledge transfer; we have worked on our contacts with African and Latin American universities, we have actively participated in International Congresses, we have contributed to Orbicom Annual General Meetings, , the Network of Unesco Chairs in Communication, and we have also organized special academic seminars in our institution.

In the events we have organized, we have paid special attention to the future of journalism and the situation of Human Rights and Communication Processes.

At the same time, we have published materials in national and international journals as a way to

establish ourselves as a reference in Communication Studies.

Our Chair Holder, Dr. Carmen Caffarel, has been appointed member of ORBICOM Council for a first period until the fall of 2016. We have pursued academic exchange programs with African universities, in particular with Felix Houphouet Boigny University, in Côte d'Ivoire, we have actively participated in building a collaborative network with other Spanish Unesco Chairs in different fields, and we are working with Cape Peninsula University of Technology (CPUT) in South Africa to accomplish collaborative projects through the Erasmus Mundus Aesop Program.

<p>2) Activities: <i>Overview of activities undertaken by the Chair during the reporting period</i></p>	
<p>a) Education/Training/Research <i>(key education programmes and training delivered and research undertaken by the Chair during the reporting period, target group and geographical coverage)</i></p>	
<p>i) Education (leading to certificate)</p>	<p>Master in Communication and Socio-Cultural Problems. The program main purpose is to promote the acquisition of analytical and methodological skills in that part of communication problems closely related to the socio cultural field. Some of the subject areas covered are: social exclusion, migration, gender, social movements, globalization, development, and disaster risk, cyber culture, child protection, social advertising, youth and cultural diversity, among others.</p> <p>Master in Cultural Journalism and New Trends The program 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.</p>

<p>ii) Training (short term)</p>	<p>Research Stay for PhD students University of Origin: UNISINOS University, Brazil Dates: January-March 2013 Participant: Mrs. Leslie Chaves Sedrez, PhD student supervised by Prof. Denise Cogo (UNISINOS University, Brazil) and also under the co-supervision of Prof. José Carlos Sendín during her stay at our UNESCO Chair. The background of her project is to analyze the processes of formation and work of the Agency “Afropress News” in the broader social context of Afro-Brazilian activists. The project analyses the use of different information and communication technologies intended to shape racial equality and raise public awareness of the struggle of African descent in Brazil.</p> <p>Research Stay for professors University of Origin: Felix Houphouet Boigny University, in Abidjan, Côte d’Ivoire. Dates: February-April 2015 Participants: Dr. Germain KOUAME, researcher on the Basque Country Culture in Spain; Dra. Agnès KANGA, researcher on Spanish Literature 20th century; Dr. Djoko Luis Stéphane KOUADIO, researcher on Spanish Literature, 19th century.</p>
<p>iii) Research</p>	<p>Research partners at Spanish National Research Plan “The Research System in Spain on Communication Social Practices. A Map of Projects, Groups, Lines, Objects of Study and Research Methods (MapCom)” Code: 2013-47933-C4-3-P. 2014-2017. Responsible University: Universidad Complutense de Madrid (UCM)</p>

<p>b) Conferences/Meetings <i>(key conferences and meetings organized by the Chair or to which its Chairholder contributed)</i></p>	
<p>i) Key conferences and workshops hosted by the Chair</p> <p>1) First Permanent Seminar on Communication and Africa (2013) Organizer: Unesco Chair on Communication Research. Universidad Rey Juan Carlos (Spain). Dates: 23rd and 24th April 2013</p> <p>The Permanent Seminar on Communication and Africa was especially designed to discuss cutting-edge subjects, such as mobile information and ICT dissemination, influence of new Web 2.0 tools (e.g. blogs, social networks platforms), ICT appropriation. This seminar devoted an especial interest to African specialists, through invitation of key speakers from the continent.</p> <p>Session I Conference: Trends in the Global Mediascape: Implications for Journalistic Practice. Special guest speaker: Dr. Mr. Fackson Banda (From Unesco, París, France) Conference: Africa is not a country. Special guest speaker: Mrs. Lola Huete Machado (From Journal El País, Spain)</p> <p>More than 250 students attended. Some of them intervned at the end of speeches with questions and remarks.</p>	

Session II

Journalism Education: debate among university staff.

Specifically designed to analyze model curricula for journalism education, designed and proposed by Unesco. This action intends to support Unesco in the elaboration of guidelines for the future of journalism training.

2) International Congress: Africa con Ñ

Organizer: Unesco Chair on Communication Research. Universidad Rey Juan Carlos (Spain) and African Women's Foundation at Felix Houphouet Boigny University, Côte d'Ivoire.

Dates: 29th and 30th April, 2014

Our Chair actively participated in the organization of the International Congress: Africa con Ñ, along with the African Women's Foundation which took place at Felix Houphouet Boigny University, Côte d'Ivoire.

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 our Chair, opened the inaugural lecture with a presentation on the value of Spanish in the world.

3) International Research Seminar: Communication and Education on Human Rights in Africa.

Organizer: Unesco Chair on Communication Research. Universidad Rey Juan Carlos (Spain)

Date: 18th and 19th February 2015

In the Seminar different problems connecting communication processes and Human Rights in Contemporary African reality were discussed. Among the key speakers:

- Mbuyi Kabunda, International Institute of Human Rights in Strasbourg
- Antoni Castel, Universitat Autònoma de Barcelona
- Lucía Benítez, Universidad de Cádiz
- Donato Ndongo, Equatoguinean writer and journalist at the exile
- Carlos Bajo, Wiriko, Cultural Association for the Promotion of African Art and Culture
- Rainer Rubira and Carmen Caffarel, Unesco Chair on Communication Research. Universidad Rey Juan Carlos

ii) Other conferences/organizational activities undertaken by the Chairholder

1) Seminar "The reputation of journalists"

Organizer: Unesco Chair on Communication Research. Universidad Rey Juan Carlos (Spain)

Date: October 15, 2013

The seminar aimed to find the causes of the current journalism reputation and seek new paths for change the profession's image. Unesco launched in July 2013 in Belgium a document that seeks to unify the overall teachings of journalism, which was the reason for the celebration of this seminar.

iii) A selection of conference presentations by the Chairholder and other colleagues

1) 2nd annual meeting of UNESCO chair holders in Communication, Rabat, Morocco

Dates: 25th and 26th May 2013.

The Director of the Unesco Chair, Dr. Carmen Caffarel Serra, attended the international 2nd annual

meeting of UNESCO chair holders in Communication. On the initiative of the “Haute Autorité de la Communication Audiovisuelle du Maroc” (HACA) and of the Orbicom Network, and with the participation of Mr. Janis Karklins, Assistant Director-General, UNESCO Communication and Information Sector, and Mr. Guy Berger, Director, Freedom of Expression and Media Development, an international colloquium was organized on May 25 and 26 of this year in the capital of Morocco, Rabat. On this occasion, the 2nd annual meeting of UNESCO chair holders in Communication and associate members of the Orbicom Network addressed the diversity thematic and exchanged on their activities and networking projects.

2) Orbicom Annual General Meeting.

Date: 25th November, 2013.

Online Discussion on the organization procedures for the next period.

3) 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)

Dates: 10-11-12th April, 2014.

Presentation:

Sendín, José Carlos; Caffarel Serra, Carmen: Media and Democratic Consolidation in Africa. Côte D’ivoire Transition Through The Media.

4) 3rd Annual Meeting of UNESCO Chair Holders in Communication, Burdeaux, France and I ORBICOM Congress on Social Media at the University of Burdeaux, France.

Dates: 4th and 7th November, 2014.

Presentation:

Rubira Rainer; Caffarel, Carmen and Sendín, José Carlos: Internet as a Tool for Development and Social Justice in Africa.

c) Interuniversity Exchanges/Partnerships

(principal exchanges/partnerships between the Chair and other institutions including UNESCO Chairs/UNITWIN Networks)

As set out in the Chair guidelines, the establishment of partnerships with African universities (and from other latitudes) is one of the main objectives of the Chair. For that reason we have conducted the following initiatives:

First, to update and refresh the formal agreements already established by our University with African universities so far.

These agreements were signed with the following universities:

01-dec-04

Framework partnership agreement with Universidad Agostinho Neto (Luanda, Angola).

11-jan-05

Framework partnership agreement with Universidad Abdelmalek Essaâdi (Tetuan, Morocco).

24-sep-08

Framework partnership agreement with Universidad Oscar Ribas (Angola).

19-dec-08

Framework partnership agreement with Universidad Mouloud Mammeri de Tizi-Ouzu (Algeria).

30-mar-09

Framework partnership agreement with Université Catholique du Congo (Democratic Republic of the Congo)

28-oct-10

Framework partnership agreement with Universidad Hassan II – Aïn Chock Casablanca. Morocco.

05-nov-10

Framework partnership agreement with Universidad Abdou Moumouni de Niamey. Niger.

Secondly, we have established 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 thirdly, 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>

The Chair is also 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

In particular, we have advanced in establishing collaboration projects with CPUT for next year.

d) Publications/Multimedia Materials (major publications and teaching/learning materials)			
<i>Please tick relevant fields of output and indicate volume of output:</i>	Books	[tick]	[no.]
	Books (edited)	<input type="checkbox"/>	x
	Books (chapters)	<input type="checkbox"/>	x
	Monographs	<input type="checkbox"/>	
	Research Reports	<input type="checkbox"/>	
	Journal Articles (refereed)	<input type="checkbox"/>	x
	Conference Proceedings	<input type="checkbox"/>	
	Occasional Papers	<input type="checkbox"/>	
	Teaching/Learning Materials	<input type="checkbox"/>	x
	Multimedia Materials (CD-Rom)	<input type="checkbox"/>	
	Multimedia Materials (Video)	<input type="checkbox"/>	
	Multimedia Materials (Other)	<input type="checkbox"/>	
<i>Give details of major publications and materials including full citations.</i>			
i) Theses			
-			
ii) Publications			
1) Books edited			
García, Antonio and Rubira, Rainer (eds.) (2015): Africa: Communication on Human Rights: so close and so far. Cuadernos del Mundo 04. La Laguna (Tenerife): Latina. Creative Commons ISBN-13: 978-84-16458-04-2.			
2) Book chapters			
Caffarel Serra, Carmen (2013): The reform of RTVE: Independence, plurality and new regulation (2004-2012). In: Jamal Eddine Naji et Yves Théorêt (dir): Reflexions sur les diversites mondiales. Les Editions Maghrébines Aïn Sebaâ – Casablanca.			
Rubira, Rainer; Caffarel, Carmen and Sendín, José Carlos (2015): Internet, Media Regulation and Social Justice: A Case Study. In: Yves Théorêt (ed.): Médias sociaux. Leviers et espaces de transformation ? Grenoble. ISBN 979-10-91636-03-2			
Internet and Social Justice in African Countries: an Insight from Media Regulations. In: García, Antonio and Rubira, Rainer (eds.) (2015): Africa: Communication on Human Rights: so close and so far. Cuadernos del Mundo 04. La Laguna (Tenerife): Latina. Creative Commons ISBN-13: 978-84-16458-04-2.			
3) Peer Reviewed Journals			
The Chair has prepared three special annual issues on our University journal Index. 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.

These issues prepared by our Chair are:

- New (?) African Communication Environment. Vol 3, No 2 (2013)
- Africa con eñe. Vol 4, No 2 (2014)
- Una nueva formación a la altura del Periodismo. Vol 5, No 2 (2015)

Some articles included in the special issues are:

Caffarel, Carmen and Sendín, José Carlos. (2013): A contribution to the study of communication and Africa / Una contribución al estudio sobre la comunicación y África. Index.Comunicación, Vol 3, Nº 2. Monographic issue "New (?) African Communication Environment".

García Jiménez, Antonio and González Pascual, Alberto. (2013): Internet and Africa: from the gap to digital hope. Networks and communication freedom / Internet y África: de la brecha a la esperanza digital. Redes, libertades y comunicación. Index.Comunicación, Vol 3, Nº 2. Monographic issue "New (?) African Communication Environment".

Torregrosa Carmona, Juan Francisco (2013): An approach to media education in Africa / Una aproximación a la educación en medios en África.

Caffarel, Carmen and Sendín, José Carlos. (2014): Spanish as a language linking cultures between America, Europe and Africa./ El español como lengua puente de culturas en el eje África, América, Europa. Index.Comunicación, Africa con eñe. Vol 4, No 2

Caffarel, Carmen (2014): The value of Spanish as the vehicle of communication in the world: present and future in a growing language / El valor del español como vehículo de comunicación en el mundo: presente y futuro de una lengua en crecimiento Index.Comunicación, Africa con eñe. Vol 4, No 2

Torregrosa Carmona, Juan Francisco (2015): What curricula to what journalism? Towards a curricula facing the present challenges in our profession. Index.Comunicación, Una nueva formación a la altura del Periodismo. Vol 5, No 2 (2015)

4) Teaching/Learning Materials

Sendín, José Carlos (2013): Communication and African societies. An introductory approach. Portal de la Comunicación InCom-UAB: El portal de los estudios de comunicación, 2001-2014, Institut de la Comunicació (InCom-UAB). The lesson can be downloaded (in Spanish) through these links:
http://portalcomunicacion.com/lecciones_det.asp?id=82
<http://portalcomunicacion.com/uploads/pdf/82.pdf>

e) Cooperation with UNESCO Headquarters, Field Offices

We have worked on the diffusion and implementation of the guidelines included in the book Model Curricula for Journalism Education. A Compendium of New Syllabi edited and introduced by Fackson Banda, to whom we have invited to our University as an expert.

f) Other

(any other activities to report)

Participation at I Meeting of Unesco Chairs at Spain, 2015
Universitat de València, Spain
Dates : 23rd to 25th November, 2015

3. Future Plans and Development Prospects:

Outline of action plan for the next biennium and short/medium and long-term development prospects. Please do not hesitate to refer to difficulties that the Chair has experienced (Not exceeding 300 words)

The Unesco Chair on Communication Research, promoted by Universidad Rey Juan Carlos, (the Chair) focuses its activities on the field of high level research and scholarship on communication with a special focus on Africa and Latin America. This strategic option intends to foster research in communication studies, together with the improvement of development process through the promotion of communication, freedom of speech and, therefore, building an atmosphere for accountability.

Our General Objective includes:

1. To create a space for reflection and research on social and communication issues connected with African and Latin American interests and priorities
2. To establish a strategic partnership between the Chair and other institutions to help developing particular agreements with foreign universities.

Our Specific Objectives are:

1. To improve and internationalise a Postgraduate and Master programme including at least 20% of Developing Countries students/researchers.
2. To organise permanent research seminars on Communication issues. These seminars will introduce keynote speakers, including experts in communication and social issues from Europe, Africa and Latin America.
3. To implement a visiting professorship programme with African and Latin American universities concerned.
4. To develop an editorial and communication instruments for dissemination of Chair activities and exchange of experiences with international and national actors.

The option of Unesco Chair on Communication Research is linked directly with main Unesco priorities, as well as to those established in the program Horizon 2020.

This Chair connects directly with one of the UNESCO leading mission statements, which is the promotion of intercultural dialogue through education, the sciences, culture, communication and information, provided that the Chair's focus is on the encouragement of research on communication and the strategic partnership with African and Latin American universities.

Appendix:**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, full professor

Vice-Director of the Chair:

Mr. Antonio García Jiménez, full professor

Co-ordinator of the Chair:

Mr. José Carlos Sendín Gutierrez, lecturer

Research assistant:

Mr. Rainer Rubira García, researcher

Staff Members:

Mrs. Yolanda Ortiz de Guinea Ayala, lecturer

Mr. Juan Francisco Torregrosa Carmona, full professor

The Chair has also established an advisory board available on our website.

2) Financial Resources

<i>Please tick sources of financial contribution and specify the amount in U.S. dollars</i>		[tick]	Amount (\$)
Host Institution		<input checked="" type="checkbox"/> x	_ 12 000 _
Partner Institution		<input type="checkbox"/>	_____
Government Body		<input type="checkbox"/>	_____
Other Public Institution/Body		<input type="checkbox"/>	_____
(incl. Research Councils)			
UNESCO		<input type="checkbox"/>	_____
Other UN Agency		<input type="checkbox"/>	_____
IGO		<input type="checkbox"/>	_____
NGO		<input type="checkbox"/>	_____
Industry		<input type="checkbox"/>	_____
Other Private		<input type="checkbox"/>	_____

Give details of financial contributions, material resources and space.

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

7.000 \$ - Vice-rectorate of Academic Staff and Research - Assistantship for web developing and administrative tasks

5.000 \$ - 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.

End of the Form