



UNITWIN/UNESCO Chairs Programme Progress report

Period of activity:

March 2012 –December 2012

Title of the UNESCO Chair or Network:

UNESCO Chair on Communication Research

Institution/Country:

Universidad Rey Juan Carlos (Spain)

Report established by:

Carmen Caffarel

José Carlos Sendín

Nabil Boufada Gonçalves

Function / Title:

Chair holder

Co-ordinator of the Chair

Scholarship holder

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 this first period of activity (the final agreement was signed on 07/05/12, see annex) we have been working full of energy, although in a very difficult scenario, due to the hardships of the crisis. Even if the majority of our fundraising plans, especially concerning official sources for revenues (public funders) have been phased out, we have been able to get some support to sustain our daily work. The Chair's main accomplishments remain: the establishment of the formal Chair functioning structure that allowed us to make the public presentation at Universidad Rey Juan Carlos; the support received by our University to fund a scholarship to help in the day to day activities; the Chair's website; the establishment of our international advisory board, intended to support the Chair's activities; and the contacts established with African and Latino American Universities. We have already planned three permanent seminars to be held throughout 2013. At the same time during 2013 we will put a lot of energy on continuing our contacts with African universities together with an active search for funds at European level.

I. Address and Contact

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

Scholarship Holder:

Mr. Nabil Boufada Gonçalves

- 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

- Number of visiting staff

During 2013 it is expected that two new students, one from Brasil and other from Germany, will be based at our Chair to develop their PhD thesis.

- If there are other staff or groups contributing to the Chair or Network, please indicate their number and status (postgraduate students, advisors, consultants, experts, NGOs, etc)

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. Eduardo LÓPEZ BUSQUETS

Director general Casa Asia
Madrid, España

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

Sr. D. Santiago MARTÍNEZ-CARO DE LA CONCHA CASTAÑEDA

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

Sr. D. Nicolás MARUGÁN ZALBA

Director del 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

-Mr. Nabil Boufada Gonçalves

2. Other resources

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

6.000€ - *Scholarship for web developing and administrative tasks*

1.500€ - *Casa África – for permanent Seminar*

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 –

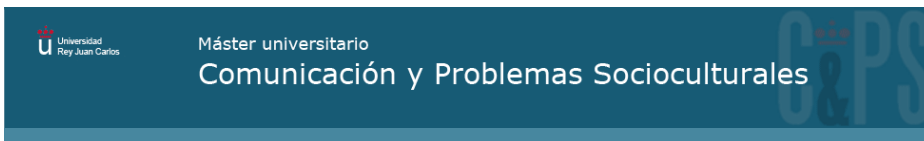
Education (leading to certification)

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).

1.1. Master in Communication and Socio-Cultural Issues.

The Master in Communication and sociocultural, now in its seventh 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>

1.2. 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

1.3. 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

1.4. Chair's permanent seminar.

This one of the ways in which the Chair intends to project its activities throughout time and especially during the academic year. The Permanent Seminar on Communication issues is 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 will devote an especial interest to African specialists, through invitation to key speakers from Africa. See point V. Forthcoming activities for the permanent seminar 2013 planning.

2. Conferences/ Meetings

2.1. Presentation of the Chair.

On Tuesday March 20, 2012 the Chair on Communication Research was presented publicly at the auditorium of the URJC of Fuenlabrada (Madrid).

Together with the Chair's team, which includes to Mrs. Carmen Caffarel, Mr. Antonio García Giménez, and Mr. José Carlos Sendín, the presentation also featured Mrs. Consuelo Vázquez, secretary general of the Spanish National Commission UNESCO, Mr. Rafael Van Grieken Salvador, Vice Chancellor for Research URJC, and Mr. Jean Arsène Yao, professor at Côte d'Ivoire Cocody-Abidjan University.

Professor Yao addressed a keynote speak untitled 'Communication research in Africa: challenges and opportunities'. This keynote speech has been published in a specific section for Chair enabled in the academic journal Index.Comunicación. Please, see <http://www.unescoafricom.es/wp-content/uploads/2012/11/42-210-1-PB.pdf>

This public presentation could be done thanks to the support from the Communication Sciences Faculty (URJC), as well as the support from Casa Africa, institution which makes part of our advisory board, and was responsible for funding Prof. Yao expenses.

3. 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)

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. For that reason we have initiate a double strategy:

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 between Universidad Rey Juan Carlos and Universidad Agostinho Neto (Luanda, Angola).
11-jan-05	Framework partnership agreement between Universidad Rey Juan Carlos and Universidad Abdelmalek Essaâdi (Tetuán, Marruecos).
24-sep-08	Framework partnership agreement between Universidad Rey Juan Carlos and Universidad Oscar Ribas (Angola).
19-dec-08	Framework partnership agreement between Universidad Rey Juan Carlos and Universidad Mouloud Mammeri de Tizi-Ouzu (Algeria).
30-mar-09	Framework partnership agreement between Universidad Rey Juan Carlos and Université Catholique du Congo (Democratic Republic of the Congo)
28-oct-10	Framework partnership agreement between Universidad Rey Juan Carlos and Universidad Hassan II – Aïn Chock Casablanca. Morocco.
05-nov-10	Framework partnership agreement between Universidad Rey Juan Carlos and Universidad Abdou Moumouni de Niamey. Niger.

And secondly, we are starting a new round of contacts with African universities. Among them are:

Cape Vert University (vice Chancellor of research),
 University of Guiné Bissau (contact with the person at the Ministry of Education in charge of research policy and education).
 Cheikh Anta Diop University, Senegal.

4. Publication and multimedia materials

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

Publication

Title: Communication challenges and opportunities in Africa. *Index.Comunicación*, Nº 2. 147-156.
ISSN: 2174-1859

<http://journals.sfu.ca/indexcomunicacion/index.php/indexcomunicacion>

<http://www.unescoafricom.es/En/yao-jean-arsene-2012-retos-y-oportunidades-de-la-comunicacion-en-africa-2/>

Author(S): Yao, Jean-Arsène

Publisher(s): Universidad Rey Juan Carlos

Year: 2012

Language(s): Spanish

One of our Advisory board members, Prof. Jan Servaes, gently gave us permission to publish at our website some of his articles on development communication and communication for social change, translated into Spanish. Here they are

Title:

- [“SERVAES, Jan. Temas y problemas de Comunicación. Argentina. UNRC. 2000](#)
- [SERVAES, J. MALIKHAO, P. Comunicación y desarrollo sostenible. UNESCO, París, 2010.](#)
- [SERVAES Jan. “Comunicación para impulsar un cambio social sostenible”. USAID, Junio 2012](#)
- [SERVAES, Jan. Comunicación e incidencia política para la construcción de la paz. IC – Revista Científica de Información y Comunicación \(2011\). 8, pp. 51 – 74.](#)
- [SERVAES, Jan. Comunicaciòn para el desarrollo. University of Massachusetts](#)

Author(S): Jan Servaes

Language(s): English and Spanish

Format: Document PDF available on: <http://www.catedraunesco.africom.urjc.es/>

Multimedia material

Title: <http://www.catedraunesco.africom.urjc.es/>

Producer and/or distributor (with address):

Unesco Chair AFRICOM
Universidad Rey Juan Carlos. Ciencias de la Comunicación I

Year: 2012

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 Web Site. Documents, Information and multimedia resources.

5. Others

IV. Outcomes

Please describe shortly (up to 500 words) the major outcomes of the Chair/Network with special reference to their impact on the human, social, economical and cultural development at local, national, regional or international level. Whenever applicable indicate the impact of activities on promoting gender equality, rural development, attaining the Millennium Development Goals, Education For All and Sustainable development etc.

The good news of the Chair approval arrived to us at the same time of the most acute consequences of the economic crisis that is affecting Western societies, but with especial features in the Spanish case. These consequences translated into a shortage of available funds, and the sudden disappearance of the already promised funds (AECID aimed at funding the exchange programme for postgraduate students, among others). This situation forced us to be imaginative and to turn setbacks into opportunities. Therefore, during this initial period, we tried to form and consolidate the Chair basic structure of functioning, together with a new strategy of action that will help us develop our main activities.

To date, the Chair's main accomplishments remain the establishment of the formal Chair functioning structure. In spite of the budget shortages, Rey Juan Carlos University, our host, confirmed the funding of a scholarship to support the Chair's activities. The scholarship call then was published at the URJC website to allow all communication students enrolled at the URJC during 2012 to submit their candidatures. After an initial screening of curricula made by the Chair team, we initiated the interview phase, which conducted to the selection of the successful candidate.

Another result is the implementation of the Chair's website. We bought the domain [unescoafricom.es](http://www.unescoafricom.es) and built our page using wordpress platform, because of its flexibility and customizable possibilities. Our website is available at <http://www.catedraunesco.africom.urjc.es/>

We established our advisory board, intended to support the Chair's activities. Our board is made up of 8 institutional trustees, and 9 scientific trustees (see point 1. Human resources). At the same time, we updated

contacts with African universities and established new ones. We have already planned three permanent seminars to be held throughout 2013.

During 2013 we will put a lot of energy on continuing our contacts with African universities together with an active search for funds at European level, for a project proposal based on comparative media systems at African level.

V. Forthcoming activities

Permanent Seminar on Communication (2013)

Specifically designed to analyze key issues, such as the dissemination and appropriation of ICTs, the influence of new Web 2.0 tools (blogs, social networking).

18 de febrero 2013

Dr. Mr. Fackson Banda (From París, France)
Dr. Mr. Federico Mayor Zaragoza (From Madrid, Spain)

15 de abril de 2013

Dra. Mrs. Mónica Chibita (From Kampala, Uganda)
Dra. Mrs. Bella Mody (From USA)

17 de junio de 2013

Dr. Mr. Basyouni Hamada (From El Cairo, Egypt)
Dr. Mr. Jan Servaes (From EEUU)

At University Rey Juan Carlos (Fuenlabrada), organized by UNESCO Africom Chair

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:

University Rey Juan Carlos

- Vicrrectorado de Investigación: 6.000€
- Computer: 700€

Governmental body

Other public institution:

- Casa África: 1.500€

UNESCO

Other UN Agencies

IGOs

NGOs

Indust

ry

Other private sources

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	
Asia/Pacific	
Eastern and Central Europe	
Western Europe and North America	
Latin America and the Caribbean	X