UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT **FORM**

2016-2017

Title of the Chair/Network:	**Unesco Chair on Communication Research**
Host Institution:	Universidad Rey Juan Carlos (Spain)
Date of establishment of Chair/Network: *(mm, yyyy)*	7th, May, 2016
Period of activity under report: *(mm, yyyy - mm, yyyy)*	May, 2016-May 2017
Report established by: *(name, position)*	Carmen Caffarel Serra, Director of the Chair Rainer Rubira García, Co-ordinator of the Chair

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

7, place Fontenoy – 75352 Paris 07 SP, France

Fax: 33 (0)1 45 68 56 26/27/28

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 (2016-2017) 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.

2) Activities:
Overview of activities undertaken by the Chair during the reporting period

a) Education/Training/Research
(key education programmes and training delivered and research undertaken by the Chair during the reporting period, target group and geographical coverage)

i) Education **(leading to certificate)**	**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. **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. **Master in Film, Television and Interactive Media** The program main purpose is to integrate two academic and professional parts that have always been studied by separated and to integrate digital content into a new multiplatform consume. Some of the aspects to study from a broad vision are: aesthetic, technological, sociological and cultural.
ii) Research	**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-C4-1P. 2014-2017. Responsible University: Universidad Complutense de Madrid (UCM), Universidad Rey Juan Carlos, Universidad Carlos III, Universidad de Valladolid

b) Conferences/Meetings
(key conferences and meetings organized by the Chair or to which its Chairholder contributed)

i) Key conferences and workshops hosted by the Chair

Ortiz De Guinea Ayala, Y. (2016). Conference: The Future of Public Media in Spain. Universidad Rey Juan Carlos, Madrid. November 10, 2016

ii) Other conferences/organizational activities undertaken by the Chairholder

"4º ESO+ empresa", organized by Yolanda Ortiz De Guinea Ayala at the University Rey Juan Carlos, Madrid, España
Dates: 15 to 17 March, 2016

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

Caffarel, C. (2016): Analysis of the State of the Public Broadcasting: Electoral Proposals of the Different Political Parties and their Development. Congress: The future of Public Media in Spain. Universidad Rey Juan Carlos. November 10, 2016

Caffarel, C. and Rubira, R.: (2016): "Government Communication: from the Dialogue of the Deaf to the Search for Consensus in the Era of Information Transparency. Open Data Policies, e-democracy, e-government". Congress: Political Communication Today: New Actors, Speeches and Scenarios. Universidad de Lima, Peru. May 10 and 11, 2016.

García, A. (2016): Organization of Knowledge for Documentation in Journalism. Situation and Prospective. Congress: XXI Encuentros Internacionales sobre Sistemas de Información y Documentación (IBERSID 2016). Universidad de Zaragoza, España. October 24 to 26, 2016

García, A. (2017): Research on Adolescence and Youth on the Internet. Presentation of the Seminar on Digital Culture and Use. Congress: VII Jornada Asociación Internacional para la investigación sobre Infancia, Juventud y Medios de Comunicación "Comunidades vulnerables en el ámbito digital". Centro Universitario Villanueva, Madrid. March 31, 2017.

García, A., Catalina, B., and Montes, M. (2016): an Approach to the Consumption of News on the Internet and in Social Media by Young People. V Congreso de la Asociación Española de Investigación de la Comunicación (AE-IC), Congreso Iberoamericano de la Comunicación: Comunicación, Cultura y Cooperación. Universidad Complutense de Madrid. July, 4, 2016

García, A., Montes, M. and Menor, J.J (2016): Conditions of Vulnerability and Appropriation of Cyberspace in Adolescence. YouTube's case. Congress: VIII Congreso Internacional Latina de Comunicación Social. "Del verbo al bit". Universidad de La Laguna, San Cristobal de La Laguna, España. December, 2 to 9, 2016.

Rubira García, R. (2016): Internet as an Object of Analysis for the Social Sciences in Cuba: Main Trends and Perspectives. Conference: 50th anniversary. XXXIV International Congress of the Latin American Studies Association. New York, USA. May 27-30.

Torregrosa Carmona, J. F. and Ortiz De Guinea Ayala, Y. (2016): Autonomic Public Television and Political Discourse in Spain. Congreso Iberoamericano ae-ic/Confibercom. Communication, Culture and Cooperation. Universidad Complutense, Carlos III and Rey Juan Carlos, Madrid. July 4 to 8, 2016

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 – Aín 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 Witswatersrand
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)

Please tick relevant fields of output and indicate volume of output:		[tick]	[no.]
	Books	☐	
	Books (edited)	☐	x
	Books (chapters)	☐	x
	Monographs	☐	
	Research Reports	☐	
	Journal Articles (refereed)	☐	x
	Conference Proceedings	☐	x
	Occasional Papers	☐	
	Teaching/Learning Materials	☐	x
	Multimedia Materials (CD-Rom)	☐	
	Multimedia Materials (Video)	☐	
	Multimedia Materials (Other)	☐	

Give details of major publications and materials including full citations.

i) Theses

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ii) Publications

1) Books edited

García, A., Catalina, B., and Beltrán, P. (2016): Documentation in Communication. Introduction and new tools. Ommpress, Madrid.

Izquierdo Iranzo, P. and Caffarel-Serra, C. (2017): Digital Coexistence in the Classrooms. In Fernández Paradas, Antonio (Coord): Pantallas que educan. Madrid: Tecnos, ed. Universitarias, pp. 549-566. Creative Commons: 978-84-309-7383-5

2) Book chapters

García, A. (2016): Documentation in Communication. Introduction and new tools. Ommpress. pp. 9-23. Madrid.

Torregrosa-Carmona, J. F. (2016): Journalism and Literature. Say (almost) the same. Dykinson, S. L. pp, 101-111. Madrid

Torregrosa-Carmona, J. F. and Agustín Lacruz, M. C. (2017): Light and Memory: Reference Works and Primary Sources of Information about Photography. Pirámide, pp. 327-361. Madrid

Torregrosa-Carmona, J. F. and Agustín Lacruz, M. C. (2017): Visualized Information: Reading Graphs, Tables and Infographics. UNESP (Universidad Estadual de São Paulo), pp. 221-241. São Paulo, Brasil

Torregrosa-Carmona, J. F. and Agustín Lacruz, M. C. (2017): Image and Time: Secondary Sources of Information and Documentary Institutions on Photography. Pirámide, pp. 363-405. Madrid

Torregrosa-Carmona, J. F. and Montes Vozmediano, M. J. (2017): The Training of Journalists in the Spanish University System within the International Context. Tecnos, pp. 724-738. Madrid

Torregrosa-Carmona, J. F. and Ortiz de Guinea, Y. (2016): Autonomous Public Television and Political Discourse in Spain. Libro de Comunicaciones del V Congreso Iberoamericano de Comunicación "Communication, Culture and Cooperation" 9 AE-IC, pp. 1023-1038. Madrid. Creative Commons: 978-84-608-8942-7

3) Peer Reviewed Journals

Caffarel Serra, C. and García de Castro, M. (2017). Future of National and Regional Public Television in Spain. Proposals of Political Parties in 2015 and 2016 Elections. Revista Mediterránea de comunicación, vol. 8 (1), pp.105-119.

Caffarel Serra, C. and Rubira García, R. (2017): International Communication, Equality and Development: an Essential Tribute. Index Comunicación, revista científica en el ámbito de la Comunicación Aplicada. 7(3), pp. 13-19. Creative Commons: 2174-1859.

Caffarel-Serra, C. (2017): The Value of the Spanish Language. In: El español médico y la biomedicina en español. Educación médica. Revista internacional. Vol. 18, Nº 2.

García de Castro, M. and Caffarel Serra, C. (2016): "Effects of the Economic Crisis on the Production of Television Fiction Content in Spain between 2010 and 2015". In: ZER, Revista de Estudios de Comunicación, vol. 21, nº 40, pp. 177-193.

García, A. (2016): Design and Presentation in Multimedia Journalism. In: Trípodos, nº 38, pp. 218-220

García, A., Catalina, B. and López de Ayala, M.C. (2016): Adolescents and YouTube. Creation, Participation and Consumption. In: Prisma Social. Revista de investigación social, nº 1, pp. 60-89

García, A., Catalina, B. and Oliva. C. (2016): Study on the Frequency and Consultation of News by Young People. In: Documentación de las Ciencias de la Información, vol. 39, pp. 283-298

García, A., Estévez, J. and Glösekötter, P. (2016): An Application of People's Sentiment From Social Media to Smart Cities. In: El Profesional de la Información, vol. 25, nº 6, pp. 851-858

García, A., Marzal, J and Humanes, M.L (2016): Analysis and Reformulation of the Knowledge Organization in Communication Sciences: application for Unesco Coding. In: Revista General de Información y Documentación, vol. 26, nº 1, pp. 65-79.

Izquierdo Iranzo, P., Martínez Pastor, E. and Galmes Cerezo, M. (2016): Ethnic Representation in Argentine, Brazilian and Mexican Advertising (2012-2014). In: Prisma Social. Revista de Ciencias Sociales, nº 17, pp. 241-267.

Rubira García, R. and Gil-Egui, G. (2017): Wikipedia as a Space for Discursive Constructions of Globalization. In: International Communication Gazette. Web of Science Core Collection Communication JCR

Rubira García, R. and Puebla Martínez, B. (2017): Social Representations and Mediations: a Critical Reading from the Latin American Perspective of Communication. In: Barataria, Revista Castellano-Manchega de Ciencias Sociales, Nº 22, pp. 81-97. Ulrich's Periodicals Directory, USA Sociology

Rubira García, R. and Puebla Martínez, B. (2017): Study of Internet in Social Sciences and Communication: a Critical Perspective. In: Espacios, Vol. 38, Nº 52. Consejo Nacional de Investigaciones Científicas y Tecnológicas (Venezuela).

Torregrosa Carmona, J. F. and Montemayor Rodríguez, N. (2017): International Communication: Journalism in Mexico today. Narratives of the Informative Treatment of Conflict and Violence. In: Index.Comunicación. Revista científica en el ámbito de la comunicación aplicada, pp. 73-93. Madrid, URJC.

Torregrosa-Carmona, J. F. and Rodríguez-Gómez, E. (2017): Communities of Fans and Television Fiction. Case Study: el ministerio del tiempo (TVE). In: El profesional de la información / International Journal on Information and Communication (rev. jcr). vol 26, 6, pp. 1139-1148. Barcelona.

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)

5th Annual Meeting of UNESCO Chair Holders in Communication, Paris, France
Dates: 26 to 28 October, 2016

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. Rainer Rubira García, lecturer

Staff Members:
Mrs. Yolanda Ortiz de Guinea Ayala, lecturer
Mr. Juan Francisco Torregrosa Carmona, full professor
Mrs. Patricia Izquierdo Iranzo, lecturer

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

2) Financial Resources

Please tick sources of financial contribution and specify the amount in U.S. dollars		[tick]	Amount (€)
	Host Institution	☐ x	_25 000 _____
	Partner Institution	☐	_____
	Government Body	☐	_____
	Other Public Institution/Body	☐	_____
	(incl. Research Councils)		
	UNESCO	☐	_____
	Other UN Agency	☐	_____
	IGO	☐	_____
	NGO	☐	_____
	Industry	☐	_____
	Other Private	☐	_____

Give details of financial contributions, material resources and space.

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

25.000€ - Vice-rectorate of Academic Staff and Research - Assistantship for web developing and administrative tasks

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