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

2017-2018

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, 2017
Period of activity under report: *(mm, yyyy - mm, yyyy)*	May, 2017-May 2018
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)

Among these years (2017-2018) we have been working in a complex economic scenario. Despite this situation we have increased our efforts to strengthen our Chair International presence and collaborative networks worldwide, with a special and 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.

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) Training (short term)	**Research Stay for professors** University of Origin: Universidad Rey Juan Carlos Dates: May 29-June 6, 2017 Participant: Dr. Antonio García Jimenez University of Origin: Universidad Rey Juan Carlos Dates: July-Agoust 2017 Participant: Dr. Juan-Francisco Torregrosa Carmona University of Origin: Universidad Rey Juan Carlos Dates: July-October 2017 Participant: Dr. Rainer Rubira García
iii) 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-C4-3-P. 2014-2017. Responsible University: Universidad Complutense de Madrid (UCM)

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

Caffarel, C. and Rubira, R. (2018): Virtual Public Space: Wikipedia and the Discursive Construction of the Concept of Globalization. International Congress "Communication City and public spaces". University of Lima, Peru, May 8-10, 2018

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

Caffarel, C. (2018): Incentives of Extra Academic Activities at the University. Congress: Addictions and prevention between equals. Youtube and other communication tools. Auditorium of the Government Delegation for the National Plan on Drugs (DGPNSD). May 22, 2018

Caffarel, C., Izquierdo, P. and Nuñez, S. (2017): "The Woman in the Direction of the Investigation on Communication in Spain (2007-2013)". CUICIID (International University Congress on Communication in the Profession and in the University of today: Contents, Research, Innovation and Teaching). Universidad Complutense de Madrid. October 25 and 26, 2017

Caffarel, C., Lozano, C. and Gaitán, J.A., (2018): Methodology in Communication Research in Spain, MapCom. Communication and knowledge, VI International Congress of the AE-IC. Universidad de Salamanca, May 22, 2018

Caffarel, C., Lozano, C. and Gaitán, JA. (2017): Methodological Design for the Construction of an Interactive Map on Research in Communication in Spain from 2007 to 2020: MAPCOM2, na DTI 1 -Epistemologia, teoria e metodologia da comunicação. XV CONGRESSO INTERNACIONAL IBERCOM 2017. Universidade Catolica, Lisboa. November 16-17

Caffarel, C., Ortega, F. and Gaitán, JA. (2017): Research in Communication in Spain, Weaknesses, Threats, Strengths and Opportunities, Situation and Future Perspectives. IV National Congress of Research Methodology. Universidad Jaume I, Castellón. November 23-24, 2017

García, A., Montes, M. and Catalina, B. (2017): Media Literacy and Digital Vulnerability: an Educational and Communication Approach. III Congreso Internacional de Educación Mediática y Competencia Digital. Segovia, Campus de Universidad de Valladolid. June 15-17

Izquierdo, P. and Caffarel, C. (2017): Complementarity of Online and Presential Teaching from the Double Teaching-discent Vision. CUICIID (International University Congress on Communication in the Profession and in the University of Today: Contents, Research, Innovation and Teaching). Universidad Complutense de Madrid. October 25 and 26

Ortiz de Guinea, Y. (2017): Reputation of the Media: the dialogue between professionals and the University. Universidad Rey Juan Carlos. November 13

Rubira, R. (2017): Internet as an Object of Study in Communication Sciences in Spain. IV CONGRESS TMIC of the AE-IC and SYMPOSIUM PROJECT MAPCOM. Universidad Jaume I, Castellón, November 23 and 24.

Rubira, R. (2017): Spanish Internet Research in Communication Sciences: a historical perspective. XV Congresso internacional ibercom Universidade Católica Portuguesa (FCH-UCP). Lisbon, Portugal. November 16, 17 and 18

Rubira, R. and Gelado, R. (2018): The Social Function of Communication in New Environments. What Is Quality Journalism? III International Conference on Communication and Thought. Smartphone Generation: Mobile Communication. Universidad de Sevilla. March 21, 22 and 23

Rubira, R., Colussi, J. and Gomes-Franco e Silva, F. (2017): Immersion Journalism in Colombia: an exploratory study of El Tiempo. IX International Congress of Cyberjournalism. Universidad del País Vasco, Bilbao. November, 27

Rubira, R., Gelado, R. and Magro, S. (2017): Internet and Journalism as a Profession. VII International Congress of Research in Communication and Digital Information. Zaragoza, Spain. November 8, 9 and 10

Rubira, R., Puebla, B. and Magro, S. (2017): Globalization, Communication and Social Movements: World Social Forum's case. International Conference Communication, conflicts and social change. Universitat Jaume I, Castellón, Spain. December 18 and 19

Rubira, R., Puebla, B. and Magro, S. (2017): Television Industry in Spain. From the Local to the Global and vice versa: "Tu cara me suena" as a case of study. Creative Industries Global Conference (CIGC). Universidad de Alicante. November 30 and December 1.

Rubira, R., Puebla, B. and Magro, S. (2018): Globalization as a Discursive Object: consensuses and dissents in Wikipedia. III International Conference on Communication and Thought. Smartphone Generation: Mobile Communication. Sevilla University. March 21, 22 and 23

Torregrosa, J. F. and Montes, M. J. (2017). The Regulated Training in Communication in Spain. International Congress of Innovation, Teaching and Research. Universidad Complutense de Madrid. October 25 and 26

Torregrosa, J. F. and Rubira, R. (2018): Inmigration in Spain: Treatment and Object of Study. The 13th Annual Global Communication Association Conference: Populism, Media, Politics, and Immigration in a Globalized World. Universidad Rey Juan Carlos de Madrid. May 16-19 15-17

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	☐	
	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

Title: Internet as an object of study in the field of Communication Sciences in Spain

PhD student: Rainer Rubira García
Director: Antonio García Jiménez
Universidad Rey Juan Carlos, 2017

Title: Methodology of the Cuban School of Classical Ballet: Anatomical Analysis of the Primary Steps of the Elementary Level

PhD student: Gaël Lévéder-Lepottier Bernard
Director: Carmen Caffarel
Universidad Rey Juan Carlos, 2017

ii) Publications

1) Books edited

Caffarel, C. Gaitán, J.A., Lozano, C. and Piñuel, J.L. (2018): "Cartography of Methodological Uses in Doctoral Theses and I+D Projects". In: Caffarel et al. Editors, Methodological trends in academic research on Communication, pp. 19-49. Comunicación Social. Salamanca. Creative Commons: 978-84-15544-69-2

Caffarel, C. Gaitán, J.A., Lozano, C. and Piñuel, J.L. (2018): "Cartography of the Methodological Uses in the Responses to the 2017 Survey of University Researchers in Spain". In: Caffarel et al. Editors, Methodological trends in academic research on Communication, pp. 63-75. Comunicación Social. Salamanca. Creative Commons: 978-84-15544-69-2

Caffarel, C. Gaitán, J.A., Lozano, C., Piñuel, J.L., (eds) (2018): Methodological Trends in Academic Research on Communication. Comunicación Social. Salamanca. pp. 301. Creative Commons: 978-84-15544-69-2

Caffarel, C., Izquierdo, P. and Núñez, S. (2018). How Does a Woman Investigate when she Investigates about Women in Communication? In: Rodríguez Rodrigo, Estrella (coord): Research proposals in cutting-edge áreas

Izquierdo, P. (2018): Logical, Methodological and Expository Process. Basic Notes of the Subject Methods of Research in Communication (II). UNO. Albacete. Creative Commons: 978-84-17256-44-9

Izquierdo, P. (2018): The Scientific Method and the Methodological Logic. Introduction to the Subject Methods of Research in communication (I). UNO. Albacete. Creative Commons: 978-84-17256-43-2.

Torregrosa, J.F. and Agustín, M.C. (2018): Ways to Look. Informative and Documentary Uses of Photography. Trea. Gijón.

1) Book chapters

García, A. (2018): The Participation of Minors and their Empowerment on the Internet. In: Estefanía Jiménez; Maialen Garmendia y Miguel Ángel Casado (coords.) Entre Selfies y Whatsapps. Oportunidades y riesgos para la infancia y la adolescencia conectada. Gedisa. Barcelona.

Izquierdo, P. (2018): Teaching Potential of TIC According to the Digital Uses of Young People and the Nature of the Subjects. In: Chaves-Montero, Alfonso. (Ed.): Las TIC como plataforma de teleformación e innovación educativa en las aulas. Egregius. Sevilla. Creative Commons: 978-84-17270-07-0, pp.28-42.

Rubira, R., Gelado, R. and Magro, S. (2018): The Journalistic Profession Facing the Challenges of the Internet. In: Larrea, Ana María and Mantilla, Paola (coords.): Digital Journalism: behind sustainable communities in cyberspace. Egregius Ediciones. Creative Commons: 978-84-17270-42-1.

Rubira, R., Gelado, R. and Magro, S. (2018): Weighting of the Importance Assigned to News in Written Media. Proposal of an Analysis Based on the Elements of Journalistic Design. In: Rodríguez Rodríguez, Jorge Miguel; López Pan, Fernando; and Albalad Aiguabella, José María (coords.): Informative Quality and New Narratives. Egregius Ediciones. Creative Commons: 978-84-17270-46-9.

Rubira, R., Puebla, B. and Magro, S. (2018): Transformations in the Value Chain of the Audiovisual Product. The Content for Second Screen of Masterchef. In: Puebla Martínez, Belén; Del Campo Cañizares, Elpidio; Gelado Marcos, Roberto (eds.): Digital Synergies. Hybridizations between Information, Fiction and Entertainment. Egregius Ediciones. Creative Commons: 978-8417270-30-8.

2) Peer Reviewed Journals

Caffarel, C. (2018): The Metainvestigation in Communication, a Need and an Opportunity. In: adComunica. Revista Científica de Estrategias, Tendencias e Innovación en Comunicación, nº15. Castellón: Asociación para el Desarrollo de la Comunicación adComunica and Universitat Jaume I, 293-295.

Caffarel, C., Ortega, F. and Gaitán, J.A. (2017): Research in Communication at the Spanish University in the Period 2007-2014. In: El profesional de la información, vol. 26, n. 2, pp. 218-227.

Caffarel, C., Ortega, F. and Gaitán, J.A. (2018): Research in Communication in Spain: Weaknesses, Threats, Strengths and Opportunities. In: Comunicar, n.56, vol.XXVI, pp. 61-70.

García, A. and Catalina, B. (2018): A Documentary and Librarianship Perspective on Big Data and Data Journalism. In: Investigación Bibliotecológica: archivonomia, bibliotecología e información, vol. 32, nº 74, pp. 77-99

García, A., Arcila, C. and Alonso, LM. (2018): Big Data Approaches for Health Communication: Large-Scale Network and Feeling Analysis. In: Revista Científica Salud Uninorte, vol. 34, nº 1

García, A., Catalina, B. and Montes, M. (2017): Young University Students and Their Patterns of Consumption and Dissemination of News According to the Ideological Trend. In: Fonseca, Journal of Communication, nº 15, pp. 57-73

García, A., Montes, M. and Menor, J. (2018): Teen Videos on YouTube: Features and Vulnerabilities. In: Comunicar, vol. XXVI, nº 54, pp. 61-69

García, A., Tur-Viñes, V. and Pastor, Y. (2018): Media Consumption of Adolescents and Young People. News, Audiovisual Content and Audience Measurement. In: Icono14, vol. 16, nº 1, pp. 260-284

Izquierdo, P. (2018): Cyber-activism: Armenian Diaspora and Government in the Digital Agora. In: La revue de communication, technologies et développement. nº4

Ortiz de Guinea, Y. Villafañe, J. Y and Caffarel, C. (2018): "Research for the Evaluation of the Reputation of the Media". In: Revista Latina de Comunicación Social, 73, pp. 845- 869

Piñuel, J.L., Lozano, C., Gaitán, J.A. and Caffarel, C. (2018): Survey MapCom 2017 to the Community of Researchers of Communication in Spain. In: Tendencias sociales, I, pp.73-117.

Rubira, R. and Puebla, B. (2018): Social Representations and Communication Processes: Theoretical Notes for an Unfinished Interdisciplinary Dialogue. In: Convergencia, revista de Ciencias Sociales. Universidad Autónoma del Estado de México.

Torregrosa, J.F. and Monte, M.J. (2018): The Claim of the Body of Women as a Sexual Object in Graphic Advertising. Comparative Study of Two Jewelry Brands. In: Revista Mediterránea de Comunicación. Alicante.

3) Teaching/Learning Materials

"Videoperiodismo o cómo contar una noticia para television en la era digital" organized by Yolanda Ortiz de Guinea
Dates: November 6-19, 2017
Universidad Rey Juan Carlos

"Retos y vulnerabilidades" organized by Antonio García Jiménez
Dates: October 10, 2017
Universidad Rey Juan Carlos

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)

Caffarel, C, Gaitán, J.A. and Ortega, F. (2018): Gender Map in Communication Research in Spain. Congress: Communication and knowledge, VI International Congress of the AE-IC. Universidad de Salamanca. May 22, 2018

6th Annual Meeting of UNESCO Chair Holders in Communication, Jakarta, Indonesia at the University of Pancasila
Dates: 4 to 6 May, 2017

7th Annual Meeting of UNESCO Chair Holders in Communication, Lima, Peru, at the University of Lima
Dates: 8 to 10 May, 2018

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 internationalize a Postgraduate and Master programme including at least 20% of Developing Countries students/researchers.

2. To organize 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:

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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
Mrs. Irene Rodríguez Cabezas, Research Assistant

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