



**UNITWIN/UNESCO Chairs Programme
Progress report**

Period of activity:

January 2013 –December 2013

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 Serra
José Carlos Sendín Gutiérrez
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 this year of intense activity (2013) we have been working through the same complex economic scenario inherited from 2012. Despite this situation, we have increased our efforts to strengthen our Chair's International presence and collaborative networks worldwide, with a particular focus on African partners. We have consolidated our formal functioning structure thanks to our University and the support received to fund an assistantship this year of 2013; we have improved our Chair's website; we have worked on our contacts with African universities, we have actively participated in International Congresses, we have contributed to Orbicom Annual General Meeting and we have also organized special academic seminars in our institution. Nevertheless, a lot of work is still to be done. We are just beginning to build 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. In 2013 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.

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

- Number of visiting staff: 1

Mrs. Leslie Chaves Sedrez: She is a PhD student supervised by Prof. Denise Cogo (UNISINOS University, Brazil) and under the supervision of Prof. José Carlos Sendín during her stay at our UNESCO Chair [AfriCom]. She began her research in the Chair in February of 2013. 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.

More information at: <http://www.unescoafricom.es/En/brazilian-researcher-makes-a-thesis-on-the-analysis-of-afro-brazilian-movements-in-the-framework-of-our-chair/>

- 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. 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/>

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: 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

1.000 € - Dean Office. Faculty of Communication Sciences. URJC – for permanent Seminar

850 €- Vice-rectorate of Academic Staff and Research. URJC – 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

a) First Permanent Seminar on Communication and Africa (2013): The Permanent Seminar is an activity specially designed to analyze crucial issues about communication. This seminar devoted special interest to the African perspective. The Chair intends to project its activities throughout time and especially during the academic year. The Permanent Seminar on Communication and Africa 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 devotes an especial interest to African specialists, through invitation to key speakers from the continent.

Academic Program available at:

<http://www.unescoafricom.es/wp-content/uploads/2012/11/ProgramaSeminariov3.pdf>

Date: 23/04/2013

Venue: Faculty of Communication Sciences. Campus Feunlabrada. URJC

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 El País, Spain)

More than 250 students attended this session. Some of them intervned at the end of speeches with questions and remarks.

Session II.

Journalism Education: debate among university staff. Specifically designed to analyze model curricula for journalism education, designed and proposed by UNESCO. See the flyer:-program <http://www.unescoafricom.es/En/seminariopermanente/>

For conclusions, see: <http://www.unescoafricom.es/conclusiones-del-seminario-permanente-i-del-23-de-abril/>

Attendant's list to this Session II:

Banda, Fackson (Unesco) f.banda@unesco.org
Caffarel Serra, Carmen (URJC) carmen.caffarel@urjc.es
García Jiménez, Antonio (URJC) antonio.garcia@urjc.es,
Sendín, José Carlos (URJC) josecarlos.sendin@urjc.es
García Matilla, Agustín (U Valladolid) agustingmatilla@gmail.com
decanato.fcsjc@uva.es
Perlado Lamo de Espinosa, Marta (U Nebrija) mperlado@nebrija.es
Valenzuela, Gloria (EFE) gvalenzuelac@efe.es
Real, Elena (UCM) ereal@ccinf.ucm.es
Martínez Nicolás, Manuel (URJC) manuel.martinez.nicolas@urjc.es
Cuenca Beltrán, Pilar (U Autónoma Madrid) pilar.cuenca@uam.es
Humanes, M^a Luisa (URJC) marialuisa.humanes@urjc.es
Pérez Cuadrado, Pedro (URJC) pedro.perez@urjc.es
Iranzo Rico, Amador (Cátedra Unesco UJI) amador.iranzo@gmail.com
Pereira, Xosé (U Santiago Compostela) xose.pereira@usc.es
Iturzaeta, Rosa, (Oberatxe) riturzaetam@meyss.es,
Del Hoyo, Mercedes (URJC) mercedes.hoyo@urjc.es
Gómez Escalonilla, gloria (URJC) gloria.gomezescalonilla@urjc.es"
Ortiz de Guinea, Yolanda (URJC) yolanda.ortizdeguinea.ayala@urjc.es
Torregrosa, Juan Francisco (URJC) juanfrancisco.torregrosa@urjc.es
Rubira García, Rainer (URJC) rainer.rubira@urjc.es
González Huesa, José Manuel (D. Gral Servimedia) jmgh@servimedia.es
Franco Alvarez, Guillermina (UC3) gfranco@hum.uc3m.es
García Martel, David (UC3)
Carrera, Pilar (UC3) mpcarrer@hum.uc3m.es

b) Seminar "The reputation of journalists"

Date: October 15, 2013

Venue: (Assembly Hall – Main Building) Fuenlabrada Campus

The Faculty of Communication Sciences of the URJC, in collaboration with the UNESCO Chair [AfriCom] has organized a seminar through presentations by different specialists, which aims 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.

Education (leading to certification)

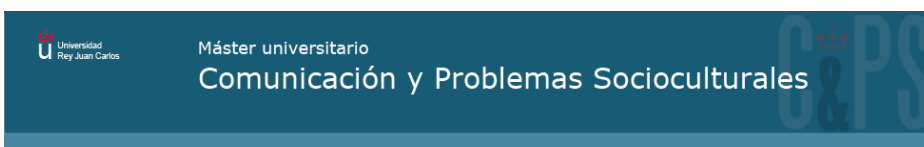
One of the Chair's objectives is to establish contacts and partnerships with universities and research centers. To this end, we have established partnerships with several Official

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/mucyps/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_televisiion/index.htm

2. Conferences/ Meetings.

2.1. 2nd annual meeting of UNESCO chair holders in Communication, Rabat, Morocco, 25 and 26 May 2013.

The Director of the UNESCO Chair [AfriCom], 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.

Academic Program available at:

<http://www.unescoafricom.es/wp-content/uploads/2013/05/Programme-reunion-ORBICOM3.pdf>

More information at the Orbicom website:

<http://orbicom.ca/en/13-hot-spot/136-meeting-2013.html>

2.2 Orbicom Annual General Meeting. November 25th, 2013.

Online Discussion on the organization procedures for the next period.

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. Also, we try to be a reference on Communication and African Studies, by providing access to specialized journals and working documents.

First, we have established a working network during this year 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.

And secondly, we have established a 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>

4. Publication and multimedia materials

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

Book's chapter:

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 Cost: 2.000 € Revenues: Free distribution.

Dossier:

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> Cost: 2.000 € Revenues: Free distribution.

Academic articles:

Monographic issue “New (?) African Communication Environment”. Index.Comunicación, Vol 3, Nº 2. URJC-AFRICOM.

Available at:
<http://journals.sfu.ca/indexcomunicacion/index.php/indexcomunicacion/issue/view/5> Cost:
2.000 € Revenues: Free distribution.

After a Call for papers with the support of IAMCR (International Association of Media and Communication Research) a thoughtful assessment process were conducted and finally 11 articles were selected to be published.

This volume intends to serve as a platform to share ideas and discuss the role that media could play in building stronger democracies in Africa, and to provide a space for critical media studies, by focusing the concept of popular culture towards a more comprehensive and richer understanding of public spheres in Africa. This volume-issue aims to publish theoretical essays, analysis and original research from a wide range of views, which would contribute significantly to shed light on how traditional and new media, together with alternative communication practices could play an important role in the continent.

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.

Articles in the issue:

a) Title: A contribution to the study of communication and Africa / Una contribución al estudio sobre la comunicación y África.

Author(s): Carmen Caffarel, José Carlos Sendín.

Institution: Universidad Rey Juan Carlos.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

b) Title: Foreign correspondence from Sub-Saharan Africa: An evolving communicational paradigm shift / Corresponsales extranjeros en África Subsahariana: Un paradigma comunicativo en evolución.

Author(s): Paulo Nuno Vicente.

Institution: Universidade Nova de Lisboa.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

c) Title: Foreign correspondence from Sub-Saharan Africa: An evolving communicational paradigm shift / Corresponsales extranjeros en África Subsahariana: Un paradigma comunicativo en evolución.

Author(s): Paulo Nuno Vicente.

Institution: Universidade Nova de Lisboa.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

d) Title: The Ethnic Hate Speech was Networked: What Social Media Online Political Discussions Reveal about the 2013 General Elections in Kenya / El discurso étnico del odio se difundió por las redes. Análisis de las discusiones políticas en las redes sociales durante las elecciones generales en Kenia en 2013.

Author(s): Jacinta Mwendu Maweu.

Institution: University of Nairobi.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

e) Title: An approach to media education in Africa / Una aproximación a la educación en medios en África.

Author(s): Juan Francisco Torregrosa Carmona.

Institution: Universidad Rey Juan Carlos.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

f) Title: China and the African Internet: Perspectives from Kenya and Ethiopia / China y el Internet africano: Perspectivas desde Kenia y Etiopía.

Author(s): Iginio Gagliardone.

Institution: University of Oxford.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

g) Title: Candidate Representation and Media Biases in Tanzania / Representación de los candidatos electorales y prejuicios mediáticos en Tanzania.

Author(s): Kaanaeli Bariki Kaale.

Institution: St. Augustine University of Tanzania.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

h) Title: 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.

Author(s): Antonio García Jiménez, Alberto González Pascual.

Institution: Universidad Rey Juan Carlos.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

i) Title: Encountering Otherness. Depth of Field: A collective approach to Africa / Conocer la alteridad. Depth of Field: una aproximación colectiva a África.

Author(s): Rosario Jiménez Morales.

Institution: Universidad Rey Juan Carlos.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

j) Title: E-learning platform for Senegalese immigrant community focused on media literacy / Plataforma de formación online para la comunidad de inmigrantes senegaleses centrada en alfabetización mediática.

Author(s): Guillermina Franco Álvarez, David García Martul.

Institution: Universidad Rey Juan Carlos.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

k) Title: Migration myths and imaginaries in the reception of television in Morocco / Mitos e imaginarios migratorios en la recepción de la televisión en Marruecos.

Author(s): Lucía Benítez Eyzaguirre.

Institution: Universidad de Cádiz.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

l) Title: Media and identity: Africanness in Portugal / Medios de comunicación e identidad. Africanidad en Portugal.

Author(s): Bruno Miguel Carriço dos Reis y Lidia Marôpo.

Institution: Universidade Autónoma de Lisboa.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

m) Title: Racial equality activism in Brazil, communication via networks and internet: Afropress News Agency / Activismo por la igualdad racial en Brasil. La comunicación a través de redes e Internet: Agencia de Noticias Afropress.

Author(s): Leslie Sedrez Chaves, Denise Cogo.

Institution: Vale do Rio dos Sinos University, Brazil.

Journal: Index.Comunicación, Vol 3, N° 2.

Publisher(s): Universidad Rey Juan Carlos

Year: 2013

Language(s): Spanish/English

Multimedia material

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

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: 2013

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.

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.

2013 has been an intense and complex year for our Chair's work. We have successfully held our First Permanent Seminar on Communication and Africa with two special guest speakers: Dr. Mr. Fackson Banda, from UNESCO, París, France and Mrs. Lola Huete Machado, from El País, Spain. In the same context, we had a session dedicated on Journalism Education, with the participation of several experts from different universities in Spain. In a related topic, we also were involved in the organization of a Seminar on "The reputation of journalists".

We continue our active contribution to meetings of UNESCO chair holders in Communication and to other Orbicom activities. During this year our Chair has also established networks with research institutions, for instance, the International Research Institute IMDEA Networks at Universidad Carlos III de Madrid and particularly with their

NETCOM Research Group on Networks and Communication Technologies. We are willing to collaborate with them in an ongoing project on Internet Mapping in Western Africa.

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 Monographic issue "New (?) African Communication Environment". *Index.Comunicación*, Vol 3, Nº 2. URJC-AFRICOM. This includes 11 articles covering a wide range of topics on Africa and Communication.

During this initial period, we have tried to consolidate the Chair basic structure of functioning, together with a new strategy of action that will connect all Spanish Unesco Chairs in Communication in order to collaborate in joint projects.

V. Forthcoming activities

On 29 and 30 April, 2014 the UNESCO Chair in Communication Research and Africa (AFRICOM) will be involved in the organization and development of the International Congress: Africa con Ñ, led by the African Women's Foundation which will take 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 will inaugurate the International Congress which will bring together more than fifty specialists in Hispanic literature and culture, predominantly from Africa, who will present their research and projects.

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

Also, a new congress presentation will be made: 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. This presentation has served as a base for an article to be published in « Les Enjeux de l'information et de la Communication », in editorial process at the moment.

At the second semester of 2014 or maybe in 2015 a Permanent Seminar on Human Rights in the African Context will be held.

By late 2014 a Second Special issue focusing on Spanish Heritage Research in África is expected in Index, our Department's academic journal.

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

Vice-rectorate of Academic Staff and Research. URJC: 6.850 €

Dean Office. Faculty of Communication Sciences. URJC: 1.000 €

Computer: 700€

Governmental body

Other public institution:

-Casa África: 1.500€

UNESCO

Other UN Agencies

IGOs NGOs Industry

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 (please, specify)			
Teachers from primary education			
Teachers from secondary education			
Teachers from technical and vocational education			
Teachers from adult education			
Others groups (Please specify)			

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	
Latin America and the Caribbean	x