

UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

2018-2019

Title of the Chair/Network:	Unesco Chair on Communication Research
Host Institution:	Universidad Rey Juan Carlos (Spain)
Date of establishment of Chair/Network: <i>(mm, yyyy)</i>	May, 2012
Period of activity under report: <i>(mm, yyyy - mm, yyyy)</i>	May, 2018-June 2019
Report established by: <i>(name, position)</i>	Carmen Caffarel Serra, Director of the Chair Rainer Rubira García, Coordinator 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 (2018-2019) 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: <i>Overview of activities undertaken by the Chair during the reporting period</i>	
a) Education/Training/Research <i>(key education programmes and training delivered and research undertaken by the Chair during the reporting period, target group and geographical coverage)</i>	
i) Education (leading to certificate)	<p>“Reputación de los Medios de Comunicación: medios tradicionales versus medios digitales” organized by Carmen Caffarel, Yolanda Ortiz de Guinea and María Eugenia Lozano</p> <p>This activity was hosted in the Universidad Rey Juan Carlos and came around 200 students from journalism and communication degree Dates: November 13, 2018</p> <p>“International and Intercultural Communication” Subject taught by Rainer Rubira in the Business Administration degree, with 30 students Dates: 2018-2019 course</p>
ii) Training (short term)	<p>Research Stay for professors</p> <p>University of Origin: Universidad Rey Juan Carlos Destination university: Universita Cattolica - Milano Dates: April 29-May 29, 2019 Participant: Dr. Antonio García Jimenez</p> <p>University of Origin: Universidad Rey Juan Carlos Destination university: Šiauliai State College, Šiauliai, Lituania Dates: April 29, 2019 Participant: Dr. Rainer Rubira García</p>
iii) Research	<p>Research partners at Spanish National Research Plan “The Research System in Spain on Communication Social Practices. A Map of Projects, Groups, Lines, Objects of Study and Research Methods (MapCom)”</p> <p>Code: 2013-47933-C4-3-P. 2014-2017. Responsible University: Universidad Complutense de Madrid (UCM)</p> <p>Project granted “Communication Research Maps (2007-2018) at Spanish universities (MapCom2018)”</p> <p>Code: GC2018-093358-B-I00</p> <p>The Chair’s website has completely been renovated and developed: http://www.comunesco.com/</p>

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

Caffarel, C. and Rubira, R. (2019): International Congress "Freedom of expression in the digital age: from information to artificial intelligence", University of Strasbourg, May 13-15

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

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

Caffarel, C. (2019): VIII Annual Meeting of Unesco Communication Chairs. University of Strasbourg, May 13-15

Caffarel, C. (2019): Challenges of cultural enterprises in the global era. Opening speech-Management of Policies and Cultural Projects, Faculty of Philosophy and Letters of the University of Zaragoza, March 28

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

García, A. (2019): I International Congress on Vulnerability and Digital Culture. University CEU San Pablo. October 18-19

Izquierdo, P. (2018): The variables of heterogeneity and homogeneity in the design of the discussion groups. Example applied to the study of journalists. V International Congress of Methodologies in Communication Research. Complutense University of Madrid. November 20-22

Izquierdo, P. (2019): How the students of the Degrees of Communication investigate. The weight of Kuhn's epistemological historicism. VII International Congress of audiovisual researchers. CESINE, Santander, May 9-10

Izquierdo, P. (2019): Use of social networks in the task of personal study of communication students. VII International Congress of audiovisual researchers. CESINE, Santander, May 9-10

Izquierdo, P. Gaitán, J.A. and Caffarel, C. (2019): Map Of The Woman As Subject And Object Of The Communication Research In Spain. II International Congress of Research On Communication. Societat Catalana de Comunicació, June 28

Torregrosa, J. F. and Rubira, R. (2018). Immigration and Journalism: Treatment and Object of Study in Spain. 13th Annual Conference of the Global Communication Association, "Populism, Media, Politics, and Immigration in a Globalized World". Universidad Rey Juan Carlos, Madrid. May 17, 18 and 19.

c) Interuniversity Exchanges/Partnerships

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

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

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

These agreements were signed with the following universities:

- 01-dec-04: Framework partnership agreement with Universidad Agostinho Neto (Luanda, Angola).
- 11-jan-05: Framework partnership agreement with Universidad Abdelmalek Essaâdi (Tetuan, Morocco).
- 24-sep-08: Framework partnership agreement with Universidad Oscar Ribas (Angola).
- 19-dec-08: Framework partnership agreement with Universidad Mouloud Mammeri de Tizi-Ouzu (Algeria).
- 30-mar-09: Framework partnership agreement with Université Catholique du Congo (Democratic Republic of the Congo)
- 28-oct-10: Framework partnership agreement with Universidad Hassan II – Aïn Chock Casablanca. Morocco.
- 05-nov-10: Framework partnership agreement with Universidad Abdou Moumouni de Niamey. Niger.

Secondly, we have established agreements with research institutions such as:

- NETCOM Research Group Networks and Communication Technologies, from the International Research Institute IMDEA Networks at Universidad Carlos III de Madrid. Project: Internet Mapping in Western Africa.
- Ghana University
- Grenoble University

And thirdly, we still have active our special agreement for sharing information and scientific materials with two academic journals leading research in the field:

Ecquid Novi: African Journalism Studies
<http://www.tandfonline.com>

Journal of African Media Studies
<http://www.intellectbooks.co.uk>

The Chair is also working with the International Program Erasmus Mundus AESOP, of which our University takes part together with the following South African institutions:

University of Fort Hare
www.ufh.ac.za

University of Pretoria
www.up.ac.za

Cape Peninsula University of Technology
www.cput.ac.za

University of KwaZulu-Natal,
www.ukzn.ac.za

University of the Witwatersrand
www.wits.ac.za

University of Venda
www.univen.ac.za

Durban University of Technology
www.dut.ac.za

Limpopo University
www.ul.ac.za

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

d) Publications/Multimedia Materials*(major publications and teaching/learning materials)*

Please tick relevant fields of output and indicate volume of output:

	[tick]	[no.]
Books	<input type="checkbox"/>	
Books (edited)	<input checked="" type="checkbox"/>	x
Books (chapters)	<input checked="" type="checkbox"/>	x
Monographs	<input type="checkbox"/>	
Research Reports	<input type="checkbox"/>	
Journal Articles (refereed)	<input checked="" type="checkbox"/>	x
Conference Proceedings	<input type="checkbox"/>	
Occasional Papers	<input type="checkbox"/>	
Teaching/Learning Materials	<input checked="" type="checkbox"/>	x
Multimedia Materials (CD-Rom)	<input type="checkbox"/>	
Multimedia Materials (Video)	<input type="checkbox"/>	
Multimedia Materials (Other)	<input type="checkbox"/>	

Give details of major publications and materials including full citations.

i) Publications**1) Books edited**

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., Lozano, C., Gaitán, J.A. and Piñuel, J.L. (ed) (2018). Research, Communication and University, pp. 232. Salamanca: Comunicación Social.

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.

Rubira, R., Puebla, B. and Magro, S. (2018): "Communication processes in educational environments". Sevilla: Universidad de Sevilla and Egregius Ediciones. Creative Commons: 978-84-17270-59-9.

Rubira, R., Puebla, B. and Magro, S. (2018): "Communication and culture in the new media contexts." Sevilla: Universidad de Sevilla and Egregius Ediciones. Creative Commons: 978-84-17270-60-5

Torregrosa, J.F. and Agustín, M.C. (2019): Ways to Look. Informative and Documentary Uses of Photography. Trea. Gijón.

2) Book chapters

Caffarel, C. (2018): Conclusions, in Piñuel (dir), *Investigación, Comunicación y Universidad*, pp. 105-112. Salamanca: Comunicación Social.

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. and Piñuel, J.L. (2018): Communication research in Spain: a problem for its researchers. In Rodríguez Serrano, A. and Gil Soldevilla, S. (eds.). *Investigate in the neoliberal era. Critical views on communication research in Spain*, pp.295-320, Aldea Global, UAB, UJI, UPF, UV.

Caffarel, C., Izquierdo, P. and Núñez, S. (2018). How Does a Woman Investigate when she Investigates about Women in Communication? In: Rodríguez Rodrigo, E. (coord): *Research proposals in cutting-edge areas*, pp. 73-86. Madrid: Tecnos. Creative Commons: 978-84-309-7387-3

García, A. (2018): The Participation of Minors and their Empowerment on the Internet. In: Estefanía Jiménez; Maialen Garmendia and Miguel Ángel Casado (coords.) *Between Selfies and WhatsApps. Opportunities and risks for connected childhood and adolescence*. Gedisa. Barcelona.

García, A. and Catalina, B. (2018): Perspectives on communication technologies and digital citizenship. In: J. Ignacio "Iñaki" Chaves (coord.) *Communication and Citizenships*, p. 25-41. Bogotá, Ediciones Desde Abajo.

García, A., Catalina, B. and Montes, M. (2019): Perceptions about communicational behavior and digital vulnerabilities of minors. Interdisciplinary crossing. In: D. Barredo Ibáñez, M. Rodrigues da Cunha and J. Hidalgo Toledo (Coords.): *Youth, participation and digital media in Latin America*, pp. 47-60. Tenerife: Artisan Communication Notebooks

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.): *TIC as a platform for educational teletraining and innovation in the classroom*. Egregius. Sevilla. Creative Commons: 978-84-17270-07-0, pp.28-42.

Ortiz de Guinea, Y. and Martín, J.L. (2018): The evolution of the professional routines of television journalists. New technologies and transmedia content: the case of Telemadrid. In: José Muñoz Jiménez, Silvia Martínez Martínez and Beatriz Peña Acuña (Coords.) *The audiovisual reality as a new vehicle of communication (2)*, pp. 345-358. Gedisa Editorial. Creative Commons: 978-84-17341-96-1.

Ortiz de Guinea, Y. and Martín, J.L. (2019). The battle of (des) information in social networks. From the (Ro) bots to the control of the (Ro) Bots. In: Javier Sierra Sánchez and José María Lavín (Coords.): *Social networks, digital technologies and interactive narratives in the information society*, pp. 217-228. Mac Graw Hill. Creative Commons: 978-84-48618-18-6

Rubira, R., Puebla, B. and Gelado, R. (2018): Film criticism: a historical-critical approach from the field of cultural journalism. In: Montserrat Jurado Martín and Beatriz Peña Acuña (coords.). Cultural journalism in the 21st century (I). Teaching Innovators Contents, pp. 177-190. ISBN 978-84-7991-490-5

3) Peer Reviewed Journals

Caffarel, C. (2018): The Metainvestigation in Communication, a Need and an Opportunity. In: adComunica. Scientific Magazine on Strategies, Trends and Innovation in Communication, nº15. Castellón: Association for the Development of Communication adComunica and Universitat Jaume I, 293-295.

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

Caffarel, C., Piñuel, J.L., Lozano, C. and Gaitán, J.A. (2018): Conditions and performance of Research in Communication: the vision of academics. Cuadernos de Información y Comunicación, vol. 23, pp. 105-123. ISSN: 1135-7791

García, A. and Catalina, B. (2018): A Documentary and Librarianship Perspective on Big Data and Data Journalism. Library research: archivonomia, librarianship and information, 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. Revista Científica Salud Uninorte, vol. 34, nº 1

García, A., Montes, M. and Menor, J. (2018): Teen Videos on YouTube: Features and Vulnerabilities. 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. Icono14, vol. 16, nº 1, pp. 260-284

García, A., and Montes, M. (2019): Subject matter of videos for teens on YouTube. International Journal of Adolescence and Youth, pp. 1-16

García, A. and Jorge, A. (2019): Digital vulnerabilities. Mediterranean Journal of Communication, 10 (1), pp. 11-12

Izquierdo, P. (2019): How students investigate the degrees of communication. The weight of Kuhn's epistemological historicism. In: Mañas Viniegra, Luis and Vicente Domínguez, Aida Mª: Audiovisual contents, narratives and media literacy. Mac Graw Hill: Madrid, pp. 341-354. Creative Commons: 9788448618162

Ortiz de Guinea, Y. and Martín, J.L. (2018): Level of academic production on graphic design in Spanish (2014-2018). Arquetipo, 17, 141-153

Ortiz de Guinea, Y. Villafañe, J. Y and Caffarel, C. (2018): "Research for the Evaluation of the Reputation of the Media". 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. Tendencias sociales, I, pp.73-117.

Rubira, R. and Puebla, B. (2018): Social Representations and Communication Processes: Theoretical Notes for an Unfinished Interdisciplinary Dialogue. *Convergencia, revista de Ciencias Sociales*. Autonomous Mexico State University.

Rubira, R., Puebla, B. y Gelado, R. (2018): Social Representations in Studying Information, Knowledge, and Mediations: A Critical Review. *Social Sciences* 7 (12).

Torregrosa, J. F., Martínez, M. and García, M. C. (2018): Job placement and satisfaction with employment in the Communication Degrees adapted to the EESS. A case study. *El profesional de la información*, November-December, vol. 27, 6, pp. 1283-1292. Barcelona.

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. *Revista Mediterránea de Comunicación*. Alicante.

4) Teaching/Learning Materials

Ortiz de Guinea, Y. and Martín, J.L. (2019). Coords. *Monographic Creativity and Journalism. Creatividad y Sociedad*, nº 30. Creative Commons: 1887-7370

“FORO universitario de Grupos de Investigación en Comunicación” organized by Carmen Caffarel and José Luis Piñuel

Dates: March 22, 2019

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)

7th Annual Meeting of UNESCO Chair Holders in Communication, Lima, Peru, at the University of Lima

Dates: 8 to 10 May, 2018

8th Annual Meeting of UNESCO Chair Holders in Communication, Strasbourg, France, at the University of Strasbourg

Dates: 13 to 15 May, 2019

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:**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

Coordinator of the Chair:

Mr. Rainer Rubira García, lecturer

Staff Members:

Mr. Antonio García Jiménez, full professor

Mrs. Yolanda Ortiz de Guinea Ayala, lecturer

Mr. Juan Francisco Torregrosa Carmona, full professor

Mrs. Patricia Izquierdo Iranzo, lecturer

Mrs. María Eugenia Lozano López, lecturer

Mrs. Irene Rodríguez Cabezas, Research Assistant

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

2) Financial Resources

<i>Please tick sources of financial contribution and specify the amount in U.S. dollars</i>		[tick]	Amount (€)
Host Institution		<input type="checkbox"/> x	<u>25 000</u> _____
Partner Institution		<input type="checkbox"/>	_____
Government Body		<input type="checkbox"/>	_____
Other Public Institution/Body		<input type="checkbox"/>	_____
(incl. Research Councils)			
UNESCO		<input type="checkbox"/>	_____
Other UN Agency		<input type="checkbox"/>	_____
IGO		<input type="checkbox"/>	_____
NGO		<input type="checkbox"/>	_____
Industry		<input type="checkbox"/>	_____
Other Private		<input type="checkbox"/>	_____

Give details of financial contributions, material resources and space.

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

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