

UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

2020

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| 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> | Year 2020 |
| 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
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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)

This year we have increased our efforts to strengthen the presence of our Chair and the collaboration networks around the world.

We have consolidated our operating structure thanks to our University and the support received to finance a research grant during all these years. We have also continued to improve our website <https://www.comunesco.com/> as an instrument of knowledge transfer, we have actively participated in International Congresses, and we have also organized special academic seminars.

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. Similarly, we have attended congresses organized by national and international Communication Associations, specifically 7 of them organized by AE-IC (Spanish Association for Communication Research) and 2 by ALAIC (Latin American Association of Communication Researchers).

At the same time, we have published materials in national and international magazines as a way of establishing ourselves as a reference in Communication Studies. Of these materials, we have published 4 articles indexed in JCR Q2, 1 article in JCR Q1, 2 articles in SCOPUS Q2 and 2 in Emerging Science Citation Index ESCI.

2) Activities:

Overview of activities undertaken by the Chair during the reporting period

a) Research

The chair, with three of its members, Carmen Caffarel, Patricia Izquierdo and Rainer Rubira, has been part of the team of researchers of the excellence project of the National Research Plan "The research system in Spain on social communication practices. A map of projects, groups, lines, objects of study and research methods (MapCom)". Code: 2013-47933-C4-3-P. 2014-2017. Responsible University: Complutense University of Madrid (UCM)

In the same way, we have obtained a research project in the call for R&D projects for "knowledge generation" of the state program for the generation of knowledge and scientific strengthening: "Maps of Research in Communication in Spanish universities from 2007 to 2018". Code 2018-093358-B-100. Responsible university: Rey Juan Carlos University, PI: Carmen Caffarel, researchers: Patricia Izquierdo and Rainer Rubira

We have obtained the qualification of high performance group for the GUIMEDCOM research group "University Research Group in Mediation and Communication" linked to the Unesco Chair.

We have participated in teaching innovation projects; among which we highlight:

2020-2021: Main coordinator. Teaching Innovation Project "COMMCRISS II: teaching videoblogs, workshops, forum and repository". Call for Aid for Innovation and Improvement of Teaching. Faculty of Communication Sciences, Rey Juan Carlos University.

Similarly, Carmen Caffarel and Rainer Rubira have directed the following doctoral theses:

1. Title: "Democracy between the substantive and the procedural: feminism as a democratic model and political subject."
Author: Meysis Carmenati González.
Doctoral Program in Interdisciplinary Gender Studies (Interuniversity). Rey Juan Carlos University.
2. Title: "Communication and citizen participation: the role of women in cooperation projects for development and the construction of peace in Colombia".
Author: Tatiana de Jesús Buelvas Baldiris.
Doctoral Program in Interdisciplinary Gender Studies (Interuniversity). Rey Juan Carlos University.
3. Title: "Atlas of the Hispano-American novel, a communication approach from the Digital Humanities".
Author: Juan José Robledo Tangarife.
Doctorate Program in Social and Legal Sciences. Rey Juan Carlos University.
4. Title: "The influence of communication in digital environments in pro-gun associations".
Author: Leyre de Cepeda Aparicio.
Doctorate Program in Social and Legal Sciences. Rey Juan Carlos University.

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

1. Lozano-Ascencio, Carlos; Caffarel-Serra, Carmen and Rubira García, Rainer (2020): MapCom Latin America: proposals to configure an interactive Communication Research map, within the framework of the XV Congress of the Latin American Association of Communication Researchers. November 17, 2020.
 - Participants:
 - Carlos Lozano Ascencio (URJC, Spain)
 - Rainer Rubira García (URJC, Spain)
 - Carmen Caffarel Serra (URJC, Spain)
 - José Luis Piñuel Raigada (UCM, Spain)
 - Juan Antonio Gaitán Moya (UCM, Spain)
 - Daniela Lazcano (PUCV, Chile)
 - Marta Rizo (UACM, México)
 - Carlos Arcila Calderón (USAL, Salamanca)
 - Tanius Karam (UACM, México)
 - José Miguel Pereira (PUJ, Colombia)
 - Attendees: more than 20
2. Rubira García, Rainer and Venet Gutiérrez, Jacqueline (2020): The management of public opinion and communication and crisis in contemporary times. Rey Juan Carlos University, November 30, 2020.
 - Speakers:
 - **Tatiana de Jesús Buelvas Baldiris** (She is Foundation for Latin America)
 - **Milena Recio Silva** (EIToque.com)
 - **Rasa Pocevičienė** (Šiauliai State College, Lituania)
 - **Joaquín Orbea** (Telefónica. Movistar+)
 - Attendees: more than 50

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

Acosta, Yanet. (2020): Framing as an object of study in Spain: theoretical-methodological approach to production in scientific journals of the field at the national level. XII edition of the Latin International Congress of Social Communication. Madrid, from December 2 to 4, 2020.

Acosta, Yanet. (2020): The change of roles of women in the noir novel, evolution in the current novel. ' LPA Confidencial, Las Palmas de Gran Canaria, November 20, 2020.

Acosta, Yanet. (2020): "The noir that is written in the Canary Islands". Santa Cruz de Tenerife, December 7, 2020.

Acosta, Yanet. Lozano-Ascencio, Carlos (2020): "Photography and photojournalism as an object of study in communication in Spain between 2007 and 2018" VII INTERNATIONAL CONGRESS OF CONTEMPORARY PHOTOGRAPHY UCM- CONFOCO 2020. Universidad Complutense (online) 2020.

Caffarel-Serra, Carmen and Ortega Mohedano, Félix (2020): Research in Communication at the Spanish University and its Research Groups in the period 2007 to 2018. In VII INTERNATIONAL CONGRESS OF THE AE-IC: Communication and Diversity. University of Valencia, October 28, 28 and 30, 2020

Gaitán-Moya, Juan Antonio, Lozano-Ascencio, Carlos, Caffarel-Serra, Carmen and Piñuel-Raigada, José Luis (2020): "A decade of Research in Communication in Spanish Universities: Doctoral Theses, R&D Projects, Articles Scientists, Communications to Congresses, Books and Research Groups". VII International Congress of the Spanish Association for Communication Research. U. of Valencia 2020.

Gómez-Escalonilla, Gloria and Caffarel-Serra, Carmen (2020): COMPETITIVE RESEARCH PROJECTS IN COMMUNICATION. CUICCID Congress, Contents, Research, Innovation and Teaching, October 7 and 8, 2020 (online)

Gómez-Escalonilla, Gloria and Caffarel-Serra, Carmen (2020): Map of communication research groups in Spain, XII International Latina Congress. Thematic space 3. New trends and research in communication, 2, 3 and 4 December 2020

Gómez-Escalonilla, Gloria and Caffarel-Serra, Carmen (2020): The role of women in communication research in Spain (2007-2018), XVII INTERNATIONAL FORUM on the EVALUATION of the QUALITY of RESEARCH and HIGHER EDUCATION (FECIES), Carmona (Seville), Spain, November 25-27, 2020 (online)

Gómez-Escalonilla, Gloria e Izquierdo-Iranzo, Patricia (2020): Gender research in Communication, communication presented at the VII International Congress of AE-IC, Communication and Diversity, organized by the Spanish Association for Communication Research (AE-IC), October 28-30, 2020, Valencia headquarters, online participation.

Lozano-Ascencio, Carlos; Gaitán-Moya, Juan Antonio; Caffarel-Serra, Carmen and Piñuel-Raigada, José Luis (2020): "MapCom Project: ten years of funded Research in Communication in Spanish universities". XV Congress of the Latin American Association of Communication Researchers (ALAI). Challenges and Paradoxes of Communication in Latin America: Citizenships and Power, Medellín, Colombia, November 9-13

Lozano-Ascencio, Carlos; Gaitán-Moya, Juan Antonio; Caffarel-Serra, Carmen and Piñuel-Raigada, José Luis (2020): A decade of research in communication in Spanish universities: doctoral theses, R&D projects, scientific articles, books, communications to congresses and research groups, in VII INTERNATIONAL CONGRESS OF THE AE-IC: Communication and Diversity. University of Valencia, October 28, 28 and 30, 2020

Rodríguez, Raquel and Lozano-Ascencio, Carlos (2020): "Research carried out in Spain on Journalism through Doctoral Theses between 2014 and 2018". VII International Congress of the Spanish Association for Communication Research. Valencia 2020.

Rodríguez, Raquel and Lozano-Ascencio, Carlos (2020): "Postgraduate scientific production in journalism". XVII International Forum on the Evaluation of the Quality of Research and Higher Education (FECIES). Carmona, Seville (online) 2020.

Rubira García, Rainer; Venet, Jacqueline (2020): Notes on the scientific discourse and the producing agents of Internet research in the leading Spanish communication journals (1995-2020). XII edition of the Latin International Congress of Social Communication. December 2, 3 and 4, 2020.

Rubira García, Rainer; Sandulescu Budea, Alexandra and Acosta, Yanet (2020): Framing as an object of study in Spain: theoretical-methodological approach to the production in scientific journals of the field at the national level. XII edition of the Latin International Congress of Social Communication. December 2, 3 and 4, 2020.

Rubira García, Rainer (2020): What to study in Communication? Communication Research Methods: Theory and Practice. Workshop for academics. Šiauliai State College, Šiauliai, Lithuania. (TEACHING INNOVATION).

Rubira García, Rainer (2020): What does it mean Communication as a Field? Introduction to Research Practice. Workshop for students. Šiauliai State College, Šiauliai, Lithuania. (TEACHING INNOVATION).

Rubira García, Rainer (2020): Distance Learning. Relevant recommendations for Higher Education Lecturers. Workshop for academics. Šiauliai State College, Šiauliai, Lithuania. (TEACHING INNOVATION).

Rubira García, Rainer and Lozano Ascencio, Carlos (2020): Ibero-American crosses: Latin America and its contribution to the academic field of communication in Spain. An analysis based on the doctoral theses (2007-2017). Thematic Group Theory and Methodology of Communication Research. XV Congress of the Latin American Association of Communication Researchers (ALAIC). Pontifical Bolivarian University. November 9 to 13, 2020, Medellin, Colombia.

Rubira García, Rainer, Sandulescu Budea, Alexandra and Videla Rodríguez, José Juan (2020): Disinformation as an object of study in Spain: a theoretical-methodological balance of journals in the scientific field. VII International Congress of the AE-IC "Communication and Diversity". University of Valencia. Spanish Association for Communication Research. October 28-30, 2020, Valencia, Spain.

Rubira García, Rainer and Sandulescu Budea, Alexandra (2020): Communicological research on the Internet in Spain: how has the object of study been constructed in scientific journals in the last 30 years? VII International Congress of the AE-IC "Communication and Diversity". University of Valencia. Spanish Association for Communication Research. October 28-30, 2020, Valencia, Spain.

Teso, Gemma and Lozano-Ascencio, Carlos (2020): "Online communication on Climate Change in Spain". XII International Latin Congress of Social Communication Complutense University (online) 2020.

Venet Gutiérrez, Jacqueline and Rubira García, Rainer (2020): Don't put me in the dark to die a traitor. Exile and Inxilio in the homoerotic construction of the Cuban Revolution. International Congress Echoes of Change II, Looks to exile in the contemporary world (18th-21st centuries), Autonomous University of Madrid, January 29-30, Madrid, Spain.

c) 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) | | |
| 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) | | |

i) Publications**1) Book chapters**

Budea, A. M. S. (2020): An Approximation in the Study of Communication Research: Digital Evolution and the Study of This Subject in Spanish Academic Journals. In *Improving University Reputation Through Academic Digital Branding* (pp. 284-300). IGI Global.

Piñuel, J. L., Gaitán, J. A., Lozano, C. (2020): "Analysis of discourses and epistemology of mediations in the social practices of communication. Methodological proposal of a model". En Valle, Carlos del & Valdivia, Pablo (Editors) *Reading the social fabric. Discursive Analysis and Cultural Rhetoric in the Global South*. Ed. UFRO (Universidad de la Frontera), Temuco, Chile. 163-209. ISBN: 978-956-236-367-9.

Rubira García, Rainer, Gomes-Franco e Silva, Flávia and Colussi, Juliana (2020): *Meditations on digital competences for university education in Communication Sciences*. Barceló Hernando, Alejandro and Sarmiento Guede, José Ramón (coords.): *The use of ICT in Teaching Innovation*. Madrid: Dykinson. ISBN 978-84-9148-983-2, pp. 59-73. SPI Spanish Editorials. Position 13, First quartile.

Teso, G., Gaitán, JA, Lozano, C., Fernández, R., Sánchez, P., Arcila, C., Morales, E., Piñuel, JL (2020): *Design of the Observatory of Media Communication of Change Climate*. 101 pp.

Teso, G., Monge, C., Lozano, C. (2020): "Climate Change in the media, the first steps of an agreement" in Rodrigo-Cano, Daniel and Fernández Reyes, Rogelio. *Seminar Responses from Education and Communication to Climate Change*. Ecoacsa, Natural Capital Factory, Natural Capital Coalition 271-289 pp. (Pre-print).

2) Peer Reviewed Journals

Baraybar Fernández, A., Arrufat Martin, S. and Rubira, R. (2020): *Religion and Social Media: Communication Strategies by the Spanish Episcopal Conference*. In *Religions*, 11 (5), 239; AHCI and SCOPUS Q1

Cerón, Jhoni; Baldiris Navarro, Silvia Margarita; Quintero, Jairo; Rubira García, Rainer; Velez, Gloria; Graf, Sabine and De La Fuente, Luis (2020): Self-regulated Learning in Massive Online Open Courses: A State-of-the-Art Review. In IEEE Access. JCR Q1 and SCOPUS Q1 (accepted)

Franz-Amaral, Marcia, Lozano-Ascencio, Carlos, Puertas-Cristóbal, Esther. (2020): "Indicators for analysis of journalistic narratives on disasters: in search of invisibilities and exits". Click here. N° 144. Digital ISSN: 1390-924X Printed ISSN: 1390-1079; Emerging Science Citation Index ESCI

Gómez-Escalonilla, Gloria; Izquierdo-Iranzo, Patricia (2020): "Scientific contributions presented at the congresses of the Spanish Association for Communication Research (2007-2018)". *The professional of the information*, v. 29, n. 4, e290440; JCR Q2.

Izquierdo-Iranzo, P., Gaitán, J.A. and Caffarel, C. (2020): Map of women as subject and object of communication research in Spain. *Communication: Revista de Recerca i d'Anàlisi [Catalan Society of Communication]*. Vol. 37 (1) (maig 2020), pp. 31-52. DOI: 10.2436 / 20.3008.01.189; Emerging Science Citation Index ESCI

Izquierdo-Iranzo, P. & Gallardo-Echenique, E.E. (2020): Studygrammers: Learning Influencers. [Estudigramers: Influencers of learning]. *COMUNICAR*, 62, 115-125; JCR Q1

Lozano-Ascencio, Carlos; Gaitán-Moya, Juan-Antonio; Caffarel-Serra, Carmen; Piñuel-Raigada, José-Luis (2020): "A decade of university research on Communication in Spain, 2007-2018". *The professional of the information*, v. 29, n. 4, e290412; JCR Q2

Lozano-Ascencio, Carlos., Franz-Amaral, Marcia, Puertas-Cristóbal, Esther. (2020): "The journalistic stories that build risks and catastrophes on Spanish televisions". *Mexican Journal of Educational Research* Number 87, October-December 2020. 1183-1209 pp. ISSN 1405-6666. SCOPUS Q2

Magro Vela, Silvia; Puebla Martínez, Belén and Rubira García, Rainer (2020): Space as a source of significance in the discursive construction of the film 'Arsenic for compassion'. In *Open Area*, 20 (1), 27-38. <https://doi.org/10.5209/arab.64610>; Emerging Science Citation Index ESCI

Ortiz de Guinea, Y., Nájera-Sánchez, J.J., Montero-Navarro, A. (2020): "Influence of journalistic and business values on the reputation of the media in Spain". *The professional of the information*, v. 29, n. 3, e290317; JCR Q2

Rubira García, Rainer; Baldiris-Navarro, Silvia Margarita; Venet-Gutiérrez, Jacqueline; Magro-Vela, Silvia (2020): Theoretical Aspects of Scholarly Publishing about the Internet in Spanish Communication Journals. In *Publications* 2020, 8 (3), 42; <https://doi.org/10.3390/publications8030042>. MDPI. ISSN 23046775. SCOPUS Q2

Villafañe, Justo; Ortiz-de-Guinea-Ayala, Yolanda; Martín-Sáez, José-Luis (2020): "Reputation of the Spanish media". *The professional of the information*, v. 29, n. 4, e290407; JCR Q2

d) Cooperation with UNESCO Headquarters, Field Offices

Within the framework of the International Network of Unesco Chairs in Communication, ORBICOM, it actively participates in executive meetings for the proper functioning of the entity.

e) Other

(any other activities to report)

- Maintenance of the website (www.comunesco.com) updating its information, both on scientific production and on the activities carried out by the Chair throughout the year.
- Dynamization of the Chair's Social Networks, both on Twitter and Facebook, in order to reach more users.
- Collaboration in the MapCom Latin America seminar: proposals to configure an interactive Communication Research map, within the framework of the XV Congress of the Latin American Association of Communication Researchers organized on November 17, 2020 online.

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 for Communication Research, promoted by the Rey Juan Carlos University, focuses its activities in the field of high-level research and communication studies. This strategic option aims to promote research in communication studies, together with the improvement of the development process through the promotion of communication, freedom of expression, etc.

Our general objective includes:

1. Create a space for reflection and research on social and communication issues related to global interests and priorities.
2. Establish a strategic partnership between the Chair and other institutions to help develop specific agreements with foreign universities.

Our specific objectives are:

1. Improve and internationalize a postgraduate and Master's program that includes at least 20% of students / researchers from developing countries.
2. Organize permanent research seminars on communication issues. These seminars will feature keynote speakers, including experts in communication and social issues.
3. Develop editorial and communication tools for the dissemination of the activities of the Chair and exchange of experiences with international and national researchers.
4. Edition of two books by the Chair.
5. Organization of an international online seminar or congress with Orbicom's network of Unesco Chairs and national Unesco Chairs.

The option of the Unesco Chair for Research in Communication is directly linked to Unesco's main priorities, as well as those established in the Horizon 2020 program.

This Chair is directly connected to one of UNESCO's main mission statements, which is the promotion of intercultural dialogue through education, science, culture, communication and information.

We will participate in the 9th annual meeting of UNESCO Chairs in Communication in Borneo, Indonesia. Dates: June 2021

4. Financial resources

9th annual meeting of UNESCO Chairs in Communication in Borneo, Indonesia

Flights / Transportation € 3,000

Hotel..... € 2,000

First National Meeting of Unesco Research Chairs in Spain:

Video edition..... € 400

Audiovisual material € 225

International Congress..... € 750

Books € 1,500

Research staff € 6,000

Renewal of the hosting of the chair and web maintenance € 250

Other expenses € 875

Total..... € 15,000

5. Human Resources

Status of the organizational structure of the Chair:

Director of the Chair:

Ms. Carmen Caffarel Serra, full professor

Chair Coordinator:

Mr. Rainer Rubira García, lecturer

Staff members:

Ms. Yanet Acosta, lecturer

Mrs. Patricia Izquierdo Iranzo, lecturer

Mr. Carlos Horacio Lozano, lecturer

Mrs. M^a Eugenia Lozano López, lecturer

Ms. Yolanda Ortiz de Guinea Ayala, lecturer

Ms. Jacqueline Venet Gutiérrez, lecturer

Mrs. Irene Rodríguez Cabezas, Research Assistant