

ACTIVITY REPORT
UNESCO CHAIR IN COMMUNICATION RESEARCH
COMUNESCO
2022

1. Summary

In 2022, the presence of our Chair and collaborative networks in Spain and around the world has been consolidated. The mission of the UNESCO Chair in Communication Research is linked to the main objectives of UNESCO, as well as those set out in the 2030 Agenda.

This Chair is directly linked to one of the main declarations and mission of UNESCO, the promotion of intercultural dialogue through education, science, culture, communication, and information.

We have organized different academic activities, with the participation of undergraduate and postgraduate students. The speakers, specialists from different latitudes and disciplines, have offered keynote lectures on topics such as negotiation strategies in the audiovisual industry, cultural representations and gender perspectives in contemporary cinema, the principles of intercultural communication, motherhood, and patriarchy in post-apocalyptic cinema, among others.

As part of our priority efforts, the dissemination of our projects is continuously carried out on our website <https://www.comunesco.com/>. A mechanism that functions as a tool for knowledge transfer, in which information is actively shared about participations in international conferences, as well as in our own activities such as specialized academic seminars.

Also, we have had several guest professors as researchers, both national and international, developing different cooperation activities with the Chair office this year.

Considering our priorities in knowledge transfer, we have published scientific material in national and international journals, seeking to establish ourselves as a reference in the field of Communication. Of this material, the total inventory produced is as follows: **2 books, 4 book chapters and 9 journal articles.**

2) Activities:

Summary of the activities carried out by the Chair during 2022

a) Education

The Chair participates in the official teaching programmes:

- Master's Degree in Cultural Journalism and New Trends
- Master's Degree in Management and Leadership of Cultural Projects
- Master's Degree in Performing Arts
- Master's Degree in Communication and Sociocultural Problems

b) Research

The Chair, with five of its members, Carmen Caffarel, Patricia Izquierdo, Rainer Rubira, Carlos Lozano and Gemma Teso, have been part of the research team for the project "Maps of Communication Research in Spanish universities from 2007 to 2018". Code 2018-093358-B-100. Under the coordination of: Universidad Rey Juan Carlos, PI: Carmen Caffarel and Carlos Lozano.

This year we have had two guest lecturers as collaborating researchers:

- Gabriel Ruiz Romero (Universidad de Medellín, Colombia)
- Aurora Labio-Bernal (University of Seville, Spain)

The GUIMEDCOM research group "University Research Group in Mediation and Communication", linked to the UNESCO Chair, is still classified as a high-performance group, and the Teaching Innovation Group in Communication, Opinion, Media and Crisis (COMMCRISSIS) has obtained positive certification.

The teaching innovation projects have continued; among these we highlight:

The Teaching Innovation Project "COMMCRISSIS IV: colloquium and case study methodology". Call for applications for Teaching Innovation and Improvement Grants. Faculty of Communication Sciences, King Juan Carlos University. IV Call for the Promotion of Innovation and Improvement of Teaching 2022 Vice-rectorate for University Extension, Universidad Rey Juan Carlos.

Similarly, Carmen Caffarel, Rainer Rubira, Patricia Izquierdo and Carlos Lozano are supervising the following doctoral theses, some of which have already been presented this year:

1. Title: "Democracy between the substantive and the procedural: feminism as a democratic model and political subject"
Author: Meysis Carmenati González.
Doctoral Programme in Interdisciplinary Gender Studies (Interuniversity). Rey Juan Carlos University.
2. Title: "Femenine leadership and gender perspective in the STEAM area: an engine for innovation and development".

Author: Tatiana de Jesús Buelvas Baldiris.

Doctoral Programme in Interdisciplinary Gender Studies (Interuniversity). King Juan Carlos University.

3. Title: "Atlas of the Spanish-American novel, a communicological approach from the Digital Humanities".

Author: Juan José Robledo Tangarife.

Doctorate Programme in Social and Legal Sciences. King Juan Carlos University.

4. Title: "The influence of communication in digital environments in pro-gun associations".

Author: Leyre de Cepeda Aparicio.

Doctoral Programme in Social and Legal Sciences. King Juan Carlos University.

5. Title: "Communication ethics in the scientific-academic research scenario in Spain".

Author: Yenisley Polledo Zulueta.

Doctorate Programme in Social and Legal Sciences. King Juan Carlos University.

6. Title: "Methodological proposal for the analysis of video dance as an artistic genre with its own entity".

Author: Alma Llerena Fernández

PhD Programme in Humanities: Language and Culture. King Juan Carlos University
Cum Laude Qualification

7. Title: "Study of Audiovisual Language in Virtual Reality Films: 360° Narrative Fiction Videos".

Author: Victor Manuel Barbera Hernández

PhD Programme in Humanities: Language and Culture. King Juan Carlos University
Cum Laude Qualification

8. Title: Intended image, disseminated image, and perceived image of the problem of drug addiction in Spain through its treatment in the media and on social networks.

Author: Alejandro Perales Albert

Doctoral Programme in Social and Legal Sciences. King Juan Carlos University

9. Title: The governance model of public television in Spain: democracy and interference. Case study of Radio Televisión Madrid.

Author: María Eugenia Lozano López.

Doctoral Programme in Social and Legal Sciences. Rey Juan Carlos University

10. Title: Dance and its benefits for the wellbeing of people diagnosed with cancer.

Author: Lucia Sierra Cano

PhD Programme in Humanities: Language and Culture. King Juan Carlos University

c) Conferences/Meetings

(Conferences and meetings organized by the Chair or where he/she has contributed with their subsequent transcription and editing)

SEMINARS ORGANISED BY THE CHAIR

1. Ruiz-Romero, Gabriel (2022): Representational distance between expert narration and local narratives: a reflection on the politics of evidence in the field of historical memory. Event in-situ at the Salón de Grados Edificio Departamental Fuenlabrada, 1st of June 2022
 - **Participants:**
 - **Gabriel Ruiz Romero** (Universidad de Medellín, Colombia)

2. Bocanegra-Máximo, Nuria, García-Bravo, Cristina y Barrio-Fernández José Luis (2022): 1st Suicide Prevention Conference: Talking about suicide, breaking the taboo. In-situ at Av. de Atenas, s/n, 10th of June 2022.
 - **Participants:**
 - **Nuria Máximo Bocanegra** (URJC, España)
 - **Cristina García Bravo** (URJC, España)
 - **José Luis del Barrio Fernández** (UCM, España)

3. Acosta, Yanet (2022): Summer course. Projects for the recovery of handwritten domestic recipe books: recetarios y recetascanarias.org. In-situ at Antiguo cartel de Pavía, Aranjuez, 7th of July 2022.
 - **Participants:**
 - **María Paz Moreni** (Universidad de Cincinnati, U.S.)
 - **Almudena Villegas** (Universidad de Córdoba, España)
 - **Judith Farré Vidal** (CSIC, España)
 - **Sarah Serrano Pino** (CSIC, España)
 - **Vicky Hayward** (Historian)
 - **Kiko Moya** (Chef L'Escaleta)
 - **Alejandro Martín** (ULL)
 - **Yanet Acosta** (URJC, España)
 - **Rosa Tovar** (Historian)
 - **Begoña Fraire** (Chef)
 - **Javier Goya** (Grupo Triciclo)
 - **Paco Morales** (Noor Restaurante)
 - **Íñigo Pérez del Cerro** (Chef)
 - **Blanca Mayandía** (Casa José)
 - **Helena Vaello** (Journalist)

4. Rubira-García, Rainer y Venet-Gutiérrez, Jacqueline (2022): II International Colloquium "Cultural Mutation, Communication and Crisis". Online/Mixed, 12th of November 2022.
 - **Participants:**
 - **Rasa Pocevičienė** (Siauliai State College, Lithuania)
 - **Meysis Carmenati González** (Universidad Central del Ecuador, Ecuador)
 - **Tatiana Buelvas Baldiris** (Universidad Nacional Abierta y a Distancia, UNAD, Colombia)
 - **Joaquín García Orbea** (Imagenio, Telefónica, España)

CONGRESSES

- Gómez-Escalonilla Moreno, Gloria; Piñuel Raigada, José Luis and Polledo Zulueta, Yenisley (2022): VIII International Congress of the AE-IC. Barcelona. Oral presentation on "Reference books of the academic community in communication".
- Izquierdo-Iranzo, Patricia y Morales Corral, Enrique (2022): XVI Congress of the Latin American Association of Communication Researchers (ALAIC 2022) Buenos Aires. Buenos Aires. Argentina. Online participation with Oral presentation on "Spanish scientific production in Communication: circulation vs. impact in the world".
- Izquierdo-Iranzo, Patricia (2022): IX International Congress on Methodologies in Communication Research. COIME 2022. UCM. Oral Presentation. "New approaches to the expository process in communication research".
- Lozano Ascencio, Carlos; Gaitán Moya, Juan Antonio; Caffarel Serra, Carmen and Raigada Piñuel, José Luis (2022): VIII International Congress of the AE-IC. Barcelona. Oral Presentation on "Fifteen years of meta-research on Communication in Spain: MapCom Project".
- Lozano Ascencio, Carlos; Gaitán Moya, Juan Antonio; Caffarel Serra, Carmen y Piñuela Raigada, José Luis (2022): XVI Congress of the Latin American Association of Communication Researchers (ALAIC 2022). Buenos Aires. Buenos Aires. Argentina. Oral Presentation on "MapCom Observatory: fifteen years of meta-research on Communication in Spain".
- Redondo, Marta y Caffarel Serra, Carmen (2022): Horizonte Mediterránea: Conference on Ethics in digital communication: new models and instruments of accountability. University of Alicante. Oral Presentation on Research on journalistic ethics in Spain (2007-2018). Evolution and prospective.
- Rodríguez Díaz, Raquel y Lozano Ascencio Carlos (2022): VIII International Congress of the AE-IC. Barcelona. Oral presentation on "Political communication and propaganda studies through doctoral theses defended in Spain between 2007 and 2018".
- Rodríguez Díaz, Raquel; Acosta Meneses, Yanet y Lozano Ascencio, Carlos (2022): XVI Congress of the Latin American Association of Communication Researchers (ALAIC 2022) Buenos Aires. Argentina. Oral Presentation on "Communication Research through doctoral theses presented in Spanish universities from 2007 to 2018".
- Rubira García, Rainer (2022): A systematic review of women's studies in the STEAM sector as a means to understand social change in organisations. International Scientific Conference "Expressions of Information and Communication Theory and Practice 2022". 28-29 April 2022 at Vilnius University, Vilnius, Lithuania.
- Rubira García, Rainer (2022): Women's leadership in organising the STEAM field: Lithuanian women's life histories and discursive self-representations. International Scientific Conference "Expressions of Information and Communication Theory and Practice 2022". 28-29 April 2022 at Vilnius University, Vilnius, Lithuania.
- Rubira García, Rainer (2022): Building international networks in higher education. UNESCO's framework for cooperation in communication as a field. International Scientific Conference "Higher Education for Sustainable Development of a Smart Region". 14 April 2022 at Šiauliai State University of Applied Sciences, Šiauliai, Lithuania.

- Rubira García, Rainer (2022): Reflections on research methods. Workshop for students and academics. Šiauliai State University of Applied Sciences, Šiauliai, Lithuania.
- Rubira García, Rainer y Polledo Zulueta, Yenisley (2022): XVI Congress of the Latin American Association of Communication Researchers (ALAIC 2022) Buenos Aires. Argentina. Online Participation with Oral Presentation on "Research projects and scientific articles on Latin America in the academic field of Communication in Spain: theoretical-methodological balance of a decade (2007 - 2018).
- Rubira García, Rainer y Polledo Zulueta, Yenisley (2022): VIII International Congress of the AE-IC. Barcelona. Oral Presentation on "Epistemological intertextualities: doctoral theses as a space for the construction of the academic field of Communication between Spain and Latin America".

d) Publications/Multimedia Materials
(Main publications and educational materials)

	[tick]	[no.]
Books	<input checked="" type="checkbox"/>	
Books (edited)	<input type="checkbox"/>	
Books (Chapter).	<input checked="" type="checkbox"/>	
Research reports	<input type="checkbox"/>	
Peer Review Articles	<input checked="" type="checkbox"/>	
Educational material	<input type="checkbox"/>	
Multimedia material (CDs)	<input type="checkbox"/>	
Multimedia material (Video)	<input type="checkbox"/>	
Multimedia material (Otro)	<input type="checkbox"/>	
	<input type="checkbox"/>	
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i) Publications

1) Books

Rubira-García, R., Gomes-Franco, F. y Caffarel-Serra, C. (eds) (2022): Global experiences of research and teaching innovation on communication in times of crisis. Madrid: Thomson Reuters Aranzadi.

Labio-Bernal, A. y Rubira-García, R. (eds) (2022): Communication, power, and cultural pluralism. Discourses and challenges in the digital public sphere. Madrid: Fragua.

2) Book chapters

Gómez-Escalonilla, G., Lozano-Ascencio, C., Polledo-Zulueta, Y. (2022). Reference books in the field of communication: analysis of bibliographies in research articles (2007 and 2018). In Barranquero, A. and Rodríguez, E. (Ed.), From the old to the new. Theories, methods, and institutions of communication research (pp. 409-424) Madrid: Dykinson. ISBN: 978-84-1122-449-9 (In press).

Rubira García, R. y Venet-Gutiérrez, J. (2022): Historical approach and reflections on the scientific production on the Internet as an object of study. The case of journals specialising in communication in Spain. In Caldevilla Domínguez, D.; Botella Nicolás, A. and Martínez Martínez, S. (Coord.) New trends on social communications. Madrid: Fragua. ISBN 978-84-7074-915-5, SPI Spanish Publishers. SPI 75, second quartile; 11th in the SPI Communication.

Rubira García, R.; Sandulescu Budea, A. M. y Acosta Meneses, M. Y. (2022): Framing as an object of study in Spain: a theoretical-methodological approach to production in scientific journals in the field at national level. In Piñeiro Otero, T.; Linares Pedrero, A.; García Pérez, Á. (Coord.): Vanguard Communication variants. Madrid: Fragua. ISBN 978-84-7074-916-2, SPI Spanish Publishers. SPI 75, second quartile; 11th in the Communication SPI.

Venet-Gutiérrez, J. y Rubira García, R. (2022): Life of Adèle (Abdellatif Kechiche, 2013) Filmic rewriting and female eroticism in film discourse and comics. In Morales, L. (Coord.) Imágenes en movimiento II. Santa Cruz de Tenerife: Ediciones Idea. SPI Spanish Publishers 83 of 104.

3) Journal articles

Arrufat Martín, S.; Rubira García, R.; y Gomes-Franco e Silva, F. (2022) Sport, radio and gender equality: a proposal for action-research-participation in higher education. HUMAN REVIEW. International Humanities Review / Revista Internacional De Humanidades, 11(Monographic), 1-10.

Arrufat-Martin, S.; Rubira García, R.; Gomes-Franco e Silva, F. y Venet-Gutiérrez, J. (2022): Neuromarketing as an object of the academic field of Communication in Spain: an approach to its study from doctoral theses. In Icono 14, vol. 20, Nº 2.

Carmenati González, M.; Rubira-García, R.; y Venet-Gutiérrez, J. (2022). Motherhood in cinematic narratives of the end of the world: Patriarchy, neoliberalism and struggles for reproduction. VISUAL REVIEW. International Visual Culture Review / Revista Internacional De Cultura Visual, 9, 1-13. <https://doi.org/10.37467/revvisual.v9.3647>.

Castillo-Díaz, A., De-Aguilera-Moyano, M., Ortiz-de-Guinea-Ayala, Y., & Villafañe-Gallego, J. (2022). Media reputation in Europe. Empirical analysis of the reputation of the print press, digital press, radio, and television in ten European countries. Information Professional, 31(1)

Gómez-Escalonilla, G., & Caffarel-Serra, C. (2022). Map of communication research groups in Spain. Journal of Latin American Social Communication, (80), 1-19.

Lozano-Ascencio, C., & Rodríguez-Díaz, R. (2022). Research on journalism and Latin America through doctoral theses defended in Spanish universities. Contratexto, (037), 77-97.

Lozano López, M. E. (2022). The legal counter-reform of Radio Televisión Madrid. From Law 8/2015 to Law 1/2021. AdComunica, (23), 227-249.

Redondo-García, M. y Caffarel-Serra, C. (2022). Research on journalistic ethics in Spain (2007-2018). Evolution and prospective. Revista Mediterránea de Comunicación/Mediterranean Journal of Communication, 13(2).

Teso Alonso, G., & Lozano Ascencio, C. (2022). The online communication of Climate Change in Spain. Latin Journal of Social Communication, (80), 65-87.

e) Cooperation with UNESCO Headquarters

Cooperation with the organization of the ORBICOM 2022 International Congress and Meeting "Public Communication for Social Justice, Human Rights and Territorial Development in the Digital Age", which was held from 9 to 11 November 2022.

Considering the implications of the global health crisis, which meant an unforeseen challenge in crisis communication policies, and which once again placed the State at the center of public communication, the Annual Meeting and International Congress of the Network of UNESCO Chairs in Communication Orbicom, organized by the National University of Villa María and an international Latin American network, was held in order to promote public communication as a human right, intangible heritage, social capital, space for the construction of identities and cultures.

In line with the objectives of the project presented and evaluated, the following is expected:

- Reflections in debate that promote awareness of the need to develop public communication in the new socio-digital environments with social justice.
- Academic discussions that raise awareness of human rights and the rights of audiences, consumers, actors, and subjects. As well as the public, legal, ethical, cultural, and human responsibilities of those who manage media, generate and/or circulate messages.
- The congress seeks to promote territorial development by visualizing the strategic importance of communication as a dimension that constructs meanings about the very concept of development, its consensuses, its possibilities, its debates, among others, in the digital era. More information: (<https://www.aacademica.org/congresoorbicom2022>)

f) Other activities carried out in 2022

- 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 Twitter and Facebook, in order to reach more users.

3. Future plans and development prospects:

The Unesco Chair in 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 foster research in communication studies, together with the improvement of the development process through the promotion of communication, freedom of expression, etc.

Our overall objective includes:

1. Creating a space for reflection and research on social and communication issues related to global interests and priorities.
2. To sponsor research stays, both of our members in other institutions, and vice versa, inviting professors to collaborate with our Chair.
3. Establish a strategic partnership between the Chair and other institutions to help develop specific agreements with foreign universities.

Our specific objectives are:

1. Enhance and internationalise a postgraduate and Master's programme that includes at least 20% of students/researchers from developing countries.
2. Organise permanent research seminars on communication issues. These seminars will feature keynote speakers, including experts in communication and social issues.
3. Develop editorial and communication instruments for the dissemination of the Chair's activities and exchange of experiences with international and national researchers.
4. Publication of a book by the Chair annually and promotion of a specialised issue in an indexed journal.

4. Financial resources

Knowledge transfer (Conferences, books, seminars)	8.750€
Research staff.....	6.000€
Renewal of Chair hosting and web maintenance.....	250€
Total.....	15.000€

5. Team

Status of the organisational structure of the Chair:

Director of the Chair:

Sra. Carmen Caffarel Serra, Chair.

Coordinator of the Chair:

Sr. Rainer Rubira García, Profesor Tenured Lecturer

Staff members:

Sra. Yanet Acosta, Assistant Professor Ph.

Sra. Patricia Izquierdo Iranzo, Profesor Tenured Lecturer

Sr. Carlos Horacio Lozano, Profesor Tenured Lecturer

Sra. M^a Eugenia Lozano López, Visiting Professor

Sra. Yolanda Ortiz de Guinea Ayala, Titular Interim Lecturer

Sra. Jacqueline Venet Gutiérrez, Associate Professor

Sra. Gemma Teso, Profesor Tenured Lecturer