



María-José CANEL has a PhD in Journalism, [University](#) of Navarre. Professor in Political and Public Sector Communication, at the [Universidad Complutense de Madrid](#) and *Visiting Scholar* at George Washington University (2016-2017) and [London School of Economics](#) (1992).

## Personal details

**NAME:** Canel, María-José

**PLACE AND DATE OF BIRTH:** La Coruña (Spain), February 7th 1964

WORK ADDRESS:	CONTACT DETAILS:
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## Degrees

	University	Date	Marks
1. Licenciatura (Equivalent to BA/Bsc) in Journalism and Public Communication	University of Navarre (Spain)	July 1987	Second National Award granted by the Ministry of Education for the best academic results (Ref. B.O.E. 15/88, 14.VII.1988).
2. PhD in Journalism and Public Communication. Doctoral Dissertation	University of Navarre (Spain)	September 1991	<i>Cum Laude</i> (unanimous).

July2017

<b>CV Summary</b>	
<i>Tramos de investigación</i> (Equivalent to habilitation)	4 six-year-research terms acknowledged Last term acknowledged ends in 2015
Books published	8, of which 5 are published in Spain, 2 in the United States and 1 in the United Kingdom
Coedited books	7, of which 2 are published by an international publisher
Edition of journal special issues	4, of which 1 is an international journal
Articles in journals	37, of which 15 in international journals and 6 in foreign journals. 8JCR, 5SCOPUS, 9Inrecs
Chapters in books	54, of which 14 are published in books of international publishers
Papers presented in conferences	77, of which 62 at international conferences
Supervised PhD	9, of which 2 were awarded the Best Doctoral Dissertation of the Year at their university
Projects supported by third-party funds	20
Years of teaching	27
<b>OVERALL FEATURES</b>	
<ul style="list-style-type: none"> <li>- <b>4 Sexenios, 8JCR, 5 SCOPUS, 9 InRecs</b></li> <li>- <b>Referent in the field:</b> her work is in the Web of Knowledge: 40 cited, average 5; H-Index: 4. SCOPUS: 71 citas, H-Index: 6. Google scholar (May 2017): cited more than 1000 times. She is the second in the ranking of most quoted authors in the field in Spain.</li> <li>- <b>Her writings are published in major international publishers in the field</b> (Palgrave, Wiley-Blackwell, Sage, Hampton Press) as well as <b>national</b> (Ariel, Tecnos, Planeta and Eiunsa).</li> <li>- She has published in the <b>most relevant journals in the field</b>, both <b>national</b> (<i>Zer, Comunicación y Sociedad</i> and <i>Anàlisi</i>, first and second quartil, ref. In-Recs) and <b>international</b> (<i>Journal of Communication Management, Public Relations Review, International Journal of Press and Politics, Journal of Political Communication, European Journal of Communication, Local Government Studies</i> –ref. Journal of Citation Report– and <i>Journalism. Theory, practice and criticism</i> –ref. Communication Studies)</li> <li>- Her work <b>has been published</b> in a wide <b>variety of countries</b>: Spain, USA, United Kingdom, Italy, Poland, Brazil, Mexico, Colombia and Argentina. She has published <b>in different languages</b>: Spanish, English, Portuguese, Italian, Polish and Catalan.</li> <li>- She <b>has been quoted in international relevant journals</b>: <i>International Journal of Press and Politics, European Journal of Communication, Journal of Communication, Journalism and Mass Communication Quarterly, Journal of Political Communication, American Behavioral Scientist</i> and <i>Media, Culture &amp; Society</i>.</li> <li>- She has been awarded with the <b>Award Álvaro Pérez-Ugena to the promotion of communication research</b>, for the most quoted article in the second major academic journal in Spain (<i>Zer</i>). <b>Victory Awards</b> to one of the 12 most influential women in political communication (2016, Washington, DC).</li> </ul>	

## RESEARCH PROFILE

### *Research field/Specialization*

Her specialized area of research is Political and Public Sector Communication: government communication, public affairs, issues management, intangible assets in the public sector.

### *Research achievements*

- She has authored 8 books (3 of them coauthored), coedited 5, edited 4 journal special issues. She has published 30 articles in academic journals and 38 chapters in books. Her writings are published in major international publishers in the field (Wiley-Blackwell, Sage, Hampton Press, Bloomsbury) as well as national (Ariel, Tecnos, Planeta and Eiusa) and journals (*Journal of Communication Management*, *Public Relations Review*, *The European Journal of Communication*, *The International Journal of Press and Politics*, *Journal of Political Communication*, *Journalism. Theory, Practice and Criticism*).
- She has published in Spain, USA, United Kingdom, Italy, Poland, Brazil, Mexico, Colombia and Argentina. She has published in different languages: Spanish, English, Portuguese, Italian, Polish and Catalan.
- She has participated in 20 research projects, funded by different institutions: the Spanish Central Government (Ministry for Education and Science), Instituto Nacional de Administracion Publica (INAP), the Bank of Santander, the Regional Government of Madrid, the Italian Parliament, the Italian Public Broadcasting system (R.A.I) and the Regional Government of Navare.
- She is used to work in research teams and to direct research groups. She is also skilled in the processes of research fundraising. She has worked for the advanced of young scholars through the organization or research networks and seminars.

### *Applied research as professional consulting*

She is **consultant on public sector communication**: cultural, immigration, justice, education and social **public policies**, at local, regional and national level (Spain, Murcia, Madrid); consultant for **presidential communication** (Mexico, Colombia); consultant on **corporate communication and public affairs** (Guatemala) and **business diplomacy** for corporations (Spain). She was consultant for the *World Bank*. As **Chief of the Minister's Cabinet** (Minister for Education, Culture and Sport) (2000-2004), apart from the Communication Office, she coordinated the work of three Secretaries of State for the minister's support and 19 General Directions (7000 people). She was awarded with the **Orden Civil de Alfonso X el Sabio (Econmienda con Placa)** for her service at this Ministry.

## PUBLICATIONS

### 2018 (in process)

Luoma-aho, V. y Canel, M.J. (Eds.), *Handbook of Public Sector Communication*. Wiley-Blackwell.

Canel, M.J y Luoma-aho, V. Intangible assets and public value. In Luoma-aho, V. y Canel, M.J. (Eds.), *Handbook of Public Sector Communication*. Wiley-Blackwell.

Luoma-aho, V., Canel, M.J. y Piqueiras, P. From citizen engagement to co-production. In Luoma-aho, V. y Canel, M.J. (Eds.), *Handbook of Public Sector Communication*. Wiley-Blackwell.

Luoma-aho, V., Canel, M.J & Olkkonen, L. Public sector communication and citizens expectations and satisfaction. In Luoma-aho, V. y Canel, M.J. (Eds.), *Handbook of Public Sector Communication*. Wiley-Blackwell.

Canel, M.J. & Luoma-aho, V. *Public Sector Communication. Closing gaps between citizens and organizations*. Wiley-Blackwell.

### 2017

105. Luoma-aho, V., Canel, M.J. & Sanders, K. (2017, in press). Public sector and political communication. In K. Sriamesh (Ed.), *Handbook of Public Relations*. Taylor and Francis

104. Canel, M.J. & Luoma-aho, V. (2017, in press). ¿Qué aportan los bienes intangibles a la Administración Pública? In M.J. Canel & P. Piqueiras (2017). *La comunicación de la Administración Pública. Conceptos y casos prácticos de los bienes intangibles*. Madrid: Instituto Nacional de la Administración Pública.

103. Canel, M.J. La investigación sobre los bienes intangibles en la Administración Pública. In M.J. Canel & P. Piqueiras (2017, in press). *La comunicación de la Administración Pública. Conceptos y casos prácticos de los bienes intangibles*. Madrid: Instituto Nacional de la Administración Pública.

102. Canel, M.J. & Piqueiras, P. (2017, in press). *La comunicación de la Administración Pública. Conceptos y casos prácticos de los bienes intangibles*. Madrid: Instituto Nacional de Administración Pública.

100. Canel, M.J., Luoma-aho, V. & Oliveira, E. (2017, in press). Exploring citizens' judgments about the legitimacy of public policies on refugees: In search of clues for governments' communication and public diplomacy strategies. *Journal of Communication Management*.

July2017

99. Robles, C. & Canel, M.J. (2017). Exploring the dynamics of the legitimacy judgment about the public sector: the case of the Spanish Ministry of Education and its media legitimacy (2011-2015). *Communication & Society*, 30(3), 215-228.

**2016**

98. Rodríguez-Andrés, Roberto y Canel, María José (2016). Election Posers in Spain: An Old Genre Surviving New Media? In Ch. Holtz-Bacha & B. Johansson (Eds.), *Political Campaigning in the Public Space. Election Posters around the Globe*. Nueva York: Springer-Berlag.
97. Canel, M.J. & Gurrionero, M. (2016). Framing analysis, dramatism and terrorism coverage: politician and press responses to the Madrid airport bombing. *Communication & Society*, 29(4), 133-149.

**2015**

96. Canel, M.J. (2015). La comunicación de las instituciones públicas para la regeneración democrática. En F. Llera (Ed.). *Desafección política y regeneración democrática en la España actual: diagnósticos y propuestas* (pp. 331-354). Madrid: Centro de Estudios Constitucionales y Políticos.
95. Luoma-aho, V. y Canel, M.J. (2015, en prensa). Public Sector Reputation. *The Sage Encyclopedia of Corporate Reputation*
94. Canel, M.J. y Luoma-aho, V. (2015). Crisis en la Administración Pública, oportunidad para la intangibilidad. En J. Villafaña (dir) *La comunicación empresarial y la gestión de los intangibles en España y Latinoamérica* (pp. 121-132). Madrid: Gedisa.
93. Sanders, K. y Canel, M.J. (2015). Mind the gap: local government communication strategies and Spanish citizens' perceptions of their cities. *Public Relations Review*, 41, 777-784.
92. Canel, M.J. y Sanders, K. (2015). Government Communication. *International Encyclopedia of Political Communication*. Willey-Blackwell.

**2014**

91. CANEL, M.J. and VOLTMER, Katrin (2014) (eds.) *Comparing political communication across time and space: New studies in an emerging field*. London: Palgrave.
90. CANEL, María José and SANDERS, Karen (2014). Is it enough to be strategic? Comparing and defining professional government communication across disciplinary fields and between countries. In CANEL, M.J. and VOLTMER, K. (eds.) *Comparing political communication across time and space: New studies in an emerging field* (pp. 98-116). London: Palgrave.

89. CANEL, M.J. and VOLTMER, Katrin (2014) Comparing political communication across time and space: Conceptual and methodological challenges in a globalized world. An introduction. In CANEL, M.J. and VOLTMER, K. (eds.) *Comparing political communication across time and space: New studies in an emerging field* (pp. 1-12). London: Palgrave.
88. CANEL, María José. (2014). Reflexiones sobre la reputación ideal de la administración pública [Thoughts on the ideal reputation for the public administration]. In Herrero, M., Cruz, A., Lázaro, R. and Martínez, A. (eds). *Escribir en las almas. Estudios en honor de Rafael Alvira* (pp. 69-88). Pamplona: Eiunsa.

**2013**

87. CANEL, María José y GARCÍA MOLERO, Ángeles (2013). Comunicar gobiernos fiables. Análisis de la confianza como valor intangible del Gobierno de España [Communicating trusting governments. Analysis of trust as an intangible asset of the Spanish government]. *Zer. Revista de Estudios de Comunicación* 18 (34), 29-48.
86. SANDERS, Karen y CANEL, María José (2013). En busca de un modelo para el estudio de la comunicación de instituciones [Looking for a model for the study of institutional communication]. En GUTIÉRREZ, Elena y LA PORTE, María Teresa (Eds.), *Tendencias emergentes en la comunicación institucional* (29-51). Barcelona: UOC Press Comunicación.
85. CANEL, María José y SANDERS, Karen (2013). La acción de los gobiernos en la reputación de las ciudades. ¿Qué aporta la comunicación? [The influence of government performance on the reputation of the city. What role communication plays?] En GUTIÉRREZ, Elena y LA PORTE, María Teresa (Eds.), *Tendencias emergentes en la comunicación de instituciones* (81-102). Barcelona: UOC Press Comunicación.
84. SANDERS, Karen and CANEL, María José (2013) Government communication in 15 countries. Themes and challenges. In SANDERS, Karen and CANEL, María José (2013). *Government communication. Cases and challenges* (pp. 277-312). London: Bloomsbury.
83. CANEL, María José y SANDERS, Karen (2013). Introduction. Mapping the field of government communication. In SANDERS, Karen and CANEL, María José (2013). *Government communication. Cases and challenges* (pp. 1-26). London: Bloomsbury.
82. CANEL, María José (2013). Government communication in Spain. Leaving behind the legacies of the past. In SANDERS, Karen and CANEL, María José (2013). *Government communication. Cases and challenges* (pp. 133-151). London: Bloomsbury.
81. SANDERS, Karen and CANEL, María José (2013). *Government communication. Cases and challenges*. London: Bloomsbury.



80. GURRIONERO, Mario & CANEL, María José (2012). El valor de las palabras en la cobertura del terrorismo. Análisis del *framing* desde la perspectiva dramatística [The role of key words in terrorism coverage. Analysis of news frames from dramatistic perspective]. In SANDERS, Karen, CAPDEVILLA, Arantxa & CANEL, María José (Eds.), (2012). *Estudios de Comunicación Política. Libro del año 2012*. Madrid: Tecnos, pp. 192-210.
79. SANDERS, Karen, CAPDEVILLA, Arantxa & CANEL, María José (Eds.), (2013). *ACOP. Estudios de Comunicación Política. Libro del año 2012* [ACOP Political Communication Yearbook]. Madrid: Tecnos.

## 2012

78. CANEL, María José (2012). Communicating strategically in the face of terrorism. *Public Relations Review*, 38 (2), 214-222.
77. CANEL, María José & SANDERS, Karen (2012). Government communication: An emerging field in Political Communication research (pp. 85-96). In SEMETKO, Holli & SCAMMEL, Margaret (Eds.), *Handbook of Political Communication* (pp. 85-96). Sage.
76. CUESTA, Ubaldo, CANEL, María José & GURRIONERO, Mario (Eds.), (2012) *Comunicación y terrorismo* [Communication and terrorism]. Madrid: Tecnos.
75. SANDERS, Karen & CANEL, María José (2012). La comunicación de los gobiernos ante el terrorismo: un análisis comparado de los atentados de Madrid 2004 y Londres 2005 [Government communication in the face of terrorism: A comparative analysis of the Madrid 2004 bombing and the London 2005 attacks]. In CUESTA, Ubaldo, CANEL, María José & GURRIONERO, Mario (Eds.), *Comunicación y terrorismo* (pp. 49-72). Madrid: Tecnos.
74. GURRIONERO, Mario, CANEL, María José & GUADAÑO, Lucía (2012). El relato del terror. Las actitudes profesionales de los periodistas ante el terrorismo [Terror story. Journalist professional attitudes in the face of terrorism]. In CUESTA, Ubaldo, CANEL, María José & GURRIONERO, Mario (Eds.), *Comunicación y terrorismo* (pp. 101-118). Madrid: Tecnos.
73. GURRIONERO, Mario & CANEL, María José (2012). La eficacia de la estrategia de comunicación del gobierno de España ante el terrorismo [The efficacy of communication of the Spanish government in the face of terrorism]. In CUESTA, Ubaldo, CANEL, María José & GURRIONERO, Mario (Eds.), *Comunicación y terrorismo* (pp. 265-285). Madrid: Tecnos.
72. CANEL, María José & GURRIONERO, Mario (2012). La comunicación estratégica desde la dramatística burkeana. Propuesta de una matriz de análisis de la eficacia de la comunicación gubernamental [Strategic

communication from the dramatism perspective. Proposal of a matrix of analysis of government communication]. In CUESTA, Ubaldo, CANEL, María José & GURRIONERO, Mario (Eds.), (2012). *Comunicación y terrorismo* (pp. 73-97). Madrid: Tecnos.

## 2011

71. SANDERS, Karen, CANEL, María José & HOLTZ-BACHA, Christina (2011). Communicating governments. A three country comparison of how governments communicate with citizens, *International Journal of Press and Politics*, 16(4), 523-547.
70. CANEL, María José & SANDERS, Karen (2011). Government communication. *The International Encyclopedia of Communication Online*. Wiley-Blackwell.
69. CANEL, María José & ECHART, Nazareth (2011). The role and functions of government public relations. Lessons from public perceptions of government, *Central European Journal of Communication*, 4 (6), 109-123.

## 2010

68. CANEL, María José & SANDERS, Karen (2010). Para investigar la comunicación de los gobiernos. Un análisis del estado de la cuestión [The state of the art of government communication research], *Comunicación y Sociedad*, XXIII (1), 7-48.
67. CANEL, María José & SANDERS, Karen (2010). Crisis communication and terrorist attacks: framing a response to the 2004 Madrid bombings and 2005 London bombings. In COOK, Timothy E. & Holladay, S.J. (Eds.), *Handbook of Crisis Communication* (pp. 449-466). Hoboken, NJ: John Wiley & Sons.

## 2009

66. CANEL, María José (2009). ¿Cuánto vale mi ciudad? Las claves de MercoCiudad para responder a la pregunta de todo gestor local, *Revista de Estudios Locales*, 125, 96-104.
65. CANEL, María José & OLIVARES, Fernando (2009). La "ciudad de las maravillas" para hacer negocios. In VILLAFañE, Justo (Dir.), *La comunicación empresarial y la gestión de los intangibles en España y Latinoamérica* pp. (39-102). Madrid: Pearson Prentice Hall.
64. CANEL, María José (2009). El impacto de los sucesos imprevistos en la imagen pública de los gobiernos españoles [The impact of the management of unexpected events on the popularity of the Spanish government], *Anàlisi*, 38, 219-236.



*List of supported research projects*

<b>Title of project and program</b>	<b>Years</b>	<b>Funding entities</b>
<p>21. PROGRAMA PERMANENTE INVESTIGACIÓN INSTITUTO NACIONAL ADMINISTRACIÓN PÚBLICA</p> <p>La comunicación de la Administración Pública: La generación de bienes intangibles para recuperar la confianza ciudadana. Análisis crítico de casos prácticos. 15.000 euros</p>	2016-2017	Instituto Nacional de Administración Pública
<p>20. PROGRAM FOR THE INTEGRATION OF IMMIGRANT POPULATION</p> <p>The integration of immigrant population. Implications for communicating immigrant public policies. 90,000 Euros</p>	2012-2013	The regional Government of Madrid Ref. 2010PP1852
<p>19. PROGRAM FOR THE CONSOLIDATION OF RESEARCH TEAMS. BANK OF SANTANDER/UCM</p> <p>Local government reputation and city reputation. 6,600 Euros</p>	2011-2012	Bank of Santander
<p>18. NATIONAL PROGRAM FOR RESEARCH, DEVELOPMENT AND INNOVATION</p> <p>Looking for a model for the communication of public organizations. 70,400 Euros</p>	2010-2012	The central Spanish Government CSO2009-09948
<p>17. NATIONAL PROGRAM FOR RESEARCH, DEVELOPMENT AND INNOVATION</p> <p>The concept of city reputation and urban development. Theory and empirical basis for reputation evaluation and management. 53,603 Euros</p>	2010-2012	The central Spanish Government CSO2009-08599
<p>16. PROGRAM FOR THE DEVELOPMENT OF RESEARCH</p> <p>Looking for a model to communicate public organizations. The communication of public institutions of the Regional Autonomous Community of Madrid. 9,500 Euros</p>	2009-2010	University CEU San Pablo Referencia: USPPC06/09
<p>15. PROGRAM FOR THE CONSOLIDATION OF RESEARCH TEAMS. BANK OF</p>	2009-2010	Bank of Santander

SANTANDER/UCM City Reputation Lab. 5,210 Euros		Group: 931663
14. PROGRAM FOR THE CONSOLIDATION OF RESEARCH TEAMS. BANK OF SANTANDER/UCM Psychological effects of strategic communication. 5,570 Euros	2008-2010	Bank of Santander Group: BSCH-UCM GR58/08
<b>Title of project and program</b>	<b>Years</b>	<b>Funding entities</b>
13. PROGRAM FOR THE INTEGRATION OF IMMIGRANT POPULATION The integration of Peruvian and Dominican people in the Autonomous Community of Madrid. Implications for communicating immigrant public policies. 94.000 Euros	2007-2008	The regional Government of Madrid CAM195/07
12. NATIONAL PLAN FOR RESEARCH DEVELOPMENT Terrorism post 3/11 and mass media: Cognitive and emotional effects on the Spanish population. 59.500 Euros	2005-2008	The Spanish central Government Ref. REF- SEJ 2005-06690/SOCI
11. Oltre la quantificazione delle presenze: la rappresentazione della politica in televisione. 12.000 euros	2005	Commissione Parlamentare per l'Indirizzo Generale e la Vigilanza dei Servizi Radiotelevisivi. Italian Parliament
10. REGIONAL PROGRAM FOR RESEARCH DEVELOPMENT Terrorism pos 3/11 and mass media: Cognitive and emotional effects on the Madrilian population. 21,970 Euros	2004-2005	Regional Government of Madrid REF-06/HEE/0030/2004
9. CICYT. NATIONAL PLAN FOR RESEARCH AND DEVELOPMENT Representation and quality of democracy in Spain. 74,323 Euros	2002-2005	The Spanish central Government Ref. SEC 2002-01289
8. CICYT. NATIONAL PLAN FOR RESEARCH AND DEVELOPMENT The effects of election campaigns on vote. The Spanish national election of 2000. 59,771 Euros	1999-2002	The Spanish central Government Comisión Interministerial de Ciencia y Tecnología Ref.: SEC 99-0585.
7. NATIONAL PROGRAM FOR RESEARCH		The Spanish central Government

<p>AND DEVELOPMENT</p> <p>The communication of Parliament in Spain. Analysis of the press coverage since the Transition to democracy. 6.500.000 pesetas</p>	<p>1998-2000</p>	<p>Comisión Interministerial de Ciencia y Tecnología Ref.: SEC 96-0630</p>
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Title of project and program	Years	Funding entities
<p>6. PROGRAM FOR THE DEVELOPMENT OF RESEARCH.</p> <p>Media and democracy. The press and the coverage of political corruption in Spain and in the United Kingdom. 1.280.000 pesetas</p>	<p>1998-1999</p>	<p>University of Navarre</p>
<p>5. PROGRAM FOR THE DEVELOPMENT OF RESEARCH.</p> <p>Sociology of newsrooms in Spain. 1.775.000 pesetas</p>	<p>1997-1999</p>	<p>University of Navarre</p>
<p>4. CICP</p> <p>The campaign for the European Elections in 1999 in Italy and other European countries. 2.500 liras</p>	<p>1999-2000</p>	<p><i>Radio Audizioni Italiane</i> (R.A.I.)</p>
<p>3. NATIONAL PROGRAM FOR KNOWLEDGE DEVELOPMENT.</p> <p>Criteria for assessing the information value of households in Spain. 2,100,000 pesetas</p>	<p>1995-1997</p>	<p>The Spanish central Government Ref. PB94-0525</p>
<p>2. PROGRAM OF THE REGIONAL GOVERNMENT OF NAVARE FOR THE DEVELOPMENT OF RESEARCH.</p> <p>The second dimension of agenda-setting. An analysis of Spanish national elections in Navarre and Pamplona. 600.000 pesetas</p>	<p>1996-1997</p>	<p>Regional Government of Navarre (Orden Foral 557/1996, 20 December)</p>
<p>1. PROGRAM OF THE REGIONAL GOVERNMENT OF NAVARE FOR THE DEVELOPMENT OF RESEARCH.</p> <p>Mass media effects: the second dimension of agenda setting in the Spanish local elections of 1995. 600.000 pesetas</p>	<p>1994-1996</p>	<p>Regional Government of Navarre</p>

### *List of supervised PhD theses*

9. La reputación y la legitimidad como bienes intangibles en el sector público. El caso del Ministro y el Ministerio de Educación, Cultura y Deporte (2011-2015). Carmen Robles. Facultad de Ciencias de la Información, Universidad Complutense Madrid. Sobresaliente cum laude unanimous. February 2017.
8. los intangibles marca y reputación en la corona española. análisis de su evolución 1978-2015. Ángeles García Molero. Universidad Complutense de Madrid. Sobresaliente *cum laude unanimous*. February 2016.
7. Las relaciones públicas de los despachos de abogados: análisis de la comunicación de los bufetes en España. Cristina Pascual. Universidad Complutense. Sobresaliente *cum laude unanimous*. December, 2016.
6. La persuasión política. Análisis teórico-práctico del concepto y fundamentos persuasivos de la comunicación política. Roberto Rodríguez-Andrés. Universidad de Navarra. Sobresaliente *cum laude unanimous*. November, 2015.
5. La eficacia de las estrategias de comunicación del Gobierno de España (2004-2008) ante el terrorismo. Análisis comparado de discursos y frames mediáticos desde la teoría dramática de Burke [The efficacy of the Spanish government communication strategies in the face of terrorism (2004-2008). Analysis from the Dramatistic theory of Kenneth Burke]. Mario García Gurrionero. Universidad Complutense de Madrid. Sobresaliente *cum laude*. February 2010.
4. *Los efectos de las campañas de información en los ciudadanos: la teoría del knowledge gap en la campaña sobre el euro en España* [The effects of information campaigns on citizens: the theory of knowledge gap in the campaign of Euro currency in Spain]. Rocío Zamora. Facultad de Comunicación. Universidad de Navarra. Sobresaliente *cum laude* por unanimidad. 2004.
3. *La teoría del encuadre (framing) desde una perspectiva simbólica. Una propuesta de estudio para los medios de comunicación* [Framing theory from Symbolism Theory. A proposal for the study of mass media]. Teresa Sádaba. Facultad de Comunicación. Universidad de Navarra. Sobresaliente *cum laude* por unanimidad. Diciembre. 2000.

This was awarded the best PhD dissertation of the year at the University of Navare.

2. *Medios de comunicación y ciudadanía: presupuestos teóricos y resultados de la corriente americana "Periodismo Público"* [The media and citizenship: theory basis and results of the American 'Public Journalism' movement]. Nazareth Echart. Facultad de Comunicación. Universidad de Navarra. Sobresaliente *cum laude* por unanimidad. 2000. This was awarded the best PhD dissertation of the year at the University of Navare.
1. *Los enfoques de los medios de comunicación y cultura política: la teoría del enfoque en la cobertura de corrupción de la prensa argentina* [Media frames and political culture: Framing theory and corruption coverage in the press in Argentina]. Belén Amadeo. Facultad de Comunicación. Universidad de Navarra. Sobresaliente *cum laude* por unanimidad. 1999.

**Work Experience: Positions held**

<b>Position</b>	<b>Entity</b>	<b>Dates</b>
<i>Professor</i> (Catedrática)	University Complutense of Madrid	2007-to the present
<i>Tenure</i> (Titular)	University Complutense of Madrid	2004-2007
<i>Chief of the Minister's Cabinet</i>	Ministry for Education, Culture and Sport	2000-2004
<i>Associate Teacher</i> (Part Time)	University of Murcia	2000-2001
<i>Tenure</i>	Universidad Complutense Centro de Estudios Superiores Felipe II	1999-2000
<i>Tenure</i>	University of Navare	1991-1999
<i>Visiting Professor</i>	London School of Economics (London)	1992
<i>Assistant Lecturer</i>	University of Navare	1987-1991

**Work Experience: Administrative positions held**

- From November 2011-November 2015 Chair of the Department of Audiovisual Communication, Advertising and Public Relations II. University Complutense of Madrid (Spain).
- From March 2010-November 2011 Deputy-Chair of the Department of Audiovisual Communication, Advertising and Public Relations II. University Complutense of Madrid (Spain).
- From October 1996-October 1999 Deputy-Chair of the Department of Public Communication. University of Navarre (Spain).



## ***Work Experience: Teaching Profile***

She teaches Public Relations both in Graduate and Postgraduate Degrees. Courses:

- Theory of Public Relations (6 credits). Syllabus includes: concepts, models, theories for the analysis of Public Relations; Legal, ethical and social foundations of Public Relations; Introduction to Strategic Public Relations.
- PR Management and Practice (12 credits). Syllabus includes: Public Relations Research and Evaluation; PR skills and competencies; Media relations; Corporate and Public Affairs; Writing for Public Relations; International PR; Crisis management; PR in different sectors: internal, corporate, education, NGOs, financial, political, public, health, etc.
- PhD Programs: she teaches and conducts research seminars on PR research: advanced methods, research designs, and intangible assets in the public sector.

She has large experience in training public sector communicators. She teaches Government Communication at University Paris 12 (*Master Professionnel Communication Politique et Publique*), at George Washington University (Maestría en Gerencia Política y Gobernanza Estratégica, 2015, 2016, 2017) at Georgetown University (Master on *Leadership and Communication*, 2007) and at the University of Navarre (Spain) (Master in Corporate and Political Communication, co-sponsored by George Washington University). She also teaches *Strategic Communication in Public Institutions* for personnel of different institutions: the Spanish National Institute for the Public Administration, the Madrilian Institute for Public Administration (for regional government civil servants), the Spanish Ministry of Science and Innovation, the Spanish Ministry for Public Infrastructures, the Spanish Ministry of Justice and the Regional Government in Murcia.

She also teaches different courses on PR and Communication: Strategic Planning, Election campaigns, Crisis Communication and Leadership.

Apart from Spain, she has also taught in Italy, Great Britain, Portugal, France, Hungary, Poland, USA, Mexico, Guatemala, Colombia, Argentina, Perú, Santo Domingo and Chile.

***Work Experience: Visiting Professor***

George Washington University. 2016-2017

Universidad Paris XII. January 2006, 2007, 2008, 2009, 2010, 2011, 2012

Universidad de Wroclaw, June 2008

Universidad del Istmo, Guatemala, June 2008

Universidad del Istmo, Guatemala, September, 2007.

Universidad de Georgetown, March, 2007.

Universidad de los Andes, Santiago de Chile. April, 1997. August, 2010.

Universidad Austral, Buenos Aires. March, 1998.

Universidad Austral, Buenos Aires. September, 1999.

Universidad de La Sabana, Bogotá. April, 1999.

Instituto de Humanidades de la Universidad Adolfo Ibáñez, Chile.  
September, 1999.

London School of Economics. London, 1992.

**Teaching Experience: List of Year-Courses taught**

UNIVERSITY	PROGRAM/COURSE	DATES
University Complutense of Madrid	Postgraduate Degree: Master in Communication of Organizations. Coordinator of the Program. Teaching of three courses: PR Research design and methods (2 ECTS) Communication of Public Organizations (6 ECTS) Communication of Political Organizations (6 ECTS)	Since October 2012
University Complutense of Madrid	Undergraduate Degree in Public Relations - Theory of Public Relations (6 credits). Syllabus includes: concepts, models, theories for the analysis of public relations; Legal, ethical and social foundations of Public Relations; Introduction to Strategic Public Relations.	2004-2012
University Complutense of Madrid	Undergraduate Degree in Public Relations - PR Management and Practice (12 credits) Syllabus includes: Public Relations Research and Evaluation; <i>PR skills and competencies</i> ; Media relations; Corporate and Public Affairs; Writing for Public Relations; International PR; Crisis management; PR in different sectors: internal, corporate, education, NGOs, financial, political, public, health, etc.	2004-2012
University Complutense of Madrid	PhD Program. Postgraduate Degree in Public Relations. Course: Intangible assets in the Public Sector (6 credits)	2004 on
University of Murcia	Degree in Political Science and Administration Course: - Public Opinion and mass media (4,5 credits)	2000-2001

UNIVERSITY	PROGRAM/COURSE	DATES
Centro de Estudios Superiores Felipe II- University Complutense	Degree in Audiovisual Communication <ul style="list-style-type: none"> <li>- Communication Theory (12 credits)</li> <li>- Mass media (6 credits)</li> </ul>	1999-2000
University of Navarre	Three degrees: Journalism, Advertising and PR, Audiovisual Communication <ul style="list-style-type: none"> <li>- Comparative Politics</li> <li>- Political Communication and Election Campaigns</li> <li>- Political Journalism</li> </ul>	1991-1999 1994-1999 1994-1999
University of Navarre	PhD Program in Public Communication. Courses and research seminars: <ul style="list-style-type: none"> <li>- Media and Elections: Crossnational Comparisons</li> <li>- Political scandals and the media.</li> <li>- Investigative journalism. Comparing the Spanish and British cultura</li> <li>- Political Communication effects</li> <li>- Professional attitudes of journalists</li> <li>- Research methods in communication</li> <li>- Advanced research methods in communication</li> </ul>	Between 1998 and 2000
University of Navarre	Degree in Journalism. History of Social, Political and Economic Thought	1987-1991

**Teaching Experience: List of short courses taught in Postgraduate Programs**

PROGRAM	ENTITY	DATES
Master in Communication in Public Administration.  Co-direction of the course, 300 / 150 hours	Instituto Nacional de la Administración Pública	Since 2007
Master in Communication in Public Administration.  Module: <i>Planning communication</i>	Instituto Nacional de la Administración Pública	Since 2007  10-hour module
Master in Political and Corporate Communication  Module: <i>Government Communication</i>	Universidad de Los Andes, Chile	2010  10-hour module
Master in Public and Political Communication in France and in Europe  Module: <i>Government Communication</i>	Département de Communication Politique et Publique  Université Paris XII	Since 2006  9-hour module
Master in Strategic Communication Planning.  Module: Planning election campaigns.	University Complutense of Madrid.	Since 2009

PROGRAM	ENTITY	DATES
Master in Corporate and Political Communication Module: <i>Communicating Public Institutions</i>	Universidad de Navarra	Since 2004 10-hour module
Postgraduate Course in Election Campaigns Module: <i>Designing and conducting research in election campaigns</i>	ICADE/ Mass Consulting Group	Since 2006 4-hour module
Master in Political Studies Module: <i>Communicating Governments</i>	Federación Internacional Iberoamericana de Administración y Políticas Publica	Since 2006 10-hour module
Master in Political Consultancy Module: <i>Communicating Political Leaders</i>	Universidad Pontificia de Salamanca	Since 2007 10-hour module
Master in Political Marketing Module: <i>Communicating Governments</i>	Universidad de Granada	2007 and 2008 8-hour module
Global Competitiveness Leadership Program. Module: <i>Leadership, communication, and public opinion</i>	Georgetown University. Washington, D.C.	March 2007 10-hour module
Course in Communication and Public Administration	Universidad Complutense de Madrid	November 2005 6-hour module



PROGRAM	ENTITY	DATES
<p>Master in Political Communication and Electoral Marketing.</p> <p>Module: <i>Communicating the Civil Service</i></p>	<p>Escuela de Gerencia Continental</p> <p>Lima, Perú</p>	<p>June 2005</p> <p>10-hour module</p>
<p>Master in political action and citizens participation in the State of Law.</p> <p>Module: <i>Public and Political Communication. Communication strategies of public institutions</i></p>	<p>Universidad Rey Juan Carlos-Francisco de Vitoria, Madrid, Spain</p>	<p>February 2000</p> <p>6-hour module</p>
<p>Program in Social Communication.</p> <p>Module: <i>The effects of mass media on citizens. Election campaigns</i></p>	<p>Universidad Austral, Buenos Aires, Argentina.</p>	<p>September 1999</p> <p>10-hour module</p>
<p>Program in Social Communication.</p> <p>Module: <i>The effects of mass media on citizens. Election campaigns</i></p>	<p>Instituto de Humanidades Adolfo Ibáñez. Santiago de Chile, Chile.</p>	<p>September, 1999</p> <p>20-hour module</p>
<p>Master in Urban Journalism.</p> <p>Module: Civic Journalism and its implementation in Colombia.</p>	<p>Universidad Bolivariana de Medellín, Colombia.</p>	<p>February 1998</p> <p>10-hour module</p>

## ***Professional Experience***

Apart from the Academia, she has got practical experience in strategic communication for public institutions: planning and implementation of communication programs; messaging; communication of negotiation processes; analysis of public perceptions of leadership and of public policies; media relations; public affairs and issue management.

- She has worked for the communication of different public policies: immigration, education, culture and environment at the national, regional and local level.
- She was Advisor to the Spanish Minister for Education, Culture and Sport (2000-2002) and Chief of the Minister's Cabinet (2002-2004). In this post, apart from the Communication Office, she coordinated the work of three Secretaries of State for the minister's support. She worked in the reform of the Spanish education system which included three parliamentarian acts; she also participated in the elaboration of the Law for the Promotion of Cinema and the Broadcasting system, the Law of the National Prado Museum, and in several projects for the coordination and management of the Spanish state museums (National Plan for the Integration of Museums Management), the promotion of reading at schools, and for the preservation of the historic memory (Program for the Spanish Archives in the Net).
- She has also worked for several local and national election campaigns in Spain.
- She has been consultant for the communication of public policies (cultural public policies, for the Madrid Regional Government, 2008; Immigrant public policies, for the Madrid Regional Government, 2008-2012).
- She has been consultant for presidential communication for the Mexican presidency (Presidential Spokesperson's Office, 2005), Colombia (2015).
- She has been consultant on corporate communication and public affairs for several companies in Guatemala (Guatemala, 2008 and 2009); on international public relations for Spanish companies (2009).
- She has been consultant on local government performance and city reputation for several local governments in Spain (2008 and 2009).
- She is regular collaborator as writer of opinion pieces for *El País* newspaper and sporadically for *El Mundo* and *Abc* (the three of them are the major national newspapers in Spain)

## *Academic services*

### *Membership:*

*European Communication Research Association (ECREA).*

*International Association for Media and Communication Research Association (IAMCR).*

*American Political Science Association (APSA)*

*International Communication Association (ICA)*

*World Association for Public Opinion Research (WAPOR)*

*International Political Science Association (IPSA)*

*Asociación de Comunicación Política (ACOP)*

- She is actively involved in the major international associations of communication: at ICA, she is annually involved in the papers review process for the conferences as well as panels chairperson and discussant; she was Program Chair of the Regional Meeting of WAPOR (1997); she is Co-Chair of the Political Communication Section of IAMCR (since July 2012) and was Vice-Chair (2008-2012); She was Vice Chair of the Political Communication Section of ECREA (2010-2016); she was Program Chair of the ECREA Political Communication division Interim conference in Madrid (2011).
- She is the Founder President of ACOP, and actual Vice-presidence (association of political communication, with almost 200 members). Though it was born in Spain, the association already counts with 20 % of members from Latin America, and combines well academics (60% of members) with practitioners (40% of members).

**Editorial Service. Member of the editorial boards of:**

[Journal of Communication](#) (from 2010 on), of the [International Encyclopedia of Communication](#) Blackwell Online (from 2010 on), of *Communication Studies* (from 2008 on); *Central European Journal of Communication* (from 2008 on); and [Journal of Political Communication](#) (from 1996 to 2002); she is member of the Advisory Board of the Communication Series of *Fondo de Cultura Económica*, the second largest Spanish speaking publisher in the world.

**Reviewer service:**

*Journal of Political Marketing*

*Journal of Communication*

*Journal of Political Communication*

*International Journal of Press and Politics.*

*Journal of Public Opinión Research*

*Journalism Studies*

*Zer*

*Anàlisi.*

*Comunicación y Sociedad.*

*Reis*

**Expert Committees:**

- Member of the Expert Committee of the World Bank. Project: The Public Broadcasting System. *The Media and Citizens: Institutionalization and Democracy*. El Salvador, March 2012.

- Member of the Advisory Committee of the National Nuclear Security Council, since 2011.

- Expert advisor in the Meeting for the *Espacio Común de Enseñanza Superior Unión Europea, América Latina y Caribe UEALC*, October 2001. Murcia.

- Expert advisor in the Meeting for the *Encuentro sobre Perspectivas de aplicación y desarrollo de las nuevas tecnologías de la educación Unión Europea, América Latina y Caribe (UEALC)*, March, 2002. Murcia.

**Awards and Acknowledgments:**

Concept	Granting Entity	Date
Victory awards to one of the 12 most influential women in political communication	Victory Awards	August 2016
Award Álvaro Pérez-Ugena to the promotion of communication research, for the most quoted article in the second major academic journal in Spain (Zer).	Revista Latina de Comunicación	November 2011
ENCOMIENDA CON PLACA de la Orden Civil de Alfonso X el Sabio	Ministry for Education, Culture and Sport	April 2004
SECOND NATIONAL AWARD FOR THE BEST ACADEMIC RESULTS	Ministry of Education and Culuture (B.O.E. 15/88, 14.VII.1988).	July 1988

**Research Grants**

GRANT FOR MOBILITY: RESEARCH STAYS	Spanish Ministry for Education and Science	2016
GRANT FOR COOPERATION amongst universities	Spanish National Agency for International Cooperation (B.O.E. 89/99, 14.IV.1999)	Junio 1999
GRANT FOR COOPERATION amongst universities	Spanish National Agency for International Cooperation (B.O.E. 53/98, 3.III.1998)	Junio 1998
SCHOLARSHIP PhD studies Stevenson Exchange	Stevenson Exchange Programme	Mayo 1989
SCHOLARSHIP for PhD studies	Ministry for Education and Science (B.O.E. 2/88, 8.IX.1988).	1988-1991
SCHOLARSHIP for PhD studies	University of Navare	1987-1988