

## **BAÑÓN CASTELLÓN, Lola**

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### **Professional positions**

- .Professor of Journalism: Valencia University, Philology and Communication Department, Languages Theory Department.Valencia, Spain.(from 2004)
- .Head Communications Parliament groups Corts Valencianes, Valencian Gouvernement (from 2015)
- .Head Communications Department Global Network for Rights and Development-Spain/Norway (2014-2015.)
- .Journalist: Channel 9-Television-Valencia, international news desk. Specialist in the coverage of the Arab-Israeli conflict and Arab affairs.(1989-2014).
- .Member of Centre Marocain Interdisciplinaire des Etudes Stratégiques et Internationales.(CMIESI) Fès, Morocco(2007-2016)
- .Member of Executive Council Assemblée Citoyens de la Méditerranée.
- .Member of Euro Mediterranean University Institute (EMUI) Council: Department of Arabic and Islamic Studies. Madrid, Spain(2007-2016)

### **Academic Achievements**

- .PhD on Journalism, Valencia University. Thesis about Saudi Arabia and media portrait of wahhabism in Spanish Television,TVE.(2016)
- .Master Audiovisual Communication: Valencia University (1998-2001).
- .Degree in Communication and Information Sciences: Barcelona Autonoma University (1982-1987).
- .Degree in Cinema Script: University Menéndez Pelayo of Valencia (1998).
- .Cours on Digital Processus TV News (Radiotelevision Valenciana Centro Formación, 2013)
- .Cours AVID System Editing( Radiotelevision Valenciana,2012)

### **Languages**

- .English First Certificate: Cambridge University (1996). Fluently spoken and written.

.Arabic: Four courses at the Official School of Languages of Valencia. (1994/95). Intermediate Level 2 Certificate.

.French: fluently spoken and written.

.Catalán: Top Degree Certificate by Junta Qualificadora de Coneiximents del Valèncià.(1997)

.Spanish being my mother tongue.

### **Professional Career**

.Journalist at Canal 9-Television Valencia, international news desk, positioned as special envoy for the coverage of the Arab-Israeli conflict and events in the Arab world (1989-2013).

.Journalist: Radio Popular-Cadena Cope (1986-1989).

.Journalist: Weekly magazine "El Ciclista" (1984-1986).

.Contributor: Levante newspaper and magazine "La Cartelera" (1986-1992).

.Columnist: El País newspaper ( 2000-2001)

### **Teaching positions**

.Professor of journalism: Valencia University, Philology and Communication Department, Languages Theory Department, since 2004.

Subjects: Television and Radio and Diction and Declamation, to the students in their last degree course.

.Guest lecturer in Bedfordshire University (London) in the Middle Eastern Politics in MA International Relations since 2014.

.Professor of handwriting, taught at specific courses of scientific communication to the staff of Valencia University, since 2006.

### **Books**

.*Palestinos*. Planeta Publishers, Barcelona,2002.

### **Chapters in books/Articles:**

."Siria: wahabismo e intervención foránea en la gran Guerra exterior". *Hesperia Culturas del Mediterráneo*. 2017.

."Del desierto al mar: la insólita presencia del wahabismo en el Mediterráneo". *Quaderns de la Mediterrània*. IEMED (Institut Europeu de la Mediterrània).2017

."Hacia un nuevo modelo de gestión de la televisión pública en la Comunidad Valenciana a partir de la experiencia de la BBC" en *Los medios de comunicación públicos de proximidad en Europa*. Tirant Humanidades.2017

."Cinco años de guerra en Siria: por qué no se arreglan las cosas". *Infolibre*. Marzo, 2016.

."Redes sociales y audiencias en televisión: el caso al Jazeera como referente para nuevos modelos de plataformas digitales informativas para la construcción de una nueva RTVV". *AdComunica, Revista de Estrategias, Tendencias e Innovación en Comunicación*, nº 11,2016.

. "Distances plurielles a la Méditerranée: paradigmes émergents dans la recherche et la langue arabe". *Moroccan Year Book of Strategy and International Relations*. Editorial L' Harmattan. París,2013.

."Syria and the war that is going to change the world". Saó Edicions. Nº 386. October 2013. Valencia, Spain.

."Changement de cycle migratoire Marocain en Espagne: diminutions des entrées et des retours dans un contexte de crise économique et de destruction d'emploi" *Annuaire Marocain de la Stratégie et des Relations Internationales*. L' Harmattan. París-Fès 2012

. "El reto de la visibilización del Islam político en los medios audiovisuales" Electronic book: *La Primavera Árabe, ¿ una evolución regional?* <http://cimac2012.blogspot.com.es/2013/05/el-libro-la-primavera-arabe-una.html> Servicio de Publicaciones de la Universidad Complutense de Madrid. Año 2013.

."Salafists and Muslim Brotherhood. The conquer of the power by political Islam". *Pasajes, Revista de Pensamiento Contemporáneo* de la Universidad de València-Fundación Cañada Blanch. December 2012.

."La retórica en la posibilidad de la resistencia periodística: una propuesta informativa en la construcción mediática de la realidad social". *Retórica y democracia. Perspectivas críticas sobre el estado de la investigación*. Edición Institució Alfons el Magnánim. Año 2012.

."Lettre posthume pour Samir au printemps" dans "Les printemps arabes vus par 50 écrivains et dessinateurs.Rêves d' hiver au petit matin". *Elyzad*, Tunis, 2012.

."Media representation of the citizenship in the Muslim women". In *Religion,Citizenship and Public Space*, Melilla, October 2011.

."The iconic status of Bin Laden: reflections about the Al Qaeda's representation in the media". In *Information and resolutions of the conflicts*, Alicante University, 2010.

."Rhetoric and words in the media construction of the reality". In *Pasajes*. Valencia University, 2010.

- ."Palestinians and the end of the dream of the two- state solution". In *Special the eternal Conflict between Palestinians and Israelis*. Ed. Saó. Valencia. Mai 2009
- ."Introduction to the nostalgia and the good food". In *The little book of the Zaatar' secrets*. Málaga, June 2008
- ."A look at the Saudi life: how we see them? How they see themselves?". In *Special Hesperia Saudi Arabia*. Madrid, January 2008.
- ."Invisibilities in the Palestinian-Israeli conflict. Issues concealed by the media". In *Special Hesperia Palestine*. Madrid, July 2007.
- ."How we portray Arabs in the collective imaginary through television". In *Alliance of the Civilisations, another world is possible*. Valencia, 2007.
- ."Edward Said and the reasons for the intellectual and journalistic dissidence ". *Critical interested otherness*. UNESCO Mediterranean. Valencia, 2006
- ."Four people in Bethlehem" in "Life ahead, voices from and to Palestine". Fundamentos Publisher, Madrid, 2005.
- ."A mosaic in Marraquech" in "Tales from Travelling Women". Sua-Banoa Publishers, Bilbao, 1995.

### **Prizes received**

- .Winner of the Journalism Award in the "Club Internacional de Prensa" given by Assotiation Arab Writers and Journalists.(2015)
- .Winner of the National Prize of Stories by Travelling Women by Publisher Sua-Banoa (1995) for "A mosaic in Marraquech".
- .Best script for "Lead Marionettes" awarded by the Queen Sophia Foundation and exhibited at the Congress against Violence and Mostra del Cinema del Mediterrani. Valencia,1998.

### **Research activities**

- .Ph.D. thesis on "Audiovisual Media's Image on Saudi Arabia and the Saudis . A vision of Wahabism in television". Directed by Josep Lluis Gomez Mompart, head of Journalism Department of Valencia University and Gamal Abdel Karim, professor of Cairo University, in Egypt.
- .Ph.D. Studies final paper on "Debate Programs", final work of doctorate directed by Josep Gavaldá, head of the Department of Audiovisual Communication at Valencia University (2000).

.Research "Vicente Ferrer's travel to India" about the work of Vicente Ferrer Foundation, an NGO operating in Anantapur, India (1999)

### **Lectures, Conferences, presentations and talks**

- ."La representación mediática del yihadismo. Institut Europeu de la Mediterrània", (IEMED) Barcelona 2017
- ."Palestina, una lectura en los medios". Conferencia Dones Grans. València 2017
- ."El yihadismo y la extensión de las visiones del Islam radical". Escuela Oficial de Idiomas. València 2016
- ."La construcción mediática del enemigo". Valencia Acoge. Valencia, 2016
- ."Oriente Próximo, perspectivas políticas". Fundación Tres Culturas. Sevilla, 2016.
- ."Challenges of Political Islam after Arab Springs. The Egyptian case" Congress Arab Countries after recent transformations. Baku, Azerbaijan. 5 November 2013.
- ."The RTVV crisis. A proposal for future audiovisual control institutions". Castellón University-UJI. 16 December 2013
- ."L' investissement dans l' education et la recherche scientifique: l' enjeu pour le monde arabe et l' université du 21 siècle". Fès, Morocco. 23 November 2013.
- ."The challenge of the visibilization of Political Islam in the Audiovisual Media". Congreso Internacional Mundo Árabe en Cambio. Universidad Complutense Madrid. Diciembre 2012.
- ."Internet and the television: language and communication in the spreading of the Arab Revolutions." Forum de Fes about Alliance of Civilisations and Euro-Mediterranean Partnership. Fès, Morocco, December 2011.
- ."The representation in the media of the women's revolution. A portrait of the Arab Spring". International Seminar about Egyptian Constitution. Madrid, Spain, December 2011.
- ."Visibility and participation in the political agenda of Mediterranean women after Arab Spring". International Seminar Women in Mediterranean. Valencia, Spain, December, 2011.
- "Approximation to the human realities in the Middle East: the case of the Palestinian refugees". Congres of the humanitarian challenge in the Middle East. Valencia, Spain, November, 2011
- ."Citizenship and mass media in the representation of the Muslim Women." Congress of Religion, Citizenship and the Public Sphere. Melilla, October, 2011.
- ."A proposal for a civil diplomacy: The idea of the Mediterranean University as a tool for the development of the diversity in the days of the crisis". Congress CMIESI, Fes, Morocco, October 2010.

."Journalism and Ethical Commitment". Journalist Congress- Tres Culturas Foundation, Cádiz, Spain, May 2010.

."The representation of the Islam in the media. The portray of Al Qaeda in television". Seminar *Media in the Mediterranean*. Tres Culturas Foundation, Sevilla, Spain, April 2010.

."The portrait of the religion in the media: the challenge of the visibilization of political Islam in the audiovisual information". Seminar CMIESI, Fes, Morocco, December 2009.

."Media portrait of Islamism in the Magrib". *Forum de Periodistes de la Mediterrànea*. Valencia University-Centre Internacional de Gandia. Gandia, València, 26-27 November 2009.

."Journalism in Palestine". Congress of Journalists FIJ. Ramallah, Palestine, 9 November 2009

."Journalism and religion. Representations of faith in the media". Seminar Asia-Europe Foundation. Seul, Korea, 20-21 September 2009.

."Independent media, politics and Public Service Values. How can journalists secure independent journalism that serves the public in a post war". Congress Iraqi Media: *Working for Democracy*. International Federation Journalism/Iraqi Journalists Syndicate. Baghdad , Iraq, 23 Mai 2009)

."Hamas as a new factor in Palestine". Seminar of journalism and solidarity. Universidad Autonoma Madrid / Escuela Periodismo El País. Madrid, Spain ( 7