

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	José Cláudio Siqueira Castanheira
Country/Region:	Brazil
Affiliation:	Federal Fluminense University - UFF
Position:	Associate Professor
Years that this Strategic Plan Covers*:	2024-2027
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR faculty ambassador

(*) Please specify the actual years (e.g. 2022-2024)

(**) Delete what is not appropriate

2. Motivation

Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.

I have been an active member of IAMCR since 2015, participating in the following working groups: Visual Culture (VIC), Digital Divide (DID) and Music, Audio, Radio and Sound (MAR). I participated in the meetings that discussed and proposed the creation of the MAR WG and have worked closely with it, chairing both the face-to-face presentations and the OCP modality.

I consider the IAMCR to be one of the most important forums for current debates in the field of communication, with the participation of researchers from all over the world. The diversity that IAMCR offers is of great importance to the field. My desire to act as an ambassador is to stimulate the growth of participation by Brazilian researchers and to reinforce the importance of communication perspectives from countries of the Global South, especially Brazil. Being such a large and diverse country, I believe that Brazil has much to contribute to the field of communication in terms of original insights and a critical view of contemporary issues.

I also believe that the ambassadorship will be very important for the development of my career, expanding my research network and allowing me to work on collaborative projects with other countries.

Finally, I intend to discuss with other researchers in Brazil and support the holding of a future edition of the IAMCR conference in my country.

3. Activity plan

These are the eight ambassador tasks:

1. Communicating the existence of IAMCR to the outside world, and promoting its activities
2. Communicating with IAMCR members
3. Organising at least one regional/national IAMCR event per year
4. Actively contributing to IAMCR membership increase and retention
5. Connecting IAMCR to relevant regional/national associations
6. Collaborating with other ambassadors where possible
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)
8. Planning and reporting ambassador activities

Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.

Since 2019, I have been organising an international research conference in the field of sound studies (<https://en.sonoridades.net/>), both in a face-to-face version and in an online panel format. I have gained a lot of experience and expertise to propose smaller events (thematic seminars) on topics that are important for the working groups I am involved in. In addition to my proximity to the field of sound and music, I am part of an international consortium of researchers (INCT - DSI) interested in discussing technological and scientific sovereignty and disinformation (<https://inctdsi.uff.br/>). I believe that this is one of the most important issues of our time and I intend to organise, together with my fellow researchers, annual online seminars to which I would like to invite researchers participating in the IAMCR. It is also my intention that these seminars will be available online, accessible to the public.

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.

Online seminars, such as the one I propose in task 3, have the capacity to attract people from different countries who would not be able to attend the IAMCR annual meetings in person. As the topic of these seminars is of great importance today, I believe that participation in such activities will encourage new researchers to join the IAMCR. I will also work with the chairs of my WGs and encourage them to hold small events related to each WG to extend their reach and that of the IAMCR. In addition, I will encourage graduate students and faculty at my university to participate in the IAMCR.

Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).

With regard to tasks 1 and 2, I believe that the seminars I propose each year, and those proposed by the Working Groups of which I am a member, are effective tools for the dissemination of the IAMCR and its activities. I would like to mention that the IAMCR Digital

Divide Working Group Facebook profile has played an important role in publicising the activities of the Working Group and the IAMCR itself. The administrator of this profile is the IAMCR Ambassador in Russia.

Therefore, the dissemination of various activities on online platforms and events has a great capacity to communicate with other members of the IAMCR.

As ambassador of the IAMCR, I will try to bring the institution closer to important scientific associations in Brazil, such as Compós and Intercom, events in the field of communication of great relevance. In fact, the next edition of Compós will be hosted by my university.

I intend to work with the other Ambassadors to develop global communication initiatives for the dissemination of scientific knowledge, the recognition of non-hegemonic knowledge matrices and respect for the epistemic sovereignty of the different countries that make up the IAMCR community. Recently, I was invited by the IAMCR Ambassador to Russia, Anna Gladkova, to propose and chair a panel within the conference "International Media Readings in Moscow Mass Media and Communications - 2023". The panel was entitled "Techno-Scientific Discourse, Public Sphere and Digital Sovereignty in the Global South".

I will present an annual report to the IAMCR entities describing my activities as Ambassador and my plans for the coming years. I will also be available to answer any questions via email or video conference. I also believe that an annual meeting of the Ambassadors, perhaps during the IAMCR annual meeting, could be a good opportunity to exchange information and experiences.