Educommunication In Brazil

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XXIst Century: a Digital Technology Society

Educommunication: emergence of a new academic field

Educommunication in Brazil (2000 – 2013) – Brazilian Ministry of Education: Mais Educação

Educommunication in Brazil (2000 – 2013) – NCE’s / ECA / USP Projects: EducomRadio -NCE/USP and Education Secretariat of Sao Paulo County; EducomTV – NCE/USP and Education Secretariat of Sao Paulo State; Mídias na Educação – NCE/USP and Brazilian Ministry of Education; EducomJT – Newspaper “Jornal da Tarde” (“O Estado de S.Paulo Group) and NCE/USP


USP: graduation, extension (especialization) and postgraduation (master and doctorate)
XXIst CENTURY:

A DIGITAL TECHNOLOGY SOCIETY
SOCIETY WITH DIGITAL TECH

- Information and Communication Technologies
- Changes on the way people communicate to each other
- Educational Models (FREIRE, 2002):
  - Banking x Dialogical
- Teacher as mediator / facilitator of dialogue among students
- New pedagogical approaches (inclusive practices)
COMPETENCIES

OF

XXIst CENTURY
COMPETENCIES OF XXIst CENTURY

4 Main Categories (Assessment and Teaching of 21st Century Skills - ATCS / University of Melbourne – Australia)

- Ways of thinking:
  - Creativity;
  - Critical thinking;
  - Problem solving;
  - Decision making;
  - New learning models.

- Ways of working:
  - Communication;
  - Colaboration
COMPETENCIES OF XXIst CENTURY

4 Main Categories (cont.)

- Working tools:
  - Communication Technologies and Media Literacy
- Habilities to live at actual world:
  - Citizenship;
  - Life and Career;
  - Personal and Social Responsability.
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Emergence of a new Academic Field
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“TO EDUCATE IS TO COMMUNICATE”

(Freire, 2002)
Educommunication term: years of 1980 – 1990

Meeting organized by UNESCO + UNICEF + CENECA – Centro de Investigación y Expresión Cultural (Santiago do Chile)

NCE’s Research (1997 - 1999): 176 specialists from 12 Latin America countries + Portugal and Spain (67% were brazilian and 33% were from the other countries); 25 personal interviews (SOARES, 1999)

Educommunication as a field
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Interrelation between Communication and Education

Main Aspects:
- Reflexive dialogue
- Critical thinking
- Leadership / Autonomy

Main Goals:
- Social intervention
- Citizenship
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- Crosscutting activities for social transformation
- Social practice which aims the strengthening of teenager leadership in Media Education and Media Empowerment, for the universal right of freedom of speech.
  - **Media education** for the critical reading and the popular media production (original field communication)
  - **Democratic and participatory management of communication** in educational spaces
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- Planning and implementation of practices designed to create and develop open and creative "communicative ecosystem" at educational spaces, ensuring thereby increasing possibilities of expression to all members of the educational community. (SOARES, 2009)

- Transformation of education processes to a dialogical process model (Freire. 2002)

- Main challenge: legitimize as a public policy

- Paradigm able to mobilize formal education for conceptual changes, apart from teaching or teaching practices.
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- Social Intervention Areas
  - Media Education;
  - Management of Communication;
  - Pedagogy of Communication;
  - Technological mediation in education;
  - Epistemological reflection of the new field.
MEC

Responsibilities:

- National Council of Education
- High School / Universities: Federal Government (MEC)
- Mid School: State Secretariat of Education
- Basic school: County Secretariat of Education

Guidelines and Bases Law for Education (Lei de Diretrizes e Bases – LDB)
MAIS EDUCAÇÃO

- Federal Public Policy (2008)
- Integral education and the multiple dimensions of the human being, peculiarity of student development (body, mind and social life): school day of 7 hours
- Federal money direc to basic schools
- R$ 37.000 (+/- US$ 16,000) per project

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SCHOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>1.408</td>
</tr>
<tr>
<td>2013</td>
<td>47.000 (+/- 4,5 millions students)</td>
</tr>
<tr>
<td>2014 (estimated)</td>
<td>60.000</td>
</tr>
</tbody>
</table>
“Integral Education proposal, with the invitation to the creation of strategies to ensure that children, adolescents and young people have the access to the media, to the domain of different languages, to the practice of reading, to the capacity of critique and mainly the production of communication as a tool for democratic participation.”

Macro Field

- "Educommunication” (2008 and 2009) X “Communication and Media Uses” (2010 -)
- Radio, newspaper, photography, video, HQs, educational technologies
MAIS EDUCAÇÃO

Chart 1: Schools working with Educommunication field

Source: Prospero & Soares, 2013
MAIS EDUCAÇÃO

Chart 2: Number of activities

Source: Prospero & Soares, 2013
MAIS EDUCAÇÃO

Chart 3: Type of Activities

Source: Prospero & Soares, 2013
**Chart 4: Benefits**

- Possibility of working with TIC
- Possibility of working with a bigger group
- Possibility of working content with a interdisciplinary approach
- More proximity between students and educators
- Students active participation
- Diversity of themes
- Methodological proposal differentiated

Source: Prospero & Soares, 2013
MAIS EDUCAÇÃO

Chart 5: Type of activities (Methodologies)

Source: Prospero & Soares, 2013
Chart 6: Activity Themes

- School activities
- Environment
- Activities in the neighborhood, city
- Citizenship
- Health
- Study tips (reading, courses, high school tests, i.e.)
- Curriculum content
- Human Rights
- Security
- Entertainment (party, shows, cinema tips)
- Students/teenagers day by day activities
- Job Opportunities
- Music
- Others (school board, quiz, critics)

Source: Prospero & Soares, 2013
Chart 7: Educommunication Aspects

- Students Media Production
- Democratic management of the school
- Youth expression and leadership / protagonism
- Democratization of communication
- Critical reading of media
- Dialogue and new relations with school community

Source: Prospero & Soares, 2013
NÚCLEO
DE
COMUNICAÇÃO E EDUCAÇÃO (NCE)

ESCOLA DE COMUNICAÇÕES E ARTES (ECA)

UNIVERSIDADE DE SÃO PAULO (USP)

(1996 -)
PROJECTS

- Educom.Radio / Nas Ondas do Radio
- Educom.TV
- Educom.Fundhas
- Educom. Centro Oeste
- Educom Geração Cidadã
- EducomJT
- Mídias na Educação
EDUCOMMUNICATION
IN
BRAZIL

(NCE/ECA/USP)
EDUCOM.Radio

- Year: 2001
- Education Secretariat of Sao Paulo County
- Radio Language at School + solidary projects
- 12,000 students (teachers from 455 public schools)
- 200 Specialists from NCE and ECA/USP
EDUCOM.Radio

- Main goal: reduce violence and promote peace culture in specific educative ecosystem (public schools of Sao Paulo county)

- Radio Kit ➔ Web Radio + Audacity

- Nas Ondas do Radio Project (2012 - 2013)

- Development of solidary pedagogical and colaborative practices

- Better comprehension of multiple languages from digital technological society (LDB and curriculum parameters)
Nas Ondas do Radio

- Educom Law for Sao Paulo County
- 540 schools
- 400,000 students
- A Strong Brand
- Blog, Wiki, Twitter, Video, Interviews, and many others.
- TAC: Teoria do afeto e Convivência (Theory of Affection and Coexistence)
  http://www.youtube.com/watch?v=:RGcnsP6pvI&desktop_uri=%2Fwatch%3Fv%3D-RGcnsP6pvI&nomobile=1
EDUCOM.TV

- 2002
- NCE + Education Secretariat of Sao Paulo State
- 2,228 Students (teachers from 1,024 state public schools)
- Audiovisual language for education
- Blended learning: presence classes + messages exchange through LMS
2006 - 2007

Partnership NCE + Jornal da Tarde ("O Estado de S.Paulo" Group)

“Parents and Teachers” (Sunday Column)

Educommunicative classes to public school teachers

Focus on dialogue among participants (students and teachers) and on students protagonism

More than 75 sugestions
MÍDIAS NA EDUCAÇÃO

- Blended learning: Distance education (e-learning + presence meetings)
- Pedagogical use of different TIC: TV and video, computer, radio and print.
- The primary target audience is teachers of basic education.
MÍDIAS NA EDUCAÇÃO

- 2006 - 2013
- NCE/ECA/USP + FDE + SEED/MEC
- Secretariat of Basic Education and Coordination of High School Personal Improvement / Brasil Open University (Capes/BOU).
- Teachers from basic education (Brazilian public schools)
- Educommunicative approach for e-tutoring and for the content
- Extension course
## MÍDIAS NA EDUCAÇÃO

**Chart 4: Final Numbers**

<table>
<thead>
<tr>
<th>CLASS OFFER</th>
<th>APPROVED (USP)</th>
<th>APPROVED (UFPE)</th>
<th>APPROVED (TOTAL)</th>
<th>EXTENSION (SPECIALIZATION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic 1</td>
<td>838</td>
<td>145</td>
<td>983</td>
<td>56</td>
</tr>
<tr>
<td>Basic 2</td>
<td>1080</td>
<td>107</td>
<td>1187</td>
<td>54</td>
</tr>
<tr>
<td>Basic 3</td>
<td>1265</td>
<td>117</td>
<td>1382</td>
<td>152</td>
</tr>
<tr>
<td>Basic 4</td>
<td>1454</td>
<td>291</td>
<td>1745</td>
<td>146</td>
</tr>
<tr>
<td>Total</td>
<td>4637</td>
<td>660</td>
<td>5297</td>
<td>408</td>
</tr>
</tbody>
</table>

*Source: Jornal da USP, 2013*
EDUCOMMUNICATION
IN
BRAZIL

(NOT NCE/ECA/USP)
VIRAÇÃO
EDUCOMMUNICATION

- Foundation: 2003
- Magazine produced for / with and based on teenagers and young adults all over Brazil
- Slogan: youth change, attitude and dare
- Tiragem media de 8 mil aexmeplares/mes, distribuicao nacional
- Conselho de Jovens (Virajovens), 20 estados e DF, participacao inovadora aglutina e favorece a comunicacao entre o
Youth Agency

(2005 – 2012): 60 national and international events (average of 10 events per year), 1200 adolescents and young participants directly.

Mural New

More than 500 students and teachers from 170 public schools in School City of São Paulo
to create, collectively, their own media, from a basic proposal newspaper mural (publicize actions social and cultural needs of their school and local communities)

Fourth world

Creation of television programs for youth and teens to learn to expose thoughts, doubts and positioning in society (agenda, research, production, roetirizacao and Engraving)
RADIO JACARE

- Kids (5 – 6 years old)
- School Radio
- News from their surroundings, singing, perceptions
- See the video

EDUCOMMUNICATION
AT
ESCOLA DE
COMUNICAÇÕES E ARTES
(ECA),
UNIVERSIDADE DE SÃO
PAULO (USP)
More than 100 academic researches (master and doctorate degree) in Brazil

- 37 at University of Sao Paulo / 1 Doctorate thesis in Lion (France) / 2 Masters in England

- Graduation in Educommunication (Licenciatura em Educomunicación) - USP

- Especialization in Educommunication - USP

- Master and Doctorate in Communication and Education / Educommunication - USP
THANK YOU VERY MUCH FOR YOUR ATTENTION!!!

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