



Copyright © 2007, COPEC – Council of Researches in Education and Sciences

Claudio da Rocha Brito & Melany M.Ciampi (Publishers). All rights reserved.

Personal use of this material is permitted. However, permission to reprint/republish this material for advertising or promotional purposes or for creating new collective works for resale or redistribution to servers or lists, or to reuse any copyrighted component of this work in other works, must be obtained from the publisher.

WCCA 2007 – World Congress on Communication and Arts – (2007: São Paulo)

161a Proceedings, World Congress on Communication and Arts, WCCA 2007, November 18-21, 2007. Published by Claudio da Rocha Brito (ISBN 85-89120-51-1) & Melany M. Ciampi (ISBN 85-89549-47-X), 2007.

1.v

1. Communication – Congress 2. Arts – Conference I BRITO, Claudio da Rocha, ed.
II. CIAMPI, Melany, M., ed III. COPEC – Council of Researches in Education and Sciences IV. Title

CDD - 370



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



Prof. Dr. Claudio da Rocha Brito
Message from the General Chair

In according to the definition of Wikipedia and I quote: “**Art** refers to a diverse range of human activities and artifacts, and may be used to cover all or any of the arts, including music, literature and other forms. It is most often used to refer specifically to the visual arts, including mediums such as painting, sculpture, and printmaking. However it can also be applied to forms of art that stimulate the other senses, such as music; an auditory art... Generally art is a (product of) human activity, made with the intention of stimulating the human senses as well as the human mind; by transmitting emotions and/or ideas. Beyond this description, there is no general agreed-upon definition of art, since defining the boundaries of "art" is subjective.”

And Wikipedia defines “**Communication** is a process that allows organisms to exchange information by several methods. Communication requires that all parties understand a common language that is exchanged with each other. There are auditory means, such as speaking, singing and sometimes tone of voice, and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, or the use of writing. Communication happens at many levels



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



(even for one single action), in many different ways, and for most beings, as well as certain machines. Several, if not all, fields of study dedicate a portion of attention to communication, so when speaking about communication it is very important to be sure about what aspects of communication one is speaking about. Definitions of communication range widely, some recognizing that animals can communicate with each other as well as human beings, and some are narrower, only including human beings within the parameters of human symbolic interaction.”

What can we say? Art and communication are the essence of human expressions in the many ways that they can happen. Art can be seen anywhere when the eyes can capture the beauty of a flower or a picture or when the ears can hear a music and get amused with the sounds. What to say about the letters? Vivid on papers letters can make revolutions; can change the history of a person or a nation, can imprint ideas and concepts so important for the evolution of humanity. Whatever is the situation the best way to touch the people is certainly through the senses by means of words, music, images in infinity different ways through out the time.

COPEC has the great opportunity to organize this great congress on Communication and Arts fields following its policy of fostering the advancement of sciences in every area of human knowledge. This could never become a great event without the support of our host the UNISAL - Salesian University Center of São Paulo and the support of the Administrative Director Justo Ernesto Piccinini and the dedication and hard work of the Academic Director Rita Maria Lino Tarcia to whom we thank for everything.



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



As the General Chair I am glad to welcome all the participants and I hope that you all can enjoy it.

Thank you all.

Prof. Dr. Claudio da Rocha Brito
GENERAL CHAIR
President of COPEC



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



Prof. Dr. Melany M. Ciampi

Message from the Technical Program Chair

As the program chair I had the satisfaction of seeing some of the works that were submitted and I have to say that it was a delightful experience. I have to mention the richness of the works that in many ways opened a broad range of new visions about life, society and the beautiful.

It is not the matter of appreciate the good music or dance or the way an artist use the technology to make an advertisement or the impact of a report. It is the way I see the communication systems worldwide along the time. I believe that with all the scientific and technological advancements the communication verbal or written will be essential for the human beings. Art is everywhere and the artists are the ones who can capture the beauty and eternalize it through a picture, a paint or sculpture.

The theme “Communication, Arts, Science and Technology Allied to Build the Society of Knowledge” has everything to do with this the new time in which society is inserted now where boundaries are falling down and information is everywhere, anytime. No doubt that communication and arts have an important role to spread knowledge suitable for everybody.



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



On behalf of the committee I would like to congratulate all the participants for the great contributions and the efforts to make of this a successful event.

Thank you and congratulations,

Prof. Dr. Melany M. Ciampi
TECHNICAL PROGRAM CHAIR
President of NBPAS



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



General Chair:

Claudio da Rocha Brito

Technical Program Chair:

Melany M. Ciampi

Coordinator Committee:

Flávio Mário de A. Calazans, UNESP

Rita Maria Lino Tarcia, UNISAL

Advisory Committee:

Claudio Borri, President of IFEEES

Federico Flueckiger, President of IMC

James L. Melsa, President of ASEE

John Hughes, President of IEEE Education Society

Jörg Steinbach, President of SEFI

Khalil S. Taraman, President of GCMM

Muthar Al-Ubaidi, President of INTERTECH

Norbert Kraker, President of IGIP



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



Technical Program Committee:

Melany M. Ciampi, Chair of Committee, Brazil

Alexandre Botari, USP

Ana Júlia Ferreira Rocha, Brazil

André Reda, Brazil

Anita Westerström, Sweden

Antonio Tadeu F. Amado, Brazil

Branislav Rosul, USA

Carlos A. Machado, Brazil

Cecilia da Rocha Brito, Brazil

Celso de Araújo Duarte, Brazil

Dan Budny, USA

David London, USA

Edmilson Roberto Braga, Brazil

Edmundo Tovar, Spain

Göran Westerström, Sweden

Irina Avenarius, Russia

Ivan Carlo Andrade de Oliveira, Brazil

Ivany Sevarolli, Brazil

James Wolfer, USA

Luis Amaral, Portugal

María Feldgen, Argentina

Osvaldo Clua, Argentina

Rosa Vasconcelos, Portugal

Teresa Larkin, USA

Traugott H. Schelker, Switzerland

Vladimir G. Zakharov, Russia

Yolanda Guran-Postlethwaite, USA

Local Committee:

Andréa Pessoa Rodrigues, informatics

Caio A. Mariani, administration

Cristina R. Brito, treasurer

José Albano F. Mouta, designer

Edmilson Valle, secretary

Luiz Otávio de A. Castro, marketing



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



Medical Committee:

Carolina da Rocha Brito
Catharina da Rocha Brito
Cecilia da Rocha Brito
Sidney Capps Fernandes



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



COOPERATORS

Organizations:



Promoted by:



Technical Cooperation:



Supported by:



Host:



Cultural
Cooperation:





ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



PLACE OF THE EVENT



São Paulo

To visualize the video contained in this compact disc it is necessary to have installed the [QuickTime](#).



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY





ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



3D DIGITISATION OF MAORI AND PACIFIC ARTEFACTS	14
A APROPRIAÇÃO DE OBRAS DE ARTE PELA PUBLICIDADE E SUA IMPLICAÇÃO JURÍDICA	33
A ARTE AUXILIANDO OS PROCESSOS DE EDUCAÇÃO A DISTÂNCIA	47
A CONTRIBUTION FOR THE METHODOLOGY OF DESIGN-COMMUNICATION IN THE ASSESSMENT OF COMMUNICATIVE IMPACT OF BRANDS	22
A FOOTWEAR DESIGN PROJECT AS A DESIGN COMMUNICATION	09
A IMPORTÂNCIA DA CONTRACULTURA PARA A CONSTRUÇÃO DE UMA ARTE PERIFÉRICA	34
A PERCEPÇÃO DA COMUNICAÇÃO INTERPESSOAL POR LÍDERES E LIDERADOS	57
A PERFORMANCE CRIADORA DA PALAVRA IMAGEM NA ARTE E NO DESIGN CONTE- PORÂNEO	27
A POLIFONIA ERUDITA E POPULAR - RADAMÉS GNATALLI NO CINEMA	44
A RELAÇÃO ENTRE UMA CULTURA PRIMITIVA E UMA CULTURA CONTEMPORÂNEA NO DESIGN	21
A TECNOLOGIA DA INFORMAÇÃO COMO SUPORTE NA TOMADA DE DECISÃO NO PROCESSO DE DESENVOLVIMENTO DE PRODUTOS DE DESIGN	46
ALGUNS ASPECTOS DO DESENVOLVIMENTO DAS ARTES PLÁSTICAS EM PORTUGAL: DO 25 DE ABRIL AOS NOSSOS DIAS	23



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



AN EVALUATION OF GATED COMMUNITIES IN ISTANBUL AS A NEW HOUSING TREND . . .	08
ARTE SOCIAL NO BRASIL: A PINTURA DE GONTRAN GUANAES NETTO	37
AS CONSTRUÇÕES TRIDIMENSIONAIS E SUAS REPRESENTAÇÕES ATRAVÉS DA PERSPECTIVA CAVALEIRA COMO FACILITADORAS NO DESENVOLVIMENTO DE ATIVIDADES ARTÍSTICAS	43
AS HISTÓRIAS EM QUADRINHOS NAS AULAS DE CIÊNCIA	31
BOOMING PRESS, LIMITED FREEDOM -- SELF-CENSORSHIP IN ASIAN NEWSROOMS . .	13
CENOGRAFIA VIRTUAL. ENTRE REPRESENTAÇÃO E IMAGINAÇÃO	40
CINEMA ART DECO – O MODERNO NECESSÁRIO	28
COMMUNICATION, ARTS, SCIENCE AND TECHNOLOGY ALLIED TO BUILD THE SOCIETY OF KNOWLEDGE	01
COMPETÊNCIAS DE ESCRITA EM ALUNOS UNIVERSITÁRIOS	19
CONTRIBUIÇÕES DA ESTÉTICA AO PENSAMENTO CRÍTICO	41
DEGREES OF FREEDOM: A KEY CONCEPT IN CHEMICAL ENGINEERING EDUCATION . .	18
DESENVOLVIMENTO DE UM AMBIENTE VIRTUAL DE APRENDIZAGEM CENTRADO NO APRENDIZ, UTILIZANDO UMA MODELAGEM BASEADA EM ONTOLOGIAS	51



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



DESIGN, DESIGNER E FUTURO PROFISSIONAL24
EDUCAÇÃO E INCLUSÃO SOCIAL: SURTIU O CURSINHO PRINCÍPIA EM 200755
ESSAY ON REPRES(S)ENTATION. SAM TAYLOR-WOOD: THE DISTURBED THEATRICAL EXISTENCE ON PHOTOGRAPHIC SET10
EVOLUTIONARY PSYCHOLOGY AND THE MEDIA COVERAGE OF THE WAR IN IRAQ05
EXPLORING PHOTOGRAPHIC APPLICATIONS OF A NEURO-GENETIC HYBRID MOTIF OPERATOR AND GENETIC ART07
FATORES QUE INFLUENCIAM O COMPORTAMENTO DE COMPRA DO CONSUMIDOR ADOLESCENTE52
GESTÃO DO CONHECIMENTO NAS EMPRESAS: UMA CONTRIBUIÇÃO PARA SUA COMPREENSÃO E ANÁLISE CRÍTICA56
INFOGRAFÍAS PARA LA ENSEÑANZA DE LA FÍSICA EN LA ESCUELA MEDIA59
INTERACTIVE LEARNING OBJECTS TO AID EDUCATION FOR THE DIGITAL GENERATION . .	.16
KNOWLEDGE MANAGEMENT: USING INFORMATION TECHNOLOGY TO OBTAIN KNOWL- EDGE, A CRITICAL EMANCIPATIVE INVESTIGATION: POWER AND PARTICIPATION, THE CRITICAL RESISTANCE IN BRAZILIAN ORGANIZATIONAL THEORY15



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



LA ARTE DE SOBREVIVIR EN LAS CIUDADES: ENTRE MEDIOS Y MIEDOS	58
LINGUAGEM FOTOGRÁFICA: A ARQUETIPIA UTILIZADA NA PUBLICIDADE	32
LINGUAGEM VISUAL NAS TRANSFORMAÇÕES ARTÍSTICAS E TECNOLÓGICAS	53
MIDIOLOGIA DA ARTE	29
MODA: O DIFÍCIL EQUILÍBRIO ENTRE ARTE E INDÚSTRIA	25
MUSEU MAR DA LÍNGUA PORTUGUESA – UM ESPAÇO DE FUSÃO DA ARTE, CIÊNCIA, TECNOLOGIA E CULTURA	20
MUSIC, ANTHROPOLOGY, AND COMMUNICATION: SENSUALITY, COMPLEX COGNITION, AND SOCIAL CHANGE	02
NEW METHODS TO INVESTIGATE THE PERCEIVED URBAN SCENERY: THE IMPORTANCE OF THE QUALITATIVE INFORMATION	17
O ESPAÇO DIALÓGICO ENTRE A MÚSICA ERUDITA CHINESA E A MÚSICA ERUDITA OCIDENTAL NO SÉCULO XX	36
O ESPETÁCULO E AS INTERFACES	26
O HOMEM DA CÂMERA NO DOCUMENTÁRIO: PRÓTESE CORPÓREA E EXTENSÃO ONTOLÓGICA	42



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



O PANORAMA ARTÍSTICO DO VIDRO CONTEMPORÂNEO EM PORTUGAL38
O RIO E O MAR35
OTIMIZAÇÃO DO TEMPO NA GERÊNCIA DE CONHECIMENTO EM FÓRUMS DE DISCUSSÃO DE AMBIENTES VIRTUAIS DE APRENDIZAGEM50
PERSONALIZANDO TEMPLATES PARA UTILIZAÇÃO EM SALAS VIRTUAIS NO AMBIENTE MOODLE45
QUALITY MANAGEMENT AT TEACHERS TRAINING06
REMOTE MONITORING AND TRACKING OF COMPONENTS WITHIN A WAREHOUSE UTILIZING RFID AND 3D VISUALIZATION12
SEMIÓTICA DA ARTE: SEMIOSE PARATÁTICA DAS HISTÓRIAS EM QUADRINHOS OU POÉTICA DA PRATAXE30
THE KARAJÁ'S DOLL39
TRANSVERSALIDADE E INOVAÇÃO NO ENSINO SUPERIOR NA ÁREA DAS ENGENHARIAS ..	.49
TRUE STORIES FROM THE HEARTLAND: PHOTOGRAPHER & ENVIRONMENTAL ENGINEER COLLABORATE ON A POST CARD PROJECT OF POLLUTED SITES IN THE U.S. MIDWEST ..	.03
UM SISTEMA DE NOTIFICAÇÃO PARA USUÁRIOS DE BIBLIOTECAS DIGITAIS48



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



UMA NOVA FORMA DE COMUNICAÇÃO CULTURAL ENTRE ADOLESCENTES BRASILEIROS . . .54
“WHAT WE HAVE HERE...IS FAILURE TO COMMUNICATE:” USING MOVIES AND STORY TO
TEACH DESIGN PRINCIPLE CONCEPTS11
WHISKEY TANGO FOXTROT: WORD FROM IRAQ THE DISPARITY BETWEEN THE REPRE-
SENTATIONS OF WAR IN THE MEDIA AND THE REALITIES EXPERIENCED BY SOLDIERS04



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



A

Álvaro Sousa	22
Ana Clara da Mota	49
Ana Paula Perfetto Demarchi.....	46
André Bonotto	42
Ayse Tütengil.....	08



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



B

Ben Zoghi12



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



C

Carlos Alberto Machado	54
Carmen N. Paniagua	18
Célia Maria Gomes Correia	24
Chris Lu	14
Claudio da Rocha Brito	01
Cléa Goldman	37
Cleuza Bittencourt Ribas Fornasier	46
Conceição Lopes	22



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



D

Dan Baldwin	11
Danidu Wijekoon	14
Daniel de Souza Carvalho	16
Daniel Soto Araújo.....	24
David W. London	04.....05
Davidson Cury.....	50.....51
Deniz Leblebic.....	09
Dilek Yıldız	08



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



E

Ed Porto Bezerra	48
Edison Delmiro Silva	44
Eliana Gonçalves	41
Elsa Aleluia	10
Ernesto Echeverria	17
Eveline Canali	33



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



F

Fábio Viana Perfetto.....	46
Fernando da Casa.....	17
Flávio Mario de Alcântara Calazans.....	29.....30.....31
Francisco das Chagas Rocha	48



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



G

Gisele Martins	52
Guilherme F. Shiraishi	56



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



H

Heather Silyn-Roberts	14
Helena Santana.....	36
Hélio M. Cosentino	56
Hudson Ramos.....	50.....51



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



I

I. Turek	06
Isabel Nogueira	23
Ivan Carlo Andrade de Oliveira	31



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



J

James Wolfer	07
Jan P. Roddy	03
Jiafei Yin	13
João Aquino.....	38
John B. Ludwick	11
Josinalva Estacio Menezes	43
Julie A. Sutfin.....	03
Julie de Araujo Pires	27
Júlio César Riccó Plácido da Silva	32



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



K

Kailin Lee.....14



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



L

Lourdes Luz.....	28
Lúcia Martins Giraffa	45
Luciano A. Toledo	56
Luis Amaral.....	20
Luís Germano Pinelli	34



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



M

Madalena Oliveira Barbalho	15
Magda Pinheiro	19
Marcelo José da Mota	34
Marcia Mikulak	02
Marco Antônio Rossi	53
Maria do Carmo da Silveira Xavier	43
Maria do Carmo Jampaulo Plácido Palhaci	53.....55
Maria Paulina Anna Antonia van de Wiel de Barros	39
Marilsa de Sá Rodrigues Tadeucci.....	57
Marly Cavalcanti	15
Melany M. Ciampi.....	01
Michel de Abreu Verinaud	55
Miriam da Costa Manso Moreira de Mendonça	25
Misun Kim.....	14



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



Mitchell B. Whitaker.....	04.....05
Mônica A. Rocha Coutinho Barros.....	52
Murilo Orefice	33



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



N

Nara Iwata28.....35



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



O

Olimpio José Pinheiro	53
Oliver Stead.....	14
Omar A. Iglesias	18



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



P

Patrícia G. Vidal	56
Patrícia Guimarães Abramof	49
Paulo Celso de la Silva	58
Paulo Roberto Masseran.....	40
Pedro Henrique Mannato Coutinho.....	50.....51
Pedro Murad.....	26
Pilar Chias	17
Pollyana Notargiacomo Mustaro	16
Prasanth Jampani	12



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



R

Raúl A. Pessacq.....	18
Raul Graf de Miranda.....	45
Ricardo Serrano Filho	48
Rosa M. Vasconcelos.....	19
Rosa Maria de Oliveira.....	38
Rosane Costa Badan	21
Rosilene Aparecida Rosário de Souza.....	57



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



S

S. Albert.....	06
Sandra Maria Dotto Stump.....	16
Santiago M. Aguirre.....	59
Seçil Satir	09
Sergio Gallo.....	02
Sílvia Monteiro.....	19
Sonia B. Concarí	59
Sophia Wang.....	14



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



T

Talitha Plácido Palhaci	55
Tânia B. S. Gava	50.....51
Teresa Almeida	38
Tomas Abad	17



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



V

Vânia Cristina Pires Nogueira Valente	47
Vinod Srinivasan	12



ORGANIZATION



Council of Researches
in Education and Sciences

PROMOTED BY



X

Xiao Ling Shao	36
Xun Xu	14