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WCCA 2009 - World Congress on Communication and Arts - (2009: São Paulo)

161a Proceedings, World Congress on Communication and Arts, WCCA 2009,
April 19-22, 2009. Published by Claudio da Rocha Brito (ISBN 978-85-89120-67-8) &
Melany M. Ciampi (ISBN 978-85-89549-63-9), 2009.

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



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

As the General Chair of WCCA'2009 - World Congress in Communication and Arts I have the honor to welcome all the participants and collaborators who make of this a successful congress. It is imperative also to point out the outstanding cooperation of our host, Anhanguera/Faenac University that propitiated all means so that participants can have such nice environment with all the necessary resources during the days of the event.

The WCCA'2009 is a very important event for those whose mission is the development of art and communication fields. It constitutes of another opportunity to gather for the discussions of communication, art and other fields, which are intrinsically connected to them. Far from being alien to other sciences, Communication and Arts are essential conditions for every new step into the unknown.

Reflecting about Art it communicates and Communication has art components and philosophically speaking it is possible to reflect about Art and say that it is a combination of man's cognitive and evaluative attitudes to reality recorded



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in words, written communication colors, plastic forms or melodically arranged sounds, the music. Their valuable contribution to mankind can be expressed as the formation of a view of the world, a true and large-scale evaluation of events, a rational, reasoning orientation of man in the world around men, a true assessment of men own self. Art is powerful channel of Communication that is able to reflect the historical moment of a community, instigate emotions and in many cases to foreseen events.

Not necessarily compartmented both fields of sciences permeate all human life by means of verbal and nonverbal communications filled with images and signals. Nonverbal communication conveyed through facial expressions, pace, body language, intensity and tone of voice provides a powerful means for self expression. Written communication expresses the inner world as well as the out world of men in a sophisticated elaborated language. Communication as a field of sciences is interdisciplinary as well as art.

COPEC has the great opportunity to organize this great congress on Communication and Arts fields following its main mission which is the advancement of sciences in every area of human knowledge.

This could never become a great event without the support of our host the Anhanguera / Faenac University, in Sao Caetano and the support of Prof. João Vicente Cegato Bertomeu, Member of Coordinator Committee of WCCA'2009 to whom on behalf of COPEC conference team we thank for everything.



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As the General Chair I am very glad to welcome all the participants and we are sure that all enjoy the fruitful environment gathering with old and new colleagues.

Thank you all.

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



Prof. Dr. Melany M. Ciampi
Message from the Technical Program Chair

It is always a grateful satisfaction to be the program chair of WCCA'2009 _ World Congress in Communication and Arts and have the opportunity to read and enjoy the works that are submitted and I have to say that it has been a delightful experience due to the wide range of scientific papers in different topics. I have seen the richness of the works that in many ways expresses the evolution of world perceptions, new visions about life, politics, society, the ugly and the beautiful of human kind.

This event is particularly rich not only because of the broad of topics presented but principally because of the quality of the researches in these fields. It is a gathering of good papers on music, dance, the artistic use the technology, the advertisement, the impact of words in the minds of men, the transdisciplinary aspect of education etc.

In many ways it is possible to say that Communication and Art in their great productions they are consummately artistic as well as profoundly philosophical. They instigate the imagination of men; they are capable to change the history, to gather groups of common interests and so on. They are powerful instruments once they can be anywhere, any form,



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anytime for good or for evil. They are able to eternalize a moment by means of images, words and sounds.

The theme “Communication and Arts beyond Words and Images” is a very fortunate one due to the challenging times of the so called “technology information society” because virtual world is a reality reshaping the way men develops education, politics, technology and even relationships and etc. It is changing the way men feel and relates to others and nothing causes more impact than the image and the words.

It is not necessary to point out the importance of such forum for the discussions of Communication and Arts as this edition of WCCA'2009 _ World Congress in Communication and Arts can provide.

On behalf of the committee I want to congratulate all the authors and participants for the great contributions and the efforts to make of this another successful event.

Thank you and enjoy it!

Prof. Dr. Melany M. Ciampi
TECHNICAL PROGRAM CHAIR
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