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WCCA 2011 – World Congress on Communication and Arts – (2011: São Paulo)

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

Inspiration and creativity is what arts and communication provides in our daily lives. Since we wake up until we go to bed the images and the words are surrounding us in a variety of means. Thanks to technology it is easier to have access to information that is available in many different forms. Real time communication link people instantly and this aspect has fostered democracy in many ways. One fact that is visible in this process is the contribution of communication and arts that have constructed new ways of expressions embracing new technologies, involving and using them to develop new ways of expressions reaching a larger number of people enhancing the accessibility to culture and art in all their forms, congregating people and influencing generations.

**WCCA'2011 – World Congress on Communication and Arts** is being organized by **COPEC – Science and Education Research Council** and hosted by **UPM – Presbyterian University Mackenzie**. WCCA'2011 is a congress that congregates researchers and professionals, academics from many parts of the world to show their latest achievements in their fields of expertise and share new ideas.



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The location of the event could not be better; São Paulo is an amazing cosmopolitan city with a population of 10.886.518 inhabitants. A vibrant city that can offer to the population as well as to visitors a wide variety of cultural experiences with 12,500 restaurants; 52 types of cuisine; 152 theaters; 90 museums; 260 rooms in 55 cinemas; 39 cultural centers; 4 theme parks; 54 parks and green areas; 7 concert halls and 1 circuit race – location for the Formula 1 Grand Prix in Brazil.

The theme of **WCCA'2011: “Interactive Expansion of Knowledge: Communicating with Art in the Information Era”** has instigated the professionals of the areas to collaborate with a number of very good papers. These contributions will certainly provoke many discussions and suggestions in the fields of communication and arts in a broad spectrum. It is always amazing to see the attention and quality collaborations the congress has counted with.

As the General Chair of **WCCA'2011** on behalf of COPEC team I am glad to thank first of all the **UPM – Presbyterian University Mackenzie** for hosting the congress. It is imperative to acknowledge and thank in special all the people involved in the organization of this edition of WCCA such as **Prof. Dr. Marcos Rizolli**, Local Chair of WCCA'2011 without whom this event would not have been possible.

Many thanks to the Technical Cooperators (in alphabetical order): AAMP (Fishing Museum Friends Society), ABENGE (Brazilian Society for Engineering Education), AENUI (Asociación de Enseñantes Universitarios de la Informática), ASEE (American Society for Engineering Education), ASIBEI (Iberian-American Association of Engineering Education Institutions), GCMM (Global Congress on Manufacturing and Management), IEEE-Ed.Soc. (Education Society



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of the Institute of Electrical and Electronics Engineers), IFEES (International Federation of Engineering Education Societies), IGIP (Internationale Gesellschaft für Ingenieurpädagogik), INTERTECH (International Council for Engineering and Technology Education), IPN (Ingeniøruddannelsernes Pædagogiske Netværk), OPASS (Safety, Health and Environment Research Organization ), Porto Gente (PortFolk), RBE (Brazilian Network of Engineering), RCI (Réseau Carthagène d'Ingénierie), SBA (Brazilian Automation Society), SBA Young (Student Chapter of the Brazilian Automation Society), SEFI (Société Européenne pour la Formation des Ingénieurs) and SPEED (Student Platform for Engineering Education Development). I could not forget to thank also the São Paulo Convention & Visitors Bureau for their cultural support. A special thanks to our sponsors FAPESP (State of São Paulo Research Foundation), CNPq (National Council for Scientific and Technological Development), CAPES (Coordination for Improvement of Personnel of Superior Level) and SUPNET - Technology & Information.

I thank especially all the people who have collaborated for the success of the congress, and for all the authors and participants for the valuable contributions and participation.

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



*Prof. Dr. Melany M. Ciampi*

**Message from the Technical Program Chair**

Communication is certainly an important part of our lives once it is the means to reach people, make contacts and establish relations. The way we use the language and knowledge influences how we perceive ourselves and others, how we understand our relationship to local and global communities, and how we address important issues. In social context art becomes a conduit of interaction and mutual awareness, showing the peculiarities of men's life spotting the bizarre, stating ideas and involving the imagination. In present world communication and art have a strong allied technology, which serves men as the best channel of communication using words and images in addressing messages that can make opinions, change lives, sell products, start a movement and etc.

I am very glad with the accomplishment of **WCCA'2011 – World Congress on Communication and Arts** that has been challenging facing the hard work to provide good review process as well as quality papers. Thanks to the efforts of many reviewers and authors we can reach the goal of the congress to show the latest researches and provide a forum for discussions and personal interactions that can not be replaced for a video conference, with all the benefits that it can bring.





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As usual a series of interesting articles will enlighten congress program due to their quality. The goal is to stimulate discussions and debates on communication and arts projects and issues from a range of viewpoints.

The best part of being in charge of the technical program committee is the unique opportunity to be aware in first hand of all the great contributions that the congress receives. It is equally interesting to see the new trends in the fields and also the richness of the papers. However nothing is more rewarding than to watch the dynamic between authors and participants' audience and how they instigate important discussions on particular issues in different fields of expertise.

On behalf of the Technical Program Committee which efforts should be acknowledge, I have to thank all the authors for their collaborations; all the participants for their presences and the reviewers for their great job.

Thank you all and enjoy it!

**Prof. Dr. Melany M. Ciampi**  
*TECHNICAL PROGRAM CHAIR*  
President of OPASS



*Prof. Dr. Marcos Rizolli*  
**Message from the Local Chair**

In my first words I want to emphasize another partnership **COPEC - Science and Education Research Council** and **UPM - Presbyterian University Mackenzie**, this time in order to achieve the shared **WCCA'2011 - IV World Congress on Communication and Arts**, properly structured and coordination teams of research found in **CCL - Center for Communication and Letters**.

The central theme of the scientific event is defined in **Expanding Interactive Knowledge: Communicating with Art in the Age of Information** and extends to broad thematic areas, namely: Art and Science, Art, Communication and Everyday Life, Integrated Communication, Image and Technologies, Journalism and Contemporary Issues, Literature, Letters and Art, Processes of Contemporary Art, Advertising and its Languages, Theories and Criticism of the Arts.

The central themes, echoed by thematic fields, understand the emerging demands of the world of communications and contemporary arts. The current communication networks and new forms of artistic expression derived by setting up new balances between: who communicates and who receives the information: who creates and who experiences the artistic phenomenon.



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We are, thus, communicators-messages-or artist-receptor works of art-viewers - all at the same time. In everyday circumstances involved between real and imaginary attributes necessarily imaginary, enhancing the role of language in the culture of our time.

The **WCCA'2011** in this context stresses the opportunity to exchange scientific, technological and cultural cooperation between Brazilian researchers and foreign. And apart from academic knowledge, university reveals the relational element - the other being a motivator of collective action.

Therefore, we welcome everyone as best we can and want a great period of coexistence in the environments of the **Mackenzie Presbyterian University**.

**Prof. Dr. Marcos Rizolli**  
*LOCAL CHAIR*





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