COMMUNICATION AND ARTS AS STRUCTURING ELEMENTS OF WELLBEING AND SOCIAL JUSTICE

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Abstract *— It is possible to state that art is a kind of creative communication and that communication is not necessarily art. Art does not equal communication, but all art is communication. Does life imitate art or art imitate life? Art also changes the way we view the world, and in fact, life sometimes imitates art rather than the other way around. What makes art different and special is that it is a communication that has value. Along the time is possible to see the number of practical use of art and communication altering the course of countries and peoples 'history. These discussions are present at the WCCA'2015 - VIII World Congress on Communication and Arts organized by COPEC — Science and Education Research Council and promoted by WCCA — World Council on Communication and Arts. Researchers and professionals of these areas participate at the conference showing their interesting scientific recent works.*

Index Terms — art, digital technology, creative communication, art discussions, world scenario.

INTRODUCTION

Fourteen years has already passed of 21st. Century and so far the changes in world scenario have promoted the adoption of many different interesting social adaptions to global economy that has imposed deep changes in human life. The financial and political crisis, natural catastrophes and humanitarian demands are now at the news every day in a world scale.

It is a time in human history the world is going through frustrating times where present youth do not see their needs and aspirations respected. It is equally interesting to note that the same young people from the seventies who claimed for peace and love where respect for diversity, human rights and a less voracious capitalism is now in charge of the world. It is a fact that shows how men can deeply change in in many ways.

Men have changed, the political and economic scenario too and so has communication and arts, which take advantage of science and technology developments making it more and more disseminated in a global scale The same way professionals of any field should pay attention to what is going on worldwide to improve personal skills and to identify the different opportunities available because nothing has more impact than personal experience that allied to the theoretical basis raise the bars professionally.

Attempt to this new world scenario COPEC has been organizing the WCCA – World Congress in Communication and Arts and this one now in Salvador, in Bahia.

SALVADOR OF BAHIA

FIGURE. 1
SALVADOR, BAHIA

Salvador sits on a spit of land sticking south-southwest into the Atlantic Ocean. And although it sits well within the tropics at southern latitude of thirteen degrees, it receives a refreshing sea breeze, which seldom falters until the wee hours of the morning when things have generally cooled off anyway. The city sits on a huge bay, *a Baía de Todos os Santos* (the Bay of All Saints), and the topography is predominantly hill and valley.

FIGURE. 2
SALVADOR, BAHIA

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The streets of Central Salvador take tourists back to the beginnings of Brazil. Your tour begins at the Barra Lighthouse, passes the Teatro Castro Alves, home to the Bahia Symphony Orchestra and on to the Balé (ballet) de Castro Alves. The Forte de São Pedro and Praça Castro Alves are on route to the Historical Center of Pelourinho, which offers something to see along every street [1].

THE UNIVERSITY OF THE STATE OF BAHIA - UNEB

FIGURE. 3
LOGO OF UNIVERSITY OF THE STATE OF BAHIA – UNEB

The University of the State of Bahia (UNEB), the largest public institution of higher education in Bahia, was founded in 1983 and maintained by the State Government through the Department of Education (SEC), is present in all geographic regions of the state, the structured multicampi system.

The penetration of its structure and scope of its activities is directly related to the social mission it performs. The UNEB has 29 Departments installed on 24 campi: the one based in the state capital where is located the central administration of the institution, and the other in 23 major municipalities in Bahia medium and large.

The UNEB also develops important research in all regions in which it operates. Some projects bear the imprint of the academic forefront, like the work in the areas of robotics and educational electronic games, with which has won awards and national and international recognition. The student body of the institution is encouraged to participate in research through scientific initiation scholarships and mentoring programs [2].

WCCA – WORLD COUNCIL ON COMMUNICATION AND ARTS

FIGURE. 4
LOGO OF WORLD COUNCIL ON COMMUNICATION AND ARTS - WCCA

WCCA – World Council on Communication and Arts consists of scientists and researchers of communication and arts areas that believe in the creative endeavors to foster art and communications researches in the world [3].

The members belong to several countries of North America, Latin America, Europe, Asia, Africa and Australia.

WCCA's headquarter is in Braga in Portugal.

It is a council that works with the objective to enhance and keep the relationship between university and educational institutions, the enterprises and society of the several countries, for the discussions about communication and art.

Its mission is to establish and maintain the relationship between communication and arts educators and institutions in countries throughout the World; to improve communication and the exchange of researchers between those countries; to encourage and promote efforts to bring an international perspective to communication and arts institutions.

The Council plans to accomplish the Mission Statements in the following manners: Publication of international journals, and other appropriate documents; university and community exchange programs for faculties and students; supporting joint projects and research; and other means, as determined by the Council.

THE EDITIONS OF WCCA

The I World Congress on Communication and Arts – WCCA'2007, happened in São Paulo, capital of São Paulo State in Brazil, on November 18 - 21, 2007. The theme of the congress was: "Communication, Arts, Science and Technology allied to build the Society of Knowledge".

The II World Congress on Communication and Arts – WCCA'2009 happened in São Caetano City in São Paulo State in Brazil, on April 19 to 22, 2009. The theme of the congress was: "Communication and Arts beyond Words and Images".

The III World Congress on Communication and Arts – WCCA'2010, happened in Guimarães, cradle of Portugal, on April 18 to 21, 2010. The theme of the congress was: "Information Technology in Arts and Information Visualization".

The IV World Congress on Communication and Arts – WCCA'2011, happened in São Paulo, capital of São Paulo State in Brazil, on April 17 to 20, 2011. The theme of the congress was: "Interactive Expansion of Knowledge: Communicating with Art in the Information Era".

The V World Congress on Communication and Arts – WCCA'2012, happened in Guimarães, cradle of Portugal, on April 15 to 18, 2012. The theme of the congress was: "Beyond Art, Beyond Humanities, Beyond Technology: A New Creativity".

The VI World Congress on Communication and Arts – WCCA'2013, happened in Geelong, Australia, on April 04 to 07, 2013. The theme of the congress was: "Projections".

The VII World Congress on Communication and Arts – WCCA'2014 happened in Vila Real, Portugal on April 20 -

23, 2014. The theme of the congress was "The Challenge of Developing Creative Artists in a Standardized World".

COPEC has organized many congresses since the decade of 90's: 8 editions of WCCA [4-10], 8 ICECE (organizing the 9th. Edition) [11-14], 13 INTERTECH (organizing the 14th. Edition) [15-18], 14 SHEWC (organizing the 15th. Edition) [19-32], 1 WCSEIT (organizing the 2th. Edition) [33], 1 IGIP [34], 1 WCCSETE [35], 1 GCMM [36], 1 WCETE and 1 GCETE.

COPEC – Science and Education Research Council

COPEC - Science and Education Research Council is constituted by scientists of the several areas of human knowledge committed with education and the development of science and technology. Its members believe that education is the main beam in the construction of a better society and that sciences and technology are the big agents in the fostering of progress to promote the welfare of human being.

FIGURE. 5
Logo of Science and Education Research Council - COPEC

The history of COPEC has started with an idea shared by some scientists of creating an organization to foster the research mainly in education and sciences. This idea seized proportions and after some meetings the Council became reality. It is a group of scientists, professors and professionals whose vision of future has driven them to start this work. Through its activities COPEC maintains relations between universities, institutions of education, enterprises and the society of the several countries for the discussion of education, technology and sciences directions. It works to stimulate and to foster the efforts to bring an international perspective in education.

Constitute powers of the institution:

- General Assembly;
- Deliberative Council;
- Board of Directors;
- Fiscal Council.

The main goal of COPEC is to enhance the advancement of sciences and technology in every field of human knowledge [37].

Communication and Arts as Structuring Elements of Wellbeing and Social Justice

The theme of the congress is "Communication and Arts as Structuring Elements of Wellbeing and Social Justice" and during the congress it is expected that discussions and state of the art research will be presented as a contribution to the wide comprehension of human life dynamic as structured groups.

Presently it is visible that communication is part of the process of social movements, once they express the historical moment of places and peoples as well as they can influence the mind of population when used in mass media.

It is possible to notice that along history research in arts and arts-based innovations also have been major contributors and disruptors of the ways that societies, economies, and political systems perform. Its uncountable the value of the art and communication to congregate thoughts and ideas towards ideals and objectives.

Communication status is now far beyond it's own time. Human beings are capable of communicate in several ways, not only by letters, by images, by performances and so on. It is and has been part of human life and it is no coincidence that human communication skills and art have developed hand in hand, and accompanied the progress of civilization.

Art is as a form of communication that is not limited to be beautiful or pleasant, it has to tell something.

Arts and communication have a wider, more measurable impact on economy, health and wellbeing, society and education. It's important also to recognize this impact to help people think of arts and communication for what they are and have been: a strategic national resource in some ways.

FIGURE. 6 [38]
Baiana Culture

The major dictators of the 20th century understood the power of art to influence the population. In Nazi Germany, Hitler set up the Ministry of Propaganda and National Enlightenment. In Stalinist Russia, there was also a keen understanding of the power of art. Art portrayed contented

peasants, industrious workers, and Stalin himself. In fact, Stalin was shown god-like in many paintings, a phenomenon known as the Cult of Stalin. Just as in Germany, gigantic architectural projects expressed the power of the state [39].

These are examples of the powerful use of communication arts to influence society and drive the political scenario and enhance work force to economy growth.

FIGURE. 7 [40]
GUERNICA – PABLO PICASSO

Another example of art and communication influence can be the Picasso' master piece the Guernica that so far has impacted the viewers all over the world, a black and white canvas portraying the atrocities of totalitarian regime.

FIGURE. 8 [38]
BAIANA CULTURE

Since the electronic age of motion pictures, recording, radio, and television, these media to be played or broadcast in other spaces and times may capture drama. No doubt these new media of communication have altered greatly our life-style.

FIGURE. 9 [41]
MULTI CULTURE

It is a fact that technological development offers new spaces for artists that has evolved to a very distinctive and strong presence in many ways. In terms of virtual world Internet have altered forever the way people communicate. Face book is a great example of communication and art use as a way to influence the society, a parallel world where people can express themselves, teach and learn as well as make movements. In a culture where the dominant form of communication is visual, verbal, and written, art explores the power of each of these personal and public forms of communication.

SOCIETY AND EDUCATION IN 21ST CENTURY

It is notable that technology plays a central role in the 21st Century skills for life mainly the outcomes for Information Literacy, Media Literacy, and Information, Communication, and Technology Literacy all reference the use of technology. Digital technologies are engendering new platforms to produce, distribute, and display knowledge for all in a very democratic and open way. Besides its usual broad range of themes on the relation of the communication and arts to society, there are different ways in which digital technologies have altered the way that the work of art, as a category of labor, and art objects themselves, are perceived, conceptualized, and theorized for example.

Education plays an important role today and more than ever once it is imperative to ensure the continuing development of nations. Sophisticated learning-management systems, distance learning and the opportunity to collaborate with research partners from around the world are just some of the transformational benefits that institutions of education are embracing and getting economical benefits. Advanced technologies will put education within the reach of many more individuals around the world, and will allow greater specialization in curriculum and teaching methodologies than ever before.

There are also economic and social constrains that are overwhelming families and communities. Technological power is shifting from west to east to countries that have the size and weight to transform 21st global economy, like India and China. This aspect will certainly have an impact on education in western world too.

The crucial problem is the necessity of thinking again the kind of education, which has fragmented knowledge that drives people to an inability of articulating its several parts. Education must promote natural ability of mind to set and to solve problems and by inter-relation to stimulate full usage of general intelligence.

University today has to defeat the challenge of present world serving the contemporary society viewing the future. New World order demands a new kind of professional, capable to think global without losing the dimension of local peculiarities and vice-versa. It is not easy to form this kind

of professional although it is known exactly what is necessary.

Education process means achievement of knowledge using the information in a way that improves the intellect in order to solve problems. Communication skills, art sensitiveness, comprehension and capability of using information are very important and it is possible to be improved by means of education. It is the best way to achieve new skills and to go furthering any field. Creativity is from now on the key element for success, principally in this deep economic and social crisis of this period of human history Communication and art are co producers in this new world education system providing tools to inspire people to get knowledge and advancing society.

WCCA'2015

WCCA'2015 is an event that has been organized with the goal to provide the best environment for discussions and experience exchange among teachers, researchers and professionals of communication and arts areas that work for the enhancement of sciences.

- Key note speakers: specialists will be speaking about their area of expertise and will answer questions of the audience;
- Round Tables and Panels: A meeting with invited specialists to debate with the audience themes that are important for communication and arts;
- Technical Sessions: professionals and researchers will be presenting papers of relevance, specially selected by the international committee. These papers present the top researches and experiences;
- The Open Session: It counts with the presence of conference organizers, members of the committee as well as participants and authorities of the host cities and University;
- During the event attendees can participate of cultural and social activities specially organized for the conference.
- The closing session summarizing the numbers and results of the entire event.

PLANNING

The planning for the organization of an event comprehends a number of activities developed in phases that requires human resources and material, which works are the result of a lot of efforts and dedication. The development of the activities has 4 phases:

- 1st - Conception of the Project WCCA'2015, in this phase there were discussions about the estimate date, necessary resources, establishment of goals and the elaboration of the Project.
- 2nd - Pre-Event that involves the establishment of the necessary activities for the accomplishment of the event:
    - Operational team;
    - Basic Budget;
    - Basic Chronogram;
    - Services to be hired;
    - Establishment of organogram.
- 3rd - Event, which is the accomplishment of the Project taking into account the realities that present at the moment. It is the conference happening with all the activities that are necessary to develop during this phase that are basically the reception of attendees, accompaniment of all the sessions.
- 4th - After the event when the conference finishes a report is made with all the information about the conference and send to the Council, to be in the databases of the organization, to the Foment Agencies and etc.

COPEC team has around 4 people working directly and exclusively to accomplish WCCA'2015 plus 3 others for some time, 5 days per week, 6 hours per day. During the conference more people is hired for reception and technical issues as well as transportation, feeding, cultural activities and others when they are necessary.

COPEC team has:

- widely spread call for papers, electronically and folders;
- advertisements in international Journals;
- made and maintained the homepage;
- managed the reception and reviewing process of papers;
- as well as organized the cultural and social activities of the conference.

It took twelve months of hard work and dedication.

PUBLICATIONS

WCCA'2015 publishes electronically a collection of papers that were peer reviewed and approved by the Technical Program Committee; additionally, a book of abstracts is published containing general information on the Congress and the abstracts of all presented works as well as the Congress Proceedings both registered at the National Library and they possess ISBN with international validity; besides, the proceedings have ISSN because they are also a periodic.

ACKNOWLEDGMENT

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Institutions), GCMM (Global Congress on Manufacturing and Management), IEEE-Ed.Soc. (Education Society 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), ISTEC (Ibero-American Science & Technology Education Consortium), OERN (Institute of Engineers of Portugal – North Region), Porto Gente (PortFolk), RBE (Brazilian Network of Engineering), RCI (Réseau Carthagène d'Ingénierie), SBA (Brazilian Automation Society), SEFI (Société Européenne pour la Formation des Ingénieurs), SHERO (Safety, Health and Environment Research Organization), SPEE (Portuguese Society for Engineering Education), SPEED (Student Platform for Engineering Education Development and WCSEIT (World Council on Systems Engineering and Information Technology) as well as the support of Agencies: FAPESP (State of São Paulo Research Foundation), CNPq (National Council for Scientific and Technological Development) and CAPES (Coordination for Improvement of Personnel of Superior Level).

FINAL CONSIDERATIONS

Lately governments, people and organizations are searching for answers to a timeless and elusive question: What kind of society do we want to live in. Poverty prevention, labor market access, social cohesion and non-discrimination are part of actions that can make a difference in the future of society. In any assessment of social justice, the question of the greatest possible inclusiveness in access to high-quality health care services must also be taken into consideration.

These are some of the aspects of a better society dynamic, however the achievement is a long path away in the future.

Modern concept of social justice that refers to the aim of realizing equal opportunities and life chances provides a conceptual ideal able to garner the consensus needed for a sustainable social market economy. The concept of justice is concerned with guaranteeing each individual genuinely equal opportunity for self-realization through the targeted investment in the development of individual "capabilities".

Great science involves a leap of imagination into a world that is different from the present. The virtual world contributes a great deal for the enhancement of imagination transforming the new ideas relevant to current reality. The whole point of art and technology is to go beyond what is now considered real and create a new reality with many implications for society.

In this new paradigm of education and development communication and arts are structuring elements of wellbeing and social justice once art can teach people how to see with less discrimination, more sensitivity, and understanding. Art can inspire us toward ideals to defeat social problems. The use of art as an element of communication adds to human development once it helps to foster democracy and the fight for freedom and social justice.

This edition of WCCA gathers researchers from many parts of the globe to show and discuss their recent achievements in their areas of expertise. It is happens in an rich cultural environment place, Salvador, a pleasant city up the northeast of Brazil, a wonderful place to see and enjoy. These elements certainly contribute to make of this another high quality great event.

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