

EXCELLENCE IN RELATIONS WITH SOCIETY

INFORMATION AND DIFFUSION

CHANNELS

Carlos Vogt

President of Univesp

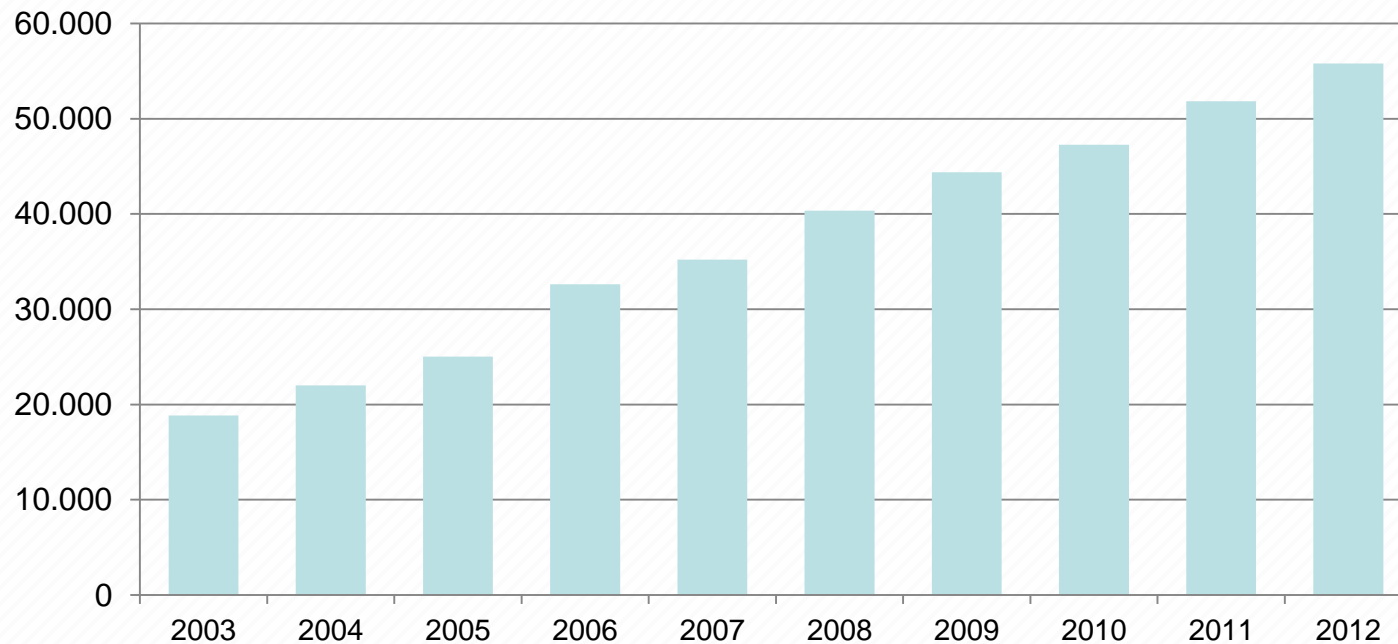
Coordinator of Labjor/Unicamp

Symposium on
Excellence in Higher Education
January 24th 2014



The number of Brazilian articles published in indexed journals tripled in ten years.

Number of Brazilian articles published in journals indexed by Scopus, 2003-2012



Source: SJR SCImago Journal & Country Rank



"The fundamental principle of academic science is that research results should be made public. [...] The fundamental institution of science, therefore, is the communication system".

John Ziman, 1984.

**THERE IS NO SCIENCE WITHOUT
COMMUNICATION**

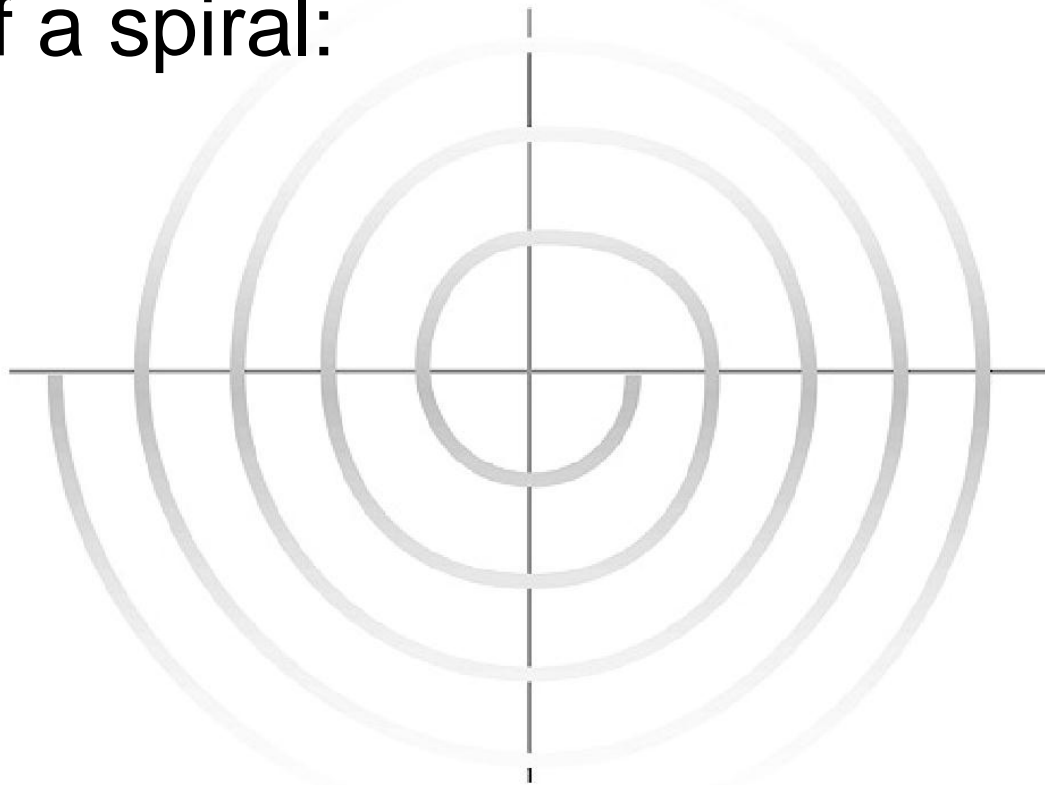


The public communication of science plays a central role in contemporary societies, due to a need of science itself, but also in the formation and management of citizens in democracies.

It permeates all the activities that make up the so-called **scientific culture** – in which the university plays a central role.



The dynamic of the scientific culture may be better understood if we visualize it in the shape of a spiral:





SPIRAL OF SCIENTIFIC CULTURE

Exoteric | Appropriation

III. Teaching for Science

Scientists, teachers and administrators of science
museums/fairs deliver science to students and young
public

IV. Scientific publication

Journalists and scientists deliver scientific
information to society

Monosemic-educational discourse

Monophonic

Polysemic discourse

Polyphonic

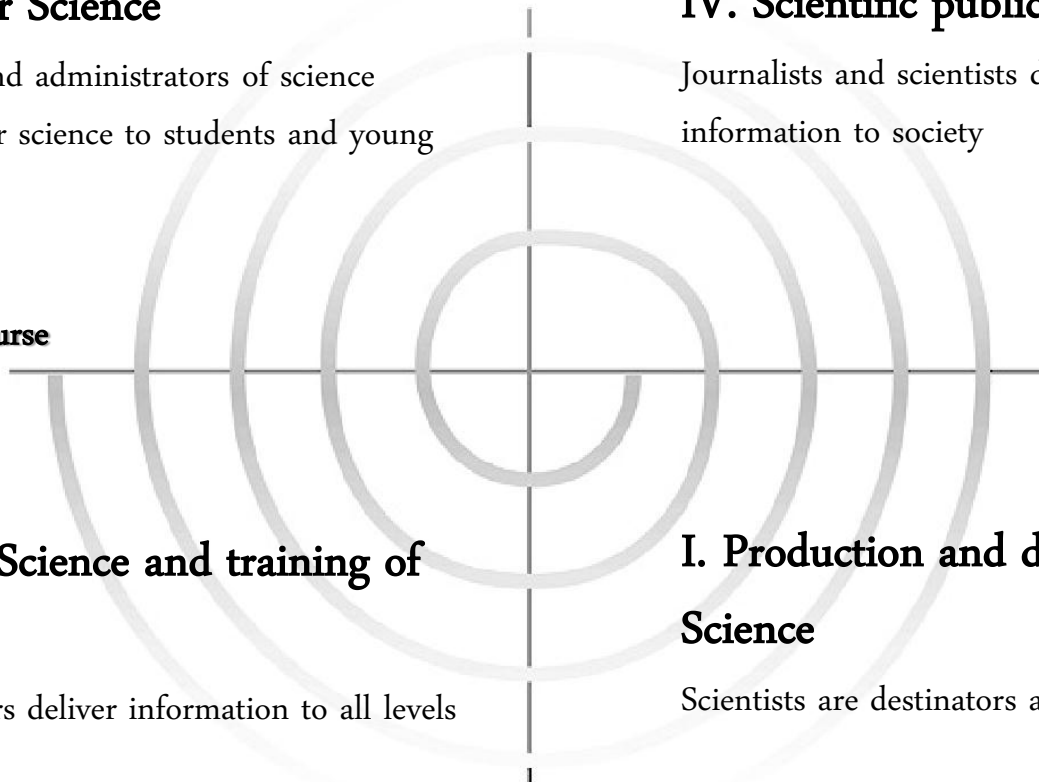
II. Teaching of Science and training of scientists

Scientists and teachers deliver information to all levels
of students

I. Production and dissemination of Science

Scientists are destinator and destinee of science

Esoteric | Production, reproduction





SCIENCE, COMMUNICATION AND FOOTBALL

The ideal goal of science communicators is that scientific knowledge – as a cultural phenomenon – can be treated and lived as football.

Although few actually play it professionally, there are many, in fact, those who understand, know its rules, know how to play, are critical of its achievements, are touched by and passionate about it.

Not all of us are scientists, as there are not many who play football, professional and competently.

The fact of not playing professional football, however, does not prevent us from loving it, being amateurs of its practice and practicing it as enthusiasts.





SCIENCE, COMMUNICATION AND FOOTBALL

Let it be so with the scientific culture!

May we all be, if not professional, amateurs of science, fans and critics as promoters and participants in its practice and its results for the sake of social welfare and cultural well-being.





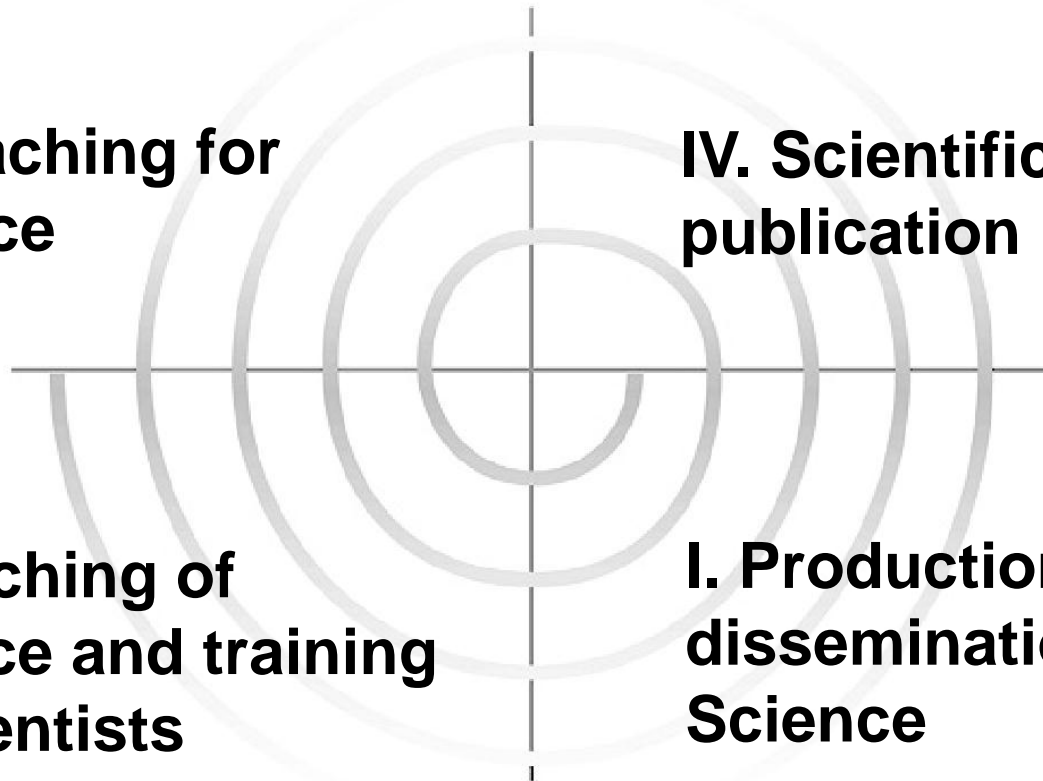
Examples of science communication activities in the four quadrants of the Spiral of Scientific Culture:

III. Teaching for Science

IV. Scientific publication

II. Teaching of Science and training of scientists

I. Production and dissemination of Science





LABORATORY FOR ADVANCED STUDIES IN JOURNALISM (LABJOR / UNICAMP)

LabJOR is a referral center in Brazil and Latin America for training and studies in scientific and cultural dissemination.

Created in 1994, the team develops various activities and academic programs related with the contemporary phenomena known as scientific culture.

LabJOR offers in a multidisciplinary way graduate courses, research and cultural products that contribute to understanding the dynamics of the relationship between science and society.

RESEARCH LINES | LABJOR

Scientific Culture

Public Understanding of Science

Literature, Arts and Communication

Information, Communication, Technology and Society





Examples of science communication activities in the four quadrants of the Spiral of Scientific Culture:



The diagram consists of a central point from which a spiral line winds outwards in a clockwise direction. The spiral is divided into four quadrants by a vertical and a horizontal axis. The spiral starts in the top-right quadrant and moves counter-clockwise through the top-left, bottom-left, and bottom-right quadrants.

**II. Teaching of
Science and training
of scientists**



GRADUATE EDUCATION | LABJOR

Specialization in Science Journalism (since 1999)

281 graduates and 40 current students

100 students with Mídia Ciência scholarship (Fapesp)

Specialization in Science and Health Promotion: Neuroscience (since 2009)

28 graduates

Master in Science and Cultural Communication (since 2007)

Faculty of 28 PhD professors from various Institutes and
Colleges of Unicamp

40 dissertations

24 current students



Examples of science communication activities in the four quadrants of the Spiral of Scientific Culture:

III. Teaching for Science





EMPÍRIKA

Iberoamerican Fair of Science, Technology and Innovation

- ✓ International, itinerant and biennial event;
- ✓ Created by 3CIN Foundation (associated to the University of Salamanca, Spain);
- ✓ Objectives:
 - To expand the opportunities for public participation in ST&I and democratization of knowledge;
 - To outline the role of universities, research centers and companies in the construction and dissemination of knowledge and encourage contact between these institutions and society;
 - To gather different realities and cultures of the Iberoamerican countries and to promote the exchange of experience in the production and dissemination of ST&I;
- ✓ Editions – Salamanca 2010; Sao Paulo 2012; Mexico 2014; Colombia 2016; Salamanca 2018 (celebration of the 800th anniversary of the University of Salamanca).



EMPÍRIKA

2012

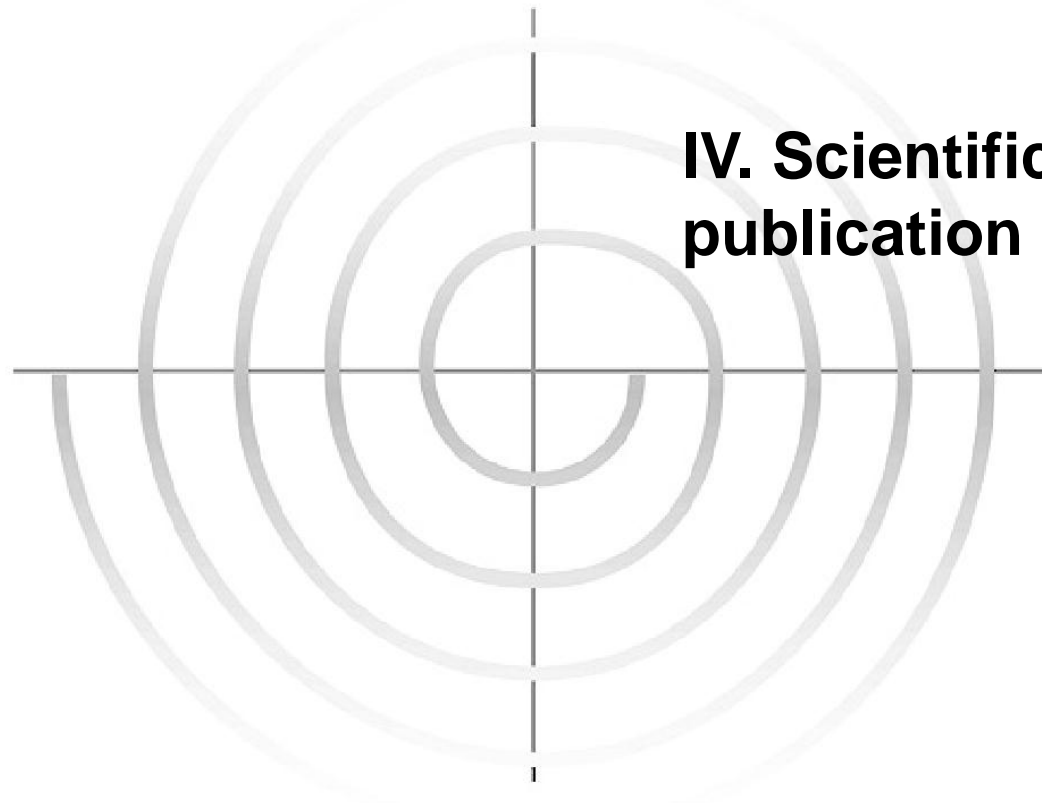
São Paulo - Brasil

About **30.000 participants** in the activities developed in São Paulo (along with the Technology Fair of Centro Paula Souza), Campinas (Unicamp) and Vinhedo.





Examples of science communication activities in the four quadrants of the Spiral of Scientific Culture:





PUBLICATIONS

ComCiência – electronic magazine of science journalism (since 1999)

Current issue #154

About 200,000 hits per month

**Com
Ciência** REVISTA ELETRÔNICA DE JORNALISMO CIENTÍFICO



■ Dossiê ■ Anteriores ■ Notícias ■ HumorComCiência ■ Quem Somos ■ Fale conosco

Dossiê No. 154 - 10/12/2013

Leitura



EDITORIAL
Sobre a leitura
Carlos Vogt

ARTIGOS
Mídia na escola e a leitura do mundo: a educomunicação como incentivadora de novos conhecimentos
Graça Caldas e Vera Regina Toledo Camargo

A leitura do texto dramático
Carlos Junior Gontijo Rosa

BUSCA

Buscar

NOTÍCIAS
Mulheres diabéticas devem redobrar cuidados durante a gravidez
Cana migra para o Centro-Oeste e pode substituir culturas alimentares
Descobertas jazidas líticas mais antigas da Jordânia



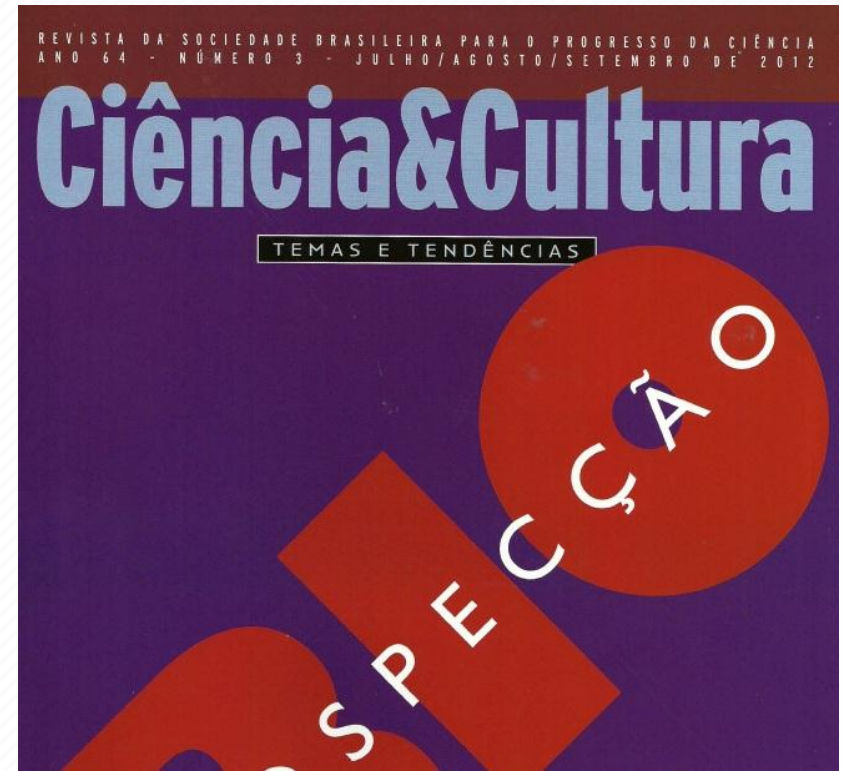
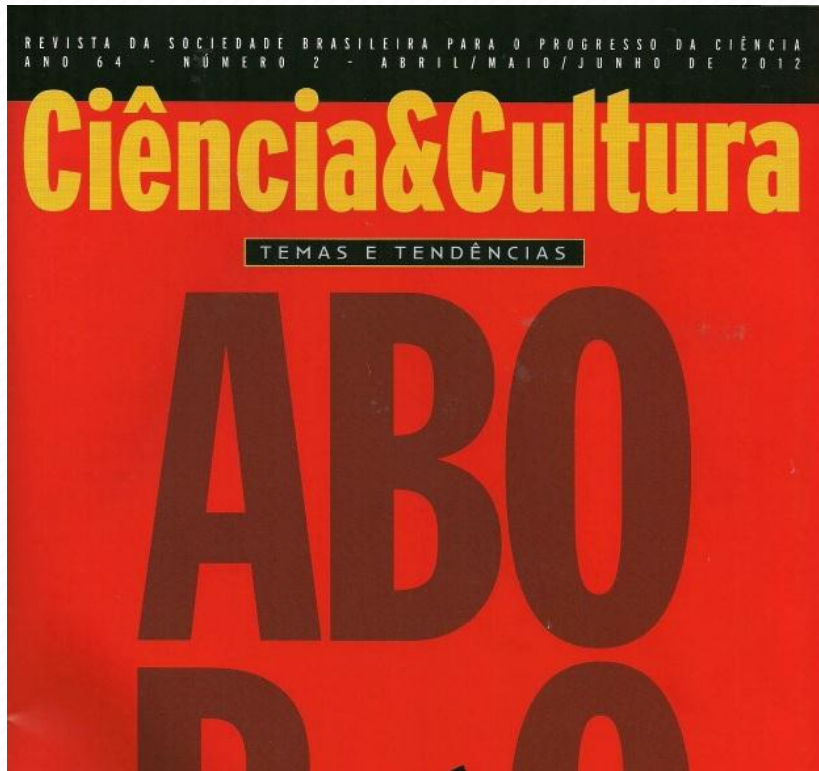
PUBLICATIONS

Ciência & Cultura – Temas e Tendências

Created in 1949 by the Brazilian Society for the Advancement of Science (SBPC);
produced by Labjor since 2002

Circulation of 8,000 copies per edition (quarterly)

Current edition Vol.66 n.1





Virtual University of the State of São Paulo

UNIVESP

INNOVATION IN EDUCATION

Intensive use of information and communication technologies

- ✓ **Expanding the vacancies in higher education**
- ✓ **Geographical distribution of the vacancies to all regions of the State**



BRIEF HISTORY

Program of the State of Sao Paulo's Government

Released on August 26, 2009

UNIVESP Foundation – the fourth public university in the state of São Paulo

Created by Law No. 14,836 of 20/07/2012

Statute by Decree No. 58,438 of 09/10/2012

Accredited as a University by the State Board of Education 23/03/2013

Integrated to UAB System/CAPES, Ordinance No 179 of 06/12/2013

Accreditation to MEC in progress

Partnerships:





HIGHER EDUCATION

- Sequential courses
- Undergrad
 - teacher training
 - baccalaureate
 - technological course
- Graduation
- Extension

Emphasis

- ✓ teacher training
- ✓ vocational training
- ✓ state HR training

OPEN EDUCATION - KNOWLEDGE AS A PUBLIC GOOD

Free courses (MOOCS - massive open online courses)

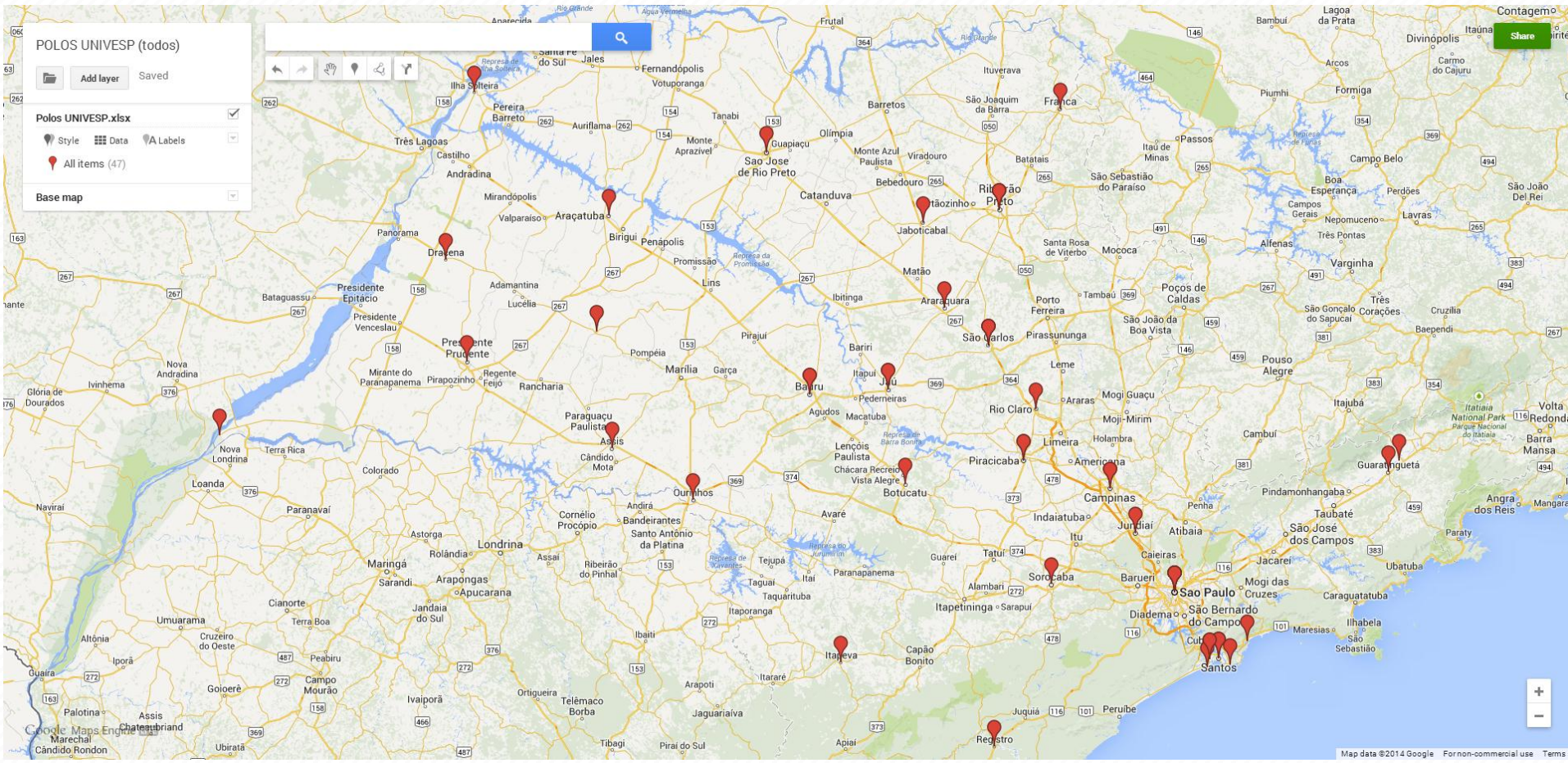
UNIVESP TV

Pre-Univesp (electronic magazine of science divulgation)

SO FAR..

**Courses offered in 32 cities
of the State of São Paulo.**

Course type	Vacancies offered	Graduates
Extension	10450	5250
Undergrad	2790	992
Graduation	2650	1034
TOTAL	15890	7276



PUBLICATIONS

Pré-Univesp (since 2010)

Current edition #37

More than 1,1 million visits so far; in 2013, about 30.000 visits per month

• pré-Univesp

Revista digital de apoio ao estudante pré-universitário

UNIVESP

Quem somos • Fale Conosco



Editorial

Reportagens

Entrevistas

Artigos

Infográficos

Vídeos

Textos literários

Notícias

Agenda

Edições anteriores



Selfies, trollagens e redes sociais

Como os adolescentes estão usando a Internet para se comunicar?



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pré-Univesp
nas redes sociais

facebook

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Painel pré-Univesp

Cadastre-se

Usuário ou e-mail:

Senha:

[Esqueceu sua senha?](#)

Cadastre-se e crie seu próprio arquivo de textos



UNIVESP
TV

UNIVESP TV is the digital television channel that offers content to support the institution's regular courses as well as quality content for society in general, in line with UNIVESP's lemma "knowledge as public good "

Digital channel .2 of TV Cultura's transmission spectrum, on air every day from 7 am to 1:30 am

UNIVESP TV's channel on YouTube has obtained about **13,5 million views** since 2010. These access numbers put UNIVESP among the 40 top universities in the world which keep their own channels on YouTube.

UNIVESP TV
UNIVERSIDADE VIRTUAL DO ESTADO DE SÃO PAULO

univesptv 77,741 subscribers

O que é a Univesp TV
104,546 views · 1 year ago

A Univesp TV nasceu em 2008, junto com a Universidade Virtual do Estado de São Paulo. Em setembro de 2009, estreamos o canal digital 2.2 da multiprogramação da TV Cultura. A programação do canal fica no ar das sete horas até à uma hora da manhã do dia seguinte. Nosso objetivo principal é apoiar o aprendizado dos alunos de cursos da Univesp. Hoje, produzimos programas diretamente ligados aos cursos, exibidos simultaneamente para todos os polos da Univesp no Estado de São Paulo, durante os encontros presenciais dos 1.350 alunos do curso de Pedagogia Unesp/Univesp, dos 720 alunos do Curso de Licenciatura em Ciências, e dos 2 mil alunos da Especialização em Ética Valores e Cidadania, oferecida pela USP para professores da rede pública....
[Read more](#)

Vídeos em destaque

Univesp TV: o canal para quem quer saber mais e aprender sempre! A Univesp TV é o canal de comunicação da Universidade Virtual do Estado de São Paulo, a quarta universidade pública paulista e visa ao incentivo...

Video Title	Views
Céu da Semana de 23 a 29 de dezembro de 2013	4,470 views
Vida de Cientista - Ernesto Hamburger	3,720 views
Complicações: Mário Scheffer	1,987 views
Literatura Fundamental 36 - O conde de Monte Cristo - Mari...	3,965 views
Educação Brasileira 144 - Mariângela Graciano e Ednéi	2,743 views

OPEN CONTENT

36 online open courses so far

Calculus I alone, in its entirety, has had to date 1.5 million views

Didactic programs of UNIVESP's regular courses:

Pedagogy – 380 programs in 30 disciplines

Lincense in Science – 23 programs in 8 disciplines

Graduate course in Ethics, Values and Citizenship – 12 programs

UNIVESP ONLINE
Conhecimento como bem público

Cursos Livres Para Todos

INTRODUÇÃO À HISTÓRIA DA GRÉCIA ANTIGA

Destaque



Filosofia e Intuição Poética - Hegel e a razão dialética como justificadora do drama histórico

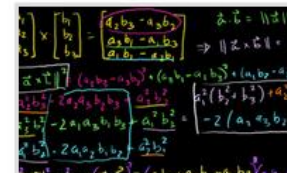
Confira uma aula em que a concepção de modernidade apresentada por Hegel é confrontada pela de autores como Baudelaire e Sartre

Universidades



Qualidade da Democracia

Curso regular de pós-graduação do departamento de Ciência Política da Faculdade de Filosofia, Letras e Ciências Humanas da USP



Cálculo II - Cálculo Diferencial e Integral para

Curso do Instituto de Matemática e Estatística da USP, com a profa. Martha Salerno Monteiro



Tópicos de Epistemologia e Didática

O prof. da USP, Nilson José Machado, faz uma reflexão crítica sobre a função da educação

[Ver todos](#)

Thank you.

Carlos Vogt
cvogt@univesp.br