

Communication and Arts on time of Technological Innovation

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Abstract—Technology is shaping human beings life in some ways that it is not possible to foresee what comes next. What makes art different and special is that it is a communication that has impact other than just words. Now more than ever the possibilities of create art has enlarged thanks to science and technology. WCCA2017 – X World Congress on Communication and Arts organized by COPEC – Science and Education Research Council and promoted by WCCA – World Council on Communication and Arts, is a forum for the discussions about what has been developed by artists, educators and scientists. Researchers and professionals of these areas participate at the conference showing their interesting scientific researches.

Keywords— art; digital technology; creative communication; art discussions; world scenario

I. 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 adaptations 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 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.

II. 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

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].

III. 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].

IV. 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.

V. THE EDITIONS OF WCCA

The I World Congress on Communication and Arts – WCCA2007, 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 – WCCA2009 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 – WCCA2010, 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 – WCCA2011, 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 – WCCA2012, 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 – WCCA2013, 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 – WCCA2014 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".

The VIII World Congress on Communication and Arts – WCCA2015, happened in Salvador, the first capital of Brazil, on April 19 to 22, 2015. The theme of the congress was: "Communication and Arts as Structuring Elements of Wellbeing and Social Justice".

The IX World Congress on Communication and Arts – WCCA2016, happened in Guimarães, cradle of Portugal, on April 17 to 20, 2016. And the theme was "Keeping the Global Society Creative and Freethinking: new Challenges to ICT on Communication and Arts".

COPEC has organized many congresses since the decade of 90's: 10 editions of WCCA [4-12], 16 editions of SHEWC (organizing the 17th. Edition) [13-28], 14 INTERTECH (organizing the 15th. Edition) [29-33], 9 ICECE (organizing the 10th. Edition) [34-38], 3 WCSEIT [39-41], 2 WCCSETE [42-43], 1 EDUNINE (organizing the 2nd. Edition) [44], IGIP [45], 1 GCMM [46], 1 WCETE and 1 GCETE.

VI. 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 [47].

VII. COMMUNICATION AND ARTS ON TIME OF TECHNOLOGICAL INNOVATION

The theme of the congress is "Communication and Arts on time of Technological Innovation" is a very interesting theme that has brought up many interesting discussions and top research once it is part of human beings daily life even if people do not notice.

21st century is the age of cyber space world network and global society, It is an environment that is shaping a new kind of society and space for communication and expressions of art.

It is possible to state that it is another space for the art expression, a democratic and timeless. From any part of the world people have the capability to communicate on real time and see what has been made and developed in any country by artists. This is the virtual world where Internet have altered forever the way people communicate, buy and relate to people. Face book is may be the greatest example of communication and art use as a way to influence the society, It has become the parallel world press where facts are shown a space that people can state their thoughts and beliefs, teach and learn as well as create social movements. It is another breeding ground for art development once the dominant form of communication is visual, verbal, and written, art explores the power of each of these personal and public forms of communication.



FIGURE. 6 [48]

CARYBE

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.

In this new brave world of education what are the challenges, difficulties, and pleasures for students and teachers? What strategies and techniques encourage timely compliance with course reading requirements and foster critically engaged, well-argued responses expressed in images or words? And what effects are twenty-first-century technologies/modes of knowledge production and dissemination having on how as well as what people do and learn? [49].



FIGURE. 7 [50]
FRANCISCO GUARANY

These are questions for education field once it is in the academia that the art and communication are refined, fostered and where they provide solid ground for free expressions.



FIGURE. 9 [51]
NIDE BACELAR

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 and now in the cyberspace as another way of artistic expression.

VIII. SOCIETY AND TECHNOLOGY IN 21ST CENTURY

People live in a world that technology plays a central role and it has turned society technology dependent for good or for bad. Technology dependent environment demands skills for life mainly Information Literacy, Media Literacy, and Information, Communication, and Technology Literacy. Another aspect of this technology dependent world is that 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.

Because of this scenario education plays an important role and more than ever it is imperative to ensure the continuing development of nations for the betterment of humanity. 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 and knowledge benefits. Advanced technologies will transform education by many ways and reaching 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 that will be overcome with the use of digital technology.

The crucial aspect that demands high attention 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. Taking this in account it is important that education promotes natural ability of mind to set and to solve problems and by inter-relation to stimulate full usage of general intelligence.

New kinds of communications demand a new kind of mind set, and so the professionals need to be capable to think globally without losing the dimension of local peculiarities and vice-versa. It is not easy to form this kind of professional in any field, although it is known exactly what is necessary.

Lately 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 ethical crisis of this period of human history communication and art can be co producers in this education system providing tools to inspire people to get knowledge and advancing society.

IX. WCCA'2017

WCCA2017 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.

X. 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 WCCA2017, 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 WCCA2017 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

WCCA2017 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.

All the publications WCCA2017 are on line:

- The collection of papers that are approved by the Technical Program Committee are part of the Proceedings as well as a Book of Abstract and Program that has all the abstracts of papers presented in the conference.
- Both publications the Proceedings and the Book of Abstract and Program have ISBN being valid internationally and they also have the ISSN configuring it as a journal
- All the papers have the DOI
- Online Publications (Proceedings)
- <http://proceedings.copec.eu/> [52]
- Online Publications (Book of Abstracts) <https://issuu.com/council.copec> [53]

XI. ACKNOWLEDGMENT

The X World Congress on Communication and Arts - WCCA2017 is organized by COPEC – Science and Education Research Council and promoted by WCCA - World Council on Communication and Arts and count with the technical cooperation of the most important education and cultural organizations in the world like (in alphabetical order): AAMP (Fishing Museum Friends Society), ABENC (Brazilian Society of Civil Engineers), ABENGE (Brazilian Society for Engineering Education), AENUI (Asociación de Enseñantes Universitarios de la Informática), ASEE (American Society for Engineering Education), ASIBEI (Ibero-American Association of Engineering Education Institutions), GCOMM (Global Congress on Manufacturing and Management), IEEE-Ed.Soc. (Education Society of the Institute of Electrical and Electronics Engineers), IFEEES (International Federation of Engineering

Education Societies), IGIP (Internationale Gesellschaft für Ingenieurpädagogik), INTERTECH (International Council for Engineering and Technology Education), ISTE (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: CNPq (National Council for Scientific and Technological Development) and CAPES (Coordination for Improvement of Personnel of Superior Level).

XII. FINAL CONSIDERATIONS

Development is possible if people and organizations search for ways to overcome the gap between people's expectation and need of actions. Poverty prevention is possible only with a strong education tailored to face the challenging labor market, which foster personal achievements with reflections on the society.

Anything is possible once again with strong education. It is capable to provide individual genuinely equal opportunity for self-realization through the targeted investment in the development of individual "capabilities". Science and Technology can make it possible thanks to its capability to be present in any place in the world. It is just a matter of willing. Technology the way it is now can provide equal opportunities and life chances provides a conceptual ideal able to garner the consensus needed for a sustainable social market economy.

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 humanity.

This is a new paradigm of education and communication and arts are elements that can help to refine the technology use for the dissemination of education as a way out of poverty and ignorance showing people new ways of self-achievement, developing more sensitivity, and understanding of real life.

Art can inspire us toward ideals to defeat human's problems. So the use of art as an element of communication adds to human development once it helps to foster people's perceptions, which adds to the efforts to reach freedom and the so called social justice.

This X 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 a 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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