



EDUCACIÓN CON  
RESPONSABILIDAD  
SOCIAL



UNIVERSIDADE MUNICIPAL  
DE SÃO CAETANO DO SUL



The University of Colima, The Municipal University of Sao Caetano do Sul (USCS), The Methodist University of Sao Paulo (UMESP), The Paulista University (UNIP), The Pro-Memory Foundation of South Sao Caetano, The Mexican Association of Oral History (AMHO), The Mexican Council of Social Sciences West Center Region (COMECSO-CO), The National Association of Universities and Institutions of Higher Education West Cent (ANUIES-CO)

### CALL FOR PAPERS

II International Symposium Communication and Culture:  
Problems and Challenges of Memory and Oral History

University of Colima, Mexico  
April 24-26, 2017

We invite professors, researchers related to the field of knowledge of social sciences and humanities, as well as students of all academic levels: Bachelor, Master and PhD degrees, to present papers and participate in the II International Symposium on Communication and Culture: Problems and Challenges of the Memory and Oral History.

First Symposium held in Sao Caetano do Sul, Sao Paulo, Brazil, from 27 to 30 April 2015, the second version, will continued with the theoretical-methodological reflection in three approaches:

- A) Communication and culture. Communication in its various forms of human existence, mediatic and technological, plays a preponderant role in traditional, modern and postmodern societies. Communication is transversal to culture, impacts local, regional, national and global social life.
- B) Memory and communication. Memory has an imminent relationship with the cultures that construct, or transform it. Oral narratives and multiple stories come from unique and unrepeatable historical subjects, the protagonist of micro-history.
- C) Oral History and Interdisciplinarity. This academic event will be a meeting space for researchers to discuss theoretical, epistemological, methodological and technical problems of Oral History, as well as the challenges of interdisciplinarity in this 21st century.

Interested should complete and send the REGISTRATION FORM and SUMMARY to the organizing committee, at the symposium site. **Submission Deadline January 16, 2017:**

<http://simposiocomunicaca.wixsite.com/problemasydesafios>



## **SYMPOSIUM PARTICIPATION:**

### **I. Attending Lectures**

✓ Every morning, during the three days of the symposium, there must be a main lecture given by researchers who are experts in these areas of knowledge. The lectures will be 50 minutes, plus time for comments and questions.

### **II. Exposure Papers for Working Groups (WG)**

✓ The Working Groups (WG) will be held simultaneously during the three days of the event, from 11:30am - 1:00pm. And from 3:00pm - 4:30pm.

✓ Each WG will be coordinated by two professors.

✓ Each speaker will have 15 minutes of exposure

## **THEMES OF THE WORKING GROUPS (WG):**

### **FIRST GROUP: COMMUNICATION AND CULTURE**

#### **WG1: Media and Cinema**

Social research that addresses a critical analysis of the role of traditional media in today's diverse societies, as well as the social and cultural impacts of journalism, advertising, television, radio, and film.

#### **WG2: Textuality and Intertextualities**

The textuality is any unit of meaning susceptible of being analyzed from the culture and the discourse. The proposals cover various textualities or intertextualities, not necessarily of literary texts, about the epistemology of culture and its relation to memory; The importance of the discursive memory of people; The different types of cultural texts - literature, theater, architecture, music, cinema, fashion, rites, images, behaviors - their uses and discursive manifestations.

#### **WG3: Semiotics of Visual Communication**

Visual language as a system of signification (or meaning), including preservation and communication of memory. The image (pictorial records, iconographic, among others) and memory as element of meaning in different contexts; The historical evolution of the image in different media; The transformation of the visual representations according to the development of the TIC, as well as theoretical and methodological contributions in semiotic studies.

#### **WG4: Art languages**

Topics that address research on any language and artistic expression such as music, dance, singing, theater, among other languages; Expressions of the body, communities or societies of this time and past, artistic expression as part of memory and cultural heritage.



## SECOND GROUP: CULTURE AND MEMORY

### **WG5: Information and Communication Technologies**

A reflection of memory in the age of information and digitization, as well as large volumes of data (Big Data). Studies about the automation of people's lives, new media communities and communication algorithms; Files and the digital black hole. Self-portrait studies, multimedia registrations, digital inclusion and new sociability through social networks, privacy, surveillance and studies on cyberculture.

### **WG6: Migrations, Displacements and Cultural Diasporas**

As a problem of knowledge, migration makes societies complex, not only people moving but cultures, memories and ways of life. This WG will receive papers about migration issues in any of its social perspectives, theoretical conceptions, and methodological experiences. Studies of diverse migratory processes, forced displacements, exiles, cultural diasporas, migrant memories, among others, as well as research experiences of internal or transnational migration.

### **WG7: Communication Processes, Activism and Citizenship Building**

This WG proposes works that analyze communication as an instrument of culture and as an agent of social problems, as well as articulating activism and its relationship with the community and citizenship.

### **WG8: Cultural Collections, Documentation Centers and Other Archives**

Texts that are aimed at memory as a record, storage, or data for consultation in the context of Oral History. Data collections are conceived as living and dynamic memories - oral testimonials; diverse narratives, historical or current - in any of its formats, principles of organization and reasons for its construction.

## THIRD GROUP. ORAL HISTORY AND INTERDISCIPLINARY PERSPECTIVE

### **WG9: Identities and practices of religious diversity**

Religions lie on a complex scena that demands an interdisciplinary perspective from Oral History. We will accept works that recover studies related to the different religions of the West and East, interdisciplinary methodological approaches between social and religious communication, religion in media, dynamism and complexity of the religious field, religious or spiritual practices, myths and rites of traditional and contemporary societies.

### **WG10: Communication for health**

Communication for health is a social action that combines educational strategies to change public awareness. Communication for health uses means to: expand information, include messages in popular entertainment programs, and develop forums for political debate. Likewise, it studies the attitudes for the individual decision making and use of counseling by health professionals. Develops individual skills to solve problems and activate community capacity to mobilize people and social networks.

### **WG11: Teaching and practice**

Oral History is a methodology with great potential to produce scientific knowledge. Papers will be received that meet a need to communicate that the teaching of oral history is fundamental for the generation of knowledge in the academic field, from basic education to professional activity, as well as in other areas and social contexts.



## **WG12: Studies of social organizations**

Oral History has the potential to work together with social organizations or to form part of them from within. This WG will concentrate proposals that revolve around the conceptions of storytelling, institutional memory and organizational culture, also discussing experiences on Memory and Oral History developed within governmental and non-governmental organizations or private companies.

### **ABSTRACT PRESENTATION**

- ✓ Should be related to the themes of the Working Groups (WG) of the Symposium and consider the following aspects: objective, methodology, results and conclusion.
- ✓ Maximum of 300 words.
- ✓ Can be written in Spanish, Portuguese or English.
- ✓ Could be written on the REGISTRATION FORM and ABSTRACT available on the symposium site: <http://simposiocomunicaca.wixsite.com/problemasydesafios>

**Deadline: January 16, 2017.**

- ✓ The authors of the accepted abstracts should present their paper in full at the Symposium.

### **COMPLETE PAPERS**

- ✓ Complete papers should be written on an event template available at <http://simposiocomunicaca.wixsite.com/problemasydesafios>
- ✓ Papers can be written in Spanish, Portuguese or English.
- ✓ The structure of the complete papers should consider the following aspects: title, and abstract, key concepts, introduction, development, conclusions and references in the APA or ABNT citation.
- ✓ The length of the papers must be a minimum of 15 and a maximum of 20 pages, with 12-point Times New Roman, with a line spacing of 1.5 and justified text. The extension of the paper includes the title to the bibliography.
- ✓ Complete papers should be sent no later than April 17, 2017, to the organizing committee by e-mail: [simposiocomunicacaoecultura@gmail.com](mailto:simposiocomunicacaoecultura@gmail.com)
- ✓ Complete papers will be published in pdf format as Memoirs of the Symposium on the event website.
- ✓ If the complete papers do not comply with this set of requirements, they will not be part of the Memoirs of the Symposium.

### **THE AUTHORS OF THE PAPERS**

- ✓ Graduate/undergraduate students may only participate as co-authors of a paper whose main author has at least a master's degree.
- ✓ Each speaker will sign as the main author a single work and can participate as a co-author in a second.
- ✓ One of the authors of the paper must be present in the activities of the WG, otherwise it will not receive evidence, even though it has paid registration to the Symposium.

### **III. Attend Conversations**

The conversation is a collective academic figure, made up of a small group of people who can talk to each other, and moderated by two experts on the specific topic of the session. The proposed talks for the



Symposium are three and will be developed one per day of the event and are intended for all people enrolled in the Symposium.

Dynamics: Participants expose and discuss their ideas freely, according to group questions. The maximum number of members will be 30 people per session and will be accepted on arrival order.

#### IV. Participation in the Book Fair and academic journals

During the three days of the Symposium there will be an exhibition and sale of books and magazines. There will also be different printed copies, and complete digital collections of the journal of research and analysis Studies on Contemporary Cultures (ESCC). Others interested in obtaining a space in this fair should contact Patricia Sánchez Sandoval, at email: [patys@ucol.mx](mailto:patys@ucol.mx)

#### IMPORTANT DATES

Timeline of abstract submissions	November 9, 2016 to January 16, 2017
Timeline for abstract evaluations	January 17 to February 3, 2017
Publication of approved abstracts on the Symposium website.	February 4, 2017
WITH DISCOUNT: Once the summary is approved, participants must pay their registration fee to the Symposium according to the value of the dollar: -Professors and researchers: US \$70 -Posgraduate students: US \$6 -Undergraduate degree students: US \$40	February 4 to March 21, 2017
WITHOUT DISCOUNT The payment of the registration fee to the Symposium will be according to the value of the dollar: Teachers and researchers: US \$90 Postgraduate students: US \$80 Undergraduate students: US \$60	March 22 to April 24, 2017
Publication of the preliminary academic program on the Symposium website.	March 31, 2017
Publication of the final academic program on the Symposium website.	April 17, 2017
Final deadline to receive the complete papers that will be part of the event's Memoirs.	April 17, 2017
Conducting the Symposium	April 24-26, 2017
Publication of the complete papers as Memoirs of the Symposium in the web page of the event.	May 2017
Evaluation of the complete papers for possible publication in an e-book with ISBN registration.	May 2017

For more information see the event webpage at:

<http://simposiocomunicaca.wixsite.com/problemasydesafios>



## ORGANIZING COMMITTEE

### GENERAL COORDINATION

Karla Y. Covarrubias Cuéllar  
Priscila F. Perazzo

### ACADEMIC COMMITTEE

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