Education, Media and Technology: Challenges and Challenges in the Information Society*

Educação, Mídia e Tecnologia: Desafios e Enfrentamentos na Sociedade da Informação

Educación, Medios y Tecnología: Desafíos y Desafíos en la Sociedad de la Información

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This is a review of the book entitled Education, Media, and Technology: challenges and confrontations in the information society.

It was written jointly by the authors: Maria de Lourdes Pinto de Almeida, graduated in Pedagogy and History, has a Master's and Doctorate in History, Philosophy and Education from Unicamp and a Post-doctorate in Educational Policies, is an Associate Editor of the International Journal of Higher Education at Unicamp - RIESup- Qualis A3, in Education and in Teaching, coordinates the Group of Studies and Research in Higher Education Policies of the South region - GEPPES South, is Director of the Iberoamerican Network of Studies and Research in Policies and Processes of Higher Education - RIEPPES Unoesc Unicamp. She is vice coordinator of GEPPES Unicamp. Professor and Researcher PPGEd and of the Advertising and Publicity course at Unoesc, Marcio Giusti Trivisol is graduated in Philosophy, Master in Ethics and Political Philosophy from the Federal University of Santa Catarina (UFSC). He is a specialist in Philosophy Teaching Methodology and holds a PhD in Education from the University of Passo Fundo (UPF). He is a professor at the Universidade do Oeste de Santa Catarina (Unoesc). Member and researcher of the research group GEPES - UPF (Group of Studies and Research in Higher Education). Participates in the Ibero-American Network of studies and research in policies, processes of higher education - RIEPPES - Unoesc/Unicamp and the Group of Studies and Research in Higher Education Policies of the Southern Region - GEPPES SUL. Member of the structuring teaching group (NDE) of the undergraduate program Social Communication: Advertising - Social Communication and Marlon Sandro Lesnieski, doctoral candidate in Education and Bachelor in Social Communication, Specialist in Creation and Production in Communication at Unoesc. Master in Communication Sciences from the University of Vale do Rio dos Sinos (Unisinos). Member of the Southern Region Higher Education Study and Research Group - GEPES Sul. Researcher of the Ibero-American Network of Studies and Research in Policies and Processes of Higher Education - RIEPPES. Leader of the Research Group in Media Processes at Unoesc. Member of the scientific commission of the electronic journal Electronic Annals of Social Communication of the Advertising course at Unoesc. Marketing and Digital Communication Editor of the International Journal of Higher Education - RIESup- Unicamp. Professor in the Social Sciences Area and in the Education Sciences Area at Unoesc Joaçaba.

The work is a collection of ten chapters plus the postface, which are divided into three parts: Politics, Education and Communication; Education, Technology and Communication; and Technology and Marketing.

The first part of the book is composed of four chapters: The media as an ideological apparatus of the state: analysis of the advertising piece "Pension reform today so he can retire tomorrow", From text to screen: the adaptation of literary language to film in the work "Harry Potter and the Philosopher's Stone", Mass media and political activity: discourse analysis of the narratives constructed in the 2018 presidential election in Brazil, and Hybrid teaching in Higher Education: a methodology for the insertion of digital technologies in the classroom.

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In these chapters, themes such as the ideological elements present in advertising pieces, how the media are colonized by symbolism, the intentionality and ideologies produced according to group interest are addressed. Bringing to the surface pertinent questions about how the communicational production, in media vehicles, have interest and are results of its historical context. Also, it is a theme of discussion, the process of adaptation of literary texts for cinema through the approach of the Adaptation Theory, identifying, the processes and methods that authors use to weave a new work from the transposition of texts. The understanding of the narrative - discursive strategies made in Vts (electoral programs) by the candidates for the presidency of the Republic of Brazil in the 2018 elections, is also a topic of discussion, in this first part of the work.

Finally, the authors discuss the changes generated by technological innovations in Higher Education, highlighting the main benefits brought by the Digital Technologies of Information and Communication, used through hybrid teaching, the reflection revolves around the main challenges of this insertion, as a methodological possibility, commenting on the Digital Technologies of Information and Communication, emphasizing how they can be inserted in the university context. The protagonism of the student in his learning, with greater interactivity during the class, being the subject of his own learning is highlighted in the concluding chapter of the first part.

The second part of the work is started by the reflections of the authors Edelvan Fonseca and Marlon Sandro Lesnieski, in the chapter entitled "In-Game Advertising: an analytical description of the typology of game advertisements". The work discusses the description and development of a typology to be used in electronic advertising. As the authors explain, this type of advertising is known as "In-Game Adverting". The study aimed to understand the typology of advertising that is used in electronic games, in which they appear, and which are most used. Using gameplay methodology and typological analysis, Fonseca and Lesnieski played each game for about an hour, checking which brands were perceived during this time. The study concluded that the models analyzed to advertise only logos are used more frequently in static and dynamic advertising, while the advergame type is aimed at brands that intend to bring a unique experience to the player.

Continuing the second part of the book, authors Ana Cristina Chiossi and Vanessa Angelica Balestrin discuss "Interactivity and photography in the social network: a study of the Instagram 2018 case", which discusses interactivity and photography, with an analysis of the Instagram instamissions project. Taking into consideration that, in the digital world, consumers can choose what information they want to consume at the time they want, the research aimed to understand how the interactions between users, companies and instamissions on Instagram are established. For this, the authors used the content analysis methodology to analyze #instamission360 and #instamission365 from the Instagram profile. According to Chiossi and Balestrin, Instagram is an essential tool in brand maintenance and in the relationship with the consumer, due to its easy access by the target audience, also according to the authors, it is identified the formation of instamission participants established by an associative network, where users seek visibility, exposing their lives.

Finalizing the second part of the book, Rafael Sezinando and Marlon Lesnieski address analytically, the "Audiovisual narrative language: the construction and mythological archetypes in the series Altered Carbon". The research aimed to examine and identify which mythological archetypes influenced the construction of this series produced by Netflix. The authors used the studies of Joseph Campbell, Margareth Mark, Carol Pearson, and Carl Gustav Jung as a bibliographic base. After conceptualizing the archetypes, their connection with communication and their applicability in cinema, the authors studied the "series" format, an audiovisual product that is gaining more space every day. The work has a documental and bibliographic research methodological base, in a descriptive, qualitative, and exploratory approach about the results obtained that demonstrated the influence of each archetype in audiovisual production.

The third part of the work brings the contributions of the authors Priscila Cassol and Silvia Spagnol Simi dos Santos who discuss about "Relationship marketing and brand positioning in social media: Study of the perception of value of the Starbucks brand on Facebook". The chapter focuses on the theme of relationship marketing and its relevance in brand image positioning in the online environment and aimed to understand whether relationship marketing has been a determining factor in the value added to the brand. To do so, it was investigated through a netnographic analysis, the relationship strategies of a multinational brand, seeking to confirm whether its actions provide a good relationship marketing. According to Cassol and Simi, brands are increasingly using digital strategies for their relationship with customers, while social media generates a huge volume of data and information that needs to be managed by software and teams of digital experts.

The chapter "Digital marketing and event marketing: A study on Tomorrowland event", written by Evamar Mores and Paulo Ricardo dos Santos, is the result of a research on the electronic music festival Tomorrowland, and aimed to analyze how Digital Marketing and Event Marketing strategies contributed to the evolution of an event brand. As from a bibliographic and exploratory research with a qualitative approach, the authors carried out a data survey, analyzing image, video and text content on social networks. According to Mores and Santos, the research demonstrated the exponential use of digital platforms, thus the techniques of digital marketing, event marketing, used in the festival.

The authors Tatiele Almeida Brisola and Silvia Spagnol Simi dos Santos, finish the third part of the work with the chapter entitled: "*Neuromarketing* and advertising: a structural and longitudinal study of neuroscience applied to communication". As explained by the authors, *neuromarketing* is the combination of marketing techniques with *neuroscientific* studies and concerns a new mechanism capable of supporting advertising campaigns and to better understand consumer behavior. The chapter aimed to contribute to the understanding of studies about *neuromarketing* applied to advertising, analyzing the configuration of published works on the subject, and systematizing the technical research procedures used, as well as enumerating and quantifying the main authors, journals, *neuromarketing* techniques used in advertising and year of publication.

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Through a bibliometric research methodology, whose focus consisted of a systematic review of articles from 2007 to 2017. The authors analyzed 55 articles. According to Brisola and Sami, the review provides favorable guidelines for future research as it adds to the categorization of literature on the topic. The results showed that *neuromarketing* techniques are extremely effective in relation to advertisements, verifying their functionality and sales success, as well as the negative and positive points of an advertisement, perceiving the consumer brain triggers such as eye-tracking when facing an advertising piece. The authors conclude by evaluating that neuromarketing is in a period of growth and studies in scientific research, and in the future will play a key role in advertising.

In the Postface, the organizers discuss the theme whose title gives the work its name: Education, media, and technology: challenges and confrontations in the information society. Bringing the contemporary historical context, they discuss the role of the media, a social phenomenon, researched by numerous scientists, as well as education as a prominent factor in neoliberalism that sees it as a market product, bringing the importance of the State against the dismantling of education. As the authors point out, the challenges are not few and increasingly demonstrate the ruptures in the social sphere experienced in contemporary times.

The book encourages us to reflect on how education, media, and technology are intertwined. In a contemporary historical and social context, in which education is the target of neoliberalism, which turns it into a commodity, it is necessary to problematize and point out the ways and alternatives to appropriate these technologies and thus resist this dismantling.

The work not only denounces and reveals the existing challenges, but also studies them and presents its results through the scientific research carried out. In short, reading Education, Media, and Technology: Challenges and Confrontations in the Information Society invites us to think about the role each one of them play and what are the possible alternatives for confronting and solving the problems that their misuse can cause. Reading the book is like diving into a universe of concepts, reflections, and insights into a reality that is increasingly present in our daily lives.