

NOTICE ATAECA /ECA-USP/35/2024

The Dean of the Escola de Comunicações e Artes da Universidade de São Paulo announces the opening of one faculty PhD Professor positions, in Full-Time Dedication to Teaching and Research (RDIDP in the Portuguese acronym), specialty “Publishing, Catalog Construction, Prospecting and Editorial Marketing” (nº 1242695 full-time service). The position requires a commitment to teaching and the ability to conduct independent research. Applications will be accepted between 06/26/2024, at 08h30 a.m., to 09/23/2024, at 04p.m. (GMT-3). The entry-level monthly salary is R\$15.498,97 (May/2024) plus benefits.

The public competition will cover the following program:

Program: “Publishing, Catalog Construction, Prospecting and Editorial Marketing”

1. The editor and the text: preparation of originals, standardization, and review;
2. The book as an expressive form: reflections on the construction of the editorial and graphic project;
3. The book: an object of multiple arts;
4. The construction of the book: from author to reader;
5. The book and the construction of meanings: editorial enhancement and finishing;
6. Editorial paratexts: different modalities of epitext and peritext in the construction of the book;
7. Editorial paratexts and their functions in the promotion and commercialization of the book;
8. Promotion and editorial marketing: media discourse and literary criticism;
9. Publisher and editor: a reflection on book professionals;
10. Prospecting originals: variables and processes;
11. Editorial policies and genres in the construction of a catalog;
12. The construction of the catalog and the issue of bibliodiversity;
13. Evaluating the feasibility of publishing an original: copyright, production costs, and market opportunities;
14. Creation and development of editorial products within the book ecosystem: challenges and opportunities for the editor;
15. The editorial market and the Brazilian reader: challenges and potentialities;
16. Editorial market and cultural industry from the 1960s;
17. Culture and market: symbolic and economic value - the best-seller in question;
18. Continuities and ruptures in the editorial market in the digital era.

The public competition will be governed by Brazilian constitutional principles, notably that of Impersonality, as well as by the Statute and the General Regulations of the Universidade de São Paulo and the Regulations of the Escola de Comunicações e Artes.

Candidates are required to apply online, at the website <https://uspdigital.usp.br/gr/admissao>, in the period indicated above. Candidates must submit their personal information (name, RG, CPF, nationality, marital status, landline

and cellphone numbers, residential and electronic addresses), and indication as to the knowledge area (Publishing, Catalog Construction, Prospecting and Editorial Marketing) along with the following documents:

I – detailed memorial and proof of published works, relevant activities regarding the selection process, and any other information allowing for an evaluation of merits, in digital format;

II – proof that the candidate holds a Ph.D.'s degree, granted or acknowledged by USP, or nationally acknowledged (Brazilian acknowledged);

III – proof of discharge from military service for male candidates;

IV – voter registration card or Electoral discharge certificate or detailed certificate issued by the Electoral Court less than 30 days before the start of the application period;

V – Official identification document (front and back).

The selection process will occur according to objective criteria, in two stages, by attribution of scores in exams, and thus divided:

- 1st stage (eliminary) - written exam (weight 2)

- 2nd stage:

I) Evaluation of the memorial with a public argumentation exam (weight 5);

III) Didactic exam (weight 3).

Further information and rules relevant to the public competition of titles and tests are available to interested parties at the Academic Technical Assistance of the Escola de Comunicações e Artes da Universidade de São Paulo, located at Av. Professor Lúcio Martins Rodrigues, 443, 1 st floor, room 189, telephone +55 11-3091-4338, electronic address concursoseca@usp.br, or on our website Academic Technical Assistance | Escola de Comunicações e Artes – ECA/USP