

NOTICE ATAECA /ECA-USP/015/2023

The acting vice-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, Education, and Reading Policies" (nº1237063 full-time service). The position requires a commitment to teaching and the ability to conduct independent research. Applications will be accepted between April 14th, at 8h30 a.m., to June 12th, at 4 p.m. (GMT-3). The entry-level monthly salary (MS3 level) is R\$ 13.357,25 plus benefits.

The public competition will cover the following program:

1. Theories and practices of reading and the different categories of readers: a panoramic approach.
2. Reading and reader development in Brazil. Concepts, actors, and contexts.
3. The State and reading: national, state and municipal policies, programs and actions aimed at books, reading and libraries; overview and historical milestones.
4. Reading and the internet: the role of the internet in access to books and in the appropriation of reading. The new forms of reading.
5. Conceptualization of the schoolbook (in print and digital editions) as a hybrid cultural product, its implementation, educational context, and consolidation in Brazil.
6. The National Curriculum Parameters (PCN) and the standardization of fundamental factors concerning different disciplines. The cross-cutting themes of education and the commitment to building citizenship, rights, and responsibilities.
7. The advent and developments of PNLD (National Program for Textbooks and Didactic Material) for basic education (early childhood education, elementary school, high school).
8. Editorial production of textbooks and teaching materials in printed and digital versions – from the author to the book. The production chain that transforms the original into a product.
9. Children's and young adult literature: how and why? Concepts, definitions, and the history of Brazilian publishing for children and young adults.
10. Text, image, and graphic design in printed and digital editions of children's and young adult books. The literary book (prose and poetry), the informative book, the toy book, the object book, the game book, the picture book.
11. Translation and adaptation of literary works in the formation of young readers.
12. The future of children's and young adult books in their different modalities in the era of globalization.
13. The economics of the book: between the symbolic and the material market.
14. The publishing market and the Brazilian reader: challenges and potentialities.
15. Editorial Market and Cultural Industry in school and children's books.
16. Small, medium, and large publishing houses. Life cycle of editorial products.
17. Editorial market: government programs and retail sales in Brazil.
18. National publishers and the book as a global object: fairs, awards, catalogs, production, and commercialization.
19. Bibliodiversity and independent publishers in the Brazilian publishing scene.
20. 20. The editor and the new technologies: self-publishing, e-commerce, e-book and the transformations in the contemporary publishing scenario.

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 a request containing the identification of this notice (Public Notice ECA/USP 015/2023), personal information (name, RG, CPF, nationality, marital status, landline and cellphone numbers, residential and electronic addresses), and indication as to the knowledge area (Publishing, Education, and Reading Policies) 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.

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)
 - II) 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, 1st 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](#)