ABSTRACT

This dissertation aims to make a narrative of addressing modes in action to produce an interactive periodic table, under construction at the Laboratory Development of Instrumentation and Analytical (DIA), Department of Chemistry, State University of Londrina. The theoretical and methodological perspective is linked to the Cultural Studies of Science, in the case seeking an understanding of current educational processes, strongly influenced by the "new" media, included here as television, magazines and, above all, the Internet and their related mechanisms advertising. These means entering the social fabric and transforming the culture, assuming a privileged place in the education system because, through them, people interact "naturally" while they learn about themselves, about their relationship with others and with the world. The inspiration comes from Elizabeth Ellsworth´s analytical texts, concerned to addressing modes. In this thesis, we intend to adopt such concept aspects that help in understanding the supposed guidelines adopted by the manufacturers of the table (students and researchers in the DIA), to account for a especially arranged teaching program, for a particular type of receptor and a specific way of saying, the interdependent relationship between senders and receivers in the construction of the table and its style. From this perspective, we can say that the concept of addressing mode refers to how the trainees are related to an alleged public from the construction of a table that identifies and distinguishes them from others. The methodological approach consisted of monitoring the production of the table by researchers and trainees in laboratory DIA. The observation data were recorded by audio recording and diary notes field, following collection procedures and narrative, derived from a qualitative research. The narrative of the material indicates that the potential public that the builders are offering to the table seek to achieve a particular type of dynamic and curious "children", from both private and state elementary school students who have, at least, some basic computer knowledge.

Keywords: Interactive periodic table. Cultural studies. Mode of Addressing