



The Earth Education by the traces of cartoons and comics: a vision of what was published in newspapers, available online, on five continents

carlos teixeira (1), gallo paulo (2), and maria inês nogueira (3)

(1) Brazil (carlostm.br@gmail.com) Centro Universitário Adventista de Sao Paulo, (2) Universidade de Sao Paulo, (3) Universidade de Sao Paulo

Communication's Purpose: Identify the artistic expression that uses the language of cartoons and comics for public communication, having as reference the Earth Education for a better planet sustainability. **Object/Theme:** Cartoons and comics published in newspapers, on five continents, made available in online version. **Theoretical:** This study is related to the assumption that the public communication of science by cartoons and comics constitute a textual genre, by the fact that they report scientific and complex themes presented in playful language, using humor and artistic traces accessible to the lay public. The scientific cartoons and comics aim to call public attention to scientific discoveries and science themes using illustrative chart features and short texts, both contextualized in a humorous structure. There are in the cartoons and comics, which are created to the public communication of science, an unintentionally pedagogical approach/formal, while transmitting information by unpretentious way and using graphic/artistic communication. By the fact that in this specific format of communication there is knowledge being informed, the scientific cartoons and comics can contribute to the scientific empowerment of the society, in addition to being instruments that can also arouse scientific curiosity. The scientific cartoons and comics use objective language and short sentences, also employ words that may have a double meaning. It can be considered as an incentive for people's reflection. **Method:** It was analyzed cartoons and comics published in newspapers, made available in online version, published on five continents, in English, Portuguese and Spanish.

Palavras-chave: science communication, public communication of science and technology; cartoons; comics