



# Maria Aparecida Baccega (1943-2020)

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*By the Editorial Committee of Comunicação & Educação*

**Abstract:** In the early days of January 2020, the year in which the journal *Comunicação & Educação* celebrates its 25<sup>th</sup> anniversary, one of its main creators, first publisher and mentor, left us. Professor Maria Aparecida Baccega lost the battle against a number of health problems, but not without leaving an enviable legacy, which is recorded in the thousands of photographs and messages left on the social networks of students, co-workers, friends and admirers. Her career was marked by firmness of principles and courage, fraternity and resistance, as can be observed in the following tribute.

**Keywords:** Maria Aparecida Baccega; Baccega; *Comunicação & Educação* Journal.

**Resumo:** Nos primeiros dias de janeiro de 2020, ano em que a revista *Comunicação & Educação* completa 25 anos, uma de suas principais idealizadoras, primeira editora e mentora, nos deixou. A professora Maria Aparecida Baccega perdeu a batalha para uma série de problemas de saúde, mas não sem deixar um legado invejável, que está registrado nas milhares de fotografias e mensagens deixadas nas redes sociais de alunos, orientandos, colegas de trabalho, amigos e admiradores. Sua trajetória foi marcada por firmeza de princípios e coragem, fraternidade e luta, como é possível observar na homenagem a seguir.

**Palavras-chave:** Maria Aparecida Baccega; Baccega; *Revista Comunicação & Educação*.

Maria Aparecida Baccega was born in Ribeirão Preto in 1943, interior of São Paulo. Her first undergraduate course occurred between 1961 and 1965, attending Legal and Social Sciences, at the Laudo de Camargo Law School. During this period (between October 1963 and March 1964), she worked with Paulo Freire in Brasília in a team that organized subsidies for “culture cycles.” She began the Letters course, at the University of São Paulo (USP), through the entrance exam in 1968, but she was forced to interrupt the course because of the AI-5 – a military dictatorship decree – considering her status as militant of the Brazilian Communist Party. Between 1972 and 1975, she managed to return to USP, graduated in Letters and completed a specialization, achieving the master’s and doctoral degrees.

As a Full Professor, she opted for Communication, a fact that led her to the School of Communications and Arts (ECA). There, she held the head of the Department of Communications and Arts (CCA), between 1992 and 1996, a period in which ECA underwent a curricular reform, eliminating the basic cycle from the curricula of its different courses, a fact that ended up withdrawing from the CCA her main role in the school graduation.

It was then up to Professor Baccega to lead the restructuring process of her department by articulating the professors around projects of great significance, such as the creation and consolidation of research centers and cultural extension. Personally, she joined the Center for Telenovela Studies (CETVN) and the Research Center in Communication and Work (CPCT), both from USP, as well as the Center for Communication Research and Consumer Practices, the Superior School of Advertising and Marketing (ESPM), in addition to the Ibero-American Observatory Television Fiction (OBITEL), which gathers countries from the Americas and Europe.

In this line of academic productivity, Baccega coordinated the formatting of the Specialization Course in Communication Management of USP, being its coordinator, as well as professor and advisor, between 1993 and 2003. She was also the founder and editor of the journal *Comunicação & Educação*, between 1994 and 2003, and member of the Editorial Board and of the Publishing Commission. Such experiences eventually consolidated a collective reflection that led the CCA to offer the University of São Paulo and the society a new undergraduate course, implemented in 2011, called Degree in Educommunication. She left USP in 2003 to assume, organize and coordinate the team of researchers in the Graduate Program in Communication and Consumer Practices of ESPM in São Paulo.

In 2010, The Communication and Education Center (NCE) of USP provided to professor Baccega the award *Mariazinha Fusari de Educomunicação* – an honor named in memoriam of the charismatic professor of the School of Education of USP and co-founder of NCE. In 2018, the same nucleus provided another honor to Maria Aparecida Baccega, celebrating the more than 20 years of contribution to the journal *Comunicação & Educação* in the field of Educommunication.

The Brazilian Society of Interdisciplinary Communication Studies (INTERCOM) had the attendance and support of Professor Baccega in seminars, congresses and publications. INTERCOM granted Baccega the Luiz Beltrão Award in the category Innovative Group, in 1999, and the Maturidade Acadêmica Award, in 2013. INTERCOM also paid tribute to the researcher in 2015 on the occasion of the Silver Jubilee of her association with the entity.

In the graduate school of ESPM, she graduated a new generation of masters and created a team of researchers-advisors who achieved national relevance. In this institution, she was honored as dean in 2014 and received in her name the chair of Communication, Education and Consumption, in 2019.

As founder and editorial director of *Comunicação & Educação*, later a member of the Editorial Board and of the Scientific Committee, Baccega conceived a scientific journal project combining the objectivity of conceptual academic production with the lightness of textual and editorial composition, enabling the journal to reach a broad audience, especially young researchers, educators and students.

In this journal recipe, as she used to point out, there was no shortage of the professor's voice, telling their experience; poetry; film review; interview and testimony of communication professionals. Bibliographic bulletins on communication and education, cinema and telenovela are indispensable until nowadays for research purposes. In these 25 years of *Comunicação & Educação*, Professor Baccega has always been a bulwark, a reference.

In the Graduate Program in Communication Sciences of USP, Professor Baccega played the role of researcher, professor and advisor in the whole meaning of these words. Educating people was her vocation. There was no contradiction between being a researcher and advisor. The affection she dedicated to her students did not ease the rigor in research, writing and deadlines. She graduated more than 30 researchers among masters and doctors.

Her performance at the university was enhanced by the construction of research teams, the defense of public, free and quality education, and, at university, the defense of freedom of speech as well as academic freedom. These were basic principles for her, they were part of her ethical values and guided all her actions and proposals for activities, whether in graduate school or in the Department of Communications and Arts, or, more broadly, at the School of Communications and Arts.

As for ECA, Professor Baccega fought for the school unit, for the greater interrelationship of communications and arts, since transdisciplinarity was understood by her as the axis of ECA's existence in the university.

Humanist, critical and plural formation guided her proposals and actions. The collective spirit and the defense of unity in diversity were her flags, not always understood by most colleagues. Firmness in the propositions, joy and sweetness in the treatment with students and researchers shaped her character and marked her unmistakable trajectory.

## 1. ACADEMIC PRODUCTION

Maria Aparecida Baccega has a vast contribution in the form of publications to the field of communication, discourse analysis, communication and education, as well as communication-consumption interfaces. She published a total of 77 articles in scientific journals and obtained, until January 2020, 2,485 citations at Google Scholar. Her most cited works are *Palavra e discurso: história e literatura*, 1985, with 289 citations, and *Comunicação e linguagem: discursos e ciência*, from 1988, with 288 citations. Baccega also presented her work in 117 congresses, organized and/or edited 29 books and published 61 book chapters. Among her books, we highlight:

BACCEGA, Maria Aparecida. **Contar histórias, tecer culturas: as intersecções entre comunicação, educação e consumo na teleficção brasileira**. 2019. In press.

BACCEGA, Maria Aparecida. **Estudos de comunicação e análise do discurso: teoria e prática**. São Paulo: Intermeios, 2015.

BACCEGA, Maria Aparecida. **Consumindo e vivendo a vida: telenovela, consumo e seus discursos**. São Paulo: Intermeios, 2013.

BACCEGA, Maria Aparecida. **Comunicación y culturas del consumo**. Salamanca: Comunicación Social Ediciones y Publicaciones, 2012.

BACCEGA, Maria Aparecida. **Comunicação e culturas do consumo**. São Paulo: Atlas, 2008.

BACCEGA, Maria Aparecida. **Televisão e escola: uma mediação possível**. São Paulo: Senac, 2000.

BACCEGA, Maria Aparecida. **Comunicação e linguagem: discursos e ciência**. São Paulo: Moderna, 1998.

BACCEGA, Maria Aparecida. **Palavra e discurso, história e literatura**. São Paulo: Ática, 1995.

BACCEGA, Maria Aparecida *et al.* (org.). **Dicionário de comunicação: escolas, teorias e autores**. São Paulo: Contexto, 2014.

### Among her articles, we highlight the most recent ones:

MAGNO, Maria Ignês C.; BACCEGA, Maria Aparecida. crítica no processo de construção do formato telenovela brasileira nos anos 1970. *Revista de Estudios Brasileños*, Salamanca, v. 14, p. 29-40, 2018. Available from: <http://www.revistas.usp.br/reb/article/view/144453/138803>. Access on: January 14, 2020.

JUNQUEIRA, Antonio Helio; **BACCEGA, Maria Aparecida**. Velho Chico: narrar para audiências desatentas: dilemas e desafios. *Comunicação & Educação*, São Paulo, v. 22, p. 75-83, 2017. Available from: <http://www.revistas.usp.br/comueduc/article/view/121581/129448>. Access on: January 14, 2020.

MAGNO, Maria Ignês C.; **BACCEGA, Maria Aparecida**. Das palavras às imagens e o contrário também: um estudo da adaptação do romance *Vidas Secas* para o cinema. *Revista de Estudios Brasileños*, Salamanca, v. 4, p. 13-21, 2017. Available from: <http://www.revistas.usp.br/reb/article/view/134504/130320>. Access on: January 14, 2020.

ROCHA, Camila R. N. da Costa; **BACCEGA, Maria Aparecida**. Telenovela como roteiro do real: uma análise da família homoafetiva em *Amor à Vida* e *Em família*. *Tríade: comunicação, cultura e mídia*, Sorocaba, v. 5, p. 80-94, 2017. Available from: <http://periodicos.uniso.br/ojs/index.php/triade/article/view/3073>. Access on: January 14, 2020.

**BACCEGA, Maria Aparecida**; ABRÃO, Maria Amélia Paiva. A violência doméstica representada na telenovela *A regra do jogo*. *Comunicação & Educação*, São Paulo, v. 1, p. 118-118, 2016. Available from: <http://www.revistas.usp.br/comueduc/article/view/110959/112711>. Access on: January 14, 2020.

### Interviews, classes and lectures recorded on videos:

Interview at Unitins (2009) – part 1. Available from: <https://www.youtube.com/watch?v=8A5sWfnAgvI>. Access on: January 14, 2020.

Interview at Unitins (2009) – part 2. Available from: [https://www.youtube.com/watch?v=PnCUwwubL\\_A](https://www.youtube.com/watch?v=PnCUwwubL_A). Access on: January 14, 2020.

Inaugural lecture of the Degree in Educommunication, Department of Communications and Arts of ECA-USP (2011). Available from: [https://www.youtube.com/watch?v=1voG0Fn\\_DLk](https://www.youtube.com/watch?v=1voG0Fn_DLk)Programa Trajetória-. Access on: January 14, 2020.

Freedom of Speech Project – Observatory of Communication and Freedom of Speech (2014). Available from: <https://www.youtube.com/watch?v=7-whpHK-iXg>. Access on: January 14, 2020.

Testimony to the Municipal Truth Commission of Osasco (2014). Available from: <https://www.youtube.com/watch?v=vtGpsfhj-Ts>. Access on: January 14, 2020.

Maria Aparecida Baccega (part 1/5) – Interview conducted by Professor Ricardo Alexino, Rádio USP. Available from: <https://m.youtube.com/watch?v=4KelnZOXPHg>. Access on: January 14, 2020.

Interview — undergraduate work project — theme: What is Communication (2015). Available from: <https://www.facebook.com/watch/?ref=external&v=182009588809467>. Access on: January 14, 2020.

Main authors (2015). Available from: <https://www.facebook.com/grohmannsincero/videos/182027335474359/>. Access on: January 14, 2020.

Lecture to students of Educommunication, Department of Communications and Arts, ECA-USP (2013). Available from: [https://www.youtube.com/watch?time\\_continue=2&v=4AFK\\_GdIJxw&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=2&v=4AFK_GdIJxw&feature=emb_logo). Access on: January 14, 2020.

50 years of the Department of Communications and Arts – Memory (2016). Available from: <https://www.youtube.com/watch?v=X5ltBjWciV8>. Access on: January 14, 2020.

Memories of ECA – 50 years (2016). Available from: <https://www.youtube.com/watch?v=iGT44no4sJc>. Access on: January 14, 2020.

Website *Nomes da Pesquisa em Comunicação* (2017) – project coordinated by Professors Rafael Grohmann and Luís Mauro Sá Martino, along with undergraduate students from Faculdade Cásper Líbero and School of Communications and Arts of University of São Paulo (ECA-USP). The project is supported by the RG of Communication Theories of INTERCOM. Verbatim MariaAparecidaBaccega. Available from: <http://nomespesquisacomunicacao.com.br/verbetes/maria-aparecida-baccega/>. Access on: January 14, 2020.

Tribute to Professor Baccega received at ESPM in November 2019. Available from: [https://drive.google.com/file/d/16PBORS0ELGFPHfupTaRxO\\_1a018WRQ7E/view?usp=drivesdk](https://drive.google.com/file/d/16PBORS0ELGFPHfupTaRxO_1a018WRQ7E/view?usp=drivesdk). Access on: January 14, 2020.

This tribute from *Comunicação & Educação* to Professor Baccega conveys the message of respect, affection and admiration from our entire team.