

PUBLIC TELEVISION AND PUBLIC EDUCATION IN THE XX AND XXI CENTURIES: “ESCOLA 2.0”

Abstract

Among the most important inventions of the XX century is television, and its programs exert strong influence on the daily life of people, especially on aspects related to the formation of attitudes, values and human behaviors. This paper aimed to analyze the program "Escola 2.0" [School 2.0], conceived by "TV Cultura". The study was designed to critically examine the conveyed messages and was based on three guidelines: the languages of the program, its general contents and its school contents. Focusing on the categories addressed in the purpose of this study, "Building Knowledge" and "Learning Values", five subcategories were selected for translating concern with the quality of education, namely: "Curriculum", "Technology", "Integration of Knowledge", "Dialogue" and "Freedom".

Keywords: *Public Television. Public School. School Curriculum.*