

# YELLOW MAY

in favor of  
**traffic safety**



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## Traffic: Respect for life

"Respect for life". This sentence which is the slogan of the Maio Amarelo Campaign (Yellow May Campaign) is strong and leads us to think about our actions, especially when we come across the number of deaths in traffic. At the end of last year, the World Health Organization announced that every year over 1,25 million people die in traffic accidents all over the world.

There are lots of reasons why this number of deaths is so large, but mainly due to reckless driving and use of alcohol. UCDB couldn't stay out of it and supports all of the actions related to the theme, not only for the students but also the teaching and administrative staff, through lectures and educational activities. This newspaper's leading article approaches all the work done by

the Institution.

The University is also making changes in its traffic signaling system, respecting the rights of those with special needs, elderly people and expectant mothers; reserved parking spaces are not a privilege, but a necessity. Besides that, the University has empowered the Municipal Traffic Agency to monitor those who park at prohibited areas inside the university.

On this month's paper, we also highlight that the Winter's Entrance Examination will take place in June and will open vacancies for new students, transfer students and second degrees. Our traditional Arraial Universitário, UCDB's June Party will be held on June 12th and the main attraction will be João Bosco e Vinícius.

We could not forget about

the event that elected UCDB's ads as being the best ones in the state, during the awards ceremony organized by TV Morena. At the ceremony Prêmio Morena de Criação Publicitária, besides being awarded in the academic category (with four out of five finalists), the Desafio UCDB 2015 ad also won in the institutional category and the Grand Prix with the best piece among all the awarded ones.

These awards and actions show that UCDB is on the right path for the formation of the students and especially on the city development. Have a good reading!

### expediente



Chancellor: Fr. Gildásio Mendes dos Santos  
Rector: Fr. Ricardo Carlos  
Dean of Administration: Br. Herivelton Breitenbach  
Dean of Institutional Development: Br. Gilliano Mazzetto  
Dean of Pastoral: Fr. João Vitor Ortiz  
Dean of Graduation: Conceição Aparecida Butera  
Dean of Research and Post-graduation: Hemerson Pistori  
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ANEC - National Association of Catholic Education of Brazil



ABRUC - Brazilian Association of the Community Colleges

*"A bondade de Deus manifesta-se especialmente no compadecer e perdoar."*

Dom Bosco

## University pastoral: spiritual retreat

Union, happiness and reflection. These are only a few words that illustrate the spiritual retreat promoted by UCDB's Pastoral, on May 6, 7 and 8.

The retreat took place at São Vicente Institute (Lagoa da Cruz) and was attended by 65 university students and volunteers who coordinated the activities. The students brought their own tents and were able to pitch them with the Lord.

The participants were divided into teams, or "tribes": Levi, Judá, Efraim and Manassés; and there were moments of prayer, field activities and sports activities. Each tribe designed their own flag and developed their own anthem. Saturday morning (7) was reserved for the construction of the raft, and the raft battles were held at the end of the afternoon. We emphasized the worship and procession with the Blessed Sacrament during our meeting. The day ended, around the

bonfire, here Father João Vitor gave the final blessing.

The activities were concluded on Sunday (8) morning, with the mass celebrated by the UCDB's rector, Father Ricardo Carlos.

"We finished camp at the celebration of Ascension: The ones who put up their tents among us ascended to Heaven. Now we are getting ready to celebrate the day when the Holy

Spirit descended and made peoples with different languages communicate in the love language. May our word always build up and never be reason of destruction", said Father João Vitor Ortiz, vice-rector of UCDB's pastoral.

The Pastoral is an open space to everyone, during the morning, afternoon and night! Come visit us!



The Pastoral's Easter camp had the participation of 65 people.'



# UCDB's June Celebration completes 10 years of success with João Bosco & Vinícius

SILVIA TADA

To celebrate ten years of success, UCDB's Festa Junina will be held on June 12th the eve of the public holiday at 7 p.m., with news. The duo João Bosco & Vinícius, a national success, will be one of the event's attraction, which has already become a tradition on the city and state's big events calendar. Other duos will also perform, such as Patrícia & Adriana, Ramiro & Rafael and Isac & Ferrant.

This year, the audience will

have a new area to watch the performances: the VIP box. The traditional involvement of the academics will be on the food and drink stalls. The 2016 and 2017 graduation committees have the chance to sell products and use the profit for the graduation ceremonies.

UCDB's academics have advantages on purchasing the tickets. The purchases until May 30th at the Agência do Futuro Acadêmico, the price is R\$12,00. The first block of tickets is R\$30,00, and students from other

institutions pay half the price: R\$15,00. The VIP Box tickets start at R\$50,00. Tickets are being sold in Campo Grande at Gugu Lanches.

## ESTABLISHED ARTISTS

Ever since it started, UCDB has prioritized duos at the beginning of their careers, like Jorge & Mateus, that tem years ago performed at the event and became a national success. The same happened to different duos that after performing at the event have achieved success on their

singing careers; such as Munhoz & Mariano (2009), Gustavo Lima, Jads and Jadson (2010), Henrique & Diego (2012) and Loubet (2013), among others.

"We prepared the best event of the last years, since it was the tenth June Celebration. That's why besides bringing a great music duo, we chose duo from the state which brings Mato Grosso do Sul's name up to the entire country", highlighted the Institutional Development Vice-rector, Brother Gilliano Mazzetto.

**26 E 27  
DE OUTUBRO**

**ENVIE SEUS TRABALHOS  
DE 23/05 A 10/07**



**Saberes**  
*em ação*

III CONGRESSO DE ENSINO, PESQUISA E EXTENSÃO DA UCDB  
Universidade: Ética, Ciência e Sociedade

ACESSE **SABERESEMACAO.UCDB.BR** E FIQUE ATENTO AOS PRAZOS

## JOURNALISM

**UCDB NEWSPAPER:** What professional abilities is the graduation in Journalism focused on?

**OSWALDO RIBEIRO:** The comprehension of social context and other people involved in it is one of the abilities expected from a journalist. The professional must be sensitive to the details of the narrative he/she uses, seeking to produce an impartial and balanced journalistic material. The journalist must have ethical conduct and be responsible for the people who become informers of the reports, news, and interviews made, as well as the data and information collected and referred. One must know how to work as a team, understanding and respecting all the steps of the journalistic work. One must know the speeches from all means of communication, so it is possible to explore them in an appropriate, creative and innovative way. The professional must embrace the essence of the journalistic exercise, always using it the best way in the most adverse conditions of the profession.

**UCDB NEWSPAPER:** What makes the UCDB classes different from other universities?

**OSWALDO:** UCDB's Journalism course focuses on public and human interest content, with a complete citizen formation, ethical and responsible. Several options of production of journalistic content are offered to the students, in different media platforms, with pedagogical guidance and theoretical-practical basis. The students have at their disposal at the Labcom – Communication Lab – equipments and audio and video capturing and editing spaces, and they are qualified to operate and explore all the potential of last generation devices (digital cameras, video cameras, recording studios and editing labs). Another differential is the event 72 Horas de Jornalismo (72 hours of Journalism), unprecedented in the country and traditional in the city, which brings the future journalists closer to the daily routine of all the main editorial offices in Campo Grande by observation workshops and discussions along the 3 days of the event. The periodicity of printed, audio, audiovisual and digital journalistic contents is also what makes



course  
different and special.

**UCDB  
NEWSPAPER:** How  
are the classes at  
UCDB?

**OSWALDO:** The course is offered in 8 semesters. Four years of subjects linked to theoretical questions and journalism, as well as practical subjects of the field such as printed and digital journalism, radio journalism, TV journalism and press consultancy. The teaching activities are developed in the morning, the extension and research ones are developed in the afternoon. The internship must have at least 200 hours, and the complementary activities too. Another change is that the Final Course Assignment is now done individually.

**UCDB NEWSPAPER:** How  
is the labour market for the  
journalists? What are the most  
promising areas of the profession?

**OSWALDO:** The media digitalization process is great expanding labour market for the journalist. Besides the news websites, the social networks appear as work environment for the professional. Since it is a rotating market, positions are frequently available. But in traditional media like newspapers, magazines, radio and television stations, the journalist plays an important role in the production of informative, interpretative, opinionative and diversive contents. The press consultancies of public and private institutions is also an option for the journalism professional. It is important to emphasize that through digital media, the good ideas of content production may provide the journalist the opportunity to start their own business.

\*Oswaldo Ribeiro da Silva is graduated in Journalism by the Federal University of Mato Grosso do Sul (UFMS), he is master of Information Science by the University of Brasília (UnB) and Doctor of Education (UFMS). He is UCDB's Journalism's coordinator.

## LETROS (LANGUAGES)

**UCDB NEWSPAPER:** What professional abilities is the graduation in Letras focused on?

**NELI PORTO SOARES BETONI:**

The course of Letras allows the students to develop abilities in the language area, specifically in the Portuguese language, linguistics, literature and English language. During the course the students will study about the socio-cultural context of the languages, in addition to grammar and the great classics of literature. It is a graduation for those who enjoy reading, writing and interpreting texts. Throughout the course the academics are qualified to teach in Elementary School and High School, in Language Schools and as reviewers in private and public institutions.

**UCDB NEWSPAPER:** What makes the UCDB classes different from other universities?

**NELI:** The course of Letras unites the transmission of knowledge to the usage of those in the professional practice. This way, we have projects focused on the following proposition: Letras: art and science, in which we pursue classic authors of literature; the Licentiates Interdisciplinary Lab (Labinter), which allows us to develop interdisciplinary actions; we count with a group of Storytellers, which the academics are part of; we encourage the professional creativity with the preparation of games and activi-



Neli Porto Soares Betoni\*

ties in partnership with other licentiates, as well as different activities such as the Sarau de Letras, Café Literário. We offer lectures about professional practice, as well as lectures about Enem's Compositions for High School students. In addition to internships that begin on the fourth semester.

**UCDB NEWSPAPER:** How are the classes at UCDB?

**NELI:** The course at UCDB is offered in eight semesters at night. The course offers two qualifications: Portuguese and English. It is important to highlight that this qualification enables the professional to work as a teacher in the fields of Language, Literature and Text Production. Besides the acquisition of knowledge and information, all the activities developed are possible thanks to the what is provided by the institution. And all of it is focused on a practical view for the enforcement of shared knowledge.

**UCDB NEWSPAPER:** How is the labour market for the Letras professionals? What are the most promising areas of the profession?

**NELI:** There are positions available for the professional of Letras in public institutions (schools, foundations and government offices) and also in private institutions (private schools, language schools, publishing houses and magazines' publishers). There are usually public contests for the professional of Letras. Since our language is the human being's communication tool, the professional of Letras has a very promising labour market.

Neli Porto Soares Betoni is the coordinator of the course of Letras at UCDB. She is graduated in Letras and Master in Linguistics by the University of Brasília (UnB).

# TEXTO CIENTÍFICO EM AÇÃO

Encontre artigos científicos do Brasil e do mundo para os seus estudos!

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SUDESTE

CENTRO-OESTE

INTERNACIONAL

VÍDEOS

sexta-feira, 12 de setembro de 2014

"A vida sem ciência é uma espécie de morte." - Sócrates

BEM VINDOS!

## Technology is used as an ally in learning

Technological tools help teaching and research, besides promoting and spreading scientific production

ANDRESSA MOREIRA

If used correctly the internet may become a powerful tool in learning. Nowadays, at the click of a button, people have access to millions of websites, blogs, internet portals, video classes and free online courses – or at least at affordable prices – and the teaching materials help the students even more.

Before using the knowledge found on the internet, it is important to check the information gathered Raphael Rios Chaia warned, Law professor at UCDB. "Always check the sources and use, preferably, platforms with scientific recognition such as Scielo (for articles)". If you choose for online courses, search for the ones with references - if other people have attended it before, or if there are complaints about it – facebook pages about the institutions are a great way of getting information about them, through other users. Even though "Wikipedia is very famous, it is

not highly recommended since it is hard to find the origin of the information posted there", advises the professor.

Focus is the key word to avoid distractions. In this respect, the professor advises: "There is no recipe that is effective for every person at the same time, since each person is different. I may point out a few general tips though: choose a comfortable spot, set up time and subject goals. And try to keep items that might distract you (such as smartphones) out of your sight when you're focused. Schedule is also very important: choose the time when you're most vigorous, and the chances of being interrupted by others are lower".

Nowadays, the use of cell phones is more and more common. According to Chaia, the devices can also be used as learning tools. "There are free language apps, such as Duolingo, that become popular for being simple and practical. Another

popular app is the Me Salva!, an app with classes, exercises and tests for the Enem, college admissions and Higher education. For the users of Apple devices, iTunes u is a great option for free online courses offered all over the world. Lastly, note apps are always good for classes, such as Evernote and OneNote", the lawyer suggests.

As a result of the popularity of the internet among the students, the professor have the chance to use it as a teaching tool. "Encouraging research and reading is always an efficient way of enriching the in class experience. Having the students bring information to be discussed provides new dynamics to the classes and satisfies the young students who were already born in the digital era", Raphael explains.

Nicolas Addor, 9th semester Law student, and his scientific initiation advisor, professor Arlinda Canteiro Dorsa created

a blog that presents hundreds of articles, books, academic work and videos about the scientific writing. They decided to create it because Nicolas realized that many students find it hard to write articles. You can find all of it on the website [www.texcientifico.blogspot.com](http://www.texcientifico.blogspot.com).

The academic makes it clear that the internet may help a lot the ones who want to learn new things. "The internet offers multiple resources for the democratization of the education. Distance learning offered by UCDB is an example of it. I also like to mention non-profit entities and companies that create language apps, technical courses, university courses and even simple lessons for the daily usage, such as personal finances and kitchen! The internet offers all those tools, but we're still educated to be learning in class, which creates a huge difficulty to use these internet tools", the student said.



Buscar

Visualizações da página 1,145

Arquivo do blog

Universidade Católica Dom Bosco 

G+ Recomende isto no Google



## UCDB intensifies the actions to reduce traffic violence

*Academics attend lectures with traffic agents, help distributing leaflets, and the lights at São João Bosco Church show the support for the Yellow May.*

GILMAR HERNANDES

UCDB intensifies the support of the Yellow May movement. It was created five years ago by the United Nations (UN) and World Health Organization (WHO) to call the attention of the society for the high rate of deaths in traffic. It aims to gather strengths between the public power and the civil society, to encourage the population to create a responsible and safe traffic environment.

According to Fr. Ricardo Carlos, UCDB's Rector, the university supports the movement ever since it started. "It is very important that we actually exercise citizenship, not only at work or at home, but also when we are driving and riding through the city, avoiding lots of accidents and deaths".

At UCDB, the São João Bosco church also got yellow lights to light up the entrance

and support the global movement Yellow May. The Publicity and Advertising students created a commercial about the Yellow May.

The coordinator of the Psychology course at UCDB, Renan Soares Júnior who is also ambassador of the Yellow May Movement in Mato Grosso do Sul, emphasizes that its main goal is to, by 2020, reduce in half the annual number of traffic related deaths that occur in the world. This number is close to 1,3 million people every year.

"The behavior of people in traffic in Campo Grande is very concerning, speeding and the use of alcohol corresponds to 90% of the accidents. We need to talk more about traffic at home, schools, churches, companies, to show that traffic must be a social concern and not only the police problem, Detran and Agetran. We need to approach the risks of having less technical and more

humanist formation. Discussing the formation of the citizen for the traffic, and not only as a driver. If you teach citizens how to be good pedestrians, they will certainly become good riders and drivers in the future".

Several companies, industries and institutions of Campo Grande are part of this movement. Besides the São João Bosco Church, other buildings in the city got yellow lights. Such as the Obelisk, the clock at 14 street, the plane in the interchange at the air base, TV Morena's tower, the entrance of the Order of Attorneys in MS, among others.

The professor highlights that the month of May is important to show that is it possible to change this reality. "We need to believe that a different reality is possible. It is time to think about what each one of us can do, so that traffic may mean life in movement".

### Statistics

According to data provided by the Militar Road Traffic Police, in the first trimester of this year the number of deaths at the accident site has increased 66% compared to the same period last year. From January through March 2016, 15 deaths have been registered, while at the same period in 2015, 9 deaths were registered.

The data shows that ever since the Yellow May movement started, the deaths in traffic add up to 291, 66 in 2011, 56 in 2013, 61 in 2014 and 53 in 2015.

Sérgio, Natália, Tatiane, Sidnei, Júlia, Euler and Davi are only a few names in these statistics, victims of traffic violence in Campo Grande. The carelessness of some drivers, the delay in the judgement and the punishment intensify even more the pain of the families. Like in the case of the fireman Carlos Sérgio da Silva, who is the sun of one of those victims



Renan Soares Junior is the coordinator of the Psychology course at UCDB and ambassador of the Yellow Movement in MS

(Sérgio). Sérgio was hit by a car while walking on his home's sidewalk. He was thrown in a tem meter distance.

"It is sad to see people's inhumanity and cowardice. The guy who hit my father not only was speeding and going the wrong way, he also did not help or call for help. I ask the drivers to be aware that traffic has become a weapon, and lots of people have been affected. My family and I still suffer from my dad's death, a year and a half after the accident. And only the ones who have been through this situation can tell how deep the pain of losing someone we love can be", declares the son.

In this case the driver's trial has not been scheduled by the Court of Justice yet. He was not arrested on the spot, so he's waiting for trial in freedom. "Watching other cases, I think

the punishments for traffic crimes are very mild. I would like to believe in the Justice, but I have the feeling that another lawbreaker will go unpunished,

specially because he ran away from the crime scene, which makes it hard to gather evidence. I don't know many more people need to die so that traffic regulations change", he adds.

UCDB's Psychologist notices that our Justice system and our legislators must look more attentively at what happens in traffic. "Accidents usually happen because someone was not being cautious. Traffic needs changes to be an environment of life, and not only the stage for vehicles. We need room for the pedestrians and bikers. We need good quality public transport with

excellent cost benefit. Changing the traffic is possible and depends on each one of us", he concludes.

Traffic violence statistics are present in the daily routine of emergency services in hospitals. According to the hospital Santa Cosa in Campo grande, 6.376 traffic accident victims were brought into their emergency room last year. In the first four months of 2016, the cases add up to 2.302 which represents 36% of last year's total. The hospital informed that the most severe cases are related to orthopedics and neurology.

## Free project at UCDB has already benefited 2,5 thousand people who are afraid to drive

GILMAR HERNANDES

The program "Not afraid to drive" from UCDB, in partnership with the State Traffic Department of Mato Grosso do Sul (Detran/MS), has already benefited free of charge 2,5 thousand people who are afraid to drive.

The free project,

pioneer in Mato Grosso do Sul, which is a collaboration of the University, Detran and the Education Division, was created because of the necessity of assisting the people who panic when driving.

To be part of it, the parties must be over 18 and sign up by phone (67) 3368-0161. A first meeting will be done and then the parties will be directed to



'Not afraid to drive' project is free of cost

UCDB's School-clinic where they attend a weekly group for about three months. Only after that they return to receive specific instructions about traffic.



# The University revitalizes traffic signs to guarantee the right of accessibility

*Vertical and horizontal signs have been innovated*

GILMAR HERNANDES

All the signs in the university's parking lot are being revitalized to guarantee that the elderly, pregnant women and physically disabled people

have reserved spots closer to the access areas of the institution. No parking areas signs are also being reinforced.

"The revitalization in the parking lots contributes for the people to respect the right of the ones who must

have access to the reserved spots", affirms Br. Herivelton Breitenbach, Vice-rector of Administration at UCDB.

In July last year, the Federal Government instituted the Brazilian Law for the Inclusion of the Person with Disability (Law number 13.146/2015), among other measures, The Brazilian Code of Transit was altered and now supervises the use of special spots in private parking lots.

Therefore, the traffic agents from Agetran are now allowed to fine the drivers who park in reserved spots at UCDB. Nobody got tickets until the beginning of this year, but from now on the ones who break the law will have to pay a ticket of R\$

127,69 and the vehicle will be taken to the State Transit Department (Detran), besides losing five points on the driver's license.

In order to park in reserved spots, elderly and people with physical disabilities must display their credential on the car's dashboard, where the agents are able to see. In Campo Grande, the registration to request the parking license for special spots can be done on the following website <http://apl04.pmcg.ms.gov.br:8080/sigaweb/index.zul>. UCDB is preparing an awareness campaign for all the drivers about the validity of the Law, to ensure the respect of the traffic rules.



The special spots must be respected to avoid tickets and guarantee the accessibility

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Academics and professors from Publicity and Advertising got the sixth trophy



Fr. Ricardo and members of Re9 won the award for best institutional play

# UCDB stands out in the Morena Publicity Creation Award 2016

*Publicity and Advertising course wins the academic category for the third time*

MARIANA OSTEMBERG

The Publicity and Advertising students from UCDB, Andressa Moreira and Claudyny Guimarães are the winners of the Morena Publicity Creation Award 2016, in the academic category. The event was held on May 13. The Desafio UCDB campaign, performed by the Re9 Agency, was the winner of the Institutional category.

"It is a great recognition. Only the ones who were really close could see how hard it was for us to finish our video", highlighted the student Andressa Moreira. The other student, Claudyny Guimarães pointed mentioned how helpful their professors and classmates were. "It is a great recognition especially now that we are entering the job market. I would like to thank my partner, who struggled with me until the last minute. We are champions for not giving up when we faced difficulties", she celebrates.

In this category, UCDB counted with five finalists, 30 one them got signed up by the university and

120 works were sent in total. The academics have run for the award for nine years and already won five times, in the years of 2007, 2011, 2012, 2014 and 2015.

In 2016, the theme was 'The Importance of Advertising for the Economic Growth', and the students were able to tell with all the support and structure provided by the University and Agency Experimental Mais Comunicação. "One of the Agency's goal is to give support to academic's involvement in conferences and contests. We provide guidance in the creation of scripts, storyboard and point out our opinion, but the student is the one who does all the video creation", highlighted the Professor Master Elton Tamiozzo, coordinator of the Mais Comunicação. The agency is also supervised by the Publicity and Advertising coordinator, Dr. Claudia Ruas, and the professors Eduardo Biagi, Maria Helena Benites and Thiago Müller.

The involvement in contests is highly important to the academics who intend to enter



Br. Herivelton Breitenbach, Fr. Gildásio dos Santos and Fr. Ricardo Carlos

the job market, Elton states, since the market keeps an eye on the university. "We've had finalist students who were invited for internships at the awards' event. Even not being the winners, the owners of the agencies take interest in them. Our goal is not winning, but being finalists. If we have finalists from UCDB every year, that means our work is solid", the professor states.

According to the professor Thiago Muller, this is an opportunity for the students to show all the abilities they learned in class. "We try to bring into class real life situations, improved techniques that turn the student into the protagonist. The Morena Award is one of the most important awards, and having four finalists on it means that we are really valuing talents".

## FINALISTS

Video: Impulsiona - Academics: Andressa Moreira and Claudyny Guimarães.

Video: Melhor Maneira - Academics: Arthur Ruiz, Camila Valadares and Luiz Felipe Sudorio.

Video: A Fatia de Quem Não Anuncia - Academics: Letícia Martins and Luiza Sbaraini.

Video: Ponto de Vista - Academics: Danilo Jovê, Henrique Martinez and Sara de Lucas.

This category's winning duo

received a certificate, a trophy, tablets and the advertising of their work in all of Morena TV stations of Mato Grosso do Sul.

The commercial 'Desafio UCDB' created by Giovan Carlin and Rafael Santana, from the Agency RE9 Ideias won the Institutional category and also the best award of the night, the Grand Prix. The winning publicity agency from this category won a trip with accomodations for two people in Los Angeles (USA).



Woman's futsal athletes



Men's basketball team



Men's handball team

# University wins three medals on the Desporto Universitário League

*Men's basketball and handball teams and woman's futsal team compete on the national round of the competition*

SILVIA TADA

The strength of UCDB's team sports was proved during the Desporto Universitário League games. The competition gathered teams from the regions Center-west, South and Southeast. The men's basketball team won the gold medal, the men's handball team won the silver medal and the woman's futsal team won the bronze one.

According to Luiz Magalhães, Sports and Leisure coordinator, the results were really significant, especially because of the level of all the participating teams. "This was UCDB's team first time on the competition and we competed against teams more developed on university sports, the South

and Southeast. Among UCDB's four teams, three of them won medals", the professor highlighted.

Differently from the Brazilian University Games (JUBs) which the age limit is 25, the League accepts athletes up to 28 years old. They also allow each team to bring up to three guests to strengthen their team, which increases competitiveness.

## Games

The basketball team won the gold medal after playing five games against the Federal University of Rio de Janeiro (UFRJ), União Pioneira da Integração Social (UPIS), Federal University of Lavras (UFLA), University of the West of Santa Catarina

(Unoesc). The final was against UPIS, the only team that had beaten UCDB in the qualifying round. UCDB won the final with a difference of three points: 49 x 46.

The final men's handball game was against the University Alto Vale do Rio do Peixe (Uniarp), that beat UCDB's team: 23 x 12. On the other games, UCDB's team finished with 3 wins and 1 tie.

The woman's futsal team won the bronze medal after beating the teams from UFRJ and the University of the State of Santa Catarina (Udesc). The semifinal was against Uniassselvi, from Santa Catarina. In the match for third place, UCDB beat UPIS for 4-0.

## UCDB's athlete is going to compete on Futsal World Championship on Brazilian's university team

GILMAR HERNANDES  
MYLENA ENSINAS

Amanda dos Santos Farias, who is a Physical Education student (5th semester), is going to compete from August 22 to 29 on the 15th University Futsal World Championship on the Brazilian team, in Goiânia (GO).

"Being on the team's delegation was the best news I have ever received.

Having the opportunity to represent the University is even more fulfilling", Amanda dos Santos stated.

The athlete joined the futsal team that in the beginning of May won the bronze medal in the regional round of the Liga do Desporto Universitário (LDU), in Brasília (DF). According to her, after seven years playing in Santa Catarina (SC), she

decided to return to her origins to start her academic life seeking for more knowledge and professional improvement.

The Brazilian delegation is the current world champion with the woman's team that won the last even for the fourth time, in Malaga (Spain), June 2014. On the same competition, the men's team won the silver medal.



Amanda dos Santos

# País Social workers celebrate 80 years of activities in Brazil

*At UCDB, the course has been offered for 44 years, helping the improvement in the professional*

ANDRESSA MOREIRA

The social assistant profession completes 80 years in the history of Brazil, confirming its importance to the society. This professional is present in different places on the market – health, retirement, education, housing, leisure, social assistance, justice, among others – which guarantees the population's human rights through social policies.

It appeared in the 1930's changing the society and causing impact on the action of the professional. This way, the professional practice was taking form, until it got to what we know nowadays. According to Salette Marinho de Sá, coordinator of the Social Service course at UCDB, in the beginning, the profession had a philanthropic nature and changed along the years. "In the beginning, our profession had a charitable

nature. Socialites from the US and Europe would help people during the post-war period. When the profession arrived in Brazil, it brought these charity characteristics along with it. This concept evolved with time", the professor states.

The profession requires attention to changes without degrading into activism. The social assistant formation is based on critical thinking, using it as profound questioner. Salette explains that the professional must feel bothered and always study. "The social service professional must always update oneself, in a constant search for knowledge, because the legislation we work with – the laws are diverse – is altered almost every day", the coordinator says.

Even though the social assistant works with other professionals to develop some



From May 17 to 19, the 43rd Social Service Week was held at UCDB

activities, he/she is still very important to the society since he/she is in charge of solving certain situations. "There are some things that only the social assistant can do, such as a social report and social statement, among others. There is a resolution about that. Therefore, even if a different professional goes with the social assistant to meetings, each one has their own function. We work with other professionals, but we have our uniqueness", Salette comments.

Since the Social service professional is always dealing with the population and its problems,

the formation must offer all the knowledge so that he/she can act efficiently in the market, and this is one of UCDB's concern, according to Salette. "We want the academics to be able to read the reality and think about actions that really help the population and also in relation to the access to fundamental rights. Therefore, we offer classes that develop technique, the profession operational matter, and classes that discuss more the historical process and the advances of the profession. We also offer theoretical classes that support the practical procedures".

**Social Assistant profession has been regulated by Decree 994/62, which also created the Federal and Regional Council, in May 15th 1962 – date that we now celebrate the Social Assistant Day.**

## I AM YOUR INTERNAL CUSTOMER. DID YOU

Don't you need other professionals' services either, anyway? How would you like to be treated by them? Would you like to be well assisted?

The internal customer is the one who is within your professional circle: they are your co-workers, who are connected in a way to your professional activities. This relationship creates a chain, in which

every person from the company becomes each others customers and suppliers.

The internal customer is just as important as the external one. Good service to the internal customer depends on interpersonal relations between the associates and the commitment to quality internal services.

For that reason, one must

know the opinion of the internal customer to be aware of his/her necessities and expectations. In order to establish quality standards to develop a good service and guarantee our customers satisfaction.

It is important to point out that this is a continuing process, since the necessities are always changing and new actions are always needed to attend those necessities. But attending the expectations of the internal customer has a differential, the cooperation with other people's

work.

The good service provided to the internal customer results in the associates' satisfaction, which will positively affect the quality of the service. Having a satisfied internal customer, optimizes the service quality and directly impacts the final service provided to external customers.

Andressa Tognon  
Human and Institutional  
Development Coordination

# vestibular | opportunities

## Registrations for UCDB's Winter Entrance examination are open

The test will be on held on June 26, at UCDB Tamandaré

SILVIA TADA

Registrations for the Winter Vestibular will be open until June 22 on the website [www.ucdb.br/vestibular](http://www.ucdb.br/vestibular). UCDB offers on-site and online courses, provided by Virtual UCDB. The test will be held on June 26, starting at 8 a.m., on campus at Tamandaré Avenue.

According to the editorial of the selection process, they will offer 120 vacancies for Law, 3,6 thousand for the online education courses – Administration, Accounting Sciences, Philosophy, History, Letras, Pedagogy and Theology

and the technological in Foreign Trade, Environmental Management, Management of Cooperatives, Human Resource Management, Financial Management, Public Management, Logistics, Marketing, Real Estate Business, Management Processes and Secretariat.

On the on-site courses, except for Law, the vacancies for 2016B are remaining and the registrations are done in the second semester on the groups that started in 2016<sup>a</sup>. The opportunities are for graduations in Administration, Agronomy, Analysis and Development of Systems,



Registrations can be done on UCDB's website by June 22

Architecture and Urbanism, Biomedicine, Biological Sciences (licentiate and bachelor degree), Accounting Sciences, Design, Physical Education (licentiate and bachelor's degree), Nursing, Civil Engineer, Computer Engineering, Automation and Control Engineering, Production Engineering, Electrical Engineering, Mechanical Engineering, Sanitary and Environmental Engineering, Pharmacy,

Philosophy, Physiotherapy, History, Journalism, Letras, Nutrition, Pedagogy, Psychology, Publicity and Advertising and Zootechnics.

The test for on-site courses will have high school programmatic content. While the selection process for the online classes is individual and continuous, from May 20.

For more information, visit [www.ucdb.br](http://www.ucdb.br) or call (67) 3312-3300.

### INTERNSHIP

Date: June 2nd and 3rd, 2016  
Time: 8 a.m. to 10 p.m.  
Place: Fr. Angel Adolfo Sánchez y Sánchez Amphitheater– Fr. Félix Zavattaro/UCDB Library  
More information: [rf7436@ucdb.br](mailto:rf7436@ucdb.br) or (67)3312-3464

### PAULO FREIRE UNIVERSE PRESENTATION

Date: June 20th, 2016;  
Time: 7:30 a.m. to 11 a.m.  
Place: Dom Aquino Amphitheater – Block B/UCDB  
More information: (67) 3312-3458 or [paula.alessandra73@gmail.com](mailto:paula.alessandra73@gmail.com)

### IX ANPAE'S EDUCATIONAL POLICY AND ADMINISTRATION SEMINAR CENTRAL-WEST

Date: June 14th and 15th, 2016  
Place: Dom Bosco Amphitheater – Block A/UCDB  
Registrations: [www.ucdb.br/eventos](http://www.ucdb.br/eventos)  
More information: [seminarioanpaeco@gmail.com](mailto:seminarioanpaeco@gmail.com) or [www.anpae.org.br/website/](http://www.anpae.org.br/website/) or (67)3312-3597.

### INTERNSHIPS POSITIONS

Innovation and Entrepreneurship Agency (S-Inova) – two vacancies (Administration)

Student Assistance – three vacancies (Social Service)

Itinerant Justice – two vacancies (Law)

Information Technology Board (DTI) – one vacancy

Nuprajur – one vacancy (Law)

Marketing UCDB – one vacancy (Publicity and Advertising)

Press Consultancy – one vacancy

For more information call: (67) 3312-3529 and 3312-3348.

Mais informações no Sima pelos telefones  
(67) 3312-3529 e 3312-3348.

### II CUSTOMER'S BEHAVIOR PANEL EXHIBITION

Date: from May 23rd to June 7th, 2016  
Time: from 7 p.m. to 10 p.m.  
Place: Second floor in Block B/UCDB  
For more information: [casa@ucdb.br](mailto:casa@ucdb.br) or (67)3312-3470.