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I am a Senior Lecturer at the School of Education (www.faced.ufba.br) at the Federal University of Bahia (UFBA)/Brazil. PhD in Communication from the University of Sao Paulo/School of Communication and Arts (1994), BSc in Physics (1977) and Master's in Education (1985), both from UFBA. I am Visiting

Scholar at the *Theory, Culture & Society Centre* (at the School of Arts and Humanities (Nottingham Trent University/UK - 2008-2009 - <http://www.ntu.ac.uk/hum>).

I have published, several books including *Escritos sobre Educação, Comunicação e Cultura* (Education, Communication and Cultures - 2008) and *Uma escola sem/com Futuro: educação e multimídia* (1996), both published by Papirus. I published *SMOG: crônicas de viagens* (2004), edited by Arcádia, *A Ciência no Livros Didáticos* (1985) edited by EDUFBA and UNICAMP University Press and organised, among others, *Além das Redes e Comunicação: internet, diversidade cultural e tecnologias do poder* (with Sergio Amadeu da Silveira), *Tecnologia e Novas Educações* (2005) and *Expressões de Sabedoria* (2002), all of them published by EDUFBA University Press.

I have written some chapters in more than 10 books and published papers in academic journals and in the general media, in Portuguese, English, Spanish and Italian.

I am a member of the Bahia State Council of Culture (2007/2010) and I was the coordinator of Studies and Analyses of the National Institute of Research in Education (INEP) (1986/1987), of the Brazilian Ministry of Education. I was the Superintendent of Special Projects at the National Network of Education Television (FUNTEVÉ) in 1987/1989. I was a special adviser to the Rector of UFBA (1994/1996) and, during this period coordinated the setting up of internet in Bahia State, as a coordinator of "Comitê Gestor".

I did my first post-doc at the Centre for Cultural Studies at Goldsmiths College (London/UK - 1998/1999) and doctorate year at the *Television Centre of Milan University* (CTU) in Milan/Italy, in 1993.

I was a visiting Professor at the School of Education at the Federal University of Goiás (1996/1997), and was responsible for the *State*

Conference about school books during the years 1983 to 1985 and coordinated, together with Leonardo Lazarte (UNB), the *Education Group* of the *Brazilian Information Society Project* (www.socinfo.org.br), concerning public policies carried out by the Ministry of Science and Technology.

I was responsible (with Theresinha Guimarães Miranda) for the project *Promoting the Inclusion of Persons with Disabilities in Society Through Assistive Technology: culturally appropriate solutions* supported by CAPES(Brazil) and FIPSE (USA) (2004/2007), involving Tuiti University (Paraná/Brazil) and Temple University and Bridgewater College (USA).

I designed and coordinate the project *Tabuleiros Digitais* (www.tabuleirodigital.org), to encourage socialdigital inclusion of students and teachers in Salvador/Bahia/Brazil. This project was awarded second position in National Competition organised by Telemar Institute (2005) and first prize in ARede organisation (www.aredo.inf.br).

I am a CNPq researcher as well as a consultant for CNPq, Capes, FAPESB among others and I belong to the editorial board of the journals *Brasileira de Educação*, *Educação e Sociedade*, *Liinc*, *404NotFound*, among others, and the Editor od Revista da Faced (www.revistadafaced.ufba.br).

I was a former member of teacher's Union in Bahia/Brazil in 1976/1977.

I can be found at www.pretto.info and my blog is www.blog.pretto.info

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