


Territorial communication plan: Model and examples to disseminate academic research (based on the theme of the 2030 Agenda)

 <https://doi.org/10.56238/sevened2024.014-029>

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ABSTRACT

The research carried out by universities is of paramount importance for the development of society, the studies help in the creation of social technologies that can be fundamental for the progress of contemporary societies. However, just conducting research is not enough, it is necessary to take it to different audiences. It is necessary for the researcher to use different means and strategies of dissemination and to mix the traditional means with the new information technologies typical of the twenty-first century. In this way, the objective of this discussion is to present a model (with examples) of a plan for scientific dissemination and academic communication based on hypothetical research whose theme is the 2030 Agenda, it is a territorial Communication Plan.

Keywords: Academic Communication, Territorial Communication Plan, 2030 Agenda, Information Technologies.

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INTRODUCTION

The research carried out by universities is of paramount importance for the development of society, the studies help in the creation of social technologies² (ITSBRASIL, 2022) that can be fundamental for the progress of contemporary societies. There are different forms, stages and origin for conducting research, in Brazil they occur from undergraduate courses, through initial course completion works; scientific initiation programs, research projects in which the person in charge includes undergraduates; in Graduate Programs, through master's and doctoral degrees, through postdoctoral internships, through visiting professors to graduate programs, in the Federal Institutes of Education and currently the Brazilian legislation the possibility of carrying out research from ICTs (Institutions of Science and Technology). The sources of funding are diverse, the resources come from CAPES, CNPQ, state development agencies, private foundations and other public/private instruments.

However, just conducting the research is not enough, it is necessary to disseminate it, it is necessary to take it to the public, it must be holistic and appropriate to different audiences. It is necessary for the researcher to use different means and strategies of dissemination and to mix the traditional means with the new information technologies typical of the twenty-first century. The research information must "leave" the university and be accessible to the public, and, above all, start from the reality of the territory, that is, be thought of from the social context endowed with contradictions and different uses (SANTOS and SILVEIRA, 2001).

The auditorium debate of traditional academic events alone is not enough to publicize the research or just publishing it in the online journal is not enough for the interested public to access the study carried out. More is needed, undergraduate and graduate courses need to invest in academic communication, university researchers and technicians need to be trained with new technologies, content marketing is needed, academic activity adaptations with contemporary dissemination tools (ASENSI, 2023), in addition, there is an urgent need to create new communication structures between academia and society, structures that aim at the relationship, mapping and coordination of actions.

Based on the above and other references, our intention is to present details of an idea for a plan for scientific dissemination and academic communication based on hypothetical research whose theme is the 2030 Agenda, it is a model (and examples) of a territorial Communication Plan. Our scientific dissemination plan is based on the discussions of: Melo (2018); Galvão (2020); Kamlot et

² "Set of transformative techniques and methodologies, developed and/or applied in interaction with the population and appropriated by it, which represent solutions for social inclusion and improvement of living conditions" (ITSBRASIL, 2022).



al. (2020) and Galvão (2021) and in our experiences as a researcher, professor, participant and collaborator in various academic activities.

Our idea of scientific dissemination of research is organized in two phases: 1) Positioning and relationships phase and 2) Research dissemination phase, partial and final results. The phases are explained because the objective is to disseminate information to the scientific community (internal axis) and to different sectors of society (external axis). Therefore, we will use different means, strategies and formats of dissemination. In the general context, it is a set of examples of how researchers, university students and the university can communicate beyond the "walls".

SUGGESTED RESEARCH PROJECT: "THE 2030 AGENDA IN MINAS GERAIS"

The Sustainable Development Goals (SDGs) were launched by the United Nations (UN) in 2015, it is a global agenda that aims to create mechanisms that help in the elaboration and execution of policies that can promote sustainability, combat social inequalities, eradicate poverty and protect the environment. Therefore, in the Brazilian context, it is essential to understand how the SDGs are being addressed, thought and executed.

We believe that one way to verify the relationship between the 2030 Agenda and the different Brazilian territories is to carry out research that verifies how the SDGs are being addressed by the different scientific areas in Brazil. We will assume that it is of interest to us to verify how the state of Minas Gerais is discussing and implementing the SDGs, thus, to analyze this interaction, we propose, to a certain funding agency, a research project whose objective is to analyze how the SDGs are addressed in dissertations and theses produced in the Graduate Programs in Geography located in the state of Minas Gerais.

To achieve the objective, we used an approach that combines a set of methods such as bibliometric analysis, content analysis, case study and fieldwork, with the use of semi-structured interviews, we analyzed different databases, carried out fieldwork in different academic units, five or six Graduate Programs in Geography located in Minas Gerais.

The intention is that the study enables, in the light of the SDGs, the creation of methodologies that allow thinking about the creation of mechanisms 1) of territorial analysis, 2) of interinstitutional and social communication that assist in planning at the municipal and state levels in Minas Gerais, 3) of implementation and adequacy of public policies that are in tune with the territorial reality of the municipalities of Minas Gerais and 4) that contribute to the improvement of teaching practices, extension and research in the field of geography in the state of Minas Gerais, in order to create current practices that can raise awareness about global challenges in the field of sustainability.

However, we will not detail the methodology, research problem or other element intended for the hypothetical proposal here. As we have already stated, our intention is to present some "paths" of



scientific dissemination and academic communication – based on the aforementioned idea of research – that can be used together or adapted according to the objectives, institution and study.

RESEARCH DISSEMINATION AND COMMUNICATION PLAN: SUGGESTIONS FOR "PATHS"

POSITIONING AND RELATIONSHIPS PHASE

Phase 1 of the dissemination process is the period in which the researcher makes contact with the different subjects of civil society. It is the moment to contact public and private companies, NGOs, quilombola communities, riverside communities, associations and others to carry out the first presentation of the research, but above all, to find out which are the main means of communication they use (e-mail? Mobile phone? Sites? Social networks? Meetings in neighborhood associations? Meetings at Mass, in worship, in the terreiro?).

Thus, it is a time to analyze the websites of the city hall and the trade association, in this way, it will be possible to verify which institutions are located in the territory; to map company websites to know which ones are located in the geographic region of the University that houses the graduate program in Geography that is being researched; time to contact the communication and extension sector of universities to find out which social groups and NGOs interact with the institutions.

In addition, at this stage it is time to check on social networks (such as Facebook, Instagram and others) if there are NGOs, associations and other entities that operate in the municipality, to check the master plan and other documents of the public administration in order to know the cartography of the city (and even *google maps*); an exercise of paramount importance because of the idea "drawn" on the map, It is possible to start analyzing the territory³; time to talk to teachers and students, in this way, it is possible to obtain information about the communities, details of the neighborhoods, social movements and others.

This strategy will be fundamental for the other processes of dissemination of the research, considering that we will not share the results only with the academic community. In the case of our research, other sources of information are graduate programs, the first forays of bibliometric and documentary analysis can give an idea of social groups discussed for future contact.

In phase 1, it is essential to contact the local press; They are a key part of the face-to-face communication strategy. Two facts guide us here: 1) even today people of different age groups receive information through radio and television and 2) local presses need news, so it is necessary

³ The territory is used, it is the "ground", it is where we verify the nuances of the landscape, the behavior of people and their informalities, where it is possible to analyze how the State relates to citizens, social classes, identities, marginalized, etc.; It is in the territory that we will get the updates of the map designed by the government. The map of the State is fiction, it is in the territory that we see reality.



that the researcher and the institution to which he is linked create an agenda for dissemination with the press of small and medium-sized cities about the research processes.

For example, after locating the press (radio and television), based on the theme of sustainable development, make contact and make yourself available to send a report on your research and a list of activities to the broadcasters, inform the occurrence of public classes, activities proposed with the units of the city hall, extension courses (preferably training in public agencies and with different segments of society), The objective is to explain that the project will have a direct impact on the municipality.

It is also interesting for the researcher to verify the relations of the political scene (POULANTZAS, 2000) with the local press, that is, which councilors, deputies and other legislative agents are linked to the station⁴; This means conducting a survey of the campaign guidelines and actions of the Executive and Legislative Branches and trying to present to the press a set of activities related to the debates held between the Chamber and society, municipal projects and others. This is also true for community radio and television. It is not a matter of being "sponsored", but of creating synergies between your research and local discussions and publicizing the study that is being carried out. Research cannot be just "inside" the university.

Another example of a way to publicize your research in the press is to link your list of activities to a professor/researcher who is assiduously being invited to debate some subject of public utility. It is very common for professors from academic units to give interviews about the climate, some type of policy or work, elections, etc. Make contact and associate your agenda with his, at the same time this is a movement that makes it possible to know the interests of the local press (knowing the station's agenda is of paramount importance).

It is interesting to combine the processes mentioned with the other strategies that will be described later, the conventional press alone is not enough for scientific dissemination. The press is just one of the means to popularize research.

Likewise, in the specific case of our hypothetical research, it is in phase 1 the contact with the graduate programs, the communication sector of the academic units and the dean of extension of the universities, researchers and other members of the academic community (including journalism courses) to form a Working Group to think about means, strategies and schedule for integrated dissemination of the survey according to institutional realities. In addition, it is important to contact members of civil society, including the local press, to compose the WG. The first step is to create an Integrated Communication Unit (ICU), with standardization of procedures and coordination of actions, its structure is tentacular, and it uses the infrastructures of origin of the invited members.

⁴ For Poulantzas (2000), the State apparatuses have class interests; for the author, the press is a state apparatus that is used for political interests.



Phase 1 is a phase of contacts and, above all, of creating political relationships, mapping demands and coordinating communication actions.

PHASE OF RESEARCH DISSEMINATION, PARTIAL AND FINAL RESULTS

Phase 2 is the phase of the first posts about the research on the social networks of the Universities, of the face-to-face meetings with the communities that frequently use the internet or do not have it (this is defined with the WG and the commissions created with the Integrated Communication Unit (UCI)), in this phase the first *one pagers* are published and it is the phase of dissemination of the blog and website for the exclusive use of the research, as well as the first publications on the blog about the objectives of the study and progress. From the second phase onwards, extension projects and disciplines and mini-courses that will serve to disseminate the research theme are proposed and protocolled. With regard to the articles, the first theoretical debates are produced and sent for publication. Roughly speaking, phase two consists of the following means and strategies of dissemination:

MEANS OF DISSEMINATION

WRITINGS

- a) **Scientific Articles:** Publication in scientific journals of Geography and interdisciplinary journals, the interesting thing is to organize the publications according to each specific objective presented in the research project and give preference to journals with quarterly publication; the intention is that the results have rapid circulation, these works should be the first products to be disseminated on social networks. Also, give preference to publishers with quick analysis; ten days at most and publication in less than two months. In Brazil there are some, abroad it is a reality; They are usually journals in which an editing fee is paid. Independent scientific journals (with international indexing) are the future and a great alternative to disseminate quick information about your research; as well as, a great alternative to national academic journals linked to graduate programs that can take up to more than a year to evaluate and publish the article⁵. In the twenty-first century, a long period for the evaluation of academic articles and the establishment of periods without the receipt of articles by journals is synonymous with a delay in scientific development. In the information age "everything is for yesterday".
- b) **Research Reports:** Preparation of bimonthly technical reports published on the website created specifically for the research (it is also possible to link the reports to the website of

⁵ It is necessary to professionalize the editorial team, even today, in Brazilian universities, journals use "goodwill" and the certification system to evaluate articles produced. Hence, the explanation for a waiting time of up to two years in the evaluation of articles.



the Research Group that the researcher is linked to). The website is an integral part of the Thematic Unit (hybrid laboratory)⁶ that should be created to support the activities and stages of the research

- c) **One pagers:** publication of *one pagers* with the partial results of the search. It is interesting to create an international technical cooperation agreement with Centers, Universities and Institutes located in other countries that are interested in the theme, but, above all, in the country in which the research is being carried out; and that they have digital pages for the publication of these short texts. One pagers are quick and synthetic publications, great tools to popularize a survey and help in the process of internationalization of the study's results.
- d) **Book Chapter:** Write chapters in the area of research and interdisciplinary (debates need to dialogue with other areas, talk only to their peers and "murder" science), give preference to online books whose publishers have a schedule of quarterly and semiannual calls. Online books have easy and fast circulation, can have content disseminated by email, WhatsApp, Facebook, blogs, websites, Instagram, apps like Kindle and Kindle Fire devices, apps like Skeelo, *Google Books*, *Le Books* and virtual libraries. In addition to being sustainable and minimalist (that is, it does not require conventional physical space).
- e) **Books:** The interesting thing is to publish, in a research funded for two years, a book at the end of each year. For example, the first one can be in partnership with other researchers, invite him at the beginning of the year to publish a chapter, in the first semester subsidy with data from his research through videos on Youtube, abstracts, classroom activities, etc. and ask him to link the research that he is an expert to his research topic (in our case the SDGs) and that's it, at the beginning of the following year an organized book. This first step generates more data to your book, the one you can write as a result of your research that can be published at the end. To advance your work in writing, you can use new technologies such as voice tools on google, that is, instead of typing you can speak and the program writes, record videos on your cell phone on the subject and then transcribe with google tools or train artificial intelligence with "commands" and data from your research, after a certain time, This program to write like you. In the twenty-first century, it is possible, all it takes is training and professional

⁶ This laboratory can have physical spaces, but it can also use a networked and virtual environment, in general, it must have well-defined functions with regard to mapping funding, coordination of time and types of publications and extension activities that create synergy between the institution promoting the research and society.



updating⁷. Here a hybrid strategy is appropriate, the books can have digital and printed versions. The organized book can generate an extension course using communication platforms (*google meet*, *Zoom* and others), the authors can debate the chapter and present social technologies (ITSBRASIL, 2022); this should be the main focus of the event, a product that is adaptable to different realities (sustainable city plans, transport decarbonization, use of clean energy, green spaces, sustainable streets, etc., are examples of projects that can be adapted to different territories). The printed version of the book can produce public events in neighborhood associations, in public auditoriums (city councils, unions, etc.), public and private universities. The interesting thing would be the public reading of the book, the debate on research and the commitment to create training courses (social technology) for problem solving for the sectors that are interested. In addition, books (but also articles, chapters, reports, one pagers) must have an English version (according to NATIONAL GEOGRAPHIC, the most spoken language in the world with 1.2 billion speakers), the objective is to spread the results of the research.

VISUALS

- a) **Infographics:** Create infographics (interactive and/or static) that summarize relevant survey results;
- b) **Thematic Maps:** Develop thematic maps to map the results obtained in the SDGs in the state of Minas Gerais⁸.
- c) **Youtube Channel:** Through this medium it is possible to produce weekly content with comments on the research topic; post ideas about social technologies; produce, through Vlogs, digital maps; create online events (seminars, colloquia, round table, etc.), conduct interviews; in addition, discuss an article of your own and other authors. The suggestion here is to create a channel, a project, in which the researcher can discuss classic books that dialogue with his research and with other disciplines. In this way, every fifteen days post a video on Youtube commenting on a book, describe the chapters, contextualize its history, the important concepts, how it can be used today and propose a product (a social technology), relating your research to the work. It is possible to invite another researcher, academic, etc. to discuss an important book; it is enough for the researcher to mediate

⁷ It would be very interesting for undergraduate and graduate courses in Brazil to introduce disciplines in their curricula that teach students how to use this tool. In Europe, this is already a reality, researchers, doctoral students, are already being trained to use Artificial Intelligence in research, teaching methodologies and academic production. It is a myth that Artificial Intelligences will replace the role of the teacher and researcher, in reality AI needs these professionals, because such technologies work on the basis of excellent questions, so the more academic training, the more knowledge, the better the functioning of AI to solve problems.

⁸ Both products will be advertised on the websites mentioned in the previous item.



and ask to maintain a standard; We call this "online public reading." It is also possible to create a series and discuss the chapters separately on a weekly basis. Youtube is a source that popularizes content and depending on the engagement it is possible to monetize with the content, the money can be used in research, in the production of events, in the publishing of books, etc. The Brazilian university is starting to use this tool, but only to post lectures; most of the time boring, which do not generate interest for society. The Brazilian academic world needs to adapt its speeches to the "outside world" and Youtube is an important tool, it is necessary to have content, the previous example can help with the insertion of assiduous information in the channel. Another suggestion is that the researcher create a teaching and extension program, whose content would be to disseminate the information of his research via a Youtube Channel that is linked to the academic unit where he is linked. The project can use academics as monitors, they will operate the channel's information, edit, produce content together with the researcher. The latter will need the monitors because they will be responsible for the engagement, as it is necessary to draw the attention of the public they want to reach (social classes, entrepreneurs, companies, universities, city halls, politicians, planners, etc.); produce with quality and assiduously, talk to the public in the comments, interact with other channels, etc. In addition to the dissemination of research information, the project can generate training courses, for example, 1) the relationship between teaching and communication via Youtube in basic education and university; 2) use of Artificial Intelligence to translate educational and academic research content into another language on Youtube and other social media.

AUDIOS

- a) **Podcasts and interviews on Radios:** We will disseminate the progress of the research through podcasts, especially university podcasts, from the local press (radio and television), very important tools to take to the external public; private and public companies, city halls; businesses in general, communities from different social contexts.
- b) **AudioBooks; AudioPapers and AudioChapter:** it is possible to create books, articles and book chapters in audio format using Youtube with the theme of your research, in addition to being inclusive, the format makes it possible to acquire content through the cell phone inside the car, bus, subway, going to or returning to work, on the way to university, and so on. Furthermore, it is content that can be internationalized, can reach universities, schools, public and private companies, etc.; Youtube provides the subtitle feature in several languages. One way is to map centers, institutes, university courses that



are interested in the theme they are researching and in themes related to Brazil and propose an activity of academic cooperation in international education. As a result of the rise of the BRICs and other international changes, numerous *Think Tanks*, study centers, foreign groups and others are interested in Brazil; contact us, propose a project in which the researcher, together with the research group, monitors and other academics create content through the spoken product on Youtube content about the ongoing research and its relations with Brazil; invite areas of communication and letters, and put into practice an academic activity in which your research will be disseminated and at the same time Portuguese will be taught. "Bingo!" (as the "gringos" say), the activity can internationalize its research, the university, the department and the research group in which it is inserted. The initial partnership via the Youtube platform can be transformed into different forms of partnerships, creation of an interinstitutional postgraduate course between two or more universities from different countries with hybrid classes⁹, future exchange of researchers (this one in the traditional format, post-doctorate, master's and sandwich doctorates, etc.); creation of an international research laboratory, and so on. In the twenty-first century, space is hybrid, the "real" world exists with cyberspace (LÉWY, 2000). In addition, this idea gives rise to the creation of an International Relations Unit (URI) linked to departments, undergraduate and graduate courses, and research groups linked to the academic unit. The URI would be responsible for the work of coordinating international activities, mapping demands, helping to contact foreign centers, universities and institutes; I would be responsible for analyzing the legal rules for the feasibility of the projects and dialogue with the university's Deans and Secretariats of International Affairs. The creation of a URI would give a better flow to the planned activities than the traditional conception of sectorized commissions, in which professors and researchers assume the coordination and act concomitantly with their activities.

DISSEMINATION STRATEGY

FACE-TO-FACE

Academic Events/Activities:

- **Participation and presentation of results in congresses, symposiums and seminars in the area of research and other areas of knowledge.** The important thing here is to combine this traditional medium with an academic communication strategy using tools

⁹ The course can be stored on a Youtube channel or in streaming with project content, in both cases there can be free or paid access available, the second option can be used to generate resources for research and support future activities. It all depends on the agreement.



such as the YouTube channel, Instagram, email, and Facebook. The suggestion is that you announce your participation before and after the event; on Instagram and Facebook you can record a short video commenting on the article you are going to present, another video can be a comment about the event, citing your participation; can post a video of your presentation. On Youtube, do a quick analysis of the article (in more than one language, if possible), talk about the event, its objectives, etc.. Via e-mail it is possible to forward the link to the event, to your article, make a description of the product that your research can bring to society, forward e-mail to your list of friends at the university, companies, NGOs, public agencies. Spread the debate of your research, "remove" it from the academic world.

- **Organization of academic events with direct interaction with the city where the research is taking place.** The suggestion is that the researcher organize events in which the city space is used. Instead of holding a colloquium in the university auditorium, hold it in public spaces, in the auditorium of the city councils, convene the councilors, different segments of society, the academics and hold an event "outside the walls" of the university. Have a round table in the coffee shop downtown, in the neighborhood or in the popular restaurant in the city, always at the time of people's circulation; It's a matter of studying the logistics, looking for sponsorship and hiring the place or asking the person in charge of the establishment. For example, it would be interesting to have an event structure that interacts directly with the city, through the optimization of spaces. Imagine an event in the area of sustainability and innovation, whose central theme is "Sustainable Cities". The researcher obtained funding through a municipal and federal tax exemption law to carry out the activity, chose a street in the center of the city, with relative movement; With the financing, he chose three establishments located in two blocks: two restaurants, a coffee shop. The organizers rented three hours of use in each establishment mentioned, in the restaurants the academic activity can be carried out right after business hours, in the cafeteria a space can be reserved and the activity takes place concomitantly with the circulation of customers. It is important to choose times between activities that are during business hours. Along the selected street (with the proper permission of the public agencies) distribute traditional banners with the name of the event and "electronic panels" (a structure for projection, an overhead projector and a cell phone, extension and a tent to protect from rain and sun, on such panels will be displayed some kind of message announcing the event). In addition, a support team can circulate informing people and other establishments about the places of activity; Ideally, registrants should be identified when they walk the streets, it can be with event t-shirts,



bags, badges, caps, etc. In this way, the participants of the event circulate on the street in contact with the city, people comment, ask, go to participate in the debates, give and ask for information. Thus, the lectures take place in (optimized) establishments accessible to the public, people get to know about it and other merchants can make a profit from consumption. In addition to the optimized spaces, it is possible to use the public auditoriums located on the perimeter. In addition, on the same street create a structure (it doesn't have to be big) for cultural activities; It can be a musician with a guitar and speaker, a theater performance, capoeira circle and create an "outdoor space" in that piece of street for public debate. The idea is that the event will last two days. Dialogue with public agencies, talk about the event, show the structure; ask for support and show a plan for progressive expansion of the event over the years, it can start with an action by the researcher, expanded to the college, university, etc. The idea is to create a "Hack", a situation of improvised interaction between the university and part of the city's space. An "improvised solution" to solve the problem of the lack of dialogue between university and society. In the state of Minas Gerais, there is an event called "Hacktown", which takes place every year in the city of Santa Rita do Sapucaí, it has this format.

Creation of an Extension Project¹⁰: "Scientific Communicator"

- Not all communities have access to the internet, so it is necessary to put into practice the figure of the science communicator; The information can be taken and discussed in neighborhood committees, in churches, in the countryside, etc. or simply a student can go "door to door" informing people in the community about the research and objectives. It is necessary to count on the help of the university's extension dean, the communication sector and others.

Creation of the Extension Project: SDGs and the schools of Minas Gerais

- Not all schools have information technologies or are attentive to the digital world, therefore, the intention is to take research to the school, to take the researcher, the debate to students and professionals who do not work at the university. The interesting thing is to coincide the research with school activities, for example, organizing a lecture cycle in schools, giving a training course to students, creating an undergraduate course and using the school space; take academic events related to research to schools and create

¹⁰ Academic extension activities are very common in Brazil; In general terms, they are academic activities proposed directly to be carried out with the external/local community.



tentacular (itinerant) units of the research laboratory in schools to dialogue with teachers, pedagogues and students.

Creation of short courses and scientific dissemination discipline in the department to which it is linked and for the academic community of other universities (public and private)

The last three activities should be linked to the process of dissemination in the local press and support network that the researcher can and should create with the progress of the research; and that are linked to Phase 1.

Virtuals

- a) **Social Media:** Use platforms such as LinkedIn (which generates great international visibility), Twitter, Instagram, and Facebook to disseminate teasers, *one pagers*, articles, infographics, and other visual materials. It is important to take advantage of the Universities' social networks to publicize; it is very difficult to gain followers, so it is necessary to use already consolidated social networks, the Instagram of the Federal University of Alfnas (UNIFAL), for example, has more than twenty-one thousand followers, the Federal University of Uberlândia is followed by seventy-five thousand people, the State University of Minas Gerais (UEMG) more than 40 thousand followers. Therefore, it is important to create relationships with the communication sector of universities to disseminate content and results related to research. Research shows that the young and academic population has social networks as their main communication channel;
- b) **Website/Blog:** Create a specific blog to share steps, contents, updates, summaries, results of public interest; the blog can be allocated to the Thematic Unit (hybrid laboratory) and linked to the Research Group's website and other sites that have an active project to create relationships between your research and other ongoing projects. It is important that every fifteen days or once a week there is some type of content related to research. In addition, it is important to create informative links with university pages that are already consolidated, as is the case of the Federal University of Uberlândia (UFU), which created a science section on its portal specifically for scientific dissemination;
- c) **Newsletter and e-mails:** Create a newsletter through e-mails and newsletters, along the lines of journals and weekly send bulletins with research information; hence the need to create and interact with other sites, it is through the site that institutional e-mails will be captured, via the registration of the academic community and civil society itself.



Research shows that e-mail is still the most used communication tool between different segments of the population, widely used for important matters.

FINAL CONSIDERATIONS

In short, we suggest that a Territorial Communication Plan should have different strategies and means of dissemination, as well as be formatted from different types of media and the information should be made available in printed and digital versions as a result of the different audiences that will have contact with the research. The Plan must be linked to very well-defined structures of action and analysis. In addition, it is important to create centers or units to coordinate the activities of communication and internationalization of research, mechanisms that in this text we call the Integrated Communication Unit (ICU) and the International Relations Unit (URI).



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