

THE “BLUE MARBLE”

DIVULGAÇÃO CIENTÍFICA

AFORIZAÇÃO E IMAGINÁRIO

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PPGE/UFSCar



Explanation: What does Earth look like from the planet Mercury?



Explanation: What's that pale blue dot in this image taken from Saturn? [Earth](#).



Por uma análise discursiva da comunicação

Krieg-Planque, 2010: 01

...a comunicação pode ser apreendida como um conjunto de saberes e habilidades relativos à antecipação de práticas de retomada, de transformação e de reformulação dos enunciados e de seus conteúdos.

APOD: 2007 March 25 - W


apod.nasa.gov/apod/ap070325.html

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Astronomy Picture of the Day

[Discover the cosmos!](#) Each day a different image or photograph of our fascinating universe is featured, along with a brief explanation written by a professional astronomer.

2007 March 25




Welcome to Planet Earth
Credit: [Apollo 17 Crew](#), [NASA](#)

Explanation: Welcome to Planet [Earth](#), the third planet from a [star](#) named the [Sun](#). The [Earth is shaped like a sphere](#) and [composed mostly of rock](#). Over 70 percent of the [Earth's surface is water](#). The planet has a relatively thin [atmosphere](#) composed mostly of [nitrogen](#) and [oxygen](#). The [above picture](#) of Earth, dubbed [Blue Marble](#), was taken from [Apollo 17](#) in 1972 and features Africa and Antarctica. It is thought to be one of the most [widely distributed photographs](#) of any kind. Earth has a single large [Moon](#) that is about 1/4 of its diameter and, from the planet's surface, is seen to have almost exactly the same angular size as the [Sun](#). With its abundance of liquid [water](#), [Earth](#) supports a large variety of [life forms](#), including potentially intelligent species such as [dolphins](#) and [humans](#). Please [enjoy your stay](#) on Planet Earth.

Tomorrow's picture: [Bullet Pillars](#)

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Authors & editors: [Robert Nemiroff \(MTU\)](#) & [Jerry Bonnell \(USRA\)](#)
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PT < 13:55

Alguns dados sobre o funcionamento discursivo do APOD

- entretenimento e educação (proporcionado pela NASA)
- pioneiro no “uso jornalístico” do hipertexto (1995)
- cronografia marcada - remissões internas e projeções
- estatuto dos enunciadores/co-enunciadores

In real life, Bob and Jerry are two professional astronomers who spend most of their time researching the universe. Bob is a professor at Michigan Technological University in Houghton, Michigan, USA, while Jerry is a scientist at NASA's Goddard Space Flight Center in Greenbelt, Maryland USA. They are two married, mild and lazy guys who might appear relatively normal to an unsuspecting guest. Together, they have found new and unusual ways of annoying people such as staging astronomical debates. Most people are surprised to learn that they have developed the perfect random number generator.

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Welcome to Planet Earth

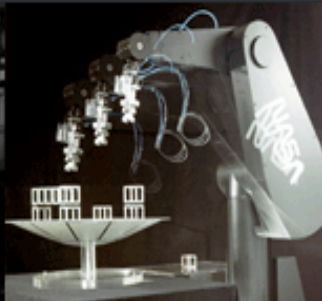
Credit: [Apollo 17 Crew](#), [NASA](#)

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NASA Center: Johnson Space Center

Image # : AS17-148-22727

Date : 12/07/1972



National
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Space
Administration

Title

Full Earth

Full Description

View of the Earth as seen by the Apollo 17 crew traveling toward the Moon. This translunar coast photograph extends from the Mediterranean Sea area to the Antarctica South polar ice cap. This is the first time the Apollo trajectory made it possible to photograph the South polar ice cap. Note the heavy cloud cover in the Southern Hemisphere. Almost the entire coastline of Africa is clearly visible. The Arabian Peninsula can be seen at the Northeastern edge of Africa. The large island off the coast of Africa is the Malagasy Republic. The Asian mainland is on the horizon toward the Northeast.

The Origin and Evolution of Life: A Product of Cosmic, Planetary, and Biological Processes



tion represents the host of natural phenomena which collectively have created life as we know it. Life apparently requires a solar system having a planet with "suitable" conditions of liquid water, nutrients, and sources of energy. Interactions between various substances and energy yielded the autocatalytic systems capable of passing information from one generation to the next, and the thread of life began. This thread, which has been maintained by DNA molecules for much of its history, is shown weaving its way through the primitive oceans, gradually acquiring the lineages of organisms whose descendants populate our modern biosphere. Plants and animals then moved onto the land, where more advanced forms of life, including humanity, ultimately arose. Finally, assisted with a technology of its own making, life has reached back out into space to understand its own origins, to expand into new realms, and to weave new threads in the cosmos.



Above photo by [Jeffrey Karp](#) © 1995

Dolphins and Man.....Equals?

by Regina Blackstock

written May 1970

copyright 1970, 2004

Nineteen centuries ago, Plutarch, a Greek moralist and biographer made this statement: "to the dolphin alone, beyond all other, nature has granted what the best philosophers seek: friendship for no advantage".¹ In our own times Barbara Tuft made the comment "he [Dolphins] also exhibits a friendly willingness to cooperate with other earth creatures -- a rare attribute which another animal, Homo Sapiens, has not yet learned to do with any consistency".² Apparently there is something quite impressive about Dolphins. Not only now, when we are learning so much more about them, but even in the year 62 AD!

Outside of his striking friendliness, the Dolphin seems to have been blessed with a well developed sense of humor. Dolphins have been known to silently maneuver behind an unsuspecting pelican and snatch its tail feathers -- usually leaving the bird minus a few. Other pranks include grabbing unsuspecting fish by the tail, pulling them backward a few feet as well as bothering slow turtles by rolling them over and over. Once a dolphin was seen placing a piece of squid near a grouper's rock cranny. When the fish came out, the dolphin promptly snatched the bait away, leaving the puzzled fish behind.

In 1965 Anthropologist Gregory Bateson made the discovery that dolphins live in social groups dominated by a leader. This tie is so strong that dolphins kept in total isolation will suffer ill health and possibly death. It has also been observed that dolphins frequently stroke each other with their flippers, hence, indicating that they require physical contact much like humans. A dolphin's skin is extremely delicate and easily injured by rough surfaces--very similar to human skin.

At Marine Studio Oceanarium, Bimbo, an 18 foot pilot whale stopped eating and became aggressive to smaller dolphins in the tank. The trainers, after a long issue, decided that maybe his ego needed bolstering. So they proceeded to drain the tank to the three-foot level. Bimbo, now stranded, began to whistle piteously. Soon all the dolphins gathered around and comforted him with **conversation** which consisted of

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June 29, 1996



The Voyagers' Message in a Bottle
Credit: [Voyager Project](#), [JPL](#), and [NASA](#)

In the summer of 1977, NASA's Voyager 1 and 2 spacecraft are now over 4.5 billion miles from the Sun. [Still operational](#), the Voyagers are being tracked and commanded through [the De](#) anets, these remarkable spacecraft are only the third and fourth human built artifacts to escape our solar system, following in the footsteps of [Pioneer 10 and 11](#). A 12-inch gold plated disk and images representing human cultures and life on Earth, is affixed to each Voyager - [a message in a bottle cast into the cosmic sea](#). The recorded material was selected by a committee and is intended to be played like a phonograph record at 16 and 2/3 revolutions per second. Cartridge and needle are supplied, along with some simple diagrams (visible above) which provide instructions for playing the disk. The exotic construction of the disks should provide them with a long lifetime as they coast through interstellar space. The two spacecraft will not make a close approach to Earth for 40,000 years.

Tomorrow's picture: Greetings from the Pioneers



regime aforizante?

- destacamentos, textos curtos, expressões cristalizadas
- locutor que fala do alto, em contato direto com a Fonte
- enuncia uma verdade dissimetricamente
- prescinde de qualquer negociação ao exprimir uma totalidade vivida

tom casual posto como concessão

fiadores paratópicos

divulgação de uma imagem cósmica mítica

Geografias, Políticas Públicas e Dinâmicas Territoriais



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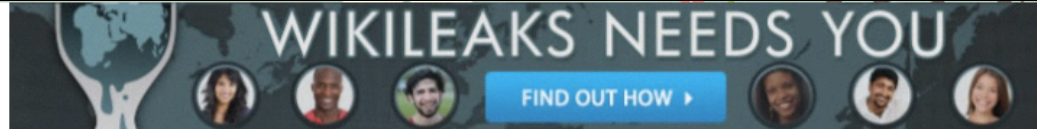
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ABOUT

What is Wikileaks ?



WikiLeaks is a not-for-profit media organisation. Our goal is to bring important news and information to the public. We provide an innovative, secure and anonymous way for sources to leak information to our journalists (our electronic drop box). One of our most important activities is to publish original source material alongside our news stories so readers and historians alike can see evidence of the truth. We are a young organisation that has grown very quickly, relying on a network of dedicated volunteers around the globe. Since 2007, when the organisation was officially launched, WikiLeaks has worked to report on and publish important information. We also develop and adapt technologies to support these activities.

WikiLeaks has sustained and triumphed against legal and political attacks designed to silence our publishing organisation, our journalists and our anonymous sources. The broader principles on which our work is based are the defence of freedom of speech and media publishing, the improvement of our common historical record and the support of the rights of all people to create new history. We derive these principles from the Universal Declaration of Human Rights. In particular, Article 19 inspires the work of our journalists and other volunteers. It states that everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. We agree, and we seek to

uphold this and the other Articles of the Declaration.

1.2 How WikiLeaks works

WikiLeaks has combined high-end security technologies with journalism and ethical principles. Like other media outlets conducting investigative journalism, we accept (but do not solicit) anonymous sources of information. Unlike other outlets, we provide a high security anonymous drop box fortified by cutting-edge cryptographic information technologies. This provides maximum protection to our sources. We are fearless in our efforts to get the unvarnished truth out to the public. When information comes in, our journalists analyse the material, verify it and write a news piece about it describing its significance to society. We then publish both the news story and the original material in order to enable readers to analyse the story in the context of the original source material themselves. Our news stories are in the comfortable presentation style of Wikipedia, although the two organisations are

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