



## "A importância do ato de ler": Leituras críticas na formação do administrador [

Faculdade Cenecista de Campo Largo,  
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text (article)

Analítica

Trough the reading of Freire concerning the importance of reading, it is proposed the discussion about the critical education in Business Administration. To achieve this it is needed to understand that it is not neutral and that the discourse presented in the mass media is persuasive such as in the books and other research material. These materials try to convince its readers about some hegemonic view of the political instance. To illustrate this it will be presented a case about the silencing of the use of children labor force in the supply chain of Tintas Suvinil, Tinta Coral, ONG Mãos de Minas e Faber Castell. In the conclusion, will be presented some guidelines of Critical Pedagogy as understood by Freire. It will be presented also some research alternatives for the critical education in the business area that can help the professors in their work, in view to clarify for the students the critical pedagogy guidelines

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