**HELOISA HELENA DA F. CARNEIRO LEÃO**

**Paper:** It is Possible that the Aesthetic Actions Promote Changes of Habit and Shade the World With New Colors?

**Abstract:** This paper concerns on a possibility of aesthetics actions intervene on the future of mankind. The actions of the modern man, because of impregnation of beliefs proceeding from the reason empire, are responsible by the decadence of the sensitive thought. Charles Sanders Peirce shows us that when the doubts set up through a being they are responsible for a habit change. These significant changes are an argumentative product, as they command the end of a serenity produced by beliefs. This conflicting relationship between belief/doubt is what promotes new ways and new actions. We believe that aesthetics actions can represent a Peirce dream realization by turning the greed gospel into a love gospel. We can see, today, the way the world works and, as we don’t accept the relaxation with the sensitive thought, we argue: How could we cooperate in order to return actions we condemn? How could we contribute to improve the new world? We could find in Peirce, and in all his search for the supreme ideal, the Summum Bonum, optimistic answers for a cruel and pessimistic world. We defend the art and the significant approach of a sensitive man when we emphasize the movies and its capacity of speaking about reality by means of fiction and dream. We believe that Art and Love have the power of “reenchant the world”, they have the power of instigating a revolution in which the only weapon used is the sensibility to help and to comprehend each other.

**Topic:** Comunication & arts

**Author:**
Heloisa Helena da F. Carneiro Leão
Pontifícia Universidade Católica – PUC/SP
Department of Social Science
Brasil
heloisaleao@globo.com

**Contact:**
heloisaleao@globo.com

**Keywords:**
Love, Habit, Semiose, Sensitive Action, Dream