Abstract
The present work aims to identify and describe the main characteristics of the knowledge society, that must be considered by the teachers in carrying out their teaching. Based on these distinctive features of the knowledge, generated a set of challenges and roles that teachers should take to be effective in keeping the formation in today's society. Finally, the main tensions that emerged in the faculty in order to assume the strategic imperatives that demand knowledge society were discussed.

Keywords
Teaching, teacher role, knowledge society, role of teachers, education.