

**86 - THE SUBJECTIVITY IN UEMS SONG FESTIVALS**

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**ABSTRACT**

This study reports observations about the accomplishment of the objectives proposed by the "UEMS Song Festival", whose proposal is to stimulate the production of ideas, encourage experimentation and create space for the expression of feelings of undergraduates, graduates, professors and administrative officers from Universidade Estadual de Mato Grosso do Sul (UEMS), by means of literature and music. The methodology used by the Event Coordination to calling applicants was announcing the Festival through placards, on the internet and the locals TV and radio broadcasting. The contestants had to present inedited compositions and authorial poetry, in terms of lyrics, music and performance. Their appraisal followed criteria such as, novelty, melody, arrangement and creativity, among other aspects previewed in the rules. The jury was comprised of representatives from the State institutions that are reference in music and literature. The presentations aimed at providing joy and pleasure to the partakers. They could explore the expressive possibilities of their bodies and minds as a way to achieve movement and health, subjectivity and socialization among all. The event has been evaluated by the audience through written records made on the back of their invitations. Even in a low number, the evaluations received indicate the UEMS Song Festivals have successfully achieved their main goals, which are worth the university artistic talents, lead students to produce quality works, and provide the external audience with the benefits of the aesthetic appreciation.

Keywords: newness, idea, creativity

**RESUMEN**

Este estudio reporta observaciones sobre el logro de los objetivos propuestos por el "Festival de la Canción UEMS", cuya propuesta es estimular la producción de ideas, fomentar la experimentación y crear espacios para la expresión de sentimientos de estudiantes universitarios, profesores y técnicos administrativos de la Universidade Estadual de Mato Grosso do Sul (UEMS), a través de la literatura y la música. La metodología utilizada por la Coordinación del evento, para la inscripción de participantes, fue la difusión del Festival a través de carteles, internet y televisión y radios locales. Los

participantes tuvieron que presentar composiciones inéditas y poesía autoral, en cuanto a letras, música e interpretación. El ensayo siguió criterios como, novedad, melodía, arreglo y creatividad, entre otros aspectos previstos en la regulación. El jurado estuvo compuesto por representantes de instituciones de referencia en el Estado en música y literatura. Las presentaciones tuvieron como objetivo proporcionar alegría y placer a los participantes. Pudieron explorar las posibilidades expresivas de sus cuerpos y mentes como una forma de lograr el movimiento y la salud, la subjetividad y la socialización entre todos. El evento fue evaluado por el público invitado a través de registros escritos, realizados en el reverso de las invitaciones. Aunque recibidas en menor número de lo esperado, las evaluaciones indican que los festivales de la canción de la UEMS han tenido éxito en el logro de sus objetivos, que son poner en valor los talentos artísticos de la comunidad universitaria, llevando a los estudiantes a producir obras de calidad, y proporcionar al público externo los beneficios del disfrute estético.

Palabras clave: novedad, idea, creatividad.

## **ABSTRAIT**

Cette étude rapporte des observations sur la réalisation des objectifs proposés par le “Festival de la Chanson UEMS”, dont la proposition est de stimuler la production d’idées, d’encourager l’expérimentation et de créer un espace pour l’expression des sentiments des étudiants, des diplômés, des professeurs et des agents administratifs de l’Universidade Estadual de Mato Grosso do Sul (UEMS), au moyen de la littérature et de la musique. La méthodologie utilisée par la coordination de l’événement pour appeler les candidats était d’annoncer le Festival par le biais de affiches, sur Internet et à la télévision et à la radio locales. Les candidats devaient présenter des compositions éditées et de la poésie d’auteur, en termes de paroles, de musique et de performance. Leur évaluation a suivi des critères tels que la nouveauté, la mélodie, l’arrangement et la créativité, entre autres aspects prévisualisés dans les règles. Le jury était composé de représentants des institutions de l’État qui sont une référence en musique et en littérature. Les présentations visaient à procurer joie et plaisir aux participants. Ils pourraient explorer les possibilités expressives de leur corps et de leur esprit comme un moyen d’atteindre le mouvement et la santé, la subjectivité et la socialisation entre tous. L’événement a été évalué par le public au moyen d’enregistrements écrits faits au dos de leurs invitations. Même en faible nombre, les évaluations reçues indiquent que les festivals de la chanson UEMS ont atteint avec succès leurs principaux objectifs, qui valent les talents artistiques de l’université, conduisent les étudiants à produire des œuvres de qualité et offrent au public externe les bienfaits de l’appréciation esthétique.

Mots clés: nouveauté, idée, créativité.

## RESUMO

O presente estudo relata observações acerca do alcance dos objetivos propostos pelo “Festival da Canção da UEMS”, cuja proposta é estimular a produção de ideias, encorajar a experimentação e criar espaço para a expressão de sentimentos de universitários, professores e técnicos administrativos da Universidade Estadual de Mato Grosso do Sul (UEMS), por meio da literatura e da música. A metodologia utilizada pela Coordenação do evento, para inscrição de participantes, foi a divulgação do Festival através de cartazes, da internet e das TVs e rádios locais. Os participantes tiveram de apresentar composições inéditas e poesias autorais, em termos de letras, música e performance. O julgamento seguiu critérios tais, como, ineditismo, melodia, arranjo e criatividade, entre outros aspectos previstos em regulamento. O júri foi composto por representantes de instituições de referência no Estado em música e literatura. As apresentações visaram proporcionar alegria e prazer aos participantes. Eles puderam explorar as possibilidades expressivas de seus corpos e mentes como forma de atingir o movimento e a saúde, a subjetividade e a sociabilização entre todos. O evento foi avaliado pelo público convidado por meio de registros escritos, feitos no verso dos convites. Embora recebidas em número inferior ao esperado, as avaliações indicam que os festivais da canção da UEMS têm sido exitosos no alcance de seus objetivos, que são valorizar os talentos artísticos da comunidade universitária, levando os estudantes a produzirem trabalhos com qualidade, e proporcionar ao público externo os benefícios da fruição estética.

Palavras-chave: ineditismo, ideia, criatividade.

## INTRODUCTION

The UEMS Song Festival, now in its sixth edition, is the result of the audience's evaluations and, mainly, the success of the compositions and presentations performed in the previous editions, both those held in the Municipal Theater, and in “Antônio João” Square, in Dourados, as well as, and surprisingly, those performed remotely because of COVID-19. It is important to emphasize the need to encourage academics to reading and writing, and, at the same time, recognize those with skills to play musical instruments, as well as those who wish to get devoted to vocalization and body expression.

In addition to integrating undergraduates, professors, administrative officers and graduates, the Festival has an underlying objective of minimizing the stress caused by emotional factors, like, entering the university, what, in some cases, becomes an important stressor for the novice, due to the distancing from their family members and the burden of new information, among other reasons that can lead to depression, as the Covid-19 pandemic that shook the world in 2020 and 2021.

The creative thinking is a modality that is featured by the production of a manifold of original ideas, with determined artistic value. Music, for example, has the power to bring people together and to add life to the human movement. It broadens the limits of bodies and socializes the physical image. The satisfaction of exercising to the musical rhythm drives the emotional and helps in conducting the movement – certainly, music adds pleasure to the movement, develops aesthetic grace and favors the body charms exploring.

## **OBJECTIVES**

The Festival's main objectives were to encourage experimentation and create spaces for people to express their feelings.

This was experienced in a positive way, in all editions, such that it has stimulated the production of ideas, regarding individual initiatives. The literature was used as a resource to achieve the movement, health and socialization of professors, students and administrative officers. Specifically, musical accompaniment has added pleasure to the movement, and has valued the participants' experiences as for exploring their bodies', and minds' possibilities, whereas provided relief from daily tensions. In six editions, the event brought the University and the external public together by means of art and culture, stimulating the reflection on the role of UEMS in Mato Grosso do Sul culture, concerning the concepts and possibilities of its realization.

## **METHODOLOGY**

The Song Festival participation call was made via placards, articles on the UEMS website, on television and newspapers, and on the internet and the radio. Institutions of Higher Education and Schools were sent invitations and placards by the project coordinator. The criteria for evaluating the lyrics and melodies, which have been appraised by the 'UEMS Song Festival Evaluation Commissions', are described in the event Regulations. The lyrics were assessed by their newness, culture and stanza elaboration; the songs, by their melody, composition and arrangement; and the performance, by creativity, execution and appreciation. All criteria were scored from 0 (zero) to 10 (ten). Comprised by the average of each item, the scores have been awarded accordingly the specialties of the members of the Evaluation Commissions, which were formed by the representative of Brazilian Academy of Literature, the President of the Literature Academy of Mato Grosso do Sul, the President of Dourados Academy of Literature, the director of the UFMS<sup>4</sup> Music School, by the Chamber Orchestra Conductor and by a Specialist in Artistic Gymnastics, complying the Regulations.

In the first editions, the external audience received invitations for the event in advance. The invitations were distributed, in each sector, following a guest list. On the back of the invitation there was room for the guest register their critical appreciation about the event. They were asked to return the invitations at the end of the Festival, at the Municipal Theater Hall. In the last two years, due to the pandemic, the invitations were forwarded through UEMS website and the Event Coordination WhatsApp message application.

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1 <sup>4</sup> Universidade Federal de Mato Grosso do Sul (UFMS)

Figure 1: DVD UEMS Song Festival



Source: The Authors

The Festival Organization has produced, directed, edited and printed DVDs. They are related to each edition of the Festival, and have been registered under the ISSN 2594-4118. Yet, copies of these editions were forwarded to the libraries of the 14 UEMS Units, to representatives of the Judging Committees, to the music performers, to the Organizing Commission members and partner universities.

The songs' authors and music performers, the jurors and the Festival Organization members have received the Participation Certificate, as previewed in the event plan.

At the opening of the Festivals, the presentation of the Poetic and Choreographic Exhibition, with the participation of academics from UEMS courses, fans of poetry and human movement, while valuing talent, is a niche to be explored, thus awakening the creative spirit necessary not only for music and movement, but also for engagement in scientific research.

The event is open to the community to offer families access to cultural programs, with the aim of valuing and dignifying the human being, and it is necessary to delineate the university's responsibilities towards the local and regional population.

The call for participation in each edition of the Festival was made via posters, articles on the UEMS website and media: television, newspapers, internet and radio. Posters and invitations to Higher Education Institutions and Schools were delivered by the event's coordination.

*Figure 2: Poetic and Choreographic Exhibition.*



Source: The Authors

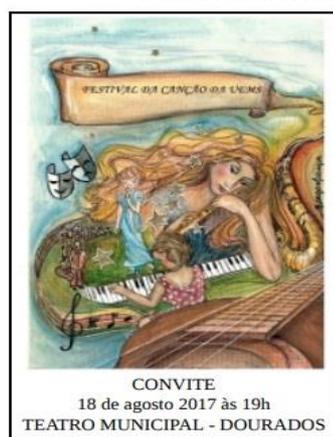
*Figure 3: Poetic and Choreographic Exhibition.*



Source: The Authors.

The criteria for evaluating the lyrics and melodies judged by the UEMS Song Festivals Evaluation Committees are described in the Festival Regulations. The lyrics were evaluated for their originality, culture and stanza designation; the songs by melody, composition and arrangement; the performance, evaluated by creativity, execution and appreciation, all with attribution of marks from 0 (zero) to 10 (ten) and subsequent average of each item, under the scrutiny of the specialty of the members of the Evaluation Committees, composed by the representative of the Academia Brasileira de Letras, President of the Academia de Letras de Mato Grosso do Sul, President of the Academia Douradense de Letras, by the President of the Academia de Letra do Brasil/Sucursal Dourados-MS, by the director of the School of Music of the Federal University of Mato Grosso do Sul, by the Conductor of the Chamber Orchestra of UEMS, by the representative of the Association of Serenades of the States of Mato Grosso and Mato Grosso do Sul and by the Specialist in Artistic Gymnastics, according to the Regulations.

*Figure 4: Obverse and Reverse of UEMS Song Festival Invitation.*



**Os participantes do Festival da Canção apresentaram :**

- ( ) Arte
- ( ) Cultura
- ( ) Criatividade
- ( ) Outra, qual ? \_\_\_\_\_

Source: The Authors.

The external public, in the first editions, received advance invitations to the event distributed in each sector with a guest list, and, on the back, with the audience's appreciation of the event, requested to return at the end of the Festival, in the hall of the Municipal Theater . In the last two years, due to the pandemic, invitations were made on the UEMS page and through the whatsapp application of the event coordination.

The DVDs with ISSN 2594-4118, produced, directed, edited and printed by the organization of the event, a copy of each edition was sent to each library of the 14

University Units of UEMS, to the representatives of the Judging Commissions, to the defenders of music, to the organizing committee and some partner universities. The certificates were awarded to the participants of the songs, to the Judging Committees and to the organizers, according to the planning.

*Figure 5: Launch of the UEMS Song Festival at the Municipal Theater.*



*Source: The Authors.*

## **RESULTS**

The evaluation of the criticisms written by the audience on the back of the invitations, which should have been returned at the end of the event, at Municipal Theater, happened in a number smaller than expected, since most of the guests took the invitations away, despite the fact that, during the event, the ceremonial had asked them several times to return the invitations with their evaluation, at the end.

In the analysis of the invitations returned, it was observed that 77.27% of the guests highlighted the art in the presentations; 81.81% pointed out the culture, considering the readings that are necessary to elaborate the songs' lyrics, and 77.27% have assigned the creativity of the participants, in order to praise the quality of the melodies, what is considered not easy by experts. In these appraisals, the authors have been congratulated and, furthermore, the joy and music, cited as positive points.

The Evaluation Commissions remarked the acumen and courage of the university students at performing their own creations, especially, nowadays, whose flow seems a bit discouraging to make literature and art. The assessment of the lyrics and melodies was made through scores: from 0 (zero) to 10 (ten).

*Single Table: Variables evaluated by the public.*

Variables	%
1. Art	77,27
2. Culture	81,81
3. Creativity	77,27
4. Quality Melody	77,27
5. Happiness	91

*Source: The Authors*

The performance of the songs included body expression and social interactions, the result of a conviviality set by peculiar living standards, lifestyles, love pains; i.e., a demonstration of a differentiated culture, grounded on the university spirit.

*Figure 6: The Evaluation Commissions 2017*



*Source: The Authors.*

*Figure 7: Evaluation Commission - 2022*



*Source: The Authors.*

**DISCUSSION**

Considering that the University seeks to inspire proposals, given its communitarian characteristic, both at the municipal, state, and federal spheres – complying with the newest criteria of valorization and dignification of the human being and society – it is necessary to outline their responsibilities before local and regional population.

Because of the University's work objectives, there has been interference in the cultural space of contemporary man. For this, it was necessary to reconcile efforts between the University and the community, in the socio-economic-political and cultural planes, within the region which it is inserted in. Since, neat and responsible events serve as transformation agents, it is useful to emphasize that the absence of the habit of enjoying and attending artistic events reverberates as a problem that becomes greater and greater, each generation, year after year.

It is important to say that those who have engaged and stayed promptly at service in order to contribute to individual and collective development are worthy of laud. They have committed, a priori, to analyze the current context and renew human sensitivity, which is typical of educational concern; for they are attentive to the human intentions, thus avoiding becoming mere instruments of someone else's objectives and conflicting with the

Festival's. Thereby, the identity seek in people's development is feasible as unity, totality and a reality that builds itself.

*Figure 8: 2017 winners.*



*Source: The Authors.*

*Figure 9: 2022 winners.*



*Source: The Authors.*

Let's look at the role of music in this context. From the beginning, music has been present in religious worships, in people's daily lives, in numerous circumstances and in festivities (GARCIA; SANTOS, 2012). If the use of music streamlines and optimizes "the appreciation for literature", as explained by Brito; Sousa (2017), the UEMS Song Festivals were anchored in music and literature to achieve the proposed objectives. The underlying objectives were also sought, as the reduction of stress resulting from emotional factors, including those related to spiritual well-being. By the way, having the religious education once been compulsory, Brito e Sousa (2017) mention Bréscia (2011), who remarks that music is a source of spirituality.

The music effect on practice classes in the university projects is a study conducted by Stefanelo et al. (2018) that "resulted in the regaining of self-esteem, improvement of health and artistic activities, as well as in the family relationships and with members from their respective social circles". For instance, the fact of having difficulties of diction was no embarrassment to the performer who defended the winner music, as it happened in one of the festivals. This demonstrates that the event is an exercise space for facilitation, in order to "externalize mental potentialities, strengthen the ego, enable respect for their own characteristics and enrich sensitivity" (GAIO, 2014 IN MENEGHETTI; KROB, 2004).

It is a good practice, therefore, that leaders be aware the good quality education does not fall on the mere transmission of knowledge.

## **CONCLUSION**

The use of literature, as a means of encouraging university students to produce ideas and create spaces for socialization, health, and movement of their bodies and minds – combined with the pleasure provided by musical accompaniment – has become essential to the partakers' worthiness, in regard to taking advantages of their individual possibilities. That is a pleasurable, cultural activity, whose role is to deliver joy and pleasure to the external public and the university community, whereas relieving daily tensions, which, by chance, can be stressful.

*Figura 10: Carlos Nejar in the Opening of the First UEMS Song Festival.*



*Source: The Authors.*

*Figure 11: Festival Trophy.*



*Source: The Authors.*

The role of UEMS, by stimulating reflection on Mato Grosso do Sul culture, got outlined in the presentations performed by the participants and also in the art of writing in verses – which foster feelings of beauty, of what is high and convincing in people and in the world's things, such as charm and grace.

It is important to emphasize the need of encouraging undergraduates to read and write. Likewise, it is necessary to offer opportunities to those who have the skills to play musical instruments and who are dedicated to vocalization and body expression. Besides congregating students, teachers, administrative officers and graduates, the UEMS Song Festivals seek to minimize the stress caused by emotional factors, such as those resulting from entering the university.

In this sense, the creative thinking, directed to music and literature, proved effective in achieving the main and the underlying objectives of the Festival, including the period of remote teaching and social distancing, imposed by the Covid-19 Pandemic, when participants made home recordings based on pretty original ideas.

The results show that music has the power to bring people together, even at distance, and to add life to human movement.

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