

POPULAR MUSIC IN BRASIL CAMBRIDGE ELEMENTS

Written by  
Leonardo de Marchi

## Teaser Popular Music in Brasil at Cambridge Elements

**1 INT. AMERICAN SHOT. 1**

Professor Leonardo is seated in his office, with a light neutral-colored wall in the background.

LEONARDO

Hello everyone, I am Leonardo De Marchi, a musician, guitarist, researcher, and professor at the School of Communication at the Federal University of Rio de Janeiro. I am here to present the book "Popular Music in Brazil," of which I am a co-author alongside Martha and Renato.

**2 INT. AMERICAN SHOT. 2**

Professor Martha is seated in front of the piano in her office.

MARTHA

Hello professors, researchers and students, I am Martha Tupinambá, a musicologist and professor in the Graduate Program in Music at the Federal University of the State of Rio de Janeiro - UNIRIO. I was born in Minas Gerais, Montes Claros, where I began my studies as a concert pianist. In this book, I present a synthesis of popular music in Brazil, showcasing how it has diversified by incorporating regional and international influences over time.

**3 INT. AMERICAN SHOT. 3**

Professor Renato is seated in his studio, with instruments in the background.

RENATO

Hi, I am Renato Borges, a musicologist, composer, guitarist, violinist, and professor in the Graduate Program in Music at the Federal University of the State of Rio de Janeiro. As a researcher, I focus on investigating the history of institutionalized research in the field of Music in Brazil, research documentation archives, and musicological theories. I hope you enjoy my contribution to this project for Elements Cambridge. In my opinion, it is quite special.

**4 INT. CLOSEUP SHOT.**

**4**

Professor Leonardo's office, neutral background.

LEONARDO

The book "Popular Music in Brazil" presents the evolution of musical practices in the country from the 19th century to the 21st century, employing an interdisciplinary approach that combines musicology, sociology of culture, cultural studies, and media studies.

CUT TO:

Side Pan Book Cover

LEONARDO

To condense such a vast history of popular music in Brazil into a limited number of pages, we decided to divide the book into three parts that cover the concept of popular music in Brazil, the aesthetics of the main music genres, and the development of the music industry. Finally, we present a Coda where we speculate on the future of popular music in Brazil in the 21st century.

TITLES: As Professor Leonardo speaks, captions appear on the right side of the screen, displaying numbers and words to reinforce his speech.

LEONARDO

We address three main issues in the book:

- 1, The evolution of the concept of popular music in Brazil,
  - 2, The characteristics of the main music genres in Brazil,
- The history of the music industry in the country and its impact on shaping a national identity.

CUT TO SIDE PAN BOOK COVER

5 INT.

5

CLOSE-UP SHOT. FRONTAL CAMERA CUTS TO MEDIUM SIDE CAMERA DURING the professor's speech.

LEONARDO

We believe that the book provides a comprehensive view of popular music in Brazil and suggests directions for further exploring key issues in music studies. It delves into important discussions on popular music from historiographical, musicological, and political-economic perspectives, offering references and themes for future research.

As professors, we see the potential for the book to have a broader impact in graduate courses in musicology, sociology, and media studies. The text is written in a manner that is accessible to laypeople while also providing insights for those wishing to delve deeper into the subject matter. We have structured the book in a way that allows teachers to use different sections at various stages of a graduate course or to systematically explore the entire book in terms of increasing complexity within a single discipline.

6 INT. MEDIUM SHOT

6

Professor Martha is playin her piano, stops and look camera.

MARTHA

We hope you enjoy the book - a text  
crafted to engage both laypeople  
and experts alike. Above all, we  
hope it provides a deeper  
understanding of popular music in  
Brazil, encouraging listeners to  
appreciate the work of Brazilian  
musicians more attentively.

7 INT. OPEN SHOT

7

Professor Renato is playing his guitar, stop and look to  
camera in his studio, with instruments in the background.

RENATO

The book will serve as a valuable  
resource and reference for future  
research on popular music,  
particularly in Latin America. We  
are confident that it will lay the  
groundwork for studies in  
musicology, cultural history, media  
history, and other related  
disciplines.

8 INT. MEDIUM SHOT

8

LEONARDO

"Popular Music in Brazil," see you  
at Cambridge Elements.

FADE TO BLACK.

CLOSING TEASER Cambridge Elements and jingle.