

The Challenge of Developing Creative Artists in a Standardized World

Book of Abstracts

**April 20 - 23, 2014
Vila Real, Portugal**

**Edited by
Claudio da Rocha Brito
Melany M. Ciampi**

The Challenge of Developing Creative Artists in a Standardized World

April 20 - 23, 2014
Vila Real, Portugal

Book of Abstracts

Edited by
Claudio da Rocha Brito
Melany M. Ciampi



Copyright © 2014, COPEC – Science and Education Research Council

Claudio da Rocha Brito & Melany M.Ciampi (Publishers). All rights reserved.

Personal use of this material is permitted. However, permission to reprint/republish this material for advertising or promotional purposes or for creating new collective works for resale or redistribution to servers or lists, or to reuse any copyrighted component of this work in other works, must be obtained from the publisher.

WORLD CONGRESS ON COMMUNICATION AND ARTS – The Challenge of Developing Creative Artists in a Standardized World. Vila Real, 2014. v.7 n.1

45p.

BOOK OF ABSTRACTS – VII World Congress on Communication and Arts. April 20-23, 2014. Orgs. Claudio da Rocha Brito (ISBN 978-85-65992-33-6) & Melany M. Ciampi (ISBN 978-85-66680-33-1). Science and Education Research Council, COPEC – Vila Real: WCCA, 2014.

ISSN: 2317-1707

1. Communication – Congress. 2. Arts – Congress. I BRITO, Claudio da Rocha. II. CIAMPI, Melany, M.. III. Title.

CDD 700

out in 2013: a) at the International Women's Day (March 8) and b) in the Maringa's SlutWalk (August 3). We believe that political and feminist appropriation of the artistic languages assists in the re-signification of the body building new representations and meanings about women.

SER CRIATIVO EM UM MUNDO PADRONIZADO:ALGUMAS REFLEXÕES

Linda Bulik

The post-industrial era - called information and knowledge society, led to the logical conclusion that it was a characteristic of the first and second phases of the Industrial Revolution - standardization of good , labor specialization , but innovated with regard to quality life, dilution of time and space , ie , do the same thing in different times and places. Knowledge knows with discernment and critical awareness, generating symbolic capital. The question that arises, and will be developed during the work to be presented, is where and how creativity can join in the formation of symbolic capital. Reflecting on the challenge of developing creative artists goes through issues of cultural identity in a hybrid space-time and marked by dispossession, the processes of conflict and ethnic mix and new poetic and aesthetic perspectives in the production and reception of media.

TECHNICAL SESSION PT1B

BRASLENDAS DO ALÉM-MAR: TRANSMISSÃO TEATRAL DE LENDAS BRASILEIRAS

Maria Beatriz Licursi, Maria Ione Silva, Sefisa Quixadá Bezerra, Levi Leonido

This study consisted of preparing a public presentation in text and theatrical version of the following legends Brazilian folklore : Caipora , Iara , Headless Mule , Saci Pererê , Tata Boi , Papa Figo , Victoria Regia and Little Black Pastoreio. The goal was to conduct interdisciplinary areas involved in this artistic process - education to promote a peculiarity of Brazilian folk culture . The methodology included an account of experiences for individual interpretation of the legends according to the specific characteristics of the plots and characters . As a result the entire aim of teaching applied through the interface of music, art , folk language and body language . The composition of the characters coupled with relevant features mentioned , this streamlined artistic production revealing to the public the essence of legends selected preserving the characteristics of the folkloric fact : anonymity , functionality and oral transmission.

ABORDAGENS COGNITIVAS SOBRE A INTERAÇÃO CORPÓREA NA INTERPRETAÇÃO ARTÍSTICA: PERCEPÇÃO, INTELECÇÃO E TRANSMISSÃO

Maria Beatriz Licursi

A musical interpretation requires the participation of the body – instrument musical –brain. . The neuroscientific approach regarding the processes of motor learning in line with the musical performance seems to be important for the development of artistic skills of the work. The superior skills of musicians are developed in order to become functional and structural adaptations plastic brain systems sensory -motor and auditory. The goal of this research is to perform a cognitive approach to neuroscientific basis under an interdisciplinary perspective on the interaction body in artistic and musical interpretation with emphasis on motor and musical learning. The joint application of qualitative and quantitative research will provide better information gathering emphasizing measurable attributes enabling emphasize the dynamic and individual aspects of human experience . The knowledge of the brain mechanisms aimed at musical performance contribute significantly when applying intellectual resources requested for the development of musical skills and structuring of artistic interpretation.

O PROCESSO AUDITIVO, A MEMÓRIA E SUAS INTERFACES NAS HABILIDADES MUSICAIS: UM ESTUDO NEUROCIENTÍFICO

Maria Beatriz Licursi