

Cambridge Elements[≡]

Elements in Popular Music

edited by

Rupert Till

University of Huddersfield

POPULAR MUSIC IN BRAZIL

Identity, Genres, and Industry

Martha Tupinambá de Ulhôa

Federal University of the State of Rio de Janeiro

Leonardo De Marchi

Federal University of Rio de Janeiro

Renato Pereira Torres Borges

Independent Scholar and Musician



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press & Assessment

978-1-009-56524-0 — Popular Music in Brazil

Martha Tupinambá de Ulhôa , Leonardo De Marchi , Renato Pereira Torres Borges
Frontmatter

[More Information](#)



CAMBRIDGE
UNIVERSITY PRESS

Shaftesbury Road, Cambridge CB2 8EA, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment,
a department of the University of Cambridge.

We share the University's mission to contribute to society through the pursuit of
education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781009565240

DOI: 10.1017/9781009357180

© Martha Tupinambá de Ulhôa, Leonardo De Marchi
and Renato Pereira Torres Borges 2024

This publication is in copyright. Subject to statutory exception and to the provisions
of relevant collective licensing agreements, no reproduction of any part may take
place without the written permission of Cambridge University Press & Assessment.

When citing this work, please include a reference to the DOI 10.1017/9781009357180

First published 2024

A catalogue record for this publication is available from the British Library.

ISBN 978-1-009-56524-0 Hardback

ISBN 978-1-009-35719-7 Paperback

ISSN 2634-2472 (online)

ISSN 2634-2464 (print)

Cambridge University Press & Assessment has no responsibility for the persistence
or accuracy of URLs for external or third-party internet websites referred to in this
publication and does not guarantee that any content on such websites is, or will
remain, accurate or appropriate.

Popular Music in Brazil

Identity, Genres, and Industry

Elements in Popular Music

DOI: 10.1017/9781009357180

First published online: December 2024

Martha Tupinambá de Ulhôa
Federal University of the State of Rio de Janeiro

Leonardo De Marchi
Federal University of Rio de Janeiro

Renato Pereira Torres Borges
Independent Scholar and Musician

Author for correspondence: Martha Tupinambá de Ulhôa, mulhoa@unirio.br

Abstract: This Element outlines an overview of popular music made in Brazil, from the nineteenth century to the beginning of the twenty-first century. Initially addressing the definition of the “popular” category, discussion then follows on the ways a Brazilian music identity was built after the country’s independence in 1822 until the end of the 1920s. An idea of “popular music” was consolidated throughout the twentieth century, from being associated with rural musical performances of oral tradition to the recorded urban musical genres that were established through radio and television. After exploring the world of mass popular music, the relationships between traditional and modern, the topics of cultural diversity, multiculturalism, and the impact of digitalization, as well as the musical kaleidoscope of the twenty-first century, the Element ends with an insight into music genres in the era of digital platforms.

This element also has a video abstract: www.cambridge.org/Martha

Keywords: popular music studies, Brazil, musicology, music history, music genre

© Martha Tupinambá de Ulhôa, Leonardo De Marchi
and Renato Pereira Torres Borges 2024

ISBNs: 9781009565240 (HB), 9781009357197 (PB), 9781009357180 (OC)

ISSNs: 2634-2472 (online), 2634-2464 (print)

Contents

Overture	1
1 Building the Idea of Popular and the Music Market in Brazil	4
2 The Social Construction of Music as Popular and Brazilian: Aesthetics, Ideology, and Politics (1920–2000)	15
3 Globalization and Musical Diversity	46
Coda	63
References	64