

# LUIS FELIPE K. HIRANO

## VISIONS OF MALANDRAGEM IN BRAZILIAN CINEMA: MACUNAÍMA AND THE INTERPRETATION OF THE “MALANDRO” IN THE 1970’S



**11.10.16 | 11 AM**  
**FREE & OPEN TO THE PUBLIC**  
**REFRESHMENTS AVAILABLE**

**COLLEGE OF ARTS & SCIENCES**  
**725 COMMONWEALTH AVENUE**  
**ROOM 200**

Join us for a discussion of the film *Macunaíma* (Joaquim Pedro de Andrade, 1969), by Luis Felipe Kojima Hirano, Assistant Professor of Social Anthropology at the Federal University of Goiás. Hirano argues that the film adaptation of Mário de Andrade's classical book proposed a new approach to the idea of malandragem in the 1970's. As we can see through the films and interviews by Joaquim Pedro de Andrade and Glauber Rocha, after the military coup in 1964, Cinema Novo started discussing what was understood as a failure of the left parties, as well as the failure of left winged political and artistic movements to reach the lower classes.

*Macunaíma* offered a way of dealing with the issue through a new aesthetic form that could appeal to audiences used to the lowbrow, popular movies known as “chanchadas.” The film was a huge public success and gave rise to considerable discussion in academic and cultural circles on the subject of “malandragem.”

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