



Carnival in Brazil: Where Samba Becomes Sacred



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SCHOLARS
— IN THE SQUARE —

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*6:00pm-7:00pm
MAC D282



Carnival has become a form of ritual organizing for Afro-Brazilian communities. Drawing on ethnographic fieldwork with a historic samba school, I examine how these organizational and artistic practices carry religious meanings rooted in the Candomblé and Umbanda traditions. While samba is celebrated as national culture, its spiritual foundations remain stigmatized. The talk shows how marginalized communities transform their traditions into public performances of memory, belonging, and resistance against historical erasure.

Bruna Brito is a PhD candidate at the Gustavson School of Business at UVic. Her research examines alternative ways of organizing, with a focus on underrepresented voices in management scholarship. Her dissertation explores Brazilian Carnival organizations, asking how marginalized communities sustain culture, navigate stigma, and pursue social change.



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