

# USM International Cultural Fiesta 2021

ONLINE EDITION

THEME: FOLKLORE WONDERLAND

23 JUNE 2021

3.30PM – 6.20 PM (UTC +8)

FACEBOOK LIVE



# INTRODUCTION

*USM International Cultural Fiesta is an annual event organized by the International Mobility and Collaboration Centre with the help of USM Student Buddies. Every year, exchange students and international students will join the event as participants to showcase their countries' culture. This year, Universiti Sains Malaysia plans to conduct the International Cultural Fiesta virtually and on the 23rd June 2021. This event will be streamed live through Facebook Live.*

*We believe that every country comes with their own unique culture, art, language, and tradition. The International Cultural Fiesta aims to broaden participant's horizons and gain unique insights into their own communities as well as a broader global perspective of our world's diverse culture through dance performances, singing performances, and short drama performances. We plan to invite our partners' institutions from various countries including Thailand, Indonesia, Singapore, Japan, Korea, the Philippines, and many more. This event is not only limited to USM students, but we also welcome our partner university students to join as an audience.*

*With **Folklore Wonderland** being our theme this year, we hope to provide a platform for participating countries and universities to showcase their unique cultures through folklore according to their creativity.*

*Besides, this event also aims to promote exchange programmes among all students, local and international by displaying videos of past exchange student experiences, snippets of exchange programmes abroad, and cultural performances from partner universities with the hope that more local students will apply for outbound programmes and foreign students will apply for USM inbound programmes.*



# OBJECTIVES



**A. To introduce and promote the diverse cultures among partner universities and to USM students**

**B. To promote inbound and outbound mobility programme to the students offered by IMCC**

**C. To improve cultural awareness among USM students through a programme tailored to suit the current times**

**D. To facilitate integration of cultures and languages among ICF participants and student audience**

**E. To foster potential new and sustainable partnership with international universities through cultural networking**

The event is based on a performance competition by different participating universities. Participants are free to choose the type of performance based on their creativity. This competition will be participated by students from international partner universities and local students. The type of performances includes:

# TYPE OF PERFORMANCE

## a. Dance

- Participants must perform in a group of minimum two people.
- Participants may perform a traditional dance or modern dance from their own country.
- Participants are encouraged to wear their traditional costume when doing the traditional performance.

## b. Singing

- Participants must perform in a group of minimum two people.
- Participants may perform traditional songs or modern songs from their own country.
- Participants may perform by using original background music or their own musical instruments.

## c. Short Drama

- Participants must perform in a group of minimum two people.
- The performance has to be based on the respective country's folklore culture.
- Participants may include background music during the performance.



# Submission

## 1. Deadline.

The video submission closes on Thursday 17th of June 2021 (Malaysian Time 23:59). Submissions received after this time will not be considered.

## 2. Prizes.

The winning team will receive RM 1000 (Malaysian Ringgit), and there will also be a prize for the second (RM 800) and third place (RM 500).

## 3. Length and Format.

Your video should be a maximum of 4 minutes, and be the standard MP4 player.

## 4. Video resolution.

Video must be at least 1080p (1920 x 1080) or 4K (3840 x 2160).

## 5. Language.

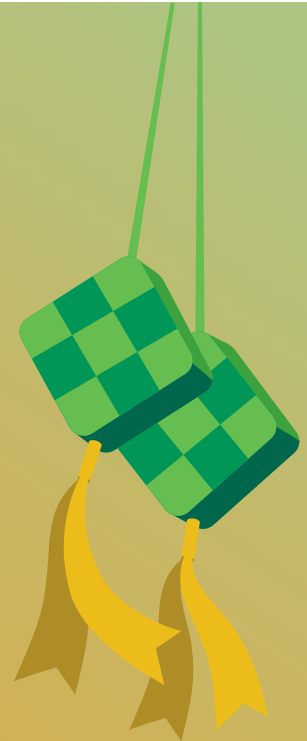
For short drama performances, videos should either be in English or contain accurate English subtitles.

## 6. Submit your video.

To submit your video, please upload it onto a Google Drive and email us at [icfusm21@gmail.com](mailto:icfusm21@gmail.com)

## 7. Registration.

Registration via Google Form to be done before the 19th of May 2021. A briefing session will be conducted on a date that will be confirmed soon on the rules and guidelines of the video. The registration is completely free.



**Google Form Link:**  
<https://forms.gle/SvjwahjVYByBXZyDA>

