

MENDIVE

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Historical evolution of the Movement of Amateurs Artists of the FEU in the University of Pinar del Río

Evolución histórica del Movimiento de Artistas Aficionados de la FEU en la Universidad de Pinar del Río

Evolução histórica do Movimento de Artistas Aficionados da FEU na Universidade de Pinar del Río

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ABSTRACT

The Movement of Amateurs Artists of the Federation Student University student constitutes a space for the invigoration of the cultural-integral formation of the future professionals, where the university student is able to be grown in the professional and cultural plane. The present work carries out an analysis on the historical evolution of the administration of this culture movement, in the University of Pinar de Río "Hermanos Saiz Montes de Oca", where they are reflected the main moments for those for which it has trafficked. The article leaves of a study of the theoretical and contextual mark of the process of administration of this movement in the context of the University of Pinar del Río, "Hermanos Saíz Montes de Oca". The dialectical-materialistic method was good as starting point for the employment of other theoretical methods as the historical-logical one, the documental revision and the systematization. As main results systematization is presented on the evolution of the process of administration of the movement of amateur artists of the Federation Student University in Pinar del Río. Tendencies and essential premises are assumed from an integrative and systemic perspective, that contribute to the improvement of the administration of this extensions sub process the main characteristic that differentiate it of other amateurs movements and their influence inside the formative process of the professional futures are analyzed.

Keywords: amateur artist's movement; university extension, management.

RESUMEN

El Movimiento de Artistas Aficionados de la Federación Estudiantil Universitaria

constituye un espacio para el fortalecimiento de la formación cultural-integral de los futuros profesionales, donde el universitario logra crecerse en el plano profesional y cultural. El presente trabajo realiza un análisis sobre la evolución histórica de la gestión de este movimiento cultural en la Universidad de Pinar del Río "Hermanos Saíz Montes de Oca", y refleja los principales momentos por los que ha transitado. El artículo parte de un estudio del marco teórico y contextual del proceso de gestión de este movimiento en el contexto de la Universidad de Pinar del Río "Hermanos Saíz Montes de Oca". El método dialéctico-materialista sirvió como punto de partida para el empleo de otros métodos teóricos como el histórico-lógico, la revisión documental y la sistematización. Como principal resultado se presenta una sistematización sobre la evolución del proceso de gestión del movimiento de artistas aficionados de la Federación Estudiantil Universitaria en Pinar del Río. Se asumen tendencias y premisas esenciales desde una perspectiva integradora, sistémica y dinamizadora que contribuyen al perfeccionamiento de la gestión de este subproceso extensionista. Se analizan las principales características que lo diferencian de otros movimientos de aficionados y se analiza su influencia dentro del proceso formativo de los futuros profesionales.

Palabras clave: movimiento de artistas aficionados; extensión universitaria; gestión.

RESUMO

O Movimento de Artistas Aficionados da Federação Estudantil Universitária é um espaço para o fornecimento da formação cultural-integral dos futuros profissionais onde o estudante universitário logra crescer se no âmbito profissional e cultural. O presente trabalho faz uma análise sobre a evolução histórica da gestão deste movimento cultural na Universidade de

Pinar del Río "Hermanos Saíz Montes de Oca", mostra os principais momentos transitados. O artigo resulta dum estudo da abordagem teórica e contextual do processo de gestão deste movimento no contexto da Universidade de Pinar del Río "Hermanos Saíz Montes de Oca". O método dialético-materialista foi o ponto inicial para o emprego de outros métodos teóricos como o histórico-lógico, a revisão documental e a sistematização. Apresenta se como o resultado principal, uma sistematização sobre a evolução do processo de gestão do movimento de artistas aficionados da Federação Estudantil Universitária em Pinar del Río. Se assumiram as tendências e premissas desde uma perspectiva integradora, sistémica e dinamizadora, que contribuem ao aperfeiçoamento de gestão deste sub processo extensionista. Analisaram se as características fundamentais que o fazem diferente doutros movimentos de aficionados, além disso, se avalia seu alcance no processo formativo dos futuros profissionais.

Palavras chave: Movimento de artistas aficionados; extensão universitária; gestão.

INTRODUCTION

Current higher education develops in a scenario of constant transformation, in which universities have the social mission of preserving, developing and promoting culture; in addition, they must respond to the demands of science and technology to train highly competent professionals. To achieve these goals, the Cuban university relies on its three substantive processes: teaching, research and extension, which are fundamentally reflected in teaching, labor, research and extension activities, which is why it focuses its attention on making these processes more dynamic,

aimed at the cultural and comprehensive training of future professionals.

In this regard, the United Nations General Assembly establishes a transformative vision towards economic, social and environmental sustainability, based on the 2030 Agenda and the Sustainable Development Goals (2018), taking into account the need for quality education and includes in its objective four the need to "Guarantee inclusive and equitable quality education and promote lifelong learning opportunities for all. (...) As a basis for improving people's lives and sustainable development" (p.27).

Similarly, at the XIII Latin American Congress of University Extension, Alarcon (2015) reinforced the conception of the great challenges that universities are currently facing and to overcome them he assures "(...) it is only possible from an efficient management of its system of processes, where the university extension is called to be a key piece" (p.2).

To achieve these ends, the Cuban Higher Education system conceived and enhances the University Extension as one of the main strands of work of the Cuban university and proposes to develop "from assuming it as a oriented process to educational work, that promotes and elevates the comprehensive general culture of the university community and its social environment" (PNEU, 2004, p.15); He adds that they should also "promote extracurricular activities for the comprehensive cultural development of students."

These activities should "promote appreciation, hobby and interest in culture, art and literature and the cultured use of free time" (PNEU, 2004, p.15); with which the criterion on university extension and its "fundamental role in achieving the professional and comprehensive training of the university student is reinforced, as

it is the interface that best allows that university-society link" (González G, 2016, p. 8).

With this appreciation, the currently Cuban University manifests how one of its main features strengthening the comprehensive cultural training of future professionals who, to saying Rojas Valdes, A. (2018) supposes "high professional competence, broad humanistic platform, political-ideological development, defense with criteria of the work of the Revolution and high level of social commitment" (p.13). All this is aimed at forming a graduate in accordance with the interests of Cuban higher education, capable of facing current and future challenges, while becoming a protagonist of the economic, political and social development of the country.

With this perception, it operates the Movement of Amateur Artists (MAA) of the University Students Federation (FEU), conducted by university students from a healthy and cult use of leisure, by the extracurricular via, while promoting the creation of spaces for the promotion of culture in the university community, as a complement to the training process of future professionals.

The research was based on the dialectical-materialist method as a methodological basis. In this sense, theoretical and empirical level methods were used to determine the antecedents and trends of the MAA management process of the FEU at the University of Pinar del Río "Hermanos Saíz Montes de Oca".

The documentary analysis was used to compile information from the review of normative documents of the management of this movement and the historical-logical to determine the historical trends of its management, at the University of Pinar del Río "Hermanos Saíz Montes de Goose".

The current research aims to present the historical evolution of the FEU amateur artist movement at the University of Pinar del Río "Hermanos Saíz Montes de Oca", based on the main regularities manifested in each stage of its evolution.

DEVELOPMENT

The FEU Amateur Artists Movement as part of the university extension process

In the current Cuban university, the MAA of the FEU is promoted as a form of cultural revitalization of the universities where "dozens of artistic units hold the superior category granted by specialized juries of the Council of Houses of Culture" (Movement of Amateur Artists. <http://www.somosfeu.wordpress.com>, p.1. Access date: April 2018).

According to Socas Reinoso, M. and Dalmau Gómez. G. (2016), the MAA "constitutes one of the greatest achievements of socialism in the field of culture. Emerging as an enormously important way to massively promote popular creation in the 60s of the twentieth century" (p. 36). It has into account that practice an art form, which is not performed by professional artists is identified as a hobby and, those who practice it are considered as amateurs.

When analyzing the MAA of the FEU it is necessary to differentiate it from other movements of amateur artists served by the system of houses of culture. They are composed of different amateur artists and they are advised by the Department of Culture Houses, for whom the MAA of FEU is similar to other movements fans as they are: the Day care centers, that of the "José Martí" Pioneers Organization (OPJM), the Revolutionary Armed Forces (FAR), the Ministry of the Internal Deals (Minint), the Cuban Trade Union (CTC), the circles

of grandparents or groups of fans of the different communities; in them, fans of different artistic and literary events incorporate actively.

In Cuban universities, the development of these groups of amateur artists of the FEU is promoted in order to revitalize the universities culturally. An amateur artist is a citizen lacking training in professional teaching and generally self-taught, who possesses innate skills, whether artistic or literary, and feels the need to develop them through practice and love of one of these manifestations, as a form of expression without another purpose other than the satisfaction of its spiritual needs.

In the analysis of the performance of the movement of Amateur artists in Cuban universities there are few authors who, within their investigations have addressed related to the management process of the Movement of Amateur Artists of the FEU on issues Cuban IES, among them González Fernández Larrea and González González (2004), Jimenez (2013), Jimenez, Conde and Cabrera (2014), Socas and Dalmaut (2016), González (2016), Torres (2017), Jimenez *et al.* (2019). However, it is common to find references that place it in a complementary way in articles, as part of sociocultural promotion or as a complement to the training process: Reyes Rivero. M, *et al.* (2019), Castellanos (2019), Castellanos and Mariño (2019). It is also pointed out within the formation of creative competences by López Calichs (2005) or within the formation of values in a Zaldívar artistic project (2006), etc.

In a more detailed analysis, the conceptual definition is given by the National Extension Program University (2004), where it defines the amateur "as one who systematically be able to appreciate, enjoy and promote cultural, artistic and literary work, physical culture and sports and healthy employment and worship of free time" (p.18). Similarly,

it is common to find it recognized as "a community asset and its appearance is due to the inherent need of every human being to aestheticism life, to improve their quality of life" (Amateur Artists Movement. Available at: <http://www.somosfeu.wordpress.com>, p.1. Access date: April 2018). These evaluations frame it within the cultural promotion; on the other hand, other evaluations take into account not only the cultural promotion carried out by this movement, but also they recognize its importance in training and its contribution to social and cultural development. It refers to the MAA of the FEU as "the set of members of the university community united by their love of art have the responsibility to pass through the practice of different cultural, knowledge, values and welfare to all university community, for the benefit of society" (Jimenez, 2013, p.31).

In a more current definition and focused on the manifestation of Plastic Arts, Torres. (2017) points out that the MAA of the FEU.

(...) It constitutes a general and comprehensive training process aimed at groups of students from the university community united by common interests associated with the development of knowledge, skills, values and attitudes around art and culture in general, which through the practice of Its manifestations through workshops, contests, festivals, clubs, conferences and community projects, satisfy the needs of recreation and personal expression for a lifetime, which at the same time generate development and

well-being in the rest of the university community, extra-university community and society in general (p.13).

It is necessary to point out that, for the MAA of the FEU is not an objective that its artistic units become professionals; However, due to the specialization achieved in the country for some of them, they are recognized as cultural institutions and have reached to represent Cuban universities in different scenarios, both inside and outside the country.

For this reason, the MAA of the FEU is recognized as "a good of the community, its appearance is due to the inherent need of every human being to aestheticism life, to improve their quality of life" (Available at: <http://www.somosfeu.wordpress.com>, p.1. Access date: April 2018). These evaluations, although they recognize its value in the formation of personality, frame it in the cultural promotion and do not give it the participation it deserves in the improvement of the university's cultural development; its management is determined by the characteristics of each university. A National Festival every two years and an annual festival in each of the different organizational structures (base, home province) is done; competing in the demonstrations: "Dance, Music, Theater, Literature, Visual Arts, Audiovisual and Locution" (Technical-Organizational Program. XXV National Festival of MAA of the FEU, 2019, p.5).

For the performance of this movement, the leadership of the FEU must play its unifying role as student leader, on this the ABC of the FEU, guiding document of that organization, recognizes as a fundamental purpose of this movement "the promotion of identity, the cultural heritage conservation I, artistic and literary

creation and the ability to appreciate art; that promotes reading, enriches the cultural life of the population and promotes community work as ways to satisfy spiritual needs and strengthen social values" (FEU, 2017, p.95).

Similarly, this manual refers to festivals MAA FEU is in the top step of a process "(...) which represents not only the genuine expression of high artistic level reached, but also the main stimulus for youth that participate in the MAA" (FEU, 2017, p.95). This is reflected in the ideas of Hart (1982) when he referred to as essential "[...] the inclusion of an artistic education within the Cuban educational systems, in order to achieve a more comprehensive training and to make the culture as the technical means of information of the great student masses" (p.2).

To reinforce this approach, the Cuban state in its VI Congress of the Communist Party of Cuba (PCC), in Guideline 163 shows the need to "Continue promoting the defense of identity, conservation of cultural heritage, artistic and literary creation and the ability to appreciate art. Promote reading, enrich the cultural life of the population and promote community work as ways to satisfy spiritual needs and strengthen social values" (PCC, 2011, p. 25).

By responding to guideline 163, the MAA of the FEU becomes the manager of a diversity of cultural activities that contribute to the sociocultural, political and ethical - aesthetic training of a professional trained under the premises of comprehensive general education. In this way, it becomes "a way of spiritual growth for its followers, for its spectators, it encourages the establishment of affective nexus between its members, generates life skills and transforms the life project of its members" (Socas and Dalmaut, 2016, p.12).

It is necessary to stimulate in students the ability to perceive, feel, analyze and express themselves, based on the different cultural manifestations; as well as fostering the hobby and interest in art and literature. In this way, the MAA of the FEU contributes to the rest of the university community, through the application of its knowledge and skills, values such as: identity, aesthetic taste, discipline, responsibility, collectivism, sense of belonging, patriotism, among others.

All of which fosters another vision of entertainment, by making a healthy and cultured use of free time and turns the fans of the FEU into university cultural promoters par excellence. By carrying out this work in a conscious, systematic, well-directed, well-organized, planned, executed and evaluated way that also takes into account the criteria and needs of the university community and it is focused on its spiritual growth, it can be turn into an efficient training process; that achieves the creation of a university culture, as a form of cultural resistance to world globalization and the trivialization of culture.

This is reflected in the artistic production of these amateur artists, which is closely related to hobbies. And according to Aroche (2008), it includes the creation of various visual, sound, tactile, kinetic and verbal forms. "The production cannot be seen separated from the appreciation, they exist very integrated in any artistic activity carried out by the student" (Rodríguez M, 2012, page 8).

The above particularities make the MAA of the FEU an effective actor to transform and enrich the university environment, making it an important agent of change within the university environment. In this sense, it agrees with Estévez, Maldonado and Ramón (2015) when they state that professional and comprehensive training is going to constitute a process where man recreates culture from all or

almost all of its dimensions it is going to nourish it with values, attitudes and skills necessary to express oneself individually and collectively.

Since the 2015-2016 school year, the University of Pinar del Río "Hermanos Saíz Montes de Oca" is immersed in an integration process in which three universities, with characteristics and ways of doing their own, are unified to create a new integrated university, it is urgent to improve university management in order to strengthen and higher education in Pinar de Río. The university extension, as part of this fact, has the mission of perfecting its management and, within this, the management of the MAA of the FEU, for which the work is perfected, structured and readjusted, in search of unifying criteria and forms to do, aim at achieving higher levels of development in this movement, without yet reaching the proposed goals.

Historic evolution of the management process of the MAA of FEU in the University of Pinar del Río "Hermanos Saíz Montes de Oca"

Next, a historical study on the Management Process of the MAA of the FEU (hereinafter PGMAA of the FEU) at the University of Pinar del Río "Hermanos Saíz Montes de Oca" is presented, which allowed identifying four important moments by those that the management of the MAA of the FEU has evolved, from the manifestations of the educational management for this process; during the historical evolution of the university as well as the level of involvement that the different administrative structures in charge of the management of the MAA of the FEU have had within the university extension process and the qualitative leap from one to another.

I. Emergence and development of the management process of the Movement of Amateur Artists of the FEU at the University of Pinar del Río "Hermanos Saíz Montes de Oca" (1974 to 1990)

The management was divided between the MES, the MINNED, the INDER and the MINCULT, reaching the highest peak in terms of the FEU's leadership, quality in the training of fans and participation in the university's social and cultural development.

II. Stagnation of the management process of the FEU Amateur Artists Movement at the University of Pinar del Río "Hermanos Saíz Montes de Oca" (1991 to 1994)

The actions in the university extension management process decrease and the management of the MAA of the FEU in the province becomes difficult, since there were practically no fans or resources for their performance.

III. Revitalization of the management process of the FEU Amateur Artists Movement at the University of Pinar del Río "Hermanos Saíz Monte de Oca" (1995 to 2015)

The university extension structures at the country level are perfected and the regulations for the management of the process and its sub-processes are redesigned, which favored the recovery of the PGMAA of the FEU, although the loss of prominence of the FEU in conducting of the movement.

IV. Integration of the management process of the Movement of Amateur Artists of the FEU in the University of Pinar del Río "Hermanos Saíz Montes de Oca" (2015 to the present)

The university extension structures in the province that are directed by the MES are

integrated, there is a greater vision of the MAA of the FEU as part of the process of cultural-integral formation of the students; The projection in social and community life is recovered and the loss of leadership of the FEU in the leadership of the movement continues to manifest itself.

I. Emergence and development of the management process of the Movement of Amateur Artists of the FEU at the University of Pinar del Río "Hermanos Saíz Montes de Oca" (1974 to 1990)

The University of Pinar del Río "Hermanos Saíz Montes de Oca" emerged on October 22, 1972, by Resolution No. 92/72 and was ratified by Ministerial Resolution No. 184/73, which established the official recognition of the University Headquarters of Pinar del Río and Matanzas, attached to the University of Havana. Thus, Higher Education was reinitiated in the territory, when the "Hermanos Saíz Montes de Oca" University was created.

During the 1974-1975 academic year, the development of the MAA of the FEU began in the province of Pinar del Río, which marks its beginnings, in the then University Headquarters of Pinar del Río. Extension management was regulated by the University Extension Regulations as a methodological instrument in charge of guiding this process, which was aimed at organizing the FEU PGMAA and the workers' PGMAA, creating a favorable cultural environment in which the different years of careers participated.

That course the first base festivals of the MAA of the FEU were developed, with a massive participation in various demonstrations, subsequently giving way to the provincial festival and even participating in the National Festival. "In its beginnings they had a great acceptance by students and the community in general, being gifted by

those who lived it with a great student spark that filled a necessary space in the university" (Jimenez, 2013, p. 1).

With the creation in 1976 of the MES and the national network of centers that comprise it, the improvement of the study plans and programs for five years was implemented. According to Madera (2009), in 1976 the University Headquarters of Pinar de Rio becomes University Centre of Pinar de Rio (Cupr) "Hermanos Saiz Montes de Oca", by Law Decree 1307 of 29 July 1976, as an institution of a transitory nature.

In 1976 the Department of Cultural Activities was created and the University Extension Regulations were maintained as the guiding methodological instrument, in charge of guiding this process in the university, which was aimed at organizing the MAA of the FEU. In this way, the management was subject to the management of the university, directed by the MES; the formation of the fans was addressed by the methodological Directions of the Ministry of Culture, and its Community performance was managed by the FEU as the protagonist of this movement.

That same year, and as a result of the implementation of Decrees 1306 and 1307 of the Council of Ministers, on March 30 1977 it was created the Rafael María de Mendive Higher Pedagogical Institute of Pinar de Rio". In this institute there were lots of amateur artists in all manifestations. According to Álvarez and Naranjo (2015), its fundamental characteristic consisted of management expressed from the formation of artistic skills in fans and the constant development of their performance in morning sessions, tribute galas, political events, solemn evenings, scientific events and the celebration of cultural or historical days. As for the FEU PGMAA corresponded to the MINED in the province coordinate the administrative dimension, institutional dimension to the MES and to the MINCULT the formative

dimension of fans, from the established methodological Indications by the ministry; its community outreach was managed by the FEU.

These groups of amateur artists, from both universities, were direct actors of the university cultural movement that was experienced during those years by participating and obtaining recognition and prizes in festivals of amateur artists of the FEU, both at the level of the center, province and nation. "The festivals of the year 1974, 1976 and the 80s stand out, with strong take-off and consolidation" (Madera. J, 2009, p.165).

The 1980s marked an unforgettable milestone for the FEU PGMAA in Pinar del Río and it can be considered that it was where it reached its greatest splendor. At the national level, new conceptions are created about the actions of the Departments of Cultural Activities; In addition, the regulation is established to carry out activities Arts Education in studies of Higher Education and Commissions Extension were founded in the faculties and centers, which addressed the MAA of FEU advising.

In the 1982-1983 academic year, study plan B was implemented and in 1983 Ministerial Resolution 172/83 was issued, which regulated the activities of the Amateur Artists Movement (MAA) and artistic activities are used as complementary means of the training process, without integrate with academic, work and research processes.

In this stage, the MAA of the FEU at the University of Pinar del Río "Hermanos Saíz Montes de Oca" was consolidated from the creation of artistic groups in the specialties of theater, dance and music. In theater group "GRIOT was highlighted" (1984) representing Mines and Geology careers (participating in the VIII National Festival of the MAA FEU) and dance group "BILOMBÉ" from Forest

engineering career. In music, the students of Agronomy stood out with their musical group "FUTURO" (Madera, 2009, p.165).

In 1986, with the issuance of R/M 187, the work direction of the MES was defined for the integral preparation from the realization of massive cultural activities, the involvement of the MAA of the FEU in community activities, the inclusion of Artistic Appreciation as a discipline of Study Plan B and the incorporation of aesthetic values in subjects. All this represented an advance in the cultural development of future professionals and the diversification of the forms of management for the extension process and its sub-processes.

In the pedagogical headquarters the musical group "Margen" stands out, as well as the singer-songwriter and troubadour Miriela Mijares Márquez, who won the Popularity Award in the "Adolfo Guzmán" contest in 1986. The workshops begin at the Plastic Arts demonstration of engraving, with which a strong movement in the plastic arts begins; in addition, there is a wide display in the manifestations of music, dance and theater. All this meant a step forward in the cultural development of the university community and in the PGMAA of the FEU.

On July 4, 1988 , by Resolution 143 of the president of the INDER conversion EPEF approved in the Faculty of Physical Culture "Nancy Uranga Romagoza" in response to the need for the National Institute of Sports, Physical Education and Recreation (INDER) in the territory. But it is not until September, 1st that year that it becomes effective with the start of the academic year 1988-1989. This added a new spectrum to the FEU PGMAA, with the entry of new groups of fans from INDER. Thus was added a new PGMAA of FEU in the province and corresponded to the direction of the provincial INDER coordinating the administrative

dimension, To the MES ,the institutional dimension and o the MINCULT the formative dimension of fans from the methodological Indications established by said ministry ; its community outreach was managed by the FEU. The performance of the dance group "Odisea" and some soloists stand out in this faculty.

In 1988, the MES approved the Program for the Development of University Extension in Higher Education, which produced deep changes in this process and worked on the definition of the Program for the Comprehensive Cultural Development of University Students. This consolidated the forms of management for curricular and extracurricular artistic education, making the Department of Cultural Activities responsible for leading the management of the process, which included the MAA of the FEU as a sub-process of university extension.

At this stage, the departments of Cultural Activities became departments of University Extension, the issued rules for arts education activities and commissions extension responding to new conceptions, which defined the projection of cultural work were created in the territories.

Centrally, the MAA festivals were planned and oriented and the management of the university extension manifested itself centrally. Art instructors joined the Culture Houses to the artistic training of fans, helping to satisfy their artistic and cultural, literary. In addition, the FEU showed its leading role in the conduction and direction of the MAA of the FEU in the province.

The author considers that, at this stage, the development of the MAA of the FEU was not included as a comprehensive training process. Its management manifested itself spontaneously, without scientific foundations and was not included in the annual planning.

Some mechanisms and instruments for its management appear which will be subordinate to the management of the university extension process and will continue to be centralized through the structures at the university and country levels. Responsibility for the administrative dimension was distributed between the MES, INDER and MINED. Institutional dimension of the process is directed by MES and the MINCULT coordinates training dimension of the MAA FEU. Community performance was managed by the FEU as a fundamental protagonist of the process. These differences in the management of IES in the province make it possible to establish three forms of management for the MAA of the FEU in Pinar del Río.

II. Stagnation of the management process of the FEU Amateur Artists Movement at the University of Pinar del Río "Hermanos Saíz Montes de Oca" (1991 to 1994)

In the early years of the decade of the 90 of the twentieth century, cultural work in Pinar del universities declined considerably because of the economic difficulties facing the country, caused by the special period. At this stage, 22 June 1994, the University Center of Pinar de Rio "Hermanos Saiz Montes de Oca" reached the category of University.

As a result of the economic and social crisis that occurs in the country, the management of the MAA of the FEU declined significantly and , according to its protagonists, during the 1992-1993 and 1993-1994 academic years there was a decrease in shares in the process of university extension , to the point of practically there were no fans.

Ongoing the 1992- 19 93 transformations in the plans of study, in order to conceive the student as the protagonist of their own development; Study Plan C arises and this encourages the emergence of new

ways and forms of management extension. The need to respond to problems in the university community makes university extension one of the main processes of the Cuban university. This gives a qualitative leap in the university projection towards the cultural development of society.

During this time, management actions were carried out that made it possible to rescue part of the MAA from the FEU and in 1994 a gradual recovery was manifested in all its manifestations, reestablishing the festivals at the level of the faculty, center and province.

III. Revitalization of the management process of the FEU Amateur Artists Movement at the University of Pinar del Río "Hermanos Saíz Montes de Oca" (1995 to 2015)

In 1995, the National Directorate for University Extension was created and the National Council and Provincial Councils for University Extension were created, thus strengthening the interaction between the organisms and the university extension management. This favored the onset of recovering of the PGMAA of FEU in all its manifestations and management was restored at the faculty, center and province level as of this date, actions were carried out in the universities of the province aimed at restoring the splendor that this movement had before.

At the "Rafael María de Mendive" headquarters, according to Álvarez and Naranjo (2015), several groups were formed, among which were: "the mixed Atabey septet and the Oleaché female septet, both groups born in 1995 and 1996, the Frescaliente theater group (...) troubadour soloists and various dance groups, among which the Cuban folklore Añabí stood out".

In the current headquarters "Hermanos Saíz Montes de

Oca" the existing groups were consolidated and a replacement quarry was guaranteed for them, in addition to the emergence of soloists and some small-format groups. Generally speaking, during this stage artistic units that were available in different venues and there was a great display in the manifestation of plastic arts were consolidated, with easel painting, printmaking and applied arts. In literature, not so much participation was obtained, but literary workshops were created from which figures of recognition for letters in the province came out. In the dance demonstration there were soloists, dance couples (son and contemporary dance), a casino dance and folkloric groups, both Cuban and foreign students.

According to Alvarez and Naranjo (2015), these groups participated in prestigious festivals as "the "Pedro Junco" contest, that of 'Young Performers', the National Encounter X "Ignacio Piñero Septets", XIV World Festival of Youth and Students (...) as well as in provincial and national competitions. These spaces where they represented their universities by showing off their artistic talent and obtained important awards, as well as very positive evaluations from specialized artistic critics" (page 4).

In 2001 the musical group "Unison" was created, made up of students from the "Hermanos Saíz Montes de Oca" headquarters, which participated together with the theater group "Griot" in the national festivals of 2002 and 2004, in which they added several gold medals for the Pinar del Río delegation. In 2002 doctoral thesis González Fernández Larrea, proposing a management model of the university extension for the University of Pinar del Río "Hermanos Saíz Montes de Oca". In it, the author presented the theoretical and methodological foundations that allowed structuring the management of this process in that university. In

addition, at this stage the theater group "Griot" and the band "Unison" were consolidated as cultural university institutions, which allowed him to "Unison" travel to different international scenarios, representing the university; so in 2003 they traveled to Peru, in 2004 to Ecuador and in 2008 to Brazil.

In 2004, based on conceptual advances in the field of extension, the National University Extension Program emerged. This will establish the work guidelines for this substantive process and set out in its guidelines to develop the qualitative levels of the MAA of the FEU, through systematic work with them, their advice and their system of events and festivals, in addition to organizing the artistic manifestations by projects.

In 2004 the "Rafael María de Mendive" University of Pedagogical Sciences was created and, despite the decrease in the number of fans, some achievements were made. "In music, the formation of soloist formats, duos and a new septet called Cuban Color continued (...) a group that was invited by the University of Paris to an exchange between university students from both study centers" (Álvarez and Naranjo, 2015, p .5). The management of the MAA of the FEU, in this university, continued to be divided between the MINED, the MES, the MINCULT and the FEU.

In 2008, resolution R/M 227/08 of the Work of the University Extension Councils was issued, which favored extension management at the national, provincial and municipal levels. Starting from the 2009-2010 academic year, the MAA FEU took off at the University of Pinar del Río "Hermanos Saíz Montes de Oca", highlighting the manifestation of Plastic Arts in the categories of digital art, photography and video art, as well as applied arts and ceramics, in which important recognitions are obtained in national

festivals, gaining prestige and recognition.

In addition, a master's thesis in social development was carried out by Jiménez Morejón. A. (2013), which was aimed at promoting the MAA of the FEU in the university community of the University of Pinar del Río "Hermanos Saíz Montes de Oca"; this marked the beginning of the study of this movement at this university. In the dance demonstration, although national recognition was not achieved, it was recognized in the provincial festivals and a large number of fans gathered in this demonstration, the group "Orobanche" standing out and the group "Baktraquing", which were an active part of social life in the university community. In music the group "Unison" consolidates a broad extra university performance and blunt some vocal soloists with very good qualities, which included a large number of foreign students. At the "Rafael María de Mendive" headquarters, the dance group "Dilogún" and the theater groups "Renacer" and "Haz teatro" stand out, as well as some soloists.

The administrative and institutional dimensions of the PGMAA of the University of Pinar del Río "Hermanos Saíz Montes de Oca" were addressed by the indications and resolutions issued by the MES for these purposes. In the same way, the formative dimension was governed by the procedures and methodological indications of the MINCULT for the movements of amateur artists at the national level. In addition, the loss of prominence of the FEU in the conduction of the MAA at the University of Pinar del Río "Hermanos Saíz Montes de Oca" was already evident.

IV. Integration of the management process of the Movement of Amateur Artists of the FEU in the University of Pinar del Río "Hermanos Saíz Montes de Oca" (2015 to the present)

In the 2015-2016 year, the Pinar del Río universities were integrated, where three universities were integrated: "Rafael María de Mendive" Pedagogical University, "Nancy Uranga Romagoza" University of Physical Culture and "Hermanos Saíz Montes de Oca" University, to give way to the integrated University of Pinar del Río "Hermanos Saíz Montes de Oca". This integration brought about a readjustment stage in university management and, as part of it, the structures of the Vice-Rectories for University Extension were integrated, which led to the University Extension Directorate (DEU) being divided into: Technical Artistic Department, in charge of the work with the MAA of the FEU, as well as the development of acts and events, and the Teaching Department of University Extension, which assumes the rest of the extension process.

In the 2016-2017 academic years, Study Plan E and the Higher Education improvement system began; the formation is reduced to four years and no reference is made to the role of university extension for achieving the educational objectives. In addition, subjects and extension courses as well as other pathways that promote the integral formation of future professionals are diminished, making it difficult the PGMAA of FEU.

At this stage, Torres Rodríguez. P. (2017) carries out a master's thesis in educational sciences, aimed at perfecting the work for the management of the manifestation of plastic arts, thereby increasing the quality of fans in this manifestation at national festivals.

In parallel, there is a stagnation of the MAA of the FEU in the other manifestations; motivated by the lack of

specialized technical personnel to take on the advice of the fans, as the structures are not complete or due to their lack of category. In addition, rums wasted, because they had other purposes or they lose the technical conditions and are rendered useless tools and resources in which preservation or restoration failed because of an inefficient institutional and administrative management. This deterioration in university cultural activities considerably affected the influence of the MAA of the FEU in the university community, both intra and outside the university; with this, the options for spiritual enrichment through the cultured and healthy use of free time diminished.

During this time, the faculty festivals continued to develop, although with little prominence from the FEU. They stood the manifestation of visual arts and some soloists, these being the most representative in the provincial and national festival.

During this stage, the university cultural life focused its recreation and leisure in the nightclubs of the province and the presentations of the fans were relegated to entertaining morning, acts or events and the work of the MAA of the FEU was reduced to the nearby dates to festivals. The management of the MAA of the FEU was not included in the strategic planning of the University of Pinar del Río "Hermanos Saíz Montes de Oca" and the dates of its festival system were not included in the annual planning of the university, with which the teaching chart was not taken into account for the execution of these activities.

The activities were carried out sporadically, with little convocation from the FEU. In addition, differences were evident in the management of each site, marked by the poverty of own trainers and lack of management skills to cope with the process. All this as evidence of the mistakes in the PGMAA of the FEU,

which manifested itself in a disjointed, asymetric and descontextualized way.

In April 2018, as a result of the realignment of structures within the University, the Extension University disappears and its two departments are integrated in the current Extracurricular Activities Department (DAE). With this integration the structures are unified and the direction of the department is centralized, gaining in organization and planning of the PGMAA of the FEU. In addition, the completion of the structures was favored and the specialization of the technical personnel in charge of the training of the MAA of the FEU was raised. Locals were also recovered for work with the fans and greater stimulation was achieved for them.

With the actions carried out, institutional awareness has been gained in favor of the PGMAA of the FEU. There is a resurgence of university cultural life, where some of its fans already hold the category "A" awarded by the Ministry of Culture. It is necessary to point out that currently, as an artistic manifestation, the quality of the Visual Arts stands out, mainly photography and digital art, in addition amateurs in the circus arts are incorporated, with very good results.

In the XXIV National Festival of the MAA of the FEU, Pinar del Rio delegation stood by its results in the manifestation of Visual Arts, winning five awards gold and two great awards, so Pinar de Rio reaffirms itself as a power in this manifestation. It is necessary to point out in this integration stage that the Faculty of Physical Culture has been the one that has obtained the best results in the festivals of the center.

As a characteristic of this stage at the University of Pinar del Rio "Hermanos Saíz Montes de Oca", the implementation of strategic planning and management by objectives at this University stands out. With this, the management of the

MAA of the FEU is included in the planning, as well as its system of festivals and forms of stimulation to amateur artists. Although it should be noted that these are carried out from the Department of Extracurricular Activities and in the faculties it is not evidenced in the same way.

In addition, the development of community and extension projects in which amateur artists participate is manifested and the work of the MAA of the FEU is reflected in the educational projects of the brigades, as a tribute to the integrality of the student.

Similarly, the Management Model of the University Extension for the University of Pinar del Río "Hermanos Saíz Montes de Oca" and the PNEU are implemented, which constitute mechanisms that strengthen the PGMAA of the FEU and allow a better understanding of the need to develop this process in a systemic, comprehensive and dynamic way as a contribution to the comprehensive training of the future professional.

Despite the achievements that are exhibited, the desired results have not yet been obtained and the prominence and attention given by the FEU and the faculties to its amateur artists is not enough; which, together with inefficient management, means that students with artistic aptitudes are not very motivated to join this movement.

CONCLUSIONS

Significant steps in the management process of the MAA are given from a greater awareness of the need to develop this process in a systemic comprehensive and dynamic, way to perfect their contribution to the integral formation of future professional. Therefore, based on the analysis made of the historical

evolution of the PGMAA of the FEU at the University of Pinar del Río "Hermanos Saíz Montes de Oca", it can be summarized that:

- It points to the trend of including them within the university sociocultural promotion without recognizing their importance in the training process.
- There are differences regarding its conceptual definition, the determination of its object and work methodology, which is directed by the Directorate of Houses of Culture; for whom the MAA of the FEU is similar to other amateur movements.
- There is little clarity in the functions and the performance of random actions, sometimes in an untimely way, without planning or organization, with indeterminacies of the activities that comprise it, as well as the lack of a particular structure and regulations that regulate and define the interior of the University of Pinar del Río "Hermanos Saíz Montes de Oca".
- There is a lack of protagonism of the FEU.
- Deficit of awareness of its actors, while assessing the impact is obvious produced by the activities carried out, which summarizes a PGMAA of the FEU, low effectiveness at the University of Pinar de Rio "Hermanos Saiz Montes de Oca".
- Inside the university it continues demonstrating differences in the management of the three seats that prevent the realization of the integration process in the MAA of the FEU, at the University of Pinar de Rio "Hermanos Saiz Montes de Oca".

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Arturo Pulido Díaz: authorship coordinator, general advice on the topic addressed, preparation of the database, revision and final version of the article.

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