

WHY FOLKLORE? Revival in the post-socialist countries: politics, memory, heritagization, and sustainability

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Abstract: The talk will deal with how the past and elements of vernacular culture are (re)interpreted and (re)invented in contemporary society. It is based on a bilateral Czech-Slovenian project focused on monitoring folklore activities associated with making music and dance without an obvious intention to cultivate, care for, or further disseminate. We start from the premise that the folklore revival at the beginning of the third millennium is not a simple and unambiguous activity, and it takes place in a network of cultural and political tendencies. Unlike the ideologically conceived folklore movement of the second half of the 20th century, there is a change in the environment of these activities, which occur not only in the scope of folklore ensembles and associated events but also in connection with emerging events. Important is the process of adopting images of the folklore movement in cultural memory, it is also a shift from local to global: folklore as a reflection of local or regional identity versus folklore as a field of hybrid and multi-genre musical dance expression using bricolage and appropriation of deterritorialized traditions.

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PONDĚLÍ / MONDAY
7. 10. 2024, 14:00 CET

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