

The Folklore Festival and the Television (The National Festival of Folklore – Koprivshitsa in the Program of the Bulgarian National Television)

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(Summary)

The aim of the text is to represent the National Festival of Folklore in Koprivshitsa and its presence in the program of the Bulgarian National Television as a public media in which the coverage of the festival is a special priority. Two basic approaches are outlined: live broadcasts on the one hand and preparation of TV products on the other hands (i.e. direct transmissions or films whose parameters are different, especially in connection with the real or unreal TV time). The conclusion is that the television with its representational and image-based media approaches of mediation between the festival and the spectators takes responsibility for cultural translation and interpretation, initiating at the same time new media modalities of the very “being” of the traditional culture.

Keywords: Koprivshitsa, festival of folklore, television, media models

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