

As They Say Today, It Is a Pleasure to Be Attacked by a Ghost
**(The Entering of the Halloween Masquerade
in the Holiday System of the Bulgarians)**

Maria Dimitrova
(Summary)

The text analyses the spread and the popularization of the Halloween holiday in Bulgaria. The invasion of foreign models and patterns, their quick adaptation to the contemporary urban environment is at the core of the discussions about the celebration of the foreign holiday, as well as in the discussions about the traditional, “ours” and “theirs”, urban and village, eastern and western, moral and satanic, etc. Is Halloween a holiday on Bulgarian grounds, how and to what extent the traditional holidays of the other nations can be emulated by the Bulgarians, does the Bulgarian mentality also experiences the foreign holidays as sacral, does it internalize their meaning and symbols or does it simply understand them as rejoicing – these are part of the questions discussed in the text. The analysis of the comments in the Internet forums, blogs, events, articles and sites, as well as the interviews with schoolchildren offer different points of view to these problems, connected with the contemporary individual approaches to the traditional – both native and foreign, as well as to the creation of festive events or experiences, disseminated as marketing products.

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Maria Dimitrova
Institute of Ethnology and Folklore Studies
with Ethnographic Museum
Acad. Georgi Bonchev Str., bl. 6
1113 Sofia, BULGARIA
maria_red7@abv.bg