

Folklore Nostalgia: On the Fields of Bulgarian Ethnology and Folkloristics

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(Summary)

This article offers the concept of *folklore nostalgia*, derived from Michael Herzfeld's definition of *structural nostalgia* as an aspect of the broader notion of cultural intimacy. The concept is discussed in regards to the areas of fieldwork within Bulgarian ethnology and folkloristics. The aim of creating this juxtaposition is not to formulate theoretical propositions, but rather to discuss the extent to which and directions in which the use of this concept would be applicable for the methodology of anthropologically oriented disciplines. The place of the internet is of particular importance here as a 'new' field and, at the same time, a 'new' source for anthropological research. Studying the specific type of communication on the internet—the characteristics of which resemble the folk(lore) interaction—it is highly interesting to explore this private sphere where interpretations of the official discourse, as presented by the media, take place.

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