From Traditional *Kemene* Playing to the Style of *Gadulka* Orchestra Playing (Regional Specifics in South-west Bulgaria)

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The folk music in South-west Bulgaria evolves in conditions determined by the regionally specific influence on the development of the traditional music by the professional art on the basis of folklore. As a result of that the innovations in the instrumental styles follow several different models: a comparatively planned one which happens due to the changes in the intonation system, diffusion of music from other regions, development of the instrumental technique, improvement of the structure of the instruments, etc. (the *zurna* and the *tapan* playing styles); due to the opposition of the "old" and the "new" styles build on the basis of some elements from traditional music playing as a result of professional education and creativity (styles connected to playing the *tambura*); changing of the old styles with new orchestra ones which result from the professional musical art and have a supra-regional nature (the *kemene* playing, the *gadulka* playing style). The article reviews some elements of the traditional *kemene* playing styles in the different regions of South-west Bulgaria and the specifics of the professional styles of playing the *gadulka* in the orchestra of the Pirin State Ensemble.

Keywords: *kemene*; *gadulka*; old traditional style; new professional style; stylistic elements; stylistic system; innovation

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