

Tradition and Innovation
(How Folklore Culture in Czech Republic and Bulgaria Finds a New Way
in the Medias during and after the 2020 Pandemic)

Nevena Dimitrova

(Summary)

Diverse influences of folklore tradition in contemporary media are presented in this article. The pandemic “closure” and encapsulation of the normal rhythm of life in 2020 unleashed a wave of creative TV, radio, social media manifestations, focused not only on covering the unusual situation, but also on the particular “return” to traditional practices and ways of adapting to the daily life routine. Self-introspection became a journey towards primordial rituals where tragic and comic coexist in the resistance and affirmation of life. The observed and analysed examples are from the Czech and Bulgarian media environment.

Keywords: folklore; social media; tradition; innovation; pandemic; COVID-19

Nevena Dimitrova
Institute of Ethnology and Folklore Studies
with Ethnographic Museum
Bulgarian Academy of Sciences
Bl. 6, Acad. Georgi Bonchev St.
1113 Sofia, BULGARIA
nevenaddimitrova@gmail.com