



Bulgarian Folklore

Journal of Folkloristics, Ethnology, Anthropology and Arts

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CALL FOR PAPERS

Bulgarian Folklore Journal – a scholarly periodical in folkloristics, ethnology, anthropology and arts, published by the Institute of Ethnology and Folklore Studies with Ethnographic Museum at the Bulgarian Academy of Sciences – invites submissions for a special issue entitled:

Folkloristics 2.0

The contemporary media ecosystem – a complex and fragile web of interrelations and interdependencies among human actors, media infrastructures, and technologies – permeates expanding domains of everyday life. Much like natural ecosystems, this environment is one we inhabit and appropriate; we seek to manage it, yet remain deeply dependent upon it; we simultaneously shape it and adapt to its constantly evolving properties.

Digital media constitute a significant part of the media ecosystem and increasingly mediate how we perceive, experience, interpret, and evaluate the world. Like any human-inhabited space, digital media are saturated with narratives, images, melodies, rhythms, symbols, practices, forms and patterns of human expression – phenomena that have traditionally been the object of folkloristic inquiry. At the same time, digital technologies challenge established notions of traditional communities, of immediacy and ‘authenticity’ in human interaction, and of creativity and artistic expression as exclusively human capacities. Digital media thus open new terrains of investigation, new methodological possibilities, and significant conceptual challenges for folkloristics.

The journal invites scholars to submit contributions addressing (though not limited to) the following thematic strands:

- ❖ **New media – old forms and practices:** In what ways are cultural forms and expressive models familiar to folkloristics appropriated, transformed and recontextualised within digital environments?
- ❖ **Digital folklore, emergent genres and practices:** How might folkloristics conceptualise and analyse the parodies, remixes, memes, gaming challenges, trolling and clickbait practices that proliferate online?
- ❖ **Folkloristics and digital technologies:** How should scholarship approach forms of ‘creativity’ generated with the assistance of artificial intelligence? To what extent does so-called *AI slop* display features that may be interpreted as folkloric?

Deadline for submission of proposals (title and abstract): **10 April 2026**

Deadline for submission of full manuscripts: **30 September 2026**

Proposals and completed manuscripts should be sent electronically to:
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The issue will be published in **open access** under a Creative Commons licence.

Bulgarian Folklore Journal accepts manuscripts in **Bulgarian or English**. Submitted articles must present original scholarly research that is neither under consideration elsewhere nor has been previously published. All submissions undergo double-blind peer review by two independent reviewers.

Further information is available at: http://bulgarianfolklorejournal.net/Home_en.