

THE ROLE OF FOLKLORE IN A MULTICULTURAL WORLD

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Abstract

The article analyzes the role of folklore in modern culture, its adaptation to new conditions and the preservation of traditions in the context of globalization. The article considers key aspects of the use of folklore in music, cinema, digital technologies and social media, as well as the impact of global changes on the preservation of the cultural identity of peoples. The article emphasizes the importance of preserving the authenticity of folklore forms when adapting them in popular culture and digital spaces. Examples of successful integrations of folk traditions are given, which contribute to increasing interest in folklore among various audiences, including young people and an international audience.

Keywords: Folklore, modern culture, globalization, digitalization, popular culture, cultural identity, innovation, folk traditions, intercultural communication, preservation of traditions.

Introduction

Folklore is oral folk art, which includes myths, legends, songs, fairy tales, proverbs and other forms of cultural expression passed down from generation to generation. These traditions carry not only the unique elements of each culture, but also universal values that can unite various ethnic and cultural groups. In the context of the modern multicultural world, where the interests of various nations intersect, folklore plays an important role in preserving cultural identity and strengthening mutual understanding between people. Multiculturalism, as a global trend, implies the coexistence of many cultures in one territory, which entails the need to take into account and respect differences. In this context, folklore becomes a link between cultures, ensuring not only the preservation of traditions, but also the development of new forms of cultural exchange. Considering the role of folklore in a multicultural world is important for understanding how traditions can be adapted to modern conditions, promoting the integration and harmonization of various ethnic and cultural communities. The purpose of this work is to explore how folklore can be used to maintain cultural identity, as well as serve as a tool for intercultural communication in the context of globalization and multiculturalism.

Preservation of cultural identity through folklore

Folklore is the main tool for preserving and transmitting the cultural identity of peoples, especially in conditions when world culture is globalizing, and individual traditions are influenced by mass culture and modern technologies. It serves as an important link between



generations, preserving not only everyday life and customs, but also the worldview, moral values and peculiarities of thinking of a particular people.

Folklore is the living memory of a people. It includes myths, legends, songs, proverbs, fairy tales and other forms that have served as sources of knowledge, understanding of the world and life, as well as tools of socialization for centuries. These works reflect the features of history, natural conditions, views on life and moral standards. An example is the oral folklore of the peoples of Siberia, where ideas about nature, spirits and human interaction with the outside world are conveyed through myths and legends. Preserving these elements of folklore helps peoples not only strengthen their identity, but also not lose touch with history, despite external pressure from dominant cultures. This is especially important for small nations, whose traditions and language may be at risk of disappearing.

In the context of migration and displacement of peoples, folklore becomes an important tool for preserving cultural identity. Immigrants living in countries with a dominant culture often face the problem of losing their own identity. In this context, folklore helps to maintain a connection with their native culture, strengthen the feeling of belonging to their ethnic group and traditions. Folk songs, dances and rituals become a way to maintain collective memory and pass on culture to new generations.

An example of this is the culture of the southern Slavs in the diaspora, where, despite assimilation and adaptation to new living conditions, folklore continues to be an important element of cultural identity and social unification.

In addition, folklore can become a bridge between cultures. In multicultural societies, the folklore of different peoples is not only an important part of cultural heritage, but also a means of mutual respect and understanding. For example, at folk festivals, different ethnic groups can share their traditions, demonstrating the richness and diversity of their cultures. Such events promote cultural exchange and strengthen ties between different peoples. New technologies make it possible to preserve and popularize folklore, making it accessible to a wider audience. The Internet, digitalization and social media play an important role in the dissemination of folklore materials. For example, recordings of folk songs or videos of traditional dances can be distributed around the world, thereby maintaining and strengthening cultural identity. Modern artisans and musicians also use elements of folklore, creating modern art forms that still retain the spirit of tradition.

Adaptation of Folklore in the Context of Globalization

Globalization, as a process of integration of world economies and cultures, has a significant impact on traditional forms of cultural expression, including folklore. On the one hand, globalization facilitates the dissemination of folklore beyond traditional cultural communities, and on the other hand, it creates threats of losing the uniqueness and authenticity of folklore forms. In this context, the adaptation of folklore becomes an important process that allows preserving its essence in the context of rapid changes.

With the development of technology and mass communications, folklore has become accessible to a wider audience. The digitalization of folklore materials, such as recordings of folk songs, dances and fairy tales, helps to preserve and popularize these traditions. Many



folklore collections and archives can now be found on the Internet, which allows people from all over the world to study the folklore of other cultures.

At the same time, digitalization gives rise to new forms of expression of folklore, such as electronic folk songs, where traditional motifs and themes are intertwined with modern musical trends. The process of adapting folk music to popular music genres makes folklore accessible and attractive to young audiences.

Globalization facilitates the fusion of folklore with popular culture, creating hybrid art forms. An example of this is the use of folk motifs in modern music, cinema, fashion and other types of popular culture. For example, genres such as folk rock or world music actively borrow elements of folk music, giving them a modern sound.

In addition, elements of folklore are reflected in cinema and television, which facilitates their adaptation to new cultural realities. One of the striking examples is the use of mythological and folklore motifs in Hollywood films such as *Braveheart*, *Thor* or *The Lord of the Rings*. In these works, elements of folklore from various nations are intertwined with modern plots and characters, which allows viewers from different cultural contexts to perceive and appreciate these traditions.

In the context of globalization, folklore faces the risk of commercialization, when its elements are used not for cultural and educational purposes, but for profit. An example of this is the mass production of souvenirs based on folklore themes, or the use of traditional folk motifs in advertising campaigns. In such cases, folklore may lose its depth and meaning, becoming simply a commodity on the market.

However, the commercialization of folklore can also contribute to its popularization, and a significant part of the income from the sale of goods and services related to folklore can be used to support local communities and preserve cultural traditions.

Folklore, adapting to the conditions of globalization, can change depending on the cultural context. In migrant communities, folklore becomes an important element in preserving cultural identity and can be used to express nostalgia for the native culture. For example, among immigrants, folklore elements serve to strengthen community, maintain ties with the homeland and cultural self-identification. At the same time, adapted folklore can be used to create new cultural forms. For example, in some countries of the world, youth movements are emerging in which folklore is used as a means of self-identification, but in combination with modern styles and technologies.

Folklore in Contemporary Culture: Innovations and Preservation of Traditions

Folklore, as a form of folk art, continues to play an important role in the culture of the 21st century, despite the rapid development of technology and globalization. Contemporary culture actively adapts traditional folklore elements, preserving their significance, but at the same time introducing innovations to make them relevant in new conditions. This interaction between preserving traditions and introducing innovative approaches not only preserves folklore forms, but also expands their influence on contemporary culture.

Modern technologies provide unique opportunities for the preservation and dissemination of folklore. The process of digitalization, including the creation of archives, online platforms and



virtual museums, allows folklore works to be preserved in their authentic form. Virtual tours of folklore collections, digitization of folklore records and the creation of a database make these traditions accessible to a wide audience around the world. At the same time, modern multimedia technologies make it possible to integrate elements of folklore into video games, animation and virtual reality, creating new forms of art that attract the younger generation.

One of the striking examples of the introduction of folklore into modern culture is its use in music. In recent decades, there has been an active revival of interest in folk music, which gets a new sound due to mixing with the genres of pop music, rock music, jazz and electronic music. An example of such a synthesis is the work of artists such as Jacob Collier, the group "Mumiy Troll", "The Tuvan Ensemble", who integrate traditional elements and innovative forms of performance.

Contemporary artists also borrow folklore motifs to create new works. The use of folklore symbols, myths and motifs in painting, design and literature helps to maintain their relevance in the context of a changing culture. Contemporary artists such as Chinese artist Ai Weiwei use traditional craft techniques and materials, including elements of folklore, to highlight the continuity of generations and the importance of cultural traditions.

Globalization and popular culture, on the one hand, pose a challenge to the authenticity of folklore, but, on the other hand, open up new opportunities for its popularization. Folklore is actively used in cinema, television and advertising. Movies such as Peter Jackson's "The Lord of the Rings" or Disney's "Mulan" borrow elements of folklore from different nations, allowing viewers to learn about cultural traditions without directly encountering them.

In addition, comics, games and animated series are often based on folklore plots and characters, which makes them accessible and interesting to a young audience. The popularity of projects such as "Harry Potter" or "Star Wars", in which folklore archetypes and motifs are intertwined with new myths, shows that traditions can be perceived through a modern prism while retaining their relevance. Social networks play an important role in preserving folklore traditions, creating new forms of folklore dissemination. Users can share folk songs, dances and stories, participate in flash mobs and online competitions that promote the dissemination of cultural traditions in a digital format. For example, the use of folk songs on TikTok or Instagram has become a new form of bringing traditions into modern everyday culture, allowing young people to get acquainted with folklore in an entertaining way.

Thus, folklore continues to play an important role in modern culture, preserving its authenticity, but at the same time actively adapting to innovative forms of expression. Modern technologies, art, popular culture and social media provide new opportunities for the dissemination and preservation of folklore, while it continues to be a living and important element of cultural identity and intercultural communication.

Conclusion

Folklore in modern culture continues to be an important element that not only preserves the cultural identity of peoples, but also adapts to the changing conditions of the globalized world. Innovations such as digitalization, new media and genre blending allow traditional folklore forms to remain relevant, attracting new audiences and making them accessible on a global



level. At the same time, preserving authenticity and respect for cultural traditions remain essential aspects that allow folklore not only to survive but also to thrive. Thus, folklore in modern society is not only a monument to the past, but also a living, developing element of culture that actively interacts with innovations, while maintaining its depth and significance. Adapting folklore to new conditions helps to strengthen cultural diversity, mutual understanding between different peoples and creates conditions for the continuation of traditions in the context of globalization.

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