

Contemporary Folklore-Creating Situations

Janina Hajduk-Nijakowska

(Summary)

The article emphasises the variety of contemporary folklore-making situations, which are shaped by electronic media. They influence creation of a new kind of interaction by connecting people with media as well as set the directions of interpersonal reaction, inspire creation of spontaneous situations which support story-telling and influence transformations of traditional oral narration forms. Globally broadcast programs are perceived from a local perspective; each new expression immediately enters into relations with others, already present in the circulation. In the space of shaping the sense, transmissions naturally undergo the process of folklorisation.

New technologies (mainly the Internet) enabled people to actively participate in the process of the content reception; they led to the change in conversation rituals, prompted creative activity and created new quality of folklore-making situations by releasing upward convergence, which strengthens the virtual community. The author refers to R. G. Howard's findings, who used the name of the network dialect to describe an *online* discourse of the network users, established on the basis of the Internet. His studies should be of interest to folklorists as they analyse this type of content, which originates from local, individual and informal sources in order to enter the area of the meanings shared by the whole community. In the times of common *online* communication, a folklorist has to focus on new folklore-making situations, which trigger the creative process.

Keywords: folklore-creating situations, electronic media, process of folklorisation, online communication, grassroots convergence

Janina Hajduk-Nijakowska
Institute of Polish and Cultural Studies
University of Opole
Kopernik Square 11, r. 204A
45-040 Opole, POLAND
jdhn@uni.opole.pl