

METHODOLOGICAL APPROACH TO CATEGORIZE BULGARIAN FESTIVALS AND HOLIDAYS

Stefan Videv¹

¹E-mail: videv_stefan@abv.bg, Agricultural University of Plovdiv, bul. "Mendeleev" 12, 4000 Trakiya, Plovdiv, Bulgaria

ABSTRACT

The article is an attempt to categorize the festival events in Bulgaria by using the method of analysis of the content of Internet-based information arrays containing data on over 1000 festivals. The data obtained are classified on the basis of 15 evaluation criteria. The summarized results are grouped in several clusters, which allows to reveal the main parameters of the festival events.

KEY WORDS: *content analysis, clusters, festivals, folklore and cultural events*

ABSTRAKT

Der Artikel ist ein Versuch, die Festivalveranstaltungen in Bulgarien zu kategorisieren, indem er die Methode der Inhaltsanalyse von internetbasierten Informationsreihen verwendet, die Daten zu über 1000 Festivals enthalten. Die gewonnenen Daten werden auf der Grundlage von 15 Bewertungskriterien klassifiziert. Die zusammengefassten Ergebnisse werden in mehreren Clustern gruppiert, die es ermöglichen, die wichtigsten Parameter der Festivalveranstaltungen zu erkennen.

STICHWORTE: Inhaltsanalyse, Cluster, Festivals, Folklore- und Kulturveranstaltungen

RÉSUMÉ

L'article est une tentative de catégoriser les événements de festivals en Bulgarie en utilisant la méthode d'analyse du contenu des tableaux d'information sur Internet contenant des données sur plus de 1000 festivals. Les données obtenues sont classées sur la base de 15 critères d'évaluation. Les résultats résumés sont regroupés en plusieurs clusters, ce qui permet de révéler les principaux paramètres des événements festivaliers.

MOTS CLÉS: analyse de contenu, clusters, festivals, événements folkloriques et culturels

INTRODUCTION

The present work has as its object the festival events and the folklore holidays in our country. The objectives of the study are: counting and structuring according to certain criteria of festivals and holidays in Bulgaria, revealing such important characteristics as: time parameters, organization, functions, subjects, audiences, territoriality and scope, thematic focus, commercialization, etc. To characterize these variables, we used the empirical indicators frequency, theme, organizer, duration, venue, territorial scope of participants, level of organization, mode of participation of visitors (as participants and / or audience), mass / elitism, free / controlled access, commercial / non-commercial, competitive / non-competitive,

In this publication we have used several publicly available databases containing information on festivals held in our country, namely:

a) <https://fest-bg.com/festivals/> - contains information about most of the festivals and folklore festivals in Bulgaria;

b) <https://ruralnet.bg/praznici-i-festivali/> - specialized array of data on the folklore festivals held in Bulgarian villages;

in)https://www.sabori.bg/folk_fest_sub.html- contains information about the fairs held in the country.

The three sources of information were used as complementary. In total, over 1000 festivals and holidays have been counted. The method used for collecting and subsequent analysis of empirical information is content analysis or content analysis in which the available texts for the studied event are analyzed in order to extract data according to predefined criteria, which act as a kind of "sieve" through which "Arrays of information. The criteria themselves are checked for presence and repeatability in the available texts and those that are insignificant, for which there is no information in the text or which do not vary are removed. When selecting the criteria, it is particularly important that they fully describe the phenomenon under study, do not overlap with each other, are empirically relevant to the text, meaningful in content, to meet the objectives of the study, etc. As it is extremely time consuming and expensive to search for such information in the field, we use the method to capture the "traces" that the event has left on the information source. In this way, using publicly available data, we are able to reconstruct the studied event based on the documentary sources that we find for the event itself.

The data thus collected are comprehensive for the whole population. Subsequently, the information is summarized and analyzed by groups of criteria and an attempt is made to differentiate typical clusters, consisting of festival events with similar parameters. These clusters are composed of one or more of the following criteria.

RESULTS AND DISCUSSION

Practically all festivals are annual, and a small part of them do not have fixed dates and duration. Some of them are said to have been held since time immemorial. Others have a starting and ending date that changes over the years. Due to the anti-epidemic measures from the beginning of 2021, a large part of the festivals will not be held.

Nearly 60% of the festivals are of folklore and entertainment nature, ie. are national holidays, including performances of authentic Bulgarian folk songs and dances, restoration of customs and crafts, accompanied by national festivities with consumption of typical food and drinks. Just over 1/3 of the festivals are profiled in the field of arts. In essence, they are performances in which professional performers and audiences are clearly distinguished.

The typical duration of the festival events is up to 3 days (90% of them), and the most common duration is 1 day. A small part of the festivals lasts up to one (6%) and more than one week (2%).

80% of the festivals are financed and organized (most often with the help of local community centers) by the local municipality. The state hardly funds such events (2.5%), excluding subsidies to some foundations (21.5%) established for the purpose of organizing a holiday, which apply for funding from the Ministry of Culture. Private patronage in the field of festival events is a rare phenomenon (13.5%).

The participants in the festival events are most often residents of the municipality (42%) and the village (14.5%) where the festival is organized. 19% and 14.5% of the festivals are national and international, respectively, and these events are most often concentrated in the capital and major cities. In other words, almost 2/3 of the festivals are local events, most often folklore festivals in which amateur ensembles participate and which are open to the public.

The issue of the specialization of the festivals is interesting. Most of them 66% are specialized events - e.g. tourist films, ballet, theater, piano or symphonic music, mummery, culinary, etc., while a third of them (34%) perform more functions or do not specialize in a single field, integrating songs, dances, folk festivities, processions, carnivals, concerts, competitions with prizes, chants, reconstructions of customs, bazaars, meetings - talks with the authors, lectures, talks, literary readings, theater productions, etc.

In terms of the degree of organization, the festivals can be categorized into three conditional groups:

a) amateur (18% of festivals), ie those organized by the participants themselves and the local public with some help from the local authorities. Such are mainly the folklore festivals in the villages. These festivals are done voluntarily and gratuitously by the community for the community.

Here is one such typical case:

"The twenty-eighth edition of the traditional for the Municipality of Veliko Tarnovo holiday of folk art "That spring has broken" is held in April in the village of Ledenik, Veliko Tarnovo. The organizer of the holiday is the Municipality of Veliko Tarnovo, and this year the host is the National Chitalishte in the village of Ledenik, Municipality of Veliko Tarnovo. The participants show the typical for the region folk-ritual activity and authentic song folklore. All ensembles receive a gift souvenir and diplomas for participation in the celebration of folk art and life "That spring has broken." The holiday is not competitive. "

b) partially organized (32.5%) - such are the folklore festivals in small towns, which are organized by local authorities with the active help of the participants and the local public. These festivals are made free of charge by the communities and the local government for the local community.

Here is such a typical case with the Youth Theater Festival "Ocean of Love" - Pazardzhik: "Performances at the festival go through a preliminary selection. They can be part of the "Festival Poster" - performances included in the official selection of the festival. The festival program also includes a "Round Table" - discussions of performances with professional actors, directors and other theater professionals, "Workshop" - theater workshops with qualified teachers and "Perspectives" - a presentation of universities that study theater.

c) fully organized (49.5%) are the festivals with art and culture, which are held in big cities. Participants in such forums are usually professionals, and the audience has strong special interests in the field (literature, cinema, theater, music, etc.), most often does not participate directly in the festival event and in most cases pays an entrance fee. These festivals are made for a fee by the organizers for the audience, ie. have a commercial character.

Here is a typical case: "PPIANISSIMO is unique as a concept worldwide and for years has been the only forum in Bulgaria entirely dedicated to contemporary music. Focused mainly on the inexhaustible possibilities of the piano not only as a keyboard but also as a percussion instrument, the festival is a kind of laboratory for new art - a creative space for established and debuting performers exploring the complex processes of modern piano aesthetics. PPIANISSIMO is a generator of new artists and a stimulator for new creativity. So far, more than 310 performers from nearly 30 different countries have taken part in the festival's 22 editions, and works by more than 430 artists from more than 50 countries have been performed.

The participation of visitors in the festival events is another important criterion that divides the festivals into:

(a) festivals in which visitors are only audiences but not participants. Such festivals (33% of all) are most often international and national art festivals held in big cities. They are more about cultural events with the participation of professional performers than about folk festivals with the participation of amateur ensembles. They are aimed at a specialized audience that pays for their right to attend the event.

A typical example in this regard is "Master of Art" - the only international film festival in Bulgaria and Eastern Europe, for a documentary film dedicated to the arts. This is also the largest international documentary film festival in Bulgaria. In April, the fifth edition of "Master of Art" will be held in Sofia, which will show over 65 premiere for Bulgaria documentaries of art from around the world. The festival will welcome dozens of guests from abroad, including an international jury, lecturers, directors and producers who will present their films.

b) mixed participation festivals are those in which the roles of participant and spectator change (62% of all) - in some events the person is a spectator, while in others he changes his role and becomes a participant. Such are mainly the mass folklore festivals in which the whole village participates, in which there is no visible difference between a participant and a visitor (at one moment you are a participant, at the next - a visitor). Such a change of roles is possible in events involving groups (choirs, troupes, ensembles, orchestras, etc.), which are participants during their performance during the rest of the time play the role of audience.

A typical example of such a festival is:

"Municipal folklore holiday" Before Easter on the square "in Krivodol. It is good to observe the Christian holidays and to respect the Bulgarian customs and in the order of thoughts it is even better to popularize, to find like-minded people and to become a tradition!

"Red, red Easter! Green, green St. George's Day..." - how nicely the Bulgarian said it! These are some of the best Christian holidays, loved and revered by young and old! Holidays that make us more human and open our souls and hearts to goodness!

And you can't go on a holiday without fun and emotions - songs were sung and people were shouting - before Easter on the square. "

c) Festivals that are not intended for the public, and only performers participate in them are extremely rare - only 2%.

The vast majority of festivals (77%) do not discriminate against potential visitors by placing barriers between them and performers that prevent or restrict access. With few exceptions (15% are partially mass and 8% - elite) holidays and events are designed for all citizens. In some cases, due to the nature of the event, a financial barrier is opened, and in others access is limited by the number of passes.

An example of one of the few elite festivals:

"MEET THE FAMILY is a unique opportunity to meet nearly 15 heirs of legendary wine families from the Old and New Worlds. Among them with the longest line is the Friscobaldi family from Florence with 1000 years of history and 30 generations in heritage. Family ancients from Bulgaria also take part. "

In 94% of cases, the organizers guarantee free access to each visitor. In a small number of cases (6%) the festival events are organized by and aimed at some minority groups (Roma, Kazalbashi, sexual

minorities, etc.), which naturally contributes to restricting access to the event for others, but this should not be the case. to be considered as discrimination.

An example of a minority holiday can be seen in the so-called neurosis holiday:

"The Allies (Kazalbashi) from the Silistra region gather in the village of Chernik to celebrate Nevruz. It is associated with spring and new life. The ritual dance "Semah" is performed, in which men and women dance side by side. A rooster is slaughtered like a sacrifice for the holiday. Boiled eggs are distributed, with which the celebrants knock for luck. Pies fried in butter (cakes) are eaten. In the evening there are gatherings (jam). "Nevruz celebrates winter and spring."

Bulgarian festivals are still poorly commercialized (81% of them do not pursue financial gain). Practically only 6% of them are aimed at making profits from them for the organizers, and 13% rely on separate commercialized activities as part of the festival event: entrance fees, participation fees, inclusion of commercial activities as part of festival events - bazaars, restaurants, folk crafts, food and beverages, etc.

An example of a fully commercial festival can be seen below:

"The eighth edition of Balkan Rakia Fest offers an exhibition-tasting of several hundred types of brandy and other spirits from around the world. The traditional exhibition presents producers and importers of all types of brandy - plum, grape, fruit, anise and other spirits.

Here's what you need to know about Rakia and Spirits Fest Sofia.

- Tasting of more than 400 types of brandy and other drinks from the Balkans and the world.
- More than 30 distilleries from Bulgaria, Serbia, Greece, Northern Macedonia, Montenegro, Turkey, China, Brazil and other countries.
- There will be sales of additional tokens only for premium and exclusive drinks.
- There will be master classes for those who want to learn more about the process of distillation of brandy.

- Cocktail area with homemade syrups and hot brandy.

- Food area with appetizers for everyone.

"A shopping area where you can buy your favorite drinks at producer prices."

The typical non-commercial festival event looks like this:

"Municipal review of the city song" Zasmiana Prolet "will be held on April 1 in Debelets. The celebration will start at 6 pm in Saglasie Chitalishte. 170 performers will perform on its stage, and 47 city songs will be played. Some of them are favorite hits, and others - new songs.

In the next edition of the holiday, the best performing participant will receive an incentive cash prize from the mayor of Debelets, and the other performers will be awarded diplomas and souvenirs.

The holiday marks the beginning of the traditional festivals of amateur arts - song, dance and theater, organized by the Municipality of Veliko Tarnovo annually in April and May. Admission is free.

The commercialization of a holiday is also related to the payment of an entrance fee by visitors. Most commercial festivals require the purchase of a ticket, unlike non-commercial ones. Revenues from ticket sales partially finance the costs incurred, with other revenue items being direct sales, sponsorship revenues, advertising, government / municipal subsidies. The vast majority (86.5%) of the festivals do not rely on ticket revenues, as funding is provided by the local municipality or the state, and the participants themselves are amateurs who do not receive payment for their participation. This is not the case with

professional performers at commercial festivals, whose pay very often cannot be covered by ticket revenues,

A typical event where we do not have to pay an entrance fee from visitors looks like this:

"The Surva Zemen Festival is held throughout the year and has become an event demonstrating the ethnographic traditions of the region in their original form. 30 Survakar groups will take part in the parade at this year's edition. Among them are the groups from the town of Zemen, the village of Peshtera, the village of Divlya, the village of Gorna Vrabcha, the village of Elov dol, the village of Gabrov dol, the village of Berende. Survakar groups from the villages of Noevtsi, Chepino, Dolna Sekirna, Lobosh, Sirishtnik, Kovachevtsi, Kalishte, Dragichevo and others will also visit.

The municipal Survakar holiday immerses in the magic of the Bulgarian language and promises unforgettable emotions throughout the day. "Surva Zemen" is a celebration of all who love the positive side of life - starting at 11 am, and from 14:00 is transferred to the Youth Center in Zemen.

The festival was established on the initiative of the Municipality and the mayor of Zemen. Admission is free.

An example of a typical festival event in which there is a requirement to pay an entrance ticket can be found here:

The ninth edition of the International Festival of Illusion Art the Magic Encounter "Golden Cat" returns to Gabrovo, Vazrazhdane Hall. The festival is organized by the Municipality of Gabrovo and Quick Hands Project.

Magicians from the country and abroad will fight for the statuette of the bronze cat without a tail.

This year we will have a diverse program with many magicians from the country and abroad and masters of circus and variety art. This festival is for all children and adults who continue to marvel as young children at the numbers of the masters. And even if you're not surprised anymore, come and laugh and try to unravel the numbers of the magicians. Entrance with tickets. "

A Bulgarian festival usually relies on the local audience of the village in which it is organized (91% of the festivals are such) and only with the exception of the local population and guests of the village (8%) in cases of tourist settlements. during the tourist season. Of course, modern technologies and the opportunities provided by social networks allow the event to be broadcast live in some online media or watched later in cases where a video of the event is uploaded on the Internet.

A typical festival, which is aimed more at the guests of the village, we can see below:

"Strandja sings and dances - International Festival of Performing Arts

The festival is multi-genre and is included in the cultural program of Primorsko, is held with the kind assistance of the municipality. In addition to creating a festive mood, our goal is: to attract young people to empathy for the preservation of customs, lifestyles, customs, ancient traditions, cultural heritage that preserves our identity in the European family; to give a chance for expression to a significant number of children and young people and to contribute to increasing their motivation to engage in constructive creative activity. Exchange of creative information and development of achievements in the given dance styles and musical directions. "

CONCLUSIONS

1. Using the criteria of organizing institution, participation of visitors, mass, commercialism, paid / free access we can group the festivals into 3 major clusters:

a) a type of mass folklore holiday, organized most often by the local municipality in which everyone participates both as an audience and participants, and the local folk art is presented in its entirety. Typical representatives of this type of festival are folk festivals;

b) a type of specialized most often national amateur holiday in which there is a strict division between participants and visitors, with local visitors being only an audience that does not pay entrance;

c) type of commercial exhibition, most often organized by a private company or foundation with paid admission, where visitors pay admission and participate in the event exclusively as buyers and audience, etc.

2. In general, festivals can be divided into two major clusters: folklore festivals with an additional entertainment function and those in the field of arts and culture.

The former is of course mass, non-commercial, with free access, in which visitors are most often participants, are most often held in smaller villages - villages, small towns, funded by the local municipality and are aimed at residents of the village or the small municipality. They are usually amateur in nature, as the organization of the event depends to a large extent on the participants themselves, and can be both competitive and non-competitive. The festival events within these folklore festivals are most often performed by amateur groups and include: re-creation of folk customs and local traditions, very often mummers' carnivals, parades with folk costumes, folk dances, performance of folk orchestras, bazaars where they sell master craftsmen, culinary exhibitions, competitions for typically Bulgarian products,

Conversely, those festivals that have a thematic focus on arts and culture are usually held in the capital and major cities, mainly funded and reorganized by the local municipality, but more often by foundations, private companies and foreign organizations. They are more often specialized commercial forums that have paid admission, are most often pre-organized, and their visitors participate in the event only as audiences and buyers. In a small number of events observed a certain elitism in the access of visitors to the exhibition. This type of festivals is thematically oriented towards arts such as: choral singing, theater, literature, painting, cinema, symphonic music, rock, jazz and others.

REFERENCES

1. <https://fest-bg.com/festivals/>
2. <https://ruralnet.bg/praznici-i-festivali/>
3. https://www.sabori.bg/folk_fest_sub.html
4. <https://fest-bg.com/event/%d0%bf%d1%80%d0%b0%d0%b7%d0%bd%d0%b8%d0%ba-%d0%bd%d0%b0-%d0%bd%d0%b0%d1%80%d0%be%d0%b4%d0%bd%d0%be%d1%82%d0%be-%d1%82%d0%b2%d0%be%d1%80%d1%87%d0%b5%d1%81%d1%82%d0%b2%d0%be-%d0%b8-%d0%b1%d0%b8%d1%82-2/>
5. <https://fest-bg.com/event/xv-%d0%bc%d0%bb%d0%b0%d0%b4%d0%b5%d0%b6%d0%ba%d0%b8-%d1%82%d0%b5%d0%b0%d1%82%d1%80%d0%b0%d0%bb%d0%b5%d0%bd-%d1%84%d0%b5%d1%81%d1%82%d0%b8%d0%b2%d0%b0%d0%bb-%d0%be%d0%ba%d0%b5%d0%b0%d0%bd-2/>

6. <https://fest-bg.com/event/x%d1%85%d1%96%d1%96%d1%96-%d0%bc%d0%b5%d0%b6%d0%b4%d1%83 % d0% bd% d0% b0% d1% 80% d0% be% d0% b4% d0% b5% d0% bd-% d1% 84% d0% b5% d1% 81% d1% 82% d0% b8% d0% b2% d0% b0% d0% bb-% d0% b7% d0% b0-% d1% 81% d1% 8a% d0% b2% d1% 80% d0% b5% d0% bc-2 />
7. <https://fest-bg.com/event/v-%d0%bc%d0%b5%d0%b6%d0%b4%d1%83%d0%bd%d0%b0%d1%80%d0%be % d0% b4% d0% b5% d0% bd-% d1% 84% d0% b8% d0% bb% d0% bc% d0% be% d0% b2-% d1% 84% d0% b5% d1% 81 % d1% 82% d0% b8% d0% b2% d0% b0% d0% bb-master-of-art-2 />
8. <https://fest-bg.com/event/%d1%84%d0%be%d0%bb%d0%ba%d0%bb%d0%be%d1%80%d0%b5%d0%bd-%d0%bf% d1% 80% d0% b0% d0% b7% d0% bd% d0% b8% d0% ba-% d0% bf% d1% 80% d0% b5% d0% b4-% d0% b2% d0% b5% d0% bb% d0% b8% d0% ba% d0% b4% d0% b5% d0% bd-% d0% bd% d0% b0-% d0% bc% d0% b5-2 />
9. <https://fest-bg.com/event/meet-the-family-bibendum-first/>
10. <https://fest-bg.com/event/%d0%bd%d0%b5%d0%b2%d1%80%d1%83%d0%b7-%d1%81-%d1%87%d0%b5 % d1% 80% d0% bd% d0% b8% d0% ba-3 />
11. <https://fest-bg.com/event/rakia-and-spirits-fest-2021/>
12. <https://fest-bg.com/event/%d0%be%d0%b1%d1%89%d0%b8%d0%bd%d1%81%d0%ba%d0%b8-%d0%bf% d1% 80% d0% b0% d0% b7% d0% bd% d0% b8% d0% ba-% d0% bd% d0% b0-% d0% b3% d1% 80% d0% b0% d0% b4% d1% 81% d0% ba% d0% b0% d1% 82% d0% b0-% d0% bf% d0% b5% d1% 81% d0% b5% d0% bd-2 />
13. <https://fest-bg.com/event/%d1%84%d0%b5%d1%81%d1%82%d0%b8%d0%b2%d0%b0%d0%bb-%d1%81%d1% 83% d1% 80% d0% b2% d0% b0-% d0% b7% d0% b5% d0% bc% d0% b5% d0% bd />
14. <https://fest-bg.com/event/%D0%BC%D0%B5%D0%B6%D0%B4%D1%83%D0%BD%D0%B0%D1%80%D0%BE%D0 % B4% D0% B5% D0% BD-% D1% 84% D0% B5% D1% 81% D1% 82% D0% B8% D0% B2% D0% B0% D0% BB-% D0% BD% D0 % B0-% D0% B8% D0% BB% D1% 8E% D0% B7% D0% B8% D0% BE% D0% BD% D0% BD% D0% BE% D1% 82-3 />
15. <https://fest-bg.com/event/%d1%81%d1%82%d1%80%d0%b0%d0%bd%d0%b4%d0%b6%d0%b0-%d0%bf% d0% b5% d0% b5-% d0% b8-% d1% 82% d0% b0% d0% bd% d1% 86% d1% 83% d0% b2% d0% b0-% d0% bc% d0% b5 % d0% b6% d0% b4% d1% 83% d0% bd% d0% b0% d1% 80% d0% be% d0% b4% d0% b5% d0% bd-% d1% 84 />