

The Role of Folklore in Modern Society

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ABSTRACT

Folklore, as an integral component of cultural heritage, continues to influence modern society through its role in preserving traditions, shaping cultural identity, and fostering community cohesion. This paper examines the historical significance of folklore, its methods of transmission and preservation, and its evolving nature in response to societal changes. By examining how folklore adapts to contemporary challenges like globalization and technology, this study highlights its enduring relevance. Folklore not only bridges the past and present but also serves as a tool for regional branding and community building, reinforcing a shared sense of identity. The analysis underscores the value of folklore in addressing modern social concerns and its role as a dynamic force in cultural continuity.

Keywords: Folklore, Cultural heritage, Oral traditions, Community identity, Social cohesion, Globalization.

INTRODUCTION

Throughout history, folklore has served as a vibrant part of the social and cultural environments of society, and today it is considered one of the most significant aspects of cultural and social history. When we learn about folklore from a historical perspective, we find that it is not only a collection of tales, beliefs, customs, sayings, art, and wisdom from different periods of history, but its accumulation reflects the life of an entire generation. Therefore, folklore was recognized as a way of passing down inheritance. The purpose of this paper is to describe who cherishes and presents their folklore, why it is passed from one generation to the next, and how its tradition influences modern life [1, 2]. Folklore consists of the tales, beliefs, sayings, art, or other traditions that are passed down informally from

Historical Significance of Folklore

Folklore is a multi-faceted jewel that embodies and expresses the spirits of different nations and centuries. Since time immemorial, various traditions and beliefs have been passed down orally in every nation. In it, we find astronomical, meteorological, geological, and ethnographic references, ancient customs, myths, and beliefs. These records contain the

one person to another. Today, in addition, all the new designs and the recently created beliefs, misconceptions, and other forms of "lore," whether created by a group or an individual, at any point within the current tradition belong to folklore. It is also notably valuable to mention that folklore is the engine of culture for the neo-folklorist thinker. It has a carrying velocity that keeps it in a constant state of change and renewal. In terms of folklore as a "carrier of culture," it is an unbroken thread of human life, on which the pearls of life are reclining, and people have been telling stories without stopping for generations. Folklore is history's train, which carries the cargo of human emotions and values, and future generations have sighted and recognized the biography of the human race with its account [3, 4].

history of wars, legends of the founding of states, stories of the individual, customs, and traditions in the environments in which people lived and worked. By collecting legends, fairy tales, myths, and ethnographic stories, texts that take on today the appearance of intangible wealth and works of art have been shaped and developed [5, 6]. Storytelling thus has a

cultural function, giving rise to a common heritage of narrated tales that somehow reflect a people's collective consciousness and a universal kernel of human thought. Moreover, myths have a social function, connecting members of a community through the common practice of ritual. Writers thought that myths could speak expansively to the values and norms of societies and compose a record of human behavior.

Transmission and Preservation of Folklore

Folklore is transmitted and preserved by people, typically within a community. Oral forms predominate: folk songs, for example, are typically transmitted orally rather than in written form. Storytelling is oral as well. Words, gestures, and bodily movements are essential to the performance, whatever the genre. Communities also engage in folk practices, for example, in the form of festivals. Folklore is thus both a body of traditions or genres and a set of activities or acts of performance within a community. That is, folklore (the body of traditions and genres) inheres in and is realized through, folklore (performed activities). The advent of writing, and more recently, successful efforts to record and document performances have helped fix performances of folklore in time and place, but they have done little to change the essential nature of folklore as oral, performed, and crafted

Adaptation and Evolution of Folklore in Modern Society

Folklore has always had a unique ability to adapt to the society in which it appears, as well as to evolve in concert with that society. In many cases, folklore may seem to be "timeless," but even elements of the oldest tales and traditions are constantly being reinterpreted to address issues that are important in modern society. Globalization, for instance, a force that has significantly altered the way we do business and act as citizens of various nation-states, is steadfastly opposed by some, and we find that same fear of foreign threats addressed in various discussions. Likewise, many say that technology, such as the internet or social media, is causing us to lose our national cultural identity and to forget the importance of our shared history, but such claims can also be found in discussions from the last two hundred years. This shows that though the names and often the faces we associate with these phenomena are new, the issues themselves are very familiar, and contemporary folklore springs

Impact of Folklore on Cultural Identity and Community Building

Not only does folklore provide a symbolic framework grounded in the collective memory and familiar to everyone in a given cultural area, but folklore – encompassing both historical and

Folklore also proposed a historical function: folklore should not be considered a derivative version of literature merely; instead, folklore implicitly and explicitly supplements the literary historians' picture of a time, a place, and a society. According to this view, the context depicted within folklore is merely the atmosphere in which an actual occurrence is recorded [7, 8].

by people in community [7, 9]. Scholars play a role in documenting folklore, often through collaboration with community members. Cultural institutions such as libraries and museums have preserved and archived folklore pieces and documents. In the past, the carriers were described as "honest folk," "simple people," "illiterate peasants," and so on. And indeed, folklore has been documented by collectors from outside the community on just this correspondence principle. However, folklore is not simply "transmitted" from one generation (or performance) to the next, unchanged. Rather, folklore is continuously transmitted and at each transmission, its form is adapted to circumstances that are historical, cultural, and personal. Cultural artifacts or traditions may be replicated across time and place or even within a single community [10, 11].

up around them in part because the concerns they address seem deeply bizarre and worth remarking upon [7, 8]. Despite the many turns that folklore can take in its fluidity, nothing with the potential to communicate these themes lasts long in our society unless it also manages to feel significant or fills a void in the culture. There is no shortage of urban legends about new communications and media technologies, from the telephone to social media. In one vein, they predict all of the awful outcomes that could result from their continued and unchecked proliferation throughout our society, touching on everything from medical fears, like those of a headset that explodes with far too little cause, to the sexual predator panic. Furthering their growth is the "otherwise good" user who didn't feel that they were putting out personal information but ended up jabbering about their kids, their pets, and their house—each tidbit a potential weapon for the stalker in the bushes [12, 13].

contemporary legends – can also connect the modern globalized world with the local community, serve as an expression of pride in the cultural heritage, demonstrate the visible

ability of the community to conserve (and sometimes consume) the images of its past, and evoke the desired characteristics in ethnonym or region brand. Therefore, it is not surprising that among the most recent studies, one of the most important visions of the function of folklore is outlined in a theory of regional branding, and folklore is interpreted as a social capacity that creates communities [13, 12]. People and their civilizational and cultural preferences are creating social relations, and the most powerful asset of the brand of any city or tourist site is called "social capital". Social capital includes the importance of relations and networks; social cohesion and solidarity; sense of identity, self-

Folklore persists as a vital and evolving element of human culture, intertwining the threads of history with the fabric of contemporary life. Its adaptability allows communities to address modern challenges while preserving their unique traditions and values. The transmission of folklore fosters social cohesion and strengthens cultural identities, acting as both a mirror of societal values and a mechanism for

esteem, and recognition; collective value and communal norms; ability of the community to act in concert and cooperation. The centuries-old tradition of "Zhez-Uzek" shows the life and activities of the Crimean Tatars, which allows not only local people but also all Crimeans and guests of the peninsula to travel in historical realities. Costume performances are designed to demonstrate the appearance and produce household products used by the Crimean Tatars. Focusing on the culture of the ancient people, the platform specialists annually stage several concerts of folk art, celebrating Christian holidays [7, 11].

CONCLUSION

their continuity. By bridging the gap between the local and the global, folklore empowers communities to maintain their cultural roots amidst rapid modernization. Ultimately, folklore's ability to evolve while retaining its core significance ensures its enduring role in shaping individual and collective identities in modern society.

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