



Knjiga apstrakata

Naučni skup

„Kulturni transfer Evropa-Srbija u socijalističkoj Jugoslaviji“

Book of Abstracts

Scientific Conference

“Cultural Transfer Europe-Serbia in Socialist Yugoslavia”



University of Belgrade
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ИНСТИТУТ ЗА ЕВРОПСКЕ СТУДИЈЕ
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(Zapadna) Evropa i (Druga) Jugoslavija: predstave o kulturi, tradiciji i modernosti u periodu ranog socijalizma

Krajem četrdesetih godina 20. veka, sledom političkog i ekonomskog odvajanja tadašnje Federativne Narodne Republike Jugoslavije (FNRJ) od zemalja tzv. Istočnog bloka (koji se postepeno konsolidovao zahuktavanjem Hladnog rata na evropskom tlu), otpočinje konstrukcija (supra)nacionalnog kulturnog imaginarija kojim se tvorila slika o mladoj državi koja se i sama konsolidovala u turbulentnom posleratnom periodu. Predstave o kompleksnoj jugoslovenskoj zajednici republika i naroda stvarane su sa ciljem komunikacije unutar zemlje, kao i ka spolja („drugima”, strancima), i imale su za cilj i definisanje različitosti, jugoslovenske *differentiae specificae*, u odnosu na doskora bliske, i percipirano slične socijalističke zemlje tzv. Istočne Evrope (od kojih se pravio i simbolički otklon), i u odnosu na kapitalističke države tzv. Zapadne Evrope, a istovremeno se stvarala i diskurzivna i simbolička posebnost Jugoslavije u opštem evropskom kontekstu (i u dijahronom rakursu, i u odnosu na tada aktuelnu raspolućenost kontinenta na dva politička bloka i suprotstavljene svetonazore i sisteme vrednosti). U ovoj prezentaciji razmatraće se uloga i načini upotrebe tradicije (tradicijske kulture) i folkora u konstruisanju ovakvog jugoslovenskog imaginarija koji se pozicionirao u odnosu na hladnoratovski evropski kontekst, kao i odnos tradicije i modernosti u simboličkom pozicioniranju zemlje u Evropi do ranih šezdesetih godina 20. veka (i transformacije FNRJ u SFR Jugoslaviju). Ovi sistemi reprezentacije biće analizirani na osnovu domaće štampe iz tog perioda (od kraja četrdesetih do početka šezdesetih godina), i to prevashodno jugoslovenske periodike i publikacija koje su bile prvenstveno namenjene stranoj, poglavito evropskoj javnosti.

Ključne reči: kulturni imaginarij, Jugoslavija/Evropa, Hladni rat, modernost, tradicija, folklor

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(Western) Europe and (Second) Yugoslavia: Representations of Culture, Tradition, and Modernity in the Period of Early Socialism

At the end of the 1940s, following Yugoslavia's political and economic split from the countries of the so-called Eastern Bloc (which was gradually consolidating amid the intensification of the Cold War on European soil), the construction of a (supra)national cultural imaginary began, constructing an image of a nascent state consolidating itself in the war's aftermath. Representations of the complex Yugoslav community of republics and nationalities were being created with the aim of communication and dissemination both within the country and outside (to "others", foreigners) and were aimed at defining differences (the Yugoslav *differentiae specificae*) in relation to the seemingly similar so-called socialist countries of Eastern Europe (from which a symbolic departure was also made), and in relation to the so-called capitalist states of Western Europe. At the same time, the discursive and symbolic uniqueness of Yugoslavia was created in the general European context (both in a diachronic perspective and related to the current division of the continent into two political blocs and opposing worldviews and value systems). This presentation considers the role and ways of using tradition (traditional culture) and folklore in the construction of this Yugoslav imaginary, which was positioned in the Cold War European context and the relationship between tradition and modernity in the symbolic positioning of the country in Europe until the early 1960s (and the transformation of FNR into SFR Yugoslavia). These systems of representation will be analyzed by reviewing the domestic press from that period (from the end of the 1940s to the beginning of the 1960s), mostly Yugoslav periodicals and publications primarily intended for a foreign, mainly European public.

Keywords: cultural imaginary, Yugoslavia/Europe, Cold War, modernity, tradition, folklore