EASTER AND CHRISTMAS IN ROMANIA IN THE MEDIA NOWADAYS

Bianca Teodorescu
PhD. Student, University of Craiova

Abstract:This article is based on two methods: meta-analysis and focus group in order to demonstrate the way how media is affecting the customs of Christrmas and Easter in our days. The media had become more than a source from where people are receiving the information, it generates, in fact, a new way in recreating the rituals of these two popular celebrations in Romania. Nowadays, people are posting on Facebook their experience during this traditional celebration, and how it can see in their pictures, Easter and Christmas in Romania are starting to empatzise with other cultures, beginning to celebrate them as people from other countries do. The paradox appears at the moment when Romanian people want a returning to their own traditions, and by this, they are trying to revive old customs and rituals in a manner to prove that Easter and Christmas are still considered as parts of Romania celebrations. It is necessary to find an equilibrium between other cultures and our own culture. How we can do this? By accepting the fact that the society is changing, but in the same way to revive our traditions, celebrating them.

Keywords: celebrations, communication, Easter, Christmas, media

1. Introduction

The present society encourages people to develop a sort of attraction regarding how they celebrate important days as Chrismtras or Easter. Media is responsible in creating a direct bond between people and traditions. The spirit of Christmas is consisting in a series of actions that the media is creating in order to implement in the people's mind the fact that an important day will come very soon (Hedeșan, 2000; Cerban& Panea, 2011; Pasatoiu, 2014; Rusu-Pasarin, 2014). But, how the tradition is communicating with people? As I said before, the media is collecting the most important information and it sends directly to people through TV and internet. Traditions in the Romanian society are very important in order to keep a bond between past and future and to maintain an equilibrium. For a Romanian young man who doesn't know the local traditions, it means that in the future he will not be able to pass forward to the next generation the history of Romania. In order to prevent this thing to happen, media has become an important source in sending the necessary information to the people. Through the media channels, the present society is saved from what it is called "a lack of traditions" in the spirit of keeping the traditions as how they were in the past. The media is reconsidering the traditions' appearance in the Romanian society and it is manifesting the importance of the culture among people.

2. Internet, tradition, religion

The internet is the most accurate channel in sending the necessary information about Romanian traditions directly to people (Al-Tokhais, 2016; Colhon, Mărănduc & Mititelu, 2017; Vlad, 2017). If in the past, people who wanted to learn more about traditions, they had to go to the library and to read their books about traditions, now they have the possibility to access internet and to find all the information that they wanted. Also, in the period of a celebration, for example, let's take Christmas, the internet, especially Facebook, which has become the main platform from where people are getting their information, is gathering all the special news about the born of Jesus Christ and the coming of Santa Claus; and on Facebook, through the press, people can find out easily about the traditions and customs that are in every region of Romania. The amount of shares of news about Christmas in that period becomes

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more than enough for a person to understand what's happening in this period, and learning of it in order to accept that traditions can be saved and they can't be forgotten. It's not so strange anymore to say that Facebook can unite people to their own traditions and can create a returning to their childhood through different videos about Christmas. I asked people how they are influenced by the media in the period of Christmas and they all responded that Facebook is the main influence and through it, they receive the most accurate information (Neely & Marone, 2016; Sauvageau, 2017; Voinea & Negrea, 2017). So, if the Romanian traditions are sending from a foreign platform, in our case Facebook, two Romanians directly on their computers or phones, can affect the main structure of traditions? I suggest to say no. Many of the information from Facebook in the period of Christmas are based on the national press, which it is the one responsible to write the truth about traditions and how or if they are still respected in Romania. There are some regions in Romania, where the traditions are preserved intently as they were in the past, and through the media, they are presented on the Facebook, fact that generates many likes and shares from all Romanians who think that it is necessary to send forward this information. People are used to think about traditions as just some information that they receive during this period, without asking themselves if it is really necessary to understand them and how will affect all the society if they will go? We think about our culture that has a strong history and it is not capable to lose its interest in tradition, but as we saw in the last years, our Romanian traditions are in danger especially because of the media. Here is the paradox. The media is affecting our own traditions because beside our culture, it is presenting another cultures from different countries, and how a long term effect on Romania society. For example, in the period of Christmas, media is presenting more information about the coming of Santa Claus, about international carols, and other foreign custmos that untill now, our society didn't know about their existence. However, the media in the same way, is keeping our traditions and is sent to all the society in order to understand them. If we understand the importance of Romanian traditions, we will have the role to generate important feelings about them and to send them to the next generations. The love for our traditions must begin with our knowledge about the Romanian history and culture (Banta; Dejica, 2004; Grad, 2014; Frunză, 2017) .

Customs as they are kept in the regions as Mararemus or Bucovina are more implied, to imply in the people's mind the fact they have to be preserved with more careful that other traditions from other regions. It is known the fact that a region as Oltenia doesn't have anymore a strong heritage and had lost its interest in keeping the traditions as they were in the past. But for the people of Maramures, Buconvina or Moldova it is easier because they are attracting tourist every year, so the traditions are the main reasons that people from other places are coming to these regions. Celebrating Christmas for a Romanian people mean that they understand the Romanian values, but they want at the same time to be more open to other cultures. So it appears a mix between old and new, between traditional and borrowed. However, this doesn't affect our traditional 100%. But even that, Romanian traditions are in danger if we keep the following rituals every year. Through our behavior, we start to forget our nationality and our culture, and we become focused on what we see in the media without thinking that it is true or not (Pacana & Ulewicz, 2017;Kakalejč, Bucko, Resende & Ferencova, 2018).

In a short comparation to Chstrimas, Easter is closer to us from the point of view of traditions. Easter is generating a return to religion, to what our people from the past lived and behave. Here also media can generate borrowed symbols in the Easter celebrations, such the appearance of the Easter bunny, but it is not the same thing as the coming of Santa Claus on Christmas. Although, if the Easter bunny will become a present in our society every year on Easter, our culture will suffer again, being modified. Easter is about religion, in our case, orthodox. So if these two religions: catholic and orthodox celebrate Easter every year, but

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with a short difference of dates, sometimes they are celebrating on the same thing, how the traditions of these religions can mix? They are not so different and they have the common subject: the revive of Jesus Christ from the death. And what it is about Easter bunny? He has the same role as Santa Claus, he is bringing presents to children. Although this custom we borrowed in the last years, it has become known by mostly all Romania, if we speak about the people who live in the cities. The people from the villages are not so exposed to another sort of culture; they see the changing of Romanian traditions through the media, but in the same way they are trying to preserve what they have. That's why in the period of traditional celebrations, many people from the cities are returning to the village, the place where the Romanian traditions are still respected. This returning is more that an appreciation for the traditions, is in fact a returning to the people's childhood and a reminder of themselves that the village is the place where they grew up and from where they learnt about the importance of traditions in our society. This returning is generated through media an impact, it is presented as an impact news in order to generate a sort of attention (Bușu, 2016; Călin & Birsanescu, 2017; Negrea & Voinea, 2017).

The media need information about traditions from Romania and from where can it takes? Through Facebook. This social media is creating new rituals in traditions and in the same way is collecting information about how people are celebrating traditional celebrations. If a man is posting on Facebook the fact that he is celebrating Chistrmas with his family in the village, for media it will be another person who is participating to a returning to traditions. Of course, there are other people who are celebrating Christmas in a different way, going to exotic places or to the mountains with their friends, but they are a majority of this period. Many of them are trying to reunite with their family and to spend time at home as long as they can. I can say that traditions are becoming more important for the people nowadays than how they were in the beginning of 2000 where everybody tried to be more as other cultures. And this is an important reason why our culture begins to change and how the traditions starting to fade away. Christmas is not about Santa Claus in Romania, it has to be more on family gathering or about the religion because the born of Jesus Christ is representing the true reason for celebrating Christmas. Romanian people need to learn how to gestionate their own beliefs and to protect their cultures in order for their history to be sent to the future generations.

I asked a group of people how the Facebook affected the image of Chistrmas and Easter? Many of them responded that Facebook gave a more commercial image of these celebrations, associating them to other cultures; it begin more to look like a collective celebration of mixed cultures. However, this is not a bad thing. I can say that this action can help all people to understand the importance of this celebration, but at the same time, it is creating a paradox: how our own traditions will survive if we will adopt another customs from other cultures? It is almost impossible to keep our traditions as they were in the past and in the same time to borrow another without affecting our history in the future. What we can do? It is complicated. We have to understand that in the world that we live, it is just impossible to keep our traditions and to not let ourselves to be affected from the other cultures. We have to find an equilibrium between what is moral from the point of view of Roamnian traditions and to let other traditions come in our cultures without considering them as a bad influence over our history and culture.

3. Conclusion

Celebrations as Easter and Christmas are the most popular among Romanian society, having true traditions and customs who are sending from a generation to another. In the last years, the media presented them in a different way, making them to be closer to other cultures. Thus, these celebrations have important traditions in Romania's society and they need to protect the customs through different channels. Media is the main reason in keeping the traditions because it presents them as they are in some regions of Romania, directly from

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people who live in a more traditional way. Christmas and Easter are not just simple celebrations in Romania, they are considered to be traditional and the most popular among Romanian society. So, for keeping them, the media is becoming to be the most important channel through which people are finding the necessary information about the traditional celebrations and presenting them with their own value. The main channel is Facebook and here all the posts from the Christmas or Easter period are presented very often by people who are using this platform. Facebook has become in the same time the place where the national traditions are kept and protecting and where the traditions from other cultures are starting to appear and to be adopted by Romanian society.

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