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OANA MARIA CĂLIN. 2022. *De la șezătoare la comunitate o line. Revitalizarea tradițiilor românești prin social media. From Gatherings to Online Communities: Revitalizing Romanian Traditions through Social Media*. București: Editura Etnologică. 150 p.

“From Gatherings to Online Communities: Revitalizing Romanian Traditions through Social Media” represents an important contribution to understanding how national traditions can be reintegrated into modern daily life through digital platforms. This work undertakes a multidisciplinary analysis of the revitalization of Romanian traditions, exploring aspects of authenticity, community, cultural heritage, emotions, and economic impact within virtual communities on social media. Additionally, the research proposes a conceptual model that defines virtual communities of tradition within the framework of the “living tradition” concept—one of belonging to a group through shared values—and integrates them into contemporary theories of communication sciences.

The author investigates the significance of the concept of tradition, addressing the idea that tradition, as a national identity element, is a dynamic and adaptable phenomenon. The paper explores ‘authenticity’ in the digital context, arguing that adapting traditions to a new medium does not necessarily distort their fundamental values but allows them to resonate with a modern generation of social media users. By studying the cases of virtual gatherings and cultural interest groups, such as the

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case study 'Semne Cusute în Acțiune' (SCîA), the book highlights how the reinterpretations of traditions through social media are not merely a reconstruction of the past but an active process of cultural reappropriation that embraces authenticity as a dynamic and evolving element.

The author introduces the idea of the virtual community as a space of convergence between cultural tradition and technological innovation. The concept of 'living tradition' used in the analysis is both innovative and well-argued, being inspired by contemporary ethnology, which redefines tradition as a continuously evolving process. Thus, online communities, although virtual, become spaces of authentic interaction and cultural exchange, functioning as extensions of traditional physical spaces. The work highlights that these virtual spaces fulfill functions similar to traditional spaces (such as gatherings) – providing emotional support, stimulating knowledge exchange, and preserving cultural identity. This work, therefore, makes a valuable contribution to understanding how social media can become a suitable medium for 'living tradition' and the continuity of cultural heritage.

A fundamental aspect of the research is analyzing how social media facilitates the transmission of cultural heritage by creating spaces for emotional connection among users. Through posts, comments, and virtual interactions, online platforms can generate a sense of belonging and communion similar to traditional communities. The book explores how traditional values are reinterpreted and personalized to be appealing in a contemporary context, with the emotional element becoming a crucial bridge in the process of cultural valorization. Thus, social media facilitates the transmission of traditions and amplifies them by creating a space where users emotionally identify with cultural heritage.

Oana Călin's also provides an in-depth analysis of the economic implications generated by revitalizing traditions through social media. It examines the role of these platforms in promoting commercial and non-profit projects featuring traditional Romanian motifs, contributing to the development of local economies and supporting artisans. The author argues that by engaging more people in these online groups, the accessibility and visibility offered by social media transform traditions into sources of inspiration and innovation for creative industries and even tourism. This process offers the opportunity for the economic

revitalization of rural communities. This innovative perspective highlights tradition's economic potential as a "cultural brand" in the digital environment.

A strong point of the book is its framing within communication and new media theories. The author convincingly argues that social media functions as a channel for disseminating and reconfiguring tradition, positioning these platforms as agents of cultural mediation. By applying theories of digital communication and virtual interaction, the study demonstrates how social media not only facilitates the distribution of cultural content but also plays an active role in the reinterpretation of traditional values. The research also situates virtual communities within the "communicative ecosystem" model, providing valuable arguments regarding their capacity to support participatory communication and to generate a two-way flow between creators/experts and cultural content recipients.

The book "From Gatherings to Online Communities: Revitalizing Romanian Traditions through Social Media" makes a valuable contribution to understanding the processes by which traditions can survive and even thrive in a globalized and digitized society. Through this endeavor, the author highlights the complexity and importance of transmitting tradition through modern technology, offering a fresh perspective on cultural values as living elements subject to continuous reinterpretation and recontextualization. By integrating Romanian traditions into the virtual space, the paper demonstrates that cultural heritage can be revitalized and continue to play an active role in daily life while providing new economic opportunities and a platform for intercultural communication.