

Patriotic shades

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Having their roots in the cultural policies of the Soviet Union, the multifarious ethnic performance groups represent traditional minority or majority dances and songs in different arenas. While in the local level, these groups have been described important for the sense of regional community, in the level of Russian federation they symbolize the multinationalism or multiculturalism often in imperial frames. There are possibly dozens of such kind of folk ensembles among the Nenets. They perform in Narian-Mar and Salekhard public events and arenas, and travel for example to Moscow and St. Petersburg. Additionally, some of the groups are active in social media platforms.

In my paper, I want to give an overview on the folk ensembles and their history. More importantly, I want to focus on the recent developments related to the folk ensembles' public image and societal task. The paper is based on newspaper material collected from Narian-Mar and Salekhard newspapers and YouTube, and it aims to describe and analyse the changes 1) in the ways in which the work of the folk ensembles is described in local written media and 2) in the frames in which the performances are set.