



UNIVERSITATEA TEHNICĂ
DIN CLUJ-NAPOCA

COMMUNITIES OF MEMORY: CULTURAL LEARNING AS AN ACTIVE SOCIAL MECHANISM

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Introduction

The concept of „memory-bearing communities“, refers to social groups that consciously or unconsciously preserve, transmit, and activate collective memory, traditions, values and shared history.

In this view, cultural learning is not a passive process of assimilating information, but an active social mechanism through which they identify, define their norms and shape the behavior of their members, ensuring cultural continuity across generations.

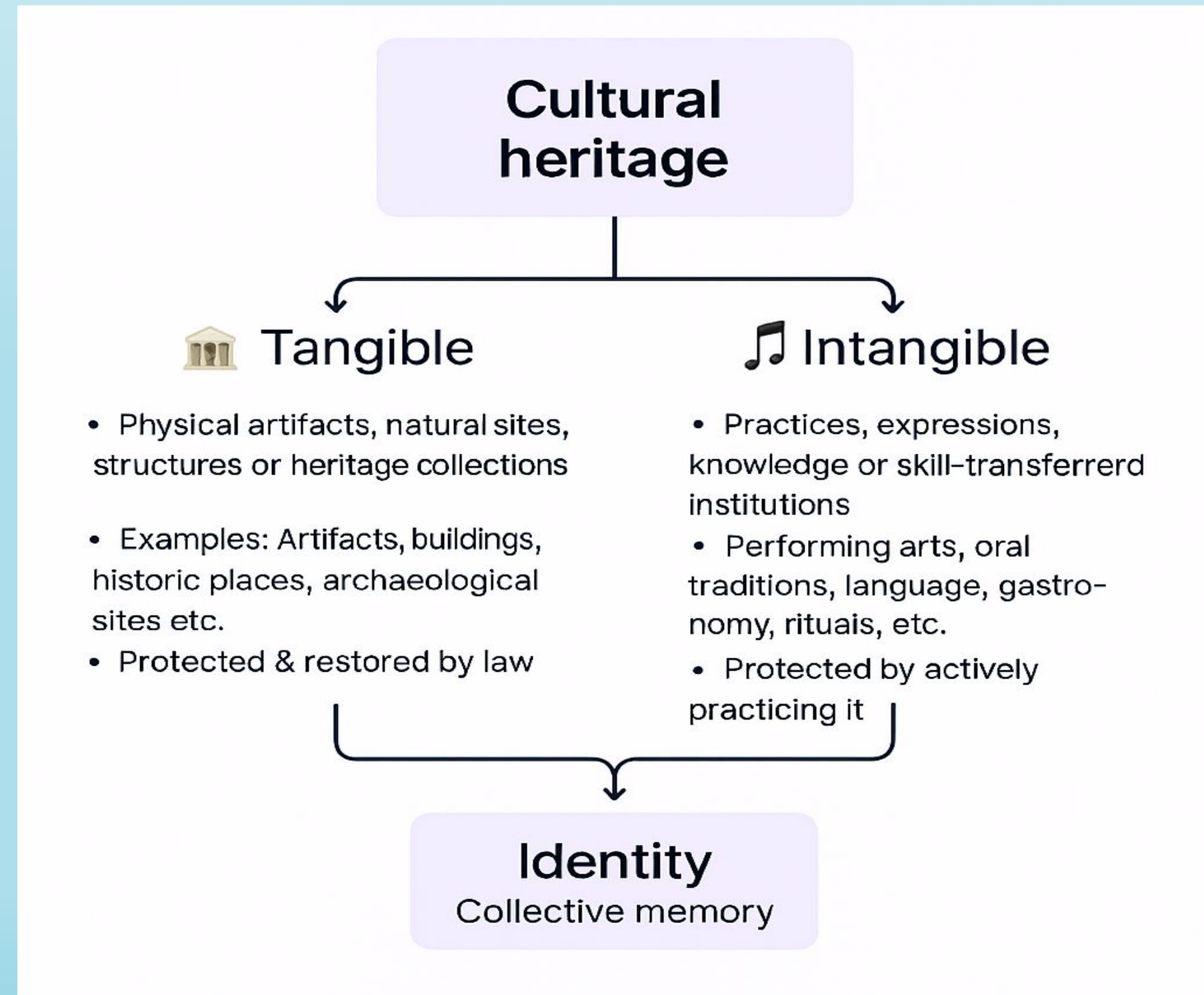


ROMANIA

1. Cultural memory and education

Memory is not only individual it is collective. In Romania, this is visible in villages, urban neighborhoods, and even diaspora groups. My thesis is that cultural learning is an active process that keeps identity alive and strengthens social bonds."

One of the most powerful mechanisms is cultural heritage. It manifests itself in two forms: tangible heritage and intangible heritage

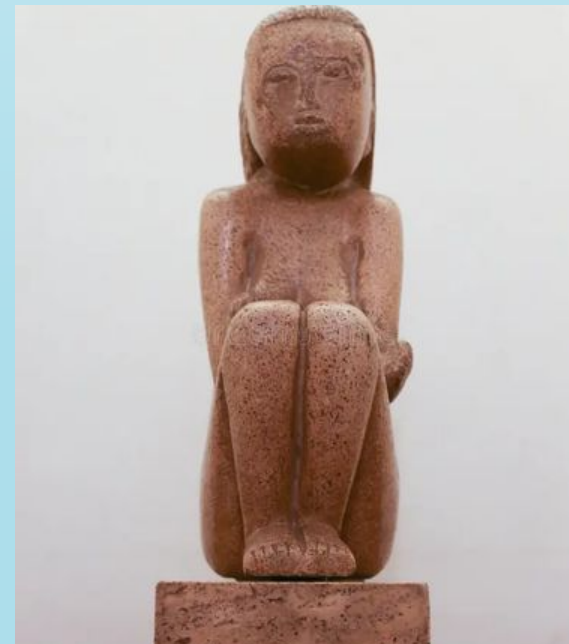


1.1 Material heritage

Material cultural heritage refers to physical and visual objects, such as historical monuments, museums, art objects, traditional costumes, churches, and traditional houses.



"The National Museum of Art, the National Museum of History, and the Grigore Antipa National Museum of Natural History are among Romania's most important cultural institutions, preserving heritage and offering visitors a journey through art, history, and science."



"The Wisdom of the Earth (The Modesty of the Earth), created in 1908 by the Romanian artist Constantin Brâncuși."



"Traditional Romanian houses – a symbol of identity and harmony with nature."



"The Wooden Church of Ieud Deal 'Nativity of the Mother of God' – UNESCO World Heritage Monument"



"The traditional costume of the Romanian family"

The role of heritage is to provide visual and physical continuity, while also serving as witnesses of history, each telling a story about the past.

1.2 Immaterial heritage

Intangible heritage refers to oral traditions, songs, dances, customs, religious rituals, crafts and gastronomy.



The role of intangible heritage is to preserve the values and symbols that give meaning to a community. By ensuring transmission from generation to generation, for example, grandparents tell stories and sing while children learn through participation it helps bring the community together around shared practices. For example, celebrating Easter or Christmas.

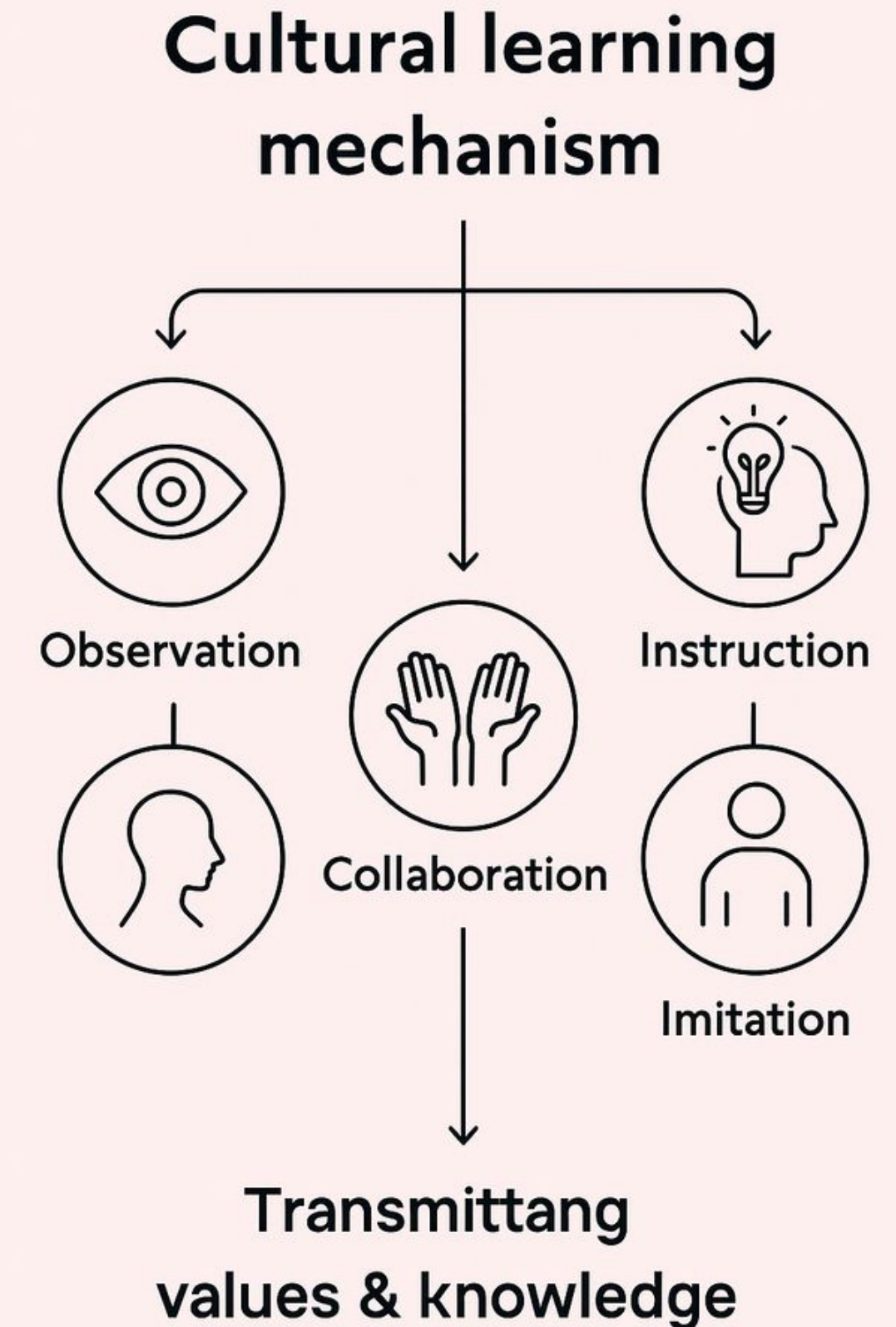
2. Mechanisms of cultural learning

The mechanism of cultural learning is based on the way people transmit values and knowledge through observation, imitation, instruction and collaboration.

The main mechanisms are: learning through imitation for example, children and young people observe adult behaviors and reproduce them.

Learning through instruction refers to the transmission of knowledge through formal education, such as folk craftsmen explaining the steps of a traditional craft.

Collaborative learning fosters close relationships among community members through participation in shared activities, for example, taking part in local celebrations where traditions are practiced collectively



3. The functioning of the cultural learning mechanism in Romania.

In Romania, the mechanism of cultural learning functions as an active social process, where traditions, heritage, and historical experiences are transmitted and reinterpreted from one generation to the next.



3.1 The pathways of cultural transmission in Romania

1. Vertical transmission, or transmission from family to children. Usually, parents and grandparents directly pass on traditions and customs.

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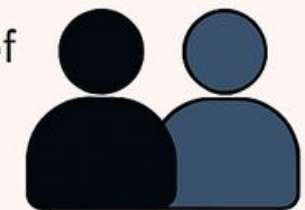
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The pathways of cultural transmission in Romania

Vertical transmission,
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Horizontal transmission,
transmission between people of
the same generation. Typically,
young people and adults share
modern cultural practices
among themselves.



Oblique transmission,
transmission from the
community to the youth.
Institutions pass on traditions
and values to younger
generations.



Conclusion

The memory-bearing communities of Romania show that identity is preserved not only through memories but through an active social mechanism of cultural learning.

Heritage connects the past with the present through tangible and intangible materials, helping us understand who we are and how we can build the future together, with eternal values and traditions.



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Thank you for your attention!!!