On Folklore's Appeal: A Personal Essay

Abstract

Popular perceptions of disciplinary folklore are necessarily different from academic ones. This article argues that taking these differing perceptions seriously, and actively engaging with them, is critical to ensuring the continued relevance of academic folklore study. Examining several examples of popular thinking about what folklore is reveals important areas for scholarly intervention, ones which pay due respect to both academic and non-academic expectations and understandings. To this end, the methods and insights of public folklorists can be brought to bear on academic publishing and disciplinary engagement with non-academics.

How to Cite


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