

**Milina Ivanović-Barišić**

Ethnographic Institute of the SASA, Belgrade

Milina.Barisic@sanu.ac.rs

## **Holiday text message well-wishing\***

Text messages became an important means of everyday communication, especially so among the younger generations. As a relatively new way of communication, sending and receiving of text messages is shoving other, classical means, such as letter writing. Sending a written message via cellular phone became usual means of communication in almost all life circumstances. This paper discusses messages sent out as well-wishing/cards for the most important yearly holidays.

**Key words:**

holidays, well-wishing/cards,  
communication, text messages

One of the main features of the contemporary way of life is a need for fast information transfer and accessibility. The new technologies so became indispensable. The accessibility of cellular phones and possibility of faster, easier and simpler way of communication have made the usage of cell phones popular and widespread in the today's Serbian market.

Europe has witnessed the same phenomena during the 1980s, when cell phones became a means of mass communication. At the same time, the 1980s experienced the increasing influence of global culture (especially mass-media and information technology) in creation and shaping of the new ways of communication.

In Serbia, modernization of information technologies commenced during the 1990s, and entered mass usage with the new millennium. Computer and mobile technologies were inaccessible for larger segments of Serbian population until very recently.

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Among other things, the accessibility of cell phones, their relatively easy usage and possibilities of faster and more efficient communication, have contributed to their widespread handling, even though the greatest optimists could not predict a decade ago so fast and mass development. This inclination is especially prominent among the younger generations. In a way, the youth represent a force and initiator for changes, and the contemporary time aids to their benefit: today, it is not enough just to think fast but also to achieve the set goals in a short time period what is being desired or thought.

The contemporary tempo of life and work requires a need for fast information transfer. The new trends in communication allow that the flow of information is far more accessible, fast and mass, than in any of the previous periods. The product of the new communication, which is experiencing its full affirmation in Serbia now days, is a cell phone. Besides making people “always within reach”, a cell phone also influences the creation of a subculture in communication.

Sending and receiving of text messages is within the domain of private. Still, other mass media (radio, television, and printed media) do influence the content of the messages. In order to establish a contact, it is necessary to have a group that shares the common interest for mutual communication, which, partially, corresponds with the definition of folklore as a communication within one or more smaller groups.<sup>1</sup> On a daily basis, or only at certain time periods (festive or business events) the communication group creates a specific tradition which can be framed, both in time and space, and hence acquires a foundation required to be designated as folklore communication.

In the 1980's, some researchers have pointed out that new creative forms are becoming a contemporary tools of folklore tradition.<sup>2</sup> These kinds of creative forms, such as obituaries, epitaphs, jokes, and in the last decade emails and text messages, are just some of the examples of the new forms that, in time, became a part of the everyday culture. Media, of course, had their own substantial influence.

Some of the early research pointed out to the connection of audio-visual media and folklore, which in a specific way combine art. As transmitters and mediums, media have included folklore in the technical means of announcement. Radio, television (and, in recent time, internet and cellular phones) are included in transmission and availability of the creation, which could be regarded as a result of a specific process of tradition diffusion, and hence, called folklore.<sup>3</sup>

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<sup>1</sup> On group communication, see: Dunja Rihtman-Auguštin, *Kultura grupe i usmena komunikacija*, Narodna umjetnost 19, Godišnjak Zavoda za istraživanje folkloru instituta za filologiju i folkloristiku, Zagreb 1982, 55-72.

<sup>2</sup> Ivan Čolović, *Divlja književnost*, Nolit, Beograd 1985, 9-16.

<sup>3</sup> Hermann Bausinger, *Usmeno*, Narodna umjetnost 19, Godišnjak Zavoda za istraživanje folkloru instituta za filologiju i folkloristiku, Zagreb 1982, 17.

The development of modern, contemporary communication has influenced a creation of folklore communication that is specific compared with oral or written communication. In this kind of diffusion, “folklorism”<sup>4</sup> partly becomes clearly: in the previous forms of communication, folklore was experienced as, more or less, a transformed form of oral folk narratives. In the new means of communication (emails, text messages), communication is not oral, nor does it have an oral medium (an anchor), therefore, it could be regarded as a form of direct communication.

As Antonijeвиc points out, text messages along with graphite and email are in effect a modern means of verbal, expressive and symbolic communication.<sup>5</sup> This communication in formulaic form makes use of special language, patterns and narrative schemes to express individual and/or group attitudes, feelings and understandings. These schematic messages can be longer or shorter, in rhymes or not, which correspond to some already existing oral or written folklore forms. They transmit a certain “worldview” and cultural values, reflecting the users and in this way, confirming and creating a particular identity.

Therefore, text messages become an inspiration to many analyses. Their content reveals the creativity of the authors, regardless of the authors’ anonymity. Usually, the real author is anonymous since messages cruise around; received messages are almost always sent furthermore, with more or less adjustments. The sender is always known, as the initiator of “texting”. In this way, the content remains saved from the oblivion, at least for some time.

If a media is to be taken as a form of message, than the choice of cell phone for transmission of such messages implies that the media itself is being semanticized, in accordance with the special status given by its users. Cell phone traveled a long way: from being a status symbol among the first generation of users, to the symbol reflecting the new time/era aided by the wireless revolution. Cell phone became the main feature of large number of such texts, appearing as a person who speaks, kind of like an object, or locality in itself. So, texting (sending and receiving messages) involves hence multiple meanings.<sup>6</sup>

There are different kinds of messages, the most common being of a personal nature, and recently, well-wishing messages, sent out for particular annual holidays. This paper will discuss the latter ones, sent massively during or for certain calendar holidays. These kinds of messages will be treated as well-wishing/cards.

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<sup>4</sup> “...folklorism, in itself, is not good or bad. Instead, it represents many heterogeneous faces of our culture and society. It was not created in our time, but it emerged as a part of the mass culture. The level and quality of “folklorism” depend on the level of its carriers and organizers- and taken more broadly, on the level of the society as a whole”. Maja Bošković-Stulli, *Usmena književnost nekad i danas*, biblioteka XX vek, Prosveta, Beograd 1983, 249.

<sup>5</sup> Драгана Антонијевић, *Антрополошки приступ модерним облицима фолклорне комуникације : графити и формулативне SMS и имејл поруке*, Свакодневна култура у постсоцијалистичком периоду, Зборник Етнографског института САНУ 22, Београд 2006, 282.

<sup>6</sup> Тијана Цвјетићанин, *Електронски фолклор тинејџера: SMS поруке*, Гласник Етнографског института САНУ LIV, Београд 2006, 116.

In the past several years, text messages/well-wishing cards have become a part of the holiday communication; previously, in once traditional community, that was the time designated to expect a special kind of well-wishing. The availability of cell phones aided to this mass usage during holidays- there are very few people today that do not use cell phones.

In this paper, I discuss a number of selected text messages, sent out as well-wishing on The Christmas Eve, Christmas, Serbian New year, Valentine's Day (the newly introduced holiday, accentuated by public service media), 8<sup>th</sup> March, Easter and family' Saint Day.

The following messages were selected from the collected empirical data.<sup>7</sup>

### **Нова година**

#### **New Year**

С Новом годином пуно здравља и љубави.

I wish you good health and love in the New Year

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Срећна Нова година и све најбоље.

Happy New Year and all the best.

\*\*\*

Много здравља, среће и љубави и све што сте пожелели да вам се оствари у Новој години. Срећна Нова!

I wish you good health and love in the New Year, and let all of your wishes come true. Happy New Year!

\*\*\*

Пуно здравља, среће и испуњење свих жеља да би се могле смислити нове и веће жеље. Сретна Нова година!

I wish you good health and happiness in the New Year, and let all of your wishes come true, so you could wish for more. Happy New Year!

\*\*\*

Пуно среће и лепих снова, нека ти донесе година нова! А све што бол и тугу ствара нека ти однесе година стара! Срећна Нова година!

I wish you happiness and pleasant dreams, and let all the sorrow stays with the old year! Happy New Year!

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<sup>7</sup> SMS messages analyzed here were sent and received among many of my friends and family during the holiday seasons in 2007 and 2008. I want to thank everybody for sharing and keeping these messages. Due to their substantial number, only a limited number could be presented in this paper.

Новогодишње звонце већ се клати, срећа у животу нека вас прати, а бол и тугу што живот ствара нека однесе година стара. Срећна Нова година!

New Year's bell is ringing, let the happiness be with you and pain and sorrow stay with the old year. Happy New Year.

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Све што је лијепо и што се срећа зове нек вам донесе година нова, а све што је тужно и што немир ствара нека однесе година стара. Сретна нова година!

I wish you all the beauty and happiness in the New Year and I wish you all sorrow gone with the old year. Happy New Year!

\*\*\*

Док честитку читаш/те ову и годину чекаш/те нову из мог срца прими/те жељу – дочекај/те је у весељу. Нек ти/вам је живот пун среће и снова, нек ти/вам је срећна година нова!

With all of my heart I wish you the best, merrier and better New Year! Happy New Year!

\*\*\*

За дане нове, за дане боље, за све оно што се СРЕЋА зове! За РАДОСТ и ЛЕПОТУ, ЗА СВЕ НАЈЛЕПШЕ У ЖИВОТУ! СРЕЋНА ГОДИНА НОВА!

For the new days, for the better days, for happiness! For joy and beauty, for all the best in life! Happy New Year

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Погледајте звезде ... све ће Вам рећи, оне Вас воде ка Вашој срећи ... Кад имате срећу све Вам је лако. Ми управо желимо да Вам буде тако. Срећну Нову годину жели Вам породица (...)

Look at the stars...they will tell you all, bring you to your happiness...when you have happiness, all becomes easy. We wish you happiness. Happy New Year from the ...family

\*\*\*

Нова година: Нека ти снови постану стварност, нека ти срећа постане трајност, нека ти љубав срце греје и нек` ти се испуне све жеље. Срећна ти Нова година! ☺

New year: let your dreams become reality, and your happiness lasting, let love warms your heart and all of your wishes come true. Happy New Year! ☺

\*\*\*

У 2008. желим ти следеће: добру енергију, што више равнодушности према свему нелепом што те окружује, тихо место у којем ћеш увек наћи мир и некога на кога се увек можеш ослонити. Не заборави

звезду на небу, ону коју следиш од рођења и која те никад изневерила није. Добро да те посети што чешће, лоше да те заобиђе. И светлости много ти желим и једноставног радовања. Срећни ти празници!

In 2008 I wish you the following: good energy, indifference toward ugly things, calm place where you will find your inner peace and someone to rely upon. Don't forget a star in the sky, the one you follow since birth and that never disappointed you. It is good if a star visits you more often than not. And I wish you light and simple joy. Happy holidays!

\*\*\*

Управо смо на ваш жиро рачун број 2008 уплатили 366 дана здравља, среће и љубави, пуно радости при трошењу. СРЕЋНУ НОВУ ГОДИНУ желе Вам (...)

We just transferred on your account no 2008 366 days of good health, happiness and love, many joy while spending. Happy New Year

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Кад ти сат стане у пола ноћи, руку вам пружити нећемо моћи. Зато вам шаљемо поруку ову. Да вам пожелимо сретну годину Нову. Све најбоље у Новој години.

When you watch stops in the middle of the night, we won't be there to help. Hence this message, to wish you happy New Year. All the best in the New Year

\*\*\*

Пуно здравља, љубави, заједнице, узајамне толеранције. Добре финансије, сек без рекламације и што мање секирације у 2008.

I wish you good health, love, fooling around, mutual tolerance, good finance, sex without advertising and the least amount of worrying in 2008

\*\*\*

Ваш годишњи хороскоп за 2008: ЗДРАВЉЕ: звезде вам се смеше, ПОСАО: звезде вам се смеше, ЉУБАВ: звезде вам се смеше, SEX: звезде умиру од смеха!

Your annual horoscope for 2008. HEALTH: stars are smiling upon you. WORK: stars are smiling upon you. LOVE: stars are smiling upon you. HEALTH: stars are smiling upon you. SEX: stars are dying out of laughter!

\*\*\*

Нека буде од хиљаду египћанских камила нападну гузицу онога који те зајебе 2008. и нека му руке буду прекратке да не би могао да се почеше. Срећна Нова година!

Let the fleas from a 1000 of Egyptian camels attack the ass of Who ever screws you up in 2008, and let his/her hands be too short to scratch. Happy New Year

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Новогодишње звоно већ се клати – СРЕЋА; ЉУБАВ И ЗАДОВОЉСТВО – нек вас у животу прати. А проблеме разне што живот ствара нек однесе година стара. СРЕЋНА НОВА 2008!

The New Year's bell is ringing- LOVE, HAPPINESS AND JOY- be all with you. Let the old year take away all the life problems. Happy New Year

\*\*\*

Погледај звезде и све ће Ти рећи, оне те воде ка твојој срећи. Кад имаш среће све ти је лако, а ја управо желим да Ти буде тако! Срећна Нова година!

Look at the stars, they will tell you all, they will lead you toward your happiness. When you have happiness, everything becomes easy and I wish you that exact thing. Happy New Year

\*\*\*

Желим ти: да те не боли оно што те је болело, да те воли онај ко те није волео, да оно што имаш буде веће од онога што немаш, да си потребнија другима него они теби, довољно простора да будеш срећна, довољно снаге да све ружно претвориш у лепо, да не волиш изгубљено и да не изгубиш вољено! СРЕЋНА НОВА ГОДИНА!

I wish you: that all the pain goes away, that the one who didn't love you love you, that what you have becomes greater than what you don't have, that you be in demand more than you are demanding, enough space to be happy, not to love what is lost and not to lose what is loved. Happy New Year

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ΩΩΩΩΩΩΩ → Ово је седам гуза Деда Мразових ирваса. Спремају се за старт. Брзо их пошаљи даље на седам бројева да ти не усеру целу 2008. годину. Не враћај!

ΩΩΩΩΩΩΩ → These are the 7 asses of the Santa Claus reindeers. They are ready for a start Send them fast to 7 phone numbers so they don't shit in your new year. Don't send back!

\*\*\*

Запамти за 2008 годину: Живот је кратак, прекрши правила, брзо опраштај, љуби полако, воли искрено, смеј се неконтролисано и немој се кајати за било шта што ти мами осмех на лице... Пошаљи ово људима које не желиш да изгубиш у 2008 години укључујући и мене. Ако добијеш три одговора прави си пријатељ!

Remember this in 2008: life is short, break the rules, forgive easy, kiss slowly, love honestly, laugh without control and don't regret about things that bring a smile on your face. Send this to people you don't want to lose in 2008, including me. If you get 3 answers, you are a true friend!

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Пошаљи ово људима које не желиш да изгубиш у 2008 години укључујући и мене. Ако добијеш три одговора прави си пријатељ!

Send this to people you don't want to lose in 2008, including me. If you get 3 answers, you are a true friend

\*\*\*

Нека вам Нова буде боља! Да вам лове не узмањка, да вас нитко не насањка. Да откријете нове позе, да вам партнер увек може. Да пијете добра вина, да вас мази и судбина!

Let the New Year be better! Let money be abundant and no one screws you up. Discover new positions, let your partner always be willing. Drink good wine, and let the destiny be gentle with you!

\*\*\*

Сретно ти ново лето,/ Више га ове године мет'о,/ Еври ти изи цепа вирили,/ Злобници ти у дупе пирили,/ Много те друг воли,/ За остале те курац боли.

Happy new summer/ have more sexual partners/ euros coming out of your pocket/ envious people blow into your ass/ have good friends/ for the rest don't care

\*\*\*

Желим ти 12. месеци здравља, 53. викенда уживања и среће, 365. дана без нервирања, 8760. сати љубави, 525 600 минута лепих тренутака и 31 536 000 секунди секса.

I wish you 12 months of good health, 53 weekends of joy and happiness, 365 peaceful days, 8760 hours of love, 525 600 minutes of pleasant moments and 31 536 000 seconds of sex.

\*\*\*

Долетео сам у завоју, санке су одлетеле, дарови отисли у курац. Рудолф је цркао, а остали јелени су спиздили у први кафић. Тако да ме не чекаш. ДЕДА МРАЗ!

While flying around one curve, my sledge has flown away, and gifts went to hell. Rudolph has died and the rest of the dears headed towards a nearest bar. So, don't wait for me. Santa



## **Бадњи дан\***

### **Christmas Day**

Још лепша јутра ти свитала, песма ти у сусрет хитала, љубав те у животу пратила за сва добра добрим ти се вратила. Срећни бадњаци и Бадње јутро!!!

I wish you many nice dawns, songs and love and goodness in your life.  
Merry Christmas

\*\*\*

Бадњаци ти срећни ови, Бог нека те благослови. Да ти срећом дом заблиста, јер рођење славиш Христа. Срећан Бадњи дан и божићни дани. Наздравље!

Merry Christmas, God bless you. I wish you happiness. Cheers!

\*\*\*

Поштовати треба вјеру БАДЊАЦИ се јутрос беру, прекрсти их како ваља, то је симбол православља, да се корјен неби утро наздравље ви бадње јутро!

Respect you faith, cross the yule log tree as the symbol of Orthodoxy, cheers on Christmas morning

\*\*\*

Да вам се оствари сваки сан нека помогне Бадњи дан. Да у кући новац тече нека помогне Бадње вече. Нека се срећа с здрављем сроди – МИР БОЖИЈИ! ХРИСТОС СЕ РОДИ!

Let the Christmas Day fulfill all of your dreams. Let the Christmas Eve bring money to you. Happiness and health be abundant. Peace from God Christ is born

\*\*\*

Бадњак се ложи, ватра пламти, здравље и срећа нека вас прати, нека вам свако ново сутра буде радост бадњег јутра, а срећан вам Божић сутра!

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\* A central place in annual cycle of the holidays is occupied by Christmas holidays. Among several holidays celebrated at that time, the most important ones are Christmas Day and Christmas. On Christmas Day, several rituals are being performed, which are, according to the beliefs of the members of community, very important for the up-coming year. The rituals performed on the holiday include bringing a yule log tree and straw into the house, as the most important elements of celebration. Yule log is most often oak or bitter oak tree, and it stays in the house for three days, when it is being taken outside and placed on a particular spot in the backyard. Christmas can commence after yule log and straw are brought in the house, and dinner is consumed.

The yule log is being light, fire is burning, let health and happiness be with you, let tomorrow be like the glory of the Christmas morning, and merry Christmas tomorrow.

\*\*\*

Бадњи дан је и бадњаци се ките нека и вашу породицу штите. Да Вам срећа увек у дому траје, а Бог драги све најбоље даје. Срећан Бадњи дан.

It's Christmas Day and yule logs are being decorated, protecting your family. Let happiness always be in your home and let God give the best to you. Merry Christmas

\*\*\*

У пламену празника искрене жеље се роје. Бог нек благослови и сачува тебе и твоје. У твој дом сва добра да донесе – здравље, срећу, миран сан! Срећан Бадњи дан!

In the light of the holiday fire I wish you the best. God bless you and your family. Let your home have all goodness- health, happiness, peace and good sleep. Merry Christmas.

\*\*\*

Док задњи бадњак гори, слушај срце што ти збори: благостање, мир и доброта нек вас прате целога живота.

While the last yule log burns, listen to your heart: let abundance, peace and goodness follow you throughout your life

\*\*\*

У далеком граду, у зимској ноћи, Христ спаситељ отвори очи. Од радости и среће анђели запалише свеће, а један од њих рече: "Нека вам је срећно Бадње вече!"

In a remote city, in the quiet winter night, Christ was born. In happiness and glory, angels put on candles and one of them said: Merry Christmas Eve.

\*\*\*

Добри доме добар дан, са срећом вам Бадњи дан, да вам Бог подари сваку срећу и злата пуну врећу, уз бадњак и уз вино да вам увек буде фино. Мир Божји, Христос се роди!

Good home, good day. Merry Christmas, let God gives you happiness and a bag full of gold; enjoy vine and yule log. Peace from God, Christ is being born

\*\*\*

Бог велики нек те чува и стазама среће води и оствари сваку жељу која твоме срцу годи. Срећан БАДЊИ ДАН!

Let God the Great guard you and fulfill all of your desires. Merry Christmas Day)

\*\*\*

Нека бадњак свето дрво удовољи мојој жељи и да увек срећно живе моји драги пријатељи. Да вас греје ватра света, да вам срећа кућом цвета! Христис се роди!

Let the holly tree yule log make all my wishes come true: that all of my friends live happily. Let the holly fire warm you, and your hose be enlighthened in happiness. Christ is being born)

\*\*\*

Нек Острошки Василије чува твоје најмилије, а небеска добра вила у помоћ ти вазда била, а Бог драги нека рече: срећно било Бадње вече!

Let Vasilije Ostroski guard your kindred, let the heavenly fair always be there for you, and let dear God say: merry Christmas Eve.

\*\*\*

Нека вас срећа кроз живот води! Срећан вам Божић и Христос се роди!

Let happiness be in your life. Merry Christmas, Christ is being born

\*\*\*

3 пахуље љубави. Пошаљи их драгим особама и мени назад. Ако ти се до Бадњака бар 3 врате, за Божић ће ти се десити оно што већ дуго чекаш! Делује!

Send 3 flakes of love. Send to your dear friends and back tome. If at least 3 come back by Christmas, you long term desire will come true on Christmas.

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Из Хага ми Шешелј рече да честитам Бадње вече свим Србима српске крви – међу њима ти си први. Нек Крст Часни коло води – МИР БОЖИЈИ! ХРИСТОС СЕ РОДИ!

From Hague, Seselj told me to send his well-wishing on Christmas Eve to all the true Serbs- and you are the 1<sup>st</sup> among them. Let Holly Cross lead the dance- Peace from God, Christ is being born.

## **Божић**

### **Christmas**

**МИР БОЖИЈИ И ХРИСТОС СЕ РОДИ!**

**PEACE FROM GOD, CHRIST IS BEING BORN!**

\*\*\*

**МИР БОЖИЈИ! ХРИСТОС СЕ РОДИ!** Вама укућанима, ваши (...)

**PEACE FROM GOD, CHRIST IS BEING BORN,** to you and your family, yours...

\*\*\*

МИР БОЖИЈИ! ХРИСТОС СЕ РОДИ! Среће, здравља, љубави ...  
Peace from God, Christ is being born. Much happiness, health, love...

\*\*\*

ВАИСТИНУ СЕ РОДИ! И вама сретан Божић и година која је  
испред нас.

He is truly born! And to you merry Christmas and the year ahead

\*\*\*

Срећан Божић. Пуно здравља, љубави и успеха.

Merry Christmas. Many success, health and love

\*\*\*

Нека ти светлост новог јутра обасја душу и испуни је радостима и  
нека ти Бог подари све што немаш, а желиш и сачува све што имаш а  
волиш! Христос се роди!

Let the light of this morning enlighten your soul and fulfill with joy, and  
let God give you what you don't have, and keep for you what you have.  
Christ is born.

\*\*\*

Христос се роди! Нека ти светлост овога дана да оно што немаш и  
желиш а сачува оно што имаш и волиш! Срећан Божић.

Christ is born. Let the light of this day gives what you don't have, and  
keep for you what you have and love. Merry Christmas.

\*\*\*

Нека вам је сретно лето, што имате нек је свето, што немате Бог ће  
дати, нек вас увек срећа прати! Мир Божји, Христос се роди!

Happy summer, let all you have become sacred, what you don't have God  
will provide, let happiness be with you. Peace from God, Christ is born!

\*\*\*

Тебе Боже сада молим за све оне које волим, испуни им сваку жељу,  
нека живе у весељу. Нек им сваки буде дан као Божић радостан. Мир  
Божји! Христос се роди!

I pray to you God, for all my loved ones, fulfill their wishes, let them live  
in harmony. Let their every day be like jolly Christmas. Peace from God,  
Christ is born

\*\*\*

Добро јутро кућо стара, ево 7. јануара. Пршти слама под ногама.  
Срећан Божић свима вама!

Good morning good old house, here's January 7<sup>th</sup>. Straw is crackling.  
Merry Christmas to you all

\*\*\*

Добри доме Божић стиже, нек вас греје ватра света, нек вам срећа кућом цвета! Да крст часни коло води – МИР БОЖИЈИ! ХРИСТОС СЕ РОДИ!

Good home Christmas is coming, let the holly fire warm you and happiness fulfills your home. Let the holly cross lead the dance, Peace from God, Christ is born

\*\*\*

Добри доме Божић стиже драгом Богу да смо ближе, да те греје ватра света, да ти срећа кућом шета, да Крст часни коло води и нек се Христос роди!

Good home, Christmas is coming so we will be closer to dear God, let the holly fire warm you and happiness fulfill your home. Let the holly cross lead the dance, and let Christ be born

\*\*\*

Бадњак се ложи, ватра пламти, здравље и срећа нека Вас прати и нек Вам ново сутра буде радост Божићног јутра. МИР БОЖИЈИ! ХРИСТОС СЕ РОДИ! СРЕЋАН БОЖИЋ ЖЕЛИ ВАМ (...)

Yule log is being lighted, fire is burning, let health and happiness be in your home, and tomorrow like the joy of Christmas morning. Peace from God, Christ is born

\*\*\*

Христос се роди! Нека драги Небески Богомладенац Тебе и најмилије ти огрне Љубављу, Радошћу и Вером испуни ваша срца. На Здравље и на Спасење.

Christ is born! Let god give you and your dear ones love, happiness and faith

\*\*\*

Људи се у животу срећу случајно, А онда заједно деле све, Река живота их носи неким другим људима, Али им срце остане крај правих пријатеља! МИР БОЖИЈИ И ХРИСТОС СЕ РОДИ!

People meet by coincidence. And then share everything. The river of life takes them to some other people, but their heart stays with the true friends. Peace from God, Christ is born.

\*\*\*

Кандило нам мир мирише, Дим тамјана душу гали, Икона нам слогу пише, Бадњак искру среће пали. Док се крстим Бога молим/Да ми чува све што волим./Међ вољеним твоје име мило,/Све ти здраво и весело било! Срећан Божић и Бижићни дани, Бог нека те од лошега брани! МИР БОЖИЈИ И ХРИСТОС СЕ РОДИ!

Light brings peace, the smoke of incense soothes the soul, icon brings peace, yule log brings happiness. I pray and cross to God to keep what I love, including your good self, I wish you all the best. Merry Christmas and Christmas days, let God guard you from bad and evil. . Peace from God, Christ is born

\*\*\*

Од данас још лепша јутра ти свитала, Срећа ти у сусрет хитала, Љубав те у животу пратила, А сва добра добрим ти се вратила. МИР БОЖИЈИ И ХРИСТОС СЕ РОДИ!

Have better days in front of you, love and happiness to fill your life, all good deeds be returned to you. Peace from God, Christ is born

\*\*\*

Нек данашњи благи дан теби буде радостан, нек ти Божић врата злати, нек те свака срећа прати. Анђео среће нек те води! МИР БОЖИЈИ – ХРИСТОС СЕ РОДИ!

I wish you joy today, I wish that Christmas brings you luck and fortune, and Angle of happiness. Peace from God, Christ is born

\*\*\*

Тебе Боже сада молим за све оне које волим, испуни им сваку жељу, нека живе у весељу. Нек им сваки буде дан као Божић радостан. Мир Божић! Христос се роди!

I pray to you God, for all my loved ones, fulfill their wishes, let them live in harmony. Let their every day be like jolly Christmas. Peace from God, Christ is born

\*\*\*

Свето дрво бадњег јутра, што ти данас кућу краси, нек донесе сваку срећу и од сваке муке спаси. Да оствариш сваки сан помого ти Бадњи дан, да у кући новац тече помогло ти Бадње вече. Нек се срећа с здрављем сроди. МИР БОЖИЈИ – ХРИСТОС СЕ РОДИ!

Let the holly yule log of Christmas morning which decorates your house brings in all happiness and saves you from sorrow. I wish that Christmas day fulfills all of your dreams and brings lots of money. Happiness and health! Peace from God, Christ is born

\*\*\*

Нека господ са небеса пошаље ти мерцедеса, а по жељи нашег Христа нека буде дизел 300. Ваистину се роди мерцедес је увек у моди! СРЕЋАН БОЖИЋ!

Let God gives you a Mercedes car as a present, and Christ to make it the model diesel 300. Christ is born and Mercedes in always in! Merry Christmas

\*\*\*

1. Да се облачиш по последњој моди, 2. да ти виски увек годи, 3. да се брчкаш у ђакузи води, 4. да изгледаш као билдер-боди, 5. на лотоу 7 убоди! Ваистину се Христос роди!

1. I wish you: to be dressed according to the latest fashion, 2. to always enjoy whiskey, 3. to enjoy Jacuzzi, 4. to look like a body builder, 5. to win at lottery! Christ is born

## **Српска Нова година**

### **Serbian New Year**

У зидинама Хиландара родила се вера стара, родила се још од Христа, ја је волим јер је чиста. Та времена беху давна. Срећна Нова година православна!

Within the walls of Hilandar, an ancient religion was born, since Christ and I love it since it's pure. These happened in olden times. Happy Orthodox New Year

\*\*\*

Нек ти се дани у овој години што спорије и сретније троше, нек те погоди све што је лепо и нека те промаши све што је лоше. Сретна српска Нова година!

Spend your days slowly and merry in this coming year, let only nice things happen and bad things avoid you. Happy Serbian New Year.

\*\*\*

Нек нас мрзе људи дрски што причамо брате српски, нек је вина пуна чаша, срећна нек је српска наша. Славила се у времена давна **НАША ПРАВА СРПСКА ПРАВОСЛАВНА!**

Let other peoples hate us for speaking Serbian, let our glasses be vine full, happy our Serbian year. It was celebrated in ancient times. Our Serbian Orthodox!

\*\*\*

У најлепшој српској ноћи мој ће поздрав теби доћи. Пуно среће, здравља и весеља од искреног пријатеља. С чашом вина и наздравље. Живело нам православље. Срећна Нова година!

In the most beautiful Serbian night, my well-wishing goes to you. Much happiness, health and joy from your true friend. Cheers! Long lived Orthodoxy. Happy Serbian New Year.

\*\*\*

Док честитку шаљем ову, православну славим Нову. Честитам је свим Србима, а посебно најмилијима. Ко је слави овог дана, Бог га чува од душмана. Ко честитку ову прими у весељу нека живи, нек`га срећна увијек прати, јер добро се добрим врати. Срећна Нова православна!

I send out this well-wishing while I celebrate Orthodox New year. I greet all the Serbs, especially my loved ones. Who celebrates at this day, God guards him from evil. Let the one who gets this well-wishing live in joy, enjoy happiness. Happy Orthodox New Year

### **Дан заљубљених**

#### **Valentine's Day**

Ако појам среће није илузија и ако човек заиста може бити срећан, онда желим да ти овај дан буде леп као нежност, као младост, као љубав... Срећан ти Дан заљубљених!

If the notion of happiness is not an illusion and if a man could really be happy, then I wish that this day be as nice as possible, as youth, as love. Happy Valentine's Day.

\*\*\*

Најлепше је очима кад се твог лика сете, кад заплаче душа као мало дете. Још је теже срцу кад рана заболи кад му се не јавља неко кога срце воли!

It is the most pleasant to my eyes when I remember your face, when my soul cries like a little child. It is even more harder for the heart when someone you love doesn't call

\*\*\*

Поезија за дан заљубљених: сунце је распиздило своје зраке, врапци се деру ко коњи. Мене пичи депресија, у души ми опсесија. Јебо матер, ако те не волим!

Poetry for Valentine's Day: Sun shines too much, birds whine like horses. I'm totally down, obsessed. Screw the mother if I don't love you.

### **Осми март**

#### **March 8th**

Срећан 8. март! Много здравља, љубави и среће!

Happy March 8<sup>th</sup>. Much happiness, love and health

\*\*\*

Да будеш срећна и пуна ко брод, да све мушкарце бациш на под, ми смо рибе, они су шкарт. Срећан ти 8. март!

I wish you to be happy and rich, to submit all men, we are chicks they are bumps. Happy March 8<sup>th</sup>

\*\*\*



Лепа као вила, нежна као свила, чиста као роса, сјајна као сунце, снажна као стена... Буди поносна што си жена... Срећан 8. март!

Beautiful as a fairy, gentle as silk, pure as dew, shiny as Sun, strong as a rock. Be proud of your womanhood. Happy March 8<sup>th</sup>

\*\*\*

Једна звезда за срећу, једна звезда за смех, једна звезда за... шта набрајам? Све звездице неба нек се спусте теби на длан и испуне жеље на данашњи дан.

One star for the happiness, one for laugh, one for... what am I saying? All the stars should come and make your wishes come true.

## **Ускрс**

### **Easter**

Нек ти кућа у весељу блиста и срећно ти васкрсење Христа! Као празник животног зачетка и остале среће и напретка. Христос Воскресе!

I wish your house to spark from joy, merry resurrection. A holiday of life creation and happiness and development. Christ Resurrected.

\*\*\*

Пријатељи су као звезде... не видиш их, али ипак постоје! Нек вам овај благи дан мир и љубав донесе. Са вером у Христа! Христос Воскресе!

Friends are like stars...you don't see them, but they are around. Let this day bring you peace and love. With the faith in Christ! Christ Resurrected

\*\*\*

Христос Васкрсе! Обновимо себе Христом васкрслим и светлимо свету добром и врлином!

Christ Resurrected. Rebuild ourselves with Christ that resurrected and show the world our virtues

\*\*\*

Бог велики и сви свец и сви дани и месеци и године што долазе нека вашу кућу пазе. Мир Божији дому твоме слава Христу распетоме. Мир Божији! Христос воскрес!

Let God and all the saints and all of the days and months in a year guard our house. Peace from God in your home and glory for Christ. Christ Resurrected

\*\*\*

За слогу и размевање, за срећне дане, за потајне наде, за неостварене жеље, за љубав и праштање, за благословене године које су пред нама. Христос воскрес!

For harmony and understanding, for happy days, secreted hopes, unfulfilled wishes, for love and forgiveness, for blessed days ahead of us. Christ Resurrected

### **Породичне славе**

#### **Family' Saint Day**

Срећна слава! (...)

Happy Saint Day!

\*\*\*

Све најбоље, срећу и весеље, желе (...)

All the best, happiness and joy, from ....

Well-wishing sent out during holidays, to a particular family or individual are not recent. Well-wishing at the onset or on the holiday date during a calendar year is very ancient. The well-wishing is possibly as old as the holidays themselves, and represent an important mark. Among other things, they have allowed families, extended and nuclear to show respect to one another, wish good things and development to each individual within a group. The content of well-wishing depended on a holiday itself, but also on the prevailing social norms in a given community/group. During historical development of holidays, well-wishing was adjusted in accordance with the prevailing cultural and historical circumstances within a given society, and what changed usually was the way of well-wishing.

The oldest and the most usual mode of well-wishing is so-called personal well-wishing. Usually, this involves visiting someone's home on a holiday day during one calendar year, when an invited guest used to come wishing all the best to all the family members. In traditional communities, such as Serbia until WWII, there was a custom of well-wishing for holidays. Usually, these included winter-spring holidays, such as Christmas, Newly wed day, Easter but also family' Saint Day. These holidays had strict rules of well-wishing, in a sense that it was established who does well-wishing or what such wishes are suppose to contain. The content was more or less similar for a particular holiday, regardless of a family or the well-wisher. The same scenario repeated itself for years even in cases when the well-wisher of a particular house changed.

Well-wishing directed toward the family and head of the household was in accordance with the holiday' meanings- good year in terms of abundance, fertility, health etc. The most significant/well known well-wisher is *polazenik*, a designated individual who pays visits on Christmas Day. *Polazenik* can visit several homes, but

the well-wishing stays the same.<sup>8</sup> Well-wishing was also practiced by a ritual procession, on Christmas Eve and Serbian New year: *koledari*, singers (korindjasi), *vertenasi*, *zvezdari*,<sup>9</sup> *sirovari*.<sup>10</sup>

The Newly wed day is a borderline winter holiday, hence the customs associated were adjusted accordingly.<sup>11</sup> However, in the past several decades, this holiday is more in honoring the newly wed, where guests/well-wishers address their future marriage in terms of happiness and longevity. A characteristic feature of Easter is colored eggs, shared at home, in church after the service, or given away at village fairs to the kindred as the holiday well-wishing. Family's Saint Days were marked by salutations, as a form of well-wishing to the host and the family members.

Well-wishing dominated by an individual or group was widely spread until WWII. After the period, was gradually replaced by a special, particular well-wishing depending on the occasion (in written form, on paper, sold at particular shops). This kind of holiday communication included postal service; this is just another example of the post-war modernization in Serbian society that later on, initiated significant changes in habits and behavior.

Well-wishing card assumes New Year's well-wishing- in the post war period, it became a mass and most well-known means of holiday communication. These well-wishing sent out by friends and family meant that a person, regardless of his/her place of residence, is not forgotten. These usually contained "an ordinary text", not very creative (such as "happy holidays, happy New year and Christmas and so on), which was also determined by a limited writing space. These short messages are "public", sent out without envelopes and easily accessible for reading to everyone.

Contrary to these well-wishing sent out by regular mail, today' text messages are very personal. The sender and the content are only known by the receiver, which makes these messages protected and discrete, unless of course, the receiver reads aloud the messages in question to others.

Also, other forms of well-wishing received a considerable amount of popularity at times: this is the case of well-wishing during 1970's broadcasted by radio.

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<sup>8</sup> On *polaznik*, see more in Миле Недељковић, *Годишњи обичаји у Срба*, Београд 1990, 38-60; *Српски митолошки речник*, Етнографски институт САНУ- Интерпринт, Београд 1998, 357-361; Милина Ивановић-Баришић, *Календарски празници и обичаји у подавалским селима*, Посебна издања Етнографског института САНУ 59, Београд 2007, 97-98.

<sup>9</sup> Мила Босић, *Годишњи обичаји Срба у Војводини*, Музеј Војводине - Прометеј, Нови Сад 1996, 106-128.

<sup>10</sup> *Српски митолошки речник*, 409; Миленко С. Филиповић и Персида Томић, *Горња Пчиња*, Српски Етнографски зборник, Расправе и грађа, 3, Београд 1955, 94.

<sup>11</sup> See: М. Ивановић-Баришић, *н. д.*, 153-155; М. Босић, *op. cit* 226-229

The radio well-wishing<sup>12</sup> contained a musical theme also. These were usually sent out for birthdays, weddings, baptisms and therefore are not the focus of this paper. Music involved was in accordance with wishes of the receiver, however, it also happened that it was in a total opposition with well-wishing expressed.

The latest well-wishing assumes text message communication that allows instant and fast delivery, which stands out in opposition with the previous mode-dependent on mail and postal service, errors in addresses and so on. Even if cellular net is busy at time, it is only temporarily, allowing messages to reach its destination with fair amount of certainty.

Considering the mass usage of well-wishing over cell phones, it appears that their content are more bold and straightforward when compared with well-wishing from the previous periods. In times when holidays represented the crossing-point of social events in a community, it was clearly established was appropriate/allowed or forbidden/inappropriate holiday behavior. The content of the contemporary text message well-wishing (lascivious, with political connotation regardless of a generational gap in sending/receiving) would probably be considered inappropriate in a traditional community.

The text messages presented in this paper point out to the creativity and imaginative effort of the authors hence also variability in content.<sup>13</sup> The content of the messages corresponds to the modern times and their creators- from very classical to political and lascivious messages. This shows an altered relationship of the users toward media and holidays as well. Cell phones provide direct communication liberating at the same time from rigid patterns of communication in traditional communities. The present day communication is easier due to technology but also due to the profound changes in family relationships and functioning (family roles have loosen up).

In addition to oral communication, this new communication provides textual messages, which creates a possibility for communication without “real communication”, that is, without actually speaking to someone. Messages sent out via cell phones are in effect a written way of communication, largely adopted during the last decade. In comparison with the other form of written communication- letters- (until recently the most used form of communication regarding different events) it is easily recognizable that letters were much longer, detailed and with more content than cellular mode of communication.

Letters were never taken to be a part of the folklore communication, regardless of their possible content: some included life histories for example. Sometimes, letters written by famous or influential individuals served as a written source for research and understanding of certain rules of a given society; contrary, text

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<sup>12</sup> Добрила Братић, *Елементи за етнолошку анализу радио-порука (на примјеру честитки, жеља и поздрава Радио-Новог Пазара)*, Гласник Етнографског института САНУ XXX, Београд 1981, 61-68.

<sup>13</sup> In addition to written text, SMS could contain graphical features not shown here due to technical reasons.

messages are said to belong to a certain folklore genre, which in its essence has fulfilled the need for efficacy and summaries present in popular culture.

Based on the above, it is justified to ask whether is it possible and in which way, to compare text message well-wishing with well-wishing known during the 20<sup>th</sup> century? In certain segments, it seems appropriate to compare the different means of communication. This regards primarily the function of well-wishing. The basic and most important function of well-wishing is a wish for abundance, happiness and health for the receiving individuals. These wishes are also the most important ones in text message well wishing. The main difference is that oral communication, once dominant in traditional communities, has become less applicable due to technology development (except in cases of classical phone communication). The content of this communication is being influenced by local particulars (society we live in) and cultural values (adjustments into global processes).

Therefore, it is justified for ethnology/anthropology as a discipline to study contemporary processes and changes, as consequences of various processes and altered life conditions in the contemporary society. The transformation of certain customs is at times difficult to spot hence they remain outside of ethnology/anthropology. It is especially difficult to mark a phenomena and related changes within customs that are gradually disappearing or altering their forms.

The new means of communication is just one of the possibilities in studying contemporary forms of customary practice in our society. This new means-well-wishing via cell phones- exists parallel with the previous modes of holiday communication (so-called printed well-wishing cards became in mass usage in the after-war period, while so-called personal well-wishing was dominant in our society until WW II).

As this brief report shows, holiday well-wishing, as a form, is not specific to our contemporary period. What is specific is more and more influence of modern technology into the spheres of spiritual life. As in the past, contemporary well-wishing aims to wish all the best in the coming holiday times, both for individuals and community. Historically speaking, this intent has not changed. The change is in the means/ways of well-wishing to a community and individual.

A subject of considerable interest to ethnologists/anthropologists is the relationship of traditional and contemporary contents, in this case text messages. What is really new in these new messages (that didn't exist before) and which traditional cultural values have changed and became altered into new conditions?

In Serbia, text messaging represents a totally new and modern form, closely related with the development of new technologies, only recently accepted broadly. As can be seen from the presented examples, the contents send out via cell phones are connected with various themes important for an individual life, while holidays appear as a convenient time to wish what in some other circumstances seem much harder.

The novelty in text message well-wishing is a result of the contemporary way of life. Hence, the conclusion could be that the content is adjusted twofold: to

the modern way of life and in accordance to the presumable needs of the receivers, at least as the senders perceive.

Considering all stated, do text messages in its function represent a new element of our contemporary customary practice? The parts of ritual practice that once existed in the traditional society had an important function in fulfillment of certain societal needs- including the ones that emphasized integration of a family unit. Today, the same elements exist in altered forms- implying that text message well-wishing, at least in particular segments, fulfill the same needs of a community members.

However, the holiday well-wishing, at least for now, do not act as a mediators for change of the established holiday needs, especially in terms of influencing vanishing of certain holidays and related customs. They nevertheless, allow a new insight into possible problems. And this represents a clear mark of text messages, whose content is being adjusted towards time, actual problems and current situation within the society. To receive a SMS within a family does not imply that established customs will cease to exist. On the contrary, holidays are being enriched in this way, since the new contents, at least for the time being, do not replace the established ritual practice nor affect considerably its change. SMS messaging enhances one of the basic function that well-wishing assumes, primarily, good wishes for the coming period.

The last decade of the 20<sup>th</sup> century, and the beginning of the 21<sup>st</sup> century are considered to be a time of technical innovations, and as such, present a significant registrar for dating changes in current social relationships. At the same time, they are initiators for changes. That is an individual as a part of his community (civic society), in the midst of development of modern media and communication means, and embraces more and more these new forms of communication. In this process, an individual, gradually and in time, becomes a player that does not deal with the act (process) but just participates; he, nevertheless, leaves his own mark. Participating individual so becomes a part of a popular culture, since sending and receiving messages are a need for many people.

As Fisk states, in order to find a place in a popular culture, a good has to correspond with people interests.<sup>14</sup> According to this argument, popular culture is not spending/consuming, but a culture- something like an active process of creation and transmission of meanings and satisfactions within a particular social system. Furthermore, regardless of the level of industrialization, a culture cannot be described only in terms of buying and selling goods. Fisk moreover argues that popular culture is being created by people, not the industry of culture. All that industry of culture is capable of producing is a repertoire of texts or cultural sources, which will be used or ditch by a different people, in the long lasting process of creating one's own popular culture.

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<sup>14</sup> Džon Fisk, *Popularna kultura*, Clío, Beograd 2001, 31-32.

**Милина Ивановић-Баришић**

## **Празничне SMS честитке**

*Кључне речи:*

празници, честитке,  
комуникација, SMS поруке

Брз проток информација све више постаје потреба, па самим тим и битна одредница савременог начина живота. Из тог разлога, и нове технологије постају све значајније у домену комуникације. Приступачност мобилних телефона и препознавање могућности да се са њима брже, лакше и једноставније обавља комуникација подстакли су њихово релативно брзо ширење на српском тржишту. Модернизација у смислу коришћења информатичких технологија почела је на нашим просторима током деведесетих година прошлог века, да би тек уласком у нови миленијум процес постао незауостављив.

Истраживачи су још осамдесетих година уочили да се појављују нови облици стваралаштва, који постају савремени облици фолклорне традиције. Ова врста стваралаштва временом је постала део свакодневне културе (новинске тужбалице, епитафи на надгробним споменицима, вицеви, у последњој деценији – имејл и SMS поруке).

У последњих неколико година, *SMS поруке/честитке* су постале део празничне комуникације, код скоро свих празника који су и у традиционалној заједници били време када се очекивала посебна врста честитке (Бадњи дан, Божић, Српска нова година, Осми март, Васкрс, породичне славе, у последњих неколико година – Дан заљубљених). Томе је допринела и чињеница да мобилни телефон није више привилегија само одређеног броја материјално добростојећих појединаца.

Са појавом и омасовљавањем празничног честитања путем мобилног телефона, стиче се утисак да је текст празничних порука много "смелији", чиме се на неки начин потиरे граница између дозвољеног и недозвољеног садржаја честитке, у односу на период пре већег продора масовне културе. Један од разлога је и то што се у време када су празници били окосница друштвених догађања у заједници тачно знало шта је дозвољено/примерено, односно, шта је забрањено/непримерено празнично понашање. Међутим, садржаји појединих порука које у нашем времену круже током празника (ласцивни, као и они са политичком садржином), без генерацијског

ограничења приликом слања и читања, највероватније у традиционалној заједници, због владајућих норми понашања, не би били примљени са одобравањем.

*SMS* честитке указују како на разноликост садржаја, тако и на маштовитост и креативност њихових стваралаца. Садржај ових порука је у складу са временом, али и њиховим ствараоцима – од класичних порука до порука са ласцивним или политичким садржајем. То нас упућује на запажање да је однос корисника промењен не само према медијуму преноса, него и према прилици/празнику када се комуникација обавља.

Мобилни телефон, иако само средство које омогућава директну комуникацију, истовремено омогућава ослобађање од комуникативних стега које су постојале у традиционалној комуникацији, пре свега због обичајних норми које су диктирале међусобне односе у заједници. Свакако да садашња комуникација постаје све једноставнија – не само из техничких разлога, већ и због чињенице да су измењени породични односи, што је узроковало "лабављење" улога које су појединци имали у време празника.

Празничне честитке – као начин исказивања жеља за напредак појединца, породице, па самим тим и сеоске заједнице – нису специфичност нашег времена. Али оно што јесте посебност времена у коме живимо, а што се све више огледа и у садржају и у начину празничног честитања, то је уплитање све развијеније комуникационе технологије и у област духовне сфере живљења. У суштини – како у прошлости, тако и данас – основни смисао празничног честитања јесте да се упуте жеље да време које следи иза празника, можда боље рећи – између два празника, буде успешније за заједницу и појединца, а све то посматрано у односу на време које је претходило честитаном празнику. То је, у основи, нешто што се није битно променило до нашег времена. Међутим, како се може видети, све више се, уклапајући се у савремене друштвене токове, мења начин упућивања жеља колективу и појединцу.