

The Druzhe Tito figure on YouTube

A street scene in a city, likely in the Balkans, showing a woman in a brown top and light-colored pants selling a large bunch of colorful balloons (including a rainbow one) on a sidewalk. In the background, there is a busy road with cars, taxis, and a bus. A man in a dark jacket and blue jeans is walking towards the camera, and another man in a grey sweater and tan pants is standing near a motorcycle. The scene is captured during the day with some motion blur on the vehicles.

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Tito Street in New Delhi, India

YouTube is one of the most well-known sites of participatory media in the contemporary online environment, and it is the first genuinely mass-popular platform for user-created video.

Druže Tito – reflections in YouTube

- 1) Kumrovec – open air museum, birthplace of Tito, excursions, secular pilgrimages (?), celebration of youth day**
- 2) historical documentary/biography - symbols**
- 3) parodies - stereotypes**

Methods

**Cultural Convergence - Henry Jenkins,
secular pilgrimages (J. P. Margry) *versus* celebrities
(I. Povedak)**

**Stereotypes and stereotyping, ethnic pride and self-
esteem (Anthony G. Greenwald, Mahzarin R. Banaji)**

**Sources: YouTube,
personal experience :)**

Celebrities

YouTube representation of politics and identity

Folk hero a positive or negative character in the centre

Different historical periods mark and characterize the ideal heroes as well.

The concept of hero is used for three character types (Povedak 2009):

1) central characters of historical myths who were once outstanding figures, however their memory is primarily present in written culture

2) historical actors, primarily politicians - “historical heroes” whose memory and cult is still alive.

3) hero concerning the outstanding figures of our age, the “postmodern heroes” or celebrities.

Some Great Leaders

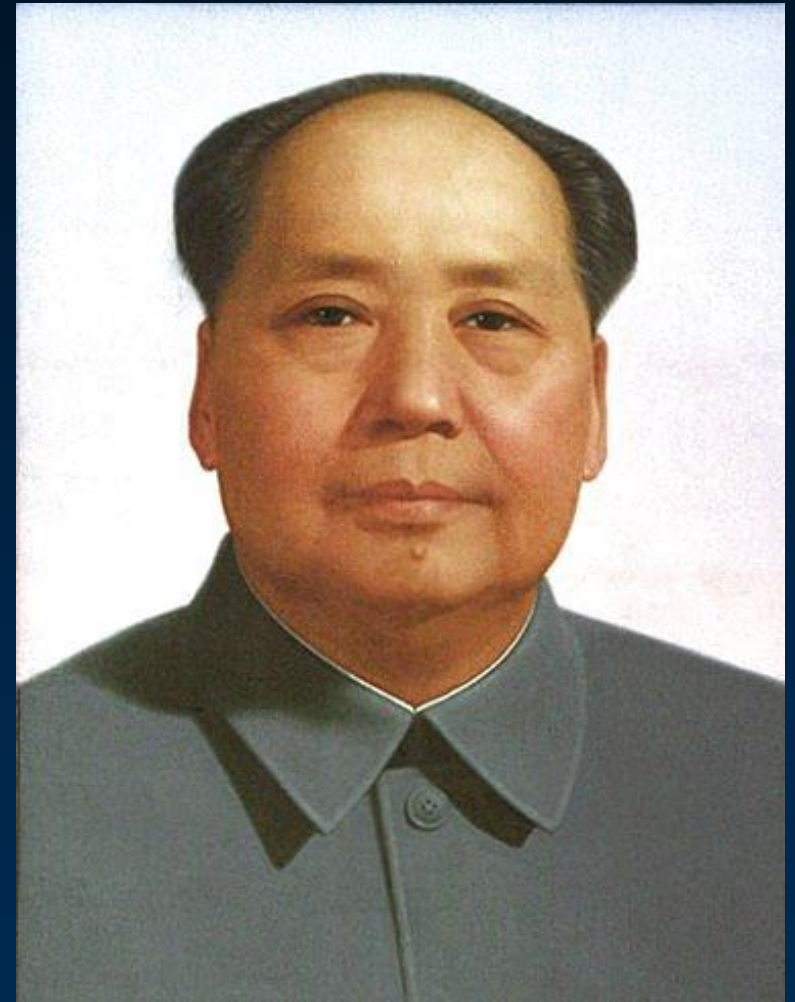
Father of all People **Stalin**



Some Great Leaders

Father of all People **Stalin**

Foreman **Mao**



Some Great Leaders

Father of all People **Stalin**

Foreman **Mao**

Great Leader **Kim Ir Sen (Kim Il Sung)**



Some Great Leaders

Druzhe
Tito



Josip Broz Tito (born Josip Broz; Serbo-Croatian Cyrillic: Јосип Броз Тито; 7 May 1892 – 4 May 1980) was a Yugoslav revolutionary and statesman.

He was Secretary-General (later President) of the League of Communists of Yugoslavia (1939–80), and went on to lead the World War II Yugoslav guerrilla movement, the Yugoslav Partisans (1941–45).

After the war, he was the Prime Minister (1943–63) and later **President** (1953–80) of the Socialist Federal Republic of Yugoslavia (SFRY). From 1943 to his death in 1980, he held the rank of **Marshal of Yugoslavia**, serving as the supreme commander of the Yugoslav military, the Yugoslav People's Army (JNA).

Josip Broz was born on 7 May 1892 in Kumrovec, Croatia-Slavonia, Austria-Hungary. He was the seventh child of Franjo and Marija Broz. His father, Franjo Broz, was a Croat, while his mother Marija (born Javeršek) was a Slovene.

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1. Kumrovec

a. spontaneous festival, supported by local tourism & economy

Youth Day (Dan Mladosti in Serbo-Croatian) was celebrated throughout Yugoslavia on May 25. This was also a celebration of Josip Broz Tito's birthday.

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1. Kumrovec

a. spontaneous festival, supported by local tourism & economy

b. secular pilgrimage

or festival & celebration

Dan Mladosti in Kumrovec 2008/symbols









2. Biography. In the first post war years Tito, former head of partizan movement, was widely considered a communist leader very loyal to Moscow, indeed, he was often viewed as second only to Stalin in the Eastern Bloc.

On 28 June, the other Cominform member countries expelled Yugoslavia, citing "nationalist elements" that had "managed in the course of the past five or six months to reach a dominant position in the leadership" of the CPY.

Stalin took the matter personally – for once, and attempted, unsuccessfully, to assassinate Tito on several occasions. In a correspondence between the two leaders, Tito openly wrote:

Stop sending people to kill me. We've already captured five of them, one of them with a bomb and another with a rifle (...) If you don't stop sending killers, I'll send one to Moscow, and I won't have to send a second

The event was significant not only for Yugoslavia and Tito, but also for the global development of socialism, since it was the first major split between Communist states, casting doubt on Comintern's claims for socialism to be a unified force that would eventually control the whole world, as Tito became the first (and the only successful) socialist leader to defy Stalin's leadership in the COMINFORM.

This rift with the Soviet Union brought Tito much international recognition

Under Tito's leadership, Yugoslavia became a founding member of the Non-Aligned Movement.

In 1961, Tito co-founded the movement with Egypt's **Gamal Abdel Nasser**, India's **Jawaharlal Nehru**, Indonesia's **Sukarno** and Ghana's **Kwame Nkrumah**, in an action called The Initiative of Five (Tito, Nehru, Nasser, Sukarno, Nkrumah), thus establishing strong ties with third world countries. This move did much to improve Yugoslavia's diplomatic position. On 1 September 1961, Josip Broz Tito became **the first Secretary-General of the Non-Aligned Movement**.

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On 1 January 1967, Yugoslavia was the first communist country to **open its borders to all foreign visitors and abolish visa requirements.**

On 16 May 1974, the new Constitution was passed, and Josip Broz Tito was named President for life.

Tito became increasingly ill over the course of 1979.

He died at the Medical Centre Ljubljana from the gangrene on 4 May 1980 at 3:05 pm.

Based on the number of attending politicians and state delegations, at the time it was the largest state funeral in history. They included four kings, 31 presidents, six princes, and 69 ministers, from 128 different countries

Druzhe Tito mi ti se Kunemo - TOP 5

Uploader	Date	Views	+ Comm	- Comm	Total	% Comm	+ Comm %
nervoznironioc	1.8.07	632175	900	136	1036	0,16	86,87
DartDarkness	26.1.08	419124	526	75	601	0,14	87,52
Yuggos	23.2.07	251187	327	62	389	0,16	84,06
MarshalRedDog	28.8.09	221740	439	43	482	0,22	91,08
septichar	9.9.07	167425	379	17	396	0,24	95,71

1. Slideshow
3. Slideshow
5. Parody

2. MixDoc
4. MixDoc



3. Parodies

**1. Project Marshal by
Predrag Vušović Pređo
(1960-2011)**



**2. Medley of Partizan Songs and YUGO by
Rock Partizani**

3. Punk Rock version of Druzhe Tito

4. Some idiotic home videos

Conclusions

- * YouTube representation of politics and identity is a possibility to sacralize or desacralize important events and persons.
- * Life stories appearing in the media are simplified versions, certain parts emphasized and other left out, resulting in a life that resembled that of folktale heroes.
- * Psychological factors, the invention of heroes is also brought to life by the fact that common historical remembrance is not primarily connected to events but persons.

- * A historical hero may re-establish the shattered cultural canon. The living cult of historical heroes is in every case related to the national identity and safety.**
- * Important role have emotions like nostalgia, humor; also music & symbols, making fun, masking and ENTERTAINMENT.**