



Punjabi Folk Traditions and Their Role in Contemporary Society

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Abstract

Punjabi folk traditions represent a rich cultural heritage that reflects the history, values, beliefs, social relationships, and collective identity of the Punjabi people. These traditions encompass folk music, dance, storytelling, proverbs, festivals, rituals, traditional crafts, and oral literature, which have been transmitted across generations. In contemporary society, Punjabi folk traditions continue to play an important role in preserving cultural identity, strengthening community bonds, and promoting intergenerational communication. This paper explores the significance of Punjabi folk traditions in the context of social transformation, globalization, urbanization, and technological advancement. It examines the cultural and social importance of traditional art forms such as Bhangra, Giddha, Tappe, Boliyan, and folk songs associated with different stages of life, agricultural practices, and seasonal celebrations. The paper also investigates how Punjabi folk traditions contribute to cultural tourism, creative industries, regional language preservation, and the promotion of Punjab's cultural heritage on national and international platforms. Furthermore, digital media, social networking platforms, contemporary music, and cultural festivals have created new opportunities for the preservation and reinterpretation of traditional practices among younger generations. However, commercialization, declining interest in traditional knowledge, migration, and changing lifestyles pose challenges to the continuity of these cultural expressions. The study emphasizes the importance of community participation, educational initiatives, cultural documentation, and digital preservation in safeguarding Punjabi folk traditions. It concludes that these traditions are not merely remnants of the past but living cultural practices that continue to adapt to contemporary realities while maintaining their distinctive identity and social relevance.

Keywords: Punjabi Folk Traditions, Cultural Heritage, Folk Music, Bhangra, Giddha, Oral Literature, Cultural Identity, Traditional Knowledge, Globalization, Cultural Preservation, Contemporary Society.