

## INTRODUCTION

The Latvian Academy of Culture is pleased to release the 16<sup>th</sup> volume of the international peer-reviewed journal *Culture Crossroads* dedicated to examining the interaction of cultural, artistic and creative processes in national economy, politics and social life.

This volume finds the operators in the cultural and creative field, including researchers, in an unprecedented situation of prolonged uncertainty and broad-scale adjustments to safety measures related to the global pandemic of COVID-19. The papers included in the volume, however, reflect the period before the pandemic.

Yet the content of the volume has direct relevance for today's concerns, as the authors of the papers, each of them, remind the reader about the sources of strength of the cultural and creative sector, even if they discuss controversial and ambivalent aspects of the sector's activity.

Controversy and ambivalence create conditions for reflection and the emergence of new attitudes, and produce creative outcomes. All of the papers in the volume address the endless supply of creativity in human society – be it in verbal or visual language, organisational forms or governance, public debate or professional self-perception. In this respect, the papers in the volume reflect the vibrancy, the flux and constant transformations of the cultural and creative sphere, and demonstrate the numerous ways in which all of us are involved in creating and recreating combinations of existing meanings and practices, thus participating in the endless process of creativity.

On the level of individual papers, each of the authors in this volume has engaged with a distinctive and significant dimension of cultural, artistic or creative life.

Anita Naciscione brings the reader into the domain of cognitive linguistics. In the paper “Proverbs in the System of Language and their Creative use: a Cross-Cultural View” the author revisits proverbs and the ways in which they reveal infinite diversity of expression in figurative thought.

Elīna Veinberga, the author of the second paper of the volume, “Stylistic Techniques in the Representation of Latvian Character: a Study of Gatis Šļūka's Cartoons” demonstrates the visual and verbal interaction of diverse stylistic patterns of cartoons on the Latvian character and spirit.

The paper “Latvian Artistic Field from the Artists' Viewpoint” presented by Signe Grūbe aims to untangle the perceptions of fine art artists of the autonomy or

mutual relationship of the artistic and social fields. The author finds out that while sociologists see artists as formed in historical processes and institutions, the artists tend to consider themselves autonomous.

Moving from language and fine art to theatre, the fourth paper in the volume focusses on examining the interplay of technology and the actor's speech. Zane Daudziņa's paper "An Actor's Speech Tools in the 21<sup>st</sup> Century" posits that nowadays' actors cannot be imagined without technical aids, and examines the ways in which technology influences the development of theatrical language and the actor's speech.

The next contribution focusses on governance of the Song and Dance Celebration tradition. Kristīne Freiberga, Baiba Tjarve and Ieva Zemīte in their paper "The Role of Participatory Governance in Safeguarding the Tradition of the Song and Dance Celebration" examine the sustainability of the tradition and avenues of participation by the tradition community. Certain controversy is uncovered both in regulation and practice.

The theme of controversy and ambivalence is continued in the paper "Artists and Cultural Workers and the legacy of KGB in the Actual Public Discussion Landscape in Latvia" by Liēna Galēja and Ojārs Stepens. Both authors examine the ways in which myths and narratives referring to recent history are born, by focusing on the legacy on KGB and its actualization in the public discourse around the relationship of artists and KGB. The paper examines the framing and portrayal of this relationship in social memory representations.

The final paper of the volume addresses the broad issue of transcultural communication, through the lens of examining specific activities to raise public awareness about cooperatives during the Raiffeisen Year 2018. The author Jan-Erik Burkard in the paper "The International "Cooperative Code" Comparison of Transcultural Communication Strategies of European Cooperatives in Germany and Austria in the Reiffeisen year 2018" argues that the transcultural component of the cooperative idea should be studied to help to solve current challenges posed by globalization.

Taken as a whole, these papers present a broad landscape of cultural and artistic processes, each aspect functioning as a reservoir of creativity. The Latvian Academy of Culture extends sincere gratitude to all the authors who had engaged in revisions during this challenging time in order to complete this collection. May the papers find numerous interested and dedicated readers, and serve as inspiration for further research on the issues presented in the volume.

**Ilona Kunda**

*Deputy Editor-in-chief*