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**From the nationalistic to the regional/ethnic discourse on
Macedonia**

(Summary)

An analysis of the rhetoric on national character, developed by historians and ethnologists during the 19th century, and on regional and ethnic identity, adopted at the end of the 20th century among historians and anthropologists, is illustrative, because it reflects the existing socio-political systems and the social functions of collective memory. The comparative analysis of the two discourses, namely the national narrative and the regional or ethnic/cultural rhetoric, is a stimulating topic, since it can shed light on the two different societies as well as on the historiographic trends of historicism and postmodern cultural history/anthropology. In this essay I consider the approaches that have been based on the aforementioned debate in regard to the questions of national consciousness as well as of ethnic identity. More specifically, I shall start by trying to pinpoint any variations in the formulation of Greek national ideology by 19th-century historians and folklorists; I shall then concentrate on the European epistemological and political-ideological terms that define the subject of ethnic identity after the collapse of the Cold War status quo.