

# Indice

## ETNOGRAFIE

- Mariano Fresta  
**Folklore e folklorismo: il caso della Maggiolata di Castiglione d'Orcia (Si)** 9
- Pietro Meloni  
**McDonald's e la ribollita. Retoriche, nostalgie, paradossi nella rappresentazione dell'enogastronomia nel Senese (e altrove)** 21

## REPERTORI

- Alessandro D'Amato  
**Il carteggio Bertoni-Cocchiara. Poesia popolare e metodo storico, tra filologia e folklore** 39

## STORIE

- Anna Pietroforte  
**Tarantismo e "musica dei sensi" in un testo di Luca de Samuele Cagnazzi (1801)** 69

## RETROSPETTIVE

- Luca de Samuele Cagnazzi  
**Nuove osservazioni e congetture sul male detto Tarantismo, che domina nelle campagne di Puglia. Letta dal Sig.re e Arcidiacono Luca Cagnazzi nell'Adunanza del 18 Marzo 1801** 95

## LETTURE

- Anna Casella Paltrinieri  
**Intorno a un libro di Giulia Bogliolo Bruna su Jean Malaurie** 111

LIBRI, CD E VIDEO / SCHEDE 119

## ABSTRACTS

- edited by Sandra Ferracuti 125

GLI AUTORI 127

## Abstracts

edited by Sandra Ferracuti

Mariano Fresta

*Folklore and Folklorism: the Case of the Maggiolata ("Song of May") of Castiglione d'Orcia (Siena, Italy)*

The author has long been studying the Maggiolata ("Song of May"), a spring ceremony held in Castiglione d'Orcia (Tuscany), and could thus witness its transformations over thirty years. His starting point were the foods that are usually offered to the maggioli along their ritual begging route. The research showed that foods coming from other regions or provided by local traders have over time replaced local, homemade foods. Each new food also contributed to transforming the meanings of the ritual, the "folkloric" character of which thus gave way to a "folkloristic" one, while still remaining distinct from the expressions of mass culture.

Pietro Meloni

*McDonald's and the Ribollita. Rhetoric, Nostalgia, and Paradoxes in the Representation of Gastronomy in Siena and Elsewhere*

This essay aims to contribute to the debate about the relationships between everyday consumption practices and food culture. It applies an ethnographic approach in the study of traditional and junk food. The opposition between traditional culture and mass culture, which engages the dimensions of social and cultural identity, shows that the distinction of authenticity from fiction reflects the relationships between the local and the global. This paper shows how the pervasive influence of food "heritagization" may lead to the rejection of traditional culture and to mass consumption.

Alessandro D'Amato

*The Correspondence between Bertoni and Cocchiara: Popular Poetry and the Historical Method, between Philology and Folklore*

The short and intense correspondence between the ethnologist Giuseppe Cocchiara and the philologist Giulio Bertoni can shed light on some aspects of the history of studies that blur the boundaries between the philological and the anthropological traditions, and which were carried out in Italy during the Fascist Era, when it was extremely difficult to keep alive or create new publishing initiatives that were not politically supported or inclined to align with the existing political power. The correspondence shows that it was mainly Cocchiara who sought advice and an intellectual exchange with Bertoni: Cocchiara's work owed much to Bertoni's, especially to his studies of folk poetry. Their

relationship influenced the former, whose studies matured and showed an increased awareness.

Anna Pietroforte

*Tarantismo and “Music of the Senses” in a Presentation by Luca de Samuele Cagnazzi (1801)*

An extensive body of literature deals with the ritual known as Tarantism, now extinct but still celebrated as a folk “relic” in the south of Italy, where the mythical *monstrum* called *Tarantola* still gets people to dance. The many publications that have addressed this topic over the centuries laid different “cultural eyes” on it and improved our knowledge of the phenomenon while also contributing to its safeguarding. In a series of manuscripts (1801/1839/1845), scientist from Puglia Luca De Samuele Cagnazzi provided us with a peculiar description of the ritual and its “music of the senses”. In particular, the 1839 one contains a description of the irreverent and licentious dimension of the ceremony in which the *tarantolati* move to the relentless beat of the «drums» and use a series of ritual objects (such as mirrors) so as to act as “characters” within the “realm of the spider”.

Luca de Samuele Cagnazzi

*New Observations and Speculations on the Affliction Called Tarantismo, which Dominates Puglia’s Countryside. Presented on March 18, 1801 by Mr. and Archdeacon Luca Cagnazzi at the Academic Meeting of the Georgofili*

In this section, we republish the manuscript used for the speech titled *Nuove osservazioni e congetture sul male detto Tarantismo, che domina nelle campagne di Puglia*, which was originally read by scientist from Puglia Luca de Samuele Cagnazzi at the *Adunanza Accademica dei Georgofili* (Reunion of the Georgofili Academy) held at Palazzo Vecchio in Florence on March 18<sup>th</sup>, 1801. The manuscript is currently preserved in Florence, in the historical archive of the *Accademia dei Georgofili* (ref. 60.250), and was originally published in the historical journal «Altamura» (number 50-51 / 2009-2010) edited by the A.B.M.C (*Archivio-Biblioteca-Museo Civico*), which is based in the town where, in 1764, the scientist was born. Here, the author provides a clinical description of the phenomenon, which he probably witnessed in the outskirts of Altamura, and claims that the syndrome is due to “sunstroke”.

Anna Casella Paltrinieri

*On a Book by Giulia Bogliolo Bruna Regarding Jean Malaurie*

Giulia Bogliolo Bruna’s book titled “Jean Malaurie, une énergie créatrice” contains a detailed description of Jean Malaurie’s scientific research. It starts with an analysis of Jean Malaurie’s human and scientific journey and then discusses his representation of the Inuit world, the philosophy behind his research and the researcher’s methodology. The concluding section highlights the close relation between research and practice that led Malaurie to found study centers and journals, which in turn made him an international authority in the field of arctic studies and an advocate of the claims of arctic populations. The author, an ethno-historian and a specialist of Inuit thought, uses a multidisciplinary and analytical approach based on archival research. She sets Malaurie within the framework of French culture and retraces his scientific journey, from the geographical researches of his youth up to his arctic expeditions. This substantial and thorough publication allows us to familiarize with Malaurie’s scientific rigor, his passionate research, and, finally, his ethics, which drove him to actively commit in the defense of arctic indigenous societies.