

**MEȘTEȘUGURI TRADIȚIONALE DIN SUDUL REPUBLICII MOLDOVA ȘI
REPREZENTAREA ACESTORA ÎN MEMORIA CONTEMPORANILOR**

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***Abstract:** In the traditional society the development of the material culture was closely related to the development and the immaterial side. Any domestic activity was accompanied by provisions and rules, meant to ensure the success of the activity, oral creation found an inexhaustible source in the daily life of traditional society, when religious events or the cycle of human life harmoniously crowned the material with the immaterial. Each initiation into the profession presumed the accomplishment of some ritual actions. The development of specialized enterprises leads to the constraint of the production of the domestic industry, and the policy of internationalization and creation of "Moldovan" brand handicrafts during the Soviet period leads to the loss of local specificity in traditional crafts, forgetting traditions and folklore.*

During the inventory of traditional crafts in the south of the Republic of Moldova in the questionnaire were introduced several questions to identify the level of preservation of the intangible aspect closely related to various crafts. More information on the reflection of crafts in oral creation, local traditions have preserved local craftswomen, men attracting less attention to the immaterial aspect. The ethnofolkloric side of the craft activities is almost lost. Regarding the use of handicrafts in the rituals of traditional holidays, more information was obtained, especially they are related to the practical usefulness of fabrics, objects woven from natural fibers at such events as baptism, wedding, Easter, etc. None of those involved in the interview already know the saints, who were once believed to be the protectors of the craft they practiced, most craftsmen are not prepared to provide such information.

***Key words:** the material culture, the immaterial culture, traditional crafts, traditional folklore, the superstition, popular creation*