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# EXPLORING FOLK NARRATIVES: TRADITION, IDENTITY, AND CULTURAL MEMORY

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## *ABSTRACT*

*Folk narratives—comprising myths, legends, folktales, ballads, and oral traditions—are vital cultural texts that preserve collective memory, transmit values, and shape identity. This paper explores the role of folk narratives in sustaining cultural heritage, negotiating social norms, and adapting to modern contexts. By examining Indian folk traditions alongside global parallels, the study highlights how oral storytelling functions as both entertainment and pedagogy, and as a repository of historical consciousness. The paper argues that folk narratives are not static relics but dynamic cultural practices that continue to evolve, offering insights into community identity, resistance, and creativity.*

***KEYWORDS:*** *Folk Narratives, Oral Tradition, Myth, Legend, Folktale, Cultural Memory, Identity, Storytelling, Tradition*