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**DIMENSIONS OF CULTURAL VARIABILITY AMONG LOCAL  
COMMUNITOES IN THE TOWN OF RUSE (1878-1920 YEARS)**

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**Lilyana Slavianova**

Department of Foreign Languages,  
“Angel Kanchev” University of Ruse  
Tel.: 082 888 532  
E-mail: lslavianova@uni-ruse.bg

**Rozalina Bozhilova-Kouncheva, PhD student**

Department of European studies,  
“Angel Kanchev” University of Ruse  
Tel.: 082 888 532  
E-mail: rbozhilova@uni-ruse.bg

***Abstract:** The aim of this paper is to explore culture as a dynamic system affected by various factors. It looks at the political and environmental factors that influence the development of the town of Ruse at the beginning of the 20th century. It also seeks to find out how the dynamics of the political situation in the Balkans and the extreme influence of the river Danube acted on the town and its population. The analysis is based on the exploration of cultural variability according to the views of Kluckhohn and Strodbeck, Edward Hall and Geert Hofstede and states the extent to which the ethnic groups living on the territory of the town of Ruse in the reviewed period illustrate them. Theoretical clarification of cultural variability and practical research of how it is addressed in the material and spiritual context has been made. The findings from this analysis illustrate that the ethnic communities in Ruse during that period combine the contemporary concepts of multiculturalism and the variance of values traced in a diachronic aspect. The research results also reveal that the local community of Ruse and its contacts with other cultural communities are based on established attitudes of tolerance and sustainability and continuity of values that can be given as a good example in a time of growing multiculturalism and globalization, both in Europe and worldwide. It can initiate a further discussion concerning notions as multiculturalism and cultural variability on the territory of the Danube region in the period of transition and democracy.*

***Keywords:** culture; cultural variability; cultural diffusion, multiculturalism.*

***JEL Codes:** I20*

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