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**BULGARIANNESS ACCORDING TO SONGS  
DEDICATED TO THE NATIONAL FOOTBALL TEAM<sup>10</sup>**

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**Abstract:** *The paper examines the self-presentation of national characteristics and symbolism according to songs dedicated to the Bulgarian men's national football team. To date, four songs created in the period 1986–1998 gained popularity in the country. The analyzed texts are undoubtedly transferring rhetorical strategies of songwriters and producers, and due to the participation in the World Cup tournaments in Mexico (1986), USA (1994) and France (1998) they reflect the feelings of unity, satisfaction and hopes of the public, perceived as a collective, people or nation. The Bulgarian football team is revealed either as an emanation of the community, its spirit and qualities (on the basis of sameness between the nation and its sports team), or as the consolation of the nation (on the basis of the opposition 'poor people – exceptional team'). The most significant model of Bulgarian communal valuing turns out to be the maintainance of the National Revival symbolic system with an emphasis on sacrifice and the figure of the hajduk. The research clearly shows that by the end of the 20th century Bulgarians continue to present themselves as junaks (folk heroes), while the nation is thought of in the categories of common people.*

**Keywords:** *football song, Bulgarian national team, bulgarianness, national self-presentation, World Cup songs.*

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