

Editor's Note 2017

This year marks my fifth as editor of the journal. *Folklorica*, like the field of folkloristics, has been faced with some significant challenges in that time. The journal was created with a view to providing a venue for scholars in our field researching Slavic, East European, and Eurasian folklore of all kinds. In particular, the organization hoped to bring more attention to the work of folklorists living and researching in these regions of the world who had few opportunities to publish in English.

While the broader situation of publishing outlets abroad has not altered significantly, there is a push now for publication in journals listed in Web of Science and SCOPUS. As a result, interest in publishing in our journal has waned. Writing scholarship in one's non-native language is always an uphill battle, as most of us know. To do so for a journal that does not "count" toward one's publications in the current ranking system established by Academies of Sciences across those regions seems counterproductive to many.

Folklorica then stands at a crossroads. The editorial board is investigating the potential for listing the journal in SCOPUS, but it is a challenge. In the shorter term, we are considering thematic issues as a means to target particular researchers. That would not only ensure more stable contributions for each issue, but also would make the articles more relevant to current conversations in the field and increase citation numbers, a key to inclusion in SCOPUS.

We are issuing a call for the first two thematic issues (for 2018 and 2019). 2018 will be dedicated to the topic of "Teaching of Folklore and Teaching with Folklore." Folklore courses are some of the biggest draws to our departments. Yet many departments have no folklorists. This issue will address the challenges and successes of folklore classes, as well as provide guidance for those seeking to create classes by experts in the field. Folklore also plays an important role in language, culture, or literature classroom, and papers addressing its role in those contexts would also be welcome. The deadline for submission to this issue will be October 31, 2018.

The theme for 2019 will be "The Branding of Folklore." Since the 19th century, folklore has been used as tool to build national (or regional) identity. In the post-socialist context, this process has continued apace, but it is taking on a particular flavor connected with tourism as much as with preservation and revival of lost traditions. Folklore has become a means to establish a "brand" for towns, regions, and cities. This issue will explore the pros and cons of these developments in the post-socialist space as well as among émigré communities from the Slavic, East European and Eurasian areas.

I want to thank the reviewers who took such care with reviewing the submissions in this issue and to Rick Spencer for his hard work as editorial assistant for *Folklorica*.

Jeanmarie Rouhier-Willoughby, Editor