

Fong, Shiaw Chian, National Chengchi University, Taiwan

Parade, Narrative and Collective Memory: A Comparison of Two Communities in North Taiwan

Observing the annual parades in two northern Taiwanese communities over the years, we have come to the conclusion that community identity has much to do with the community's parade, which manifests both the collective memory and its key component, nostalgia. Whereas the young Mengxiang Community finds it difficult to consolidate its inhabitants through a newly created free-styled parade described as a "carnival," Daxi Community draws from the memories of different generations and melts them into one local history by repeating its centennial-old religious *raojing* parade. The different results are explained in terms of whether or not the core values implicit in each parade are shared by different walks of life in the community concerned.