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## THE ADAPTIVE QUALITY OF FAIRY TALES IN CONTEMPORARY WORKS

## Raximova Nigoraxon Obidjonovna

# English Teacher At The Namangan State Institute Of Foreign Languages Named After Is'hoqkhon Ibrat, Uzbekistan

ABSTRACT: Fairy tales have demonstrated remarkable adaptability in modern literature, film, and other cultural productions. This article examines how these stories, once transmitted through oral tradition, continually evolve through reinterpretation. It explores how moral lessons, character archetypes, and narrative structures shape the enduring appeal and transformative capacity of fairy tales today.

#### **KEYWORDS**

Fairy tales, Adaptation, Archetypes, Narrative, Reinterpretation, Modernity, Transformation.

### **INTRODUCTION**

Fairy tales persist as a vibrant component of cultural consciousness, captivating generations with their timeless narratives and evocative imagery. Historically passed down through oral tradition, these tales have undergone continuous modifications, blending the supernatural with moral instruction. In contemporary contexts, fairy tales serve not merely as nostalgic relics but as creative platforms for adaptation, allowing authors, filmmakers, and artists to reimagine familiar motifs.

These reinterpretations highlight the genre's inherent flexibility, offering new social, political, or psychological dimensions for modern audiences. The universal themes of good versus evil, transformation, and personal growth provide a narrative scaffolding easily adaptable to changing values and cultural settings. Consequently, fairy tales continue to resonate beyond their original folkloric contexts, evolving to address current issues such as gender roles, social justice, and environmental awareness.

Classic tales like "Cinderella" or "Little Red Riding Hood" offer ample room for creative reenvisioning, as evidenced by multiple film adaptations, graphic novels, and literary retellings. These modern interpretations embrace fresh perspectives, often challenging the patriarchal or Eurocentric foundations that shaped earlier versions. As feminist readings grew in popularity during the late twentieth century, numerous authors recast passive heroines into active protagonists, thereby subverting traditional power structures. Similarly, postcolonial adaptations underscore the complexities of cultural identity and belonging, embedding indigenous mythologies or alternate worldviews into Western narratives. Moreover, fairy tales now explore psychological depth more explicitly, drawing on Jungian and psychoanalytic frameworks to

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highlight the inner struggles of characters. The archetypal figures of the wicked stepmother or shapeshifting animal transform into nuanced reflections of trauma, resilience, or personal empowerment.

This adaptive quality can be attributed to the fairy tale's basic structure, which typically revolves around a hero's journey toward resolution. Whether in print or on screen, the fundamental plot offers a clear framework for tension, climax, and resolution, encouraging repeated reinterpretation. The integration of magic, transformation, and moral lessons further fosters malleability, making fairy tales easily adaptable across genres, from horror to satire.

Contemporary creators also leverage digital media to rework these tales for an era of instant communication and global connectivity. Web-based storytelling platforms, interactive games, and virtual reality experiences allow audiences to navigate alternative plotlines or adopt character perspectives. Consequently, the audience becomes a co-creator, shaping outcomes and reconfiguring the narrative's central messages. This interactive approach echoes the oral tradition in which community participation fueled a tale's evolution. Though the medium has changed, the communal process remains: readers and viewers absorb the traditional structure, yet adapt it to reflect their personal, cultural, or technological realities.

Another facet of adaptation lies in the blending of fairy tales with contemporary social movements, as seen in works that celebrate diversity and inclusion. Characters once marginalized or omitted entirely now emerge in narrative foregrounds, shifting the thematic focus and challenging the confines of outdated ideologies. LGBTQ+ retellings of popular stories demonstrate how representation and equity can broaden a classic tale's narrative possibilities. At the same time, modern adaptations can elicit debates over authenticity and cultural appropriation. When storytellers draw upon narratives from marginalized groups, questions arise regarding ownership, preservation of heritage, and ethical reinterpretation. Hence, fairy tale adaptations reveal the tension between honoring tradition and pursuing innovation. Despite these complications, the unceasing reinvention of fairy tales affirms their pervasive cultural power. Such malleability ensures that these stories remain relevant, resonating with diverse audiences who discover reflections of their own experiences. While critics caution against diluting the original cultural contexts, many argue that creative reinvention sustains the vitality of the fairy tale tradition.

In sum, the ongoing adaptive process ensures fairy tales remain potent cultural artifacts, reflecting evolving social attitudes and timeless, deep human aspirations.

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