

The Metaphor of Female Icon Identity in Musical Culture. Case Study: Symbolism, Myth, and Ritual in the Construction of Irina Rimes' Image

Mariana BAFANĂ
Diana NOVOJEN
Ovidius University of Constanta

Abstract: *This study aims to analyze the construction of Irina Rimes' cultural identity,¹ exploring how the cultural signifier becomes a complex, hybrid creation, and, more than that, a mosaic-like one – a blend of myths and rituals borrowed from various cultures, being updated, modified, or reconditioned. In this process, traditional symbols are transformed into new forms, subject to change. Given that identity "is expressed through symbols," the construction of Irina Rimes' identity is shaped by how she presents herself in public and in the media, the messages she conveys, her creative works or performances that incorporate rituals and myths, influences from her relationships, as well as through the rhetoric of fashion.*

Keywords: *Irina Rimes; cultural identity; symbolism; myths; ritual;*

¹ Irina Rimes is a singer from the Republic of Moldova who began her career, according to *Ziarul Național* from the Republic of Moldova, by participating in the talent reality show *Fabrica de staruri*. Currently, she is followed by a large number of users on social media. On Instagram, she has over 865,000 followers, and on Facebook, she has over 579,000 followers. With her origins in the Republic of Moldova and already possessing a certain artistic and cultural identity in Romania, the artist creates a common front for her music, which is thus listened to in both countries, while being simultaneously validated on a large scale. From the very beginning of her music career, the artist has had a perspective aimed at penetrating external environments and cultures beyond her native country. Recently, she has been seeking to expand her artistic performance space into Western countries such as France. Instagram page: <https://www.instagram.com/irinarimes/> (accessed on 08.06.2024). Facebook page: <https://www.facebook.com/IrinaRimesOficial> (accessed on 08.06.2024).