

Video description:

“Hoya Hoya” is a song traditionally sung by boys around the time of Buhe in late August, which is the celebration of the transfiguration of Jesus Christ. It is sung in a call and response format, and its verses are improvised, with a chorus that repeats the last line of the verse. The boys travel through neighborhoods, stopping to sing at houses and collecting bread or money. Creativity and originality are more likely to earn the singers more money and bread, as well as a blessing from their audience. People also sing this song around a *chibo*¹ that is traditionally burned at this time of the year. Although it is sung during a Christian holiday, the song itself has no religious significance.

About CultureTalk: CultureTalk is produced by the Five College Center for the Study of World Languages and housed on the LangMedia Website. The project provides students of language and culture with samples of people talking about their lives in the languages they use everyday. The participants in CultureTalk interviews and discussions are of many different ages and walks of life. They are free to express themselves as they wish. The ideas and opinions presented here are those of the participants. Inclusion in CultureTalk does not represent endorsement of these ideas or opinions by the Five College Center for the Study of World Languages, Five Colleges, Incorporated, or any of its member institutions: Amherst College, Hampshire College, Mount Holyoke College, Smith College and the University of Massachusetts at Amherst.

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¹ bonfire