

## Why the traditional professions are no longer used today and how we can bring them back

**Olga Papa** <sup>1,\*</sup>

<sup>1</sup> 1st Evening High School of Piraeus, Sotiros Dios 17, T.K. 18535, Piraeus, Greece.  
E-mail: mail@1lyk-esp-peiraia.att.sch.gr

\* with the help of teacher Panagiotis Pirpiris

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In the modern society of evolution, as it is called, many of the called traditional profession have “disappeared”. The reasons why this happens varies depending on the “type” of each profession. In some cases the disappearance of the traditional professions, for example the coachman, farrier and others, was an inevitable consequence of the technological evolution. Some professions have been disappeared because the small enterprises/producers do not have the ability to “keep” the low cost of the final product, since the size of their production and sale can not guarantee a low-cost for the needed raw materials compared with their competitors, natives or foreigners. This category includes, for example, the artisan’s shoemakers and the family textile enterprises. Cases of occupational activities such as neighborhood cinemas and neighborhood bookstores were the victims of globalization as well as the “fashion” of the department stores. Finally, some professions were sacrificed because of the consumer mania that characterized the country – mainly in the period of false prosperity of recent decades – such as for example the profession of shoemaker or of tailor/dressmaker.

The economic crisis that hit, unfortunately but of course, our country by the end of 2008 is likely to bring changes in our mindset and so the professions mentioned in the above paragraph are reappeared since is increased the number of our citizens who now prefer for economic reasons to repair than to replace with new ones, their old clothing and/or shoes. Under other circumstances, however, the reappearance of some traditional professions depends on whether we are determined to estimate the value of quality in material professions and look for a reasonable price. It is true that the machines, although it ensure the rapid production of large quantities failed to ensure the quality and to substitute the “artistry” of the craftsman. It is also true that in the huge modern bookstores there is no personal contact between the reader and the bookseller, nor bookseller stores could be the foci where book lovers can meet and exchange views. Perhaps we need to think with how much more quality and more enthusiasm some products were construed, for example the oldest furniture in the relation with the slightly cheaper but identical furniture and without a personal signature are sold by big furniture stores. The open question is: are we ready for the big change?