

Nowruz is an ancient rite in the vast Iranian Plateau that has an ancient history. Although borders and geographical

divisions have turned this area into different lands and created territories that are referred to as countries, in the past, Nowruz was celebrated all over the Iranian Plateau. And that is the reason that today this rite is practiced in many countries like Afghanistan, the Republic of Azerbaijan, Georgia, Iraqi Kurdistan, Syria, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Turkey, Turkmenistan, Uzbekistan, Albania, Pakistan as well as among the Parsis and Shiites of India and also parts of China all of which are known as the geographical boundaries of Nowruz. Of course, it is to be noted that these days Nowruz has crossed its historical boundaries and is no longer limited to its ancient geographical borders.

Numerous and detailed researches have been conducted on the history of Nowruz and the causes of its perpetuation, and many works have been written on the dimensions of the two factors of natural geography and economic geography of Greater Iran. Traditions such as Nowruz have been affected by the civilizational and cultural customs of communities, without being affected by political factors or invasion by other ethnic groups. Many traditions and beliefs have come into being under the influence of geographical, natural, and climatic conditions, and then religious factors have come to have an effect on them, too.

As regards the natural geography of Iran, it should be said that the inaccessibility of different regions of Iran to invaders has been one of the reasons for the perpetuation of its rites and customs. In other words, the geographical and climatic conditions had

been a barrier against invasions in forest and mountain areas, and many local governments with ancient backgrounds continued to rule in these areas and protecting and preserving ancient beliefs rites, and customs.

Relying on the ability to adapt, Iranians always attracted the conquerors of their land to themselves - after being dominated by foreign invaders for a short period of time - and as a result, the invading communities adopted the Iranian culture and civilization, making it possible to revive this culture and civilization.

In terms of economic geography, too, it should be mentioned that the structure and court system of Iran was such that as evidenced by their history, during the conquest of Iran, the Arabs adopted the regulations that had been laid down by the Sassanid king, Khosrow Anushirvan, regarding different types of taxation. In addition to the taxation system that the Arabs adopted from the Iranians, they also inevitably adopted the time and date, which were related to the Iranian calendar and chronology. In ancient Iran and based on the solar calendar according to which months and seasons were of fixed duration, all religious occasions, tributes, and celebrations would take place on special days.

The tradition of giving gifts as an economic factor and the role of social factors in the perpetuation of Nowruz should not be neglected, on which a separate paper needs to be written. However, despite various tangible reasons for the perpetuation of Nowruz, it seems there is something intangible and beyond these factors that have caused Nowruz to be inscribed in the hearts and minds of the people of this region. In spite of their richness, Iran's literature and music went into oblivion after the advent of Islam in Iran, the teachings of which appealed to the Iranians to such an extent that "adhan" (azan) replaced the songs composed by Barbod and Nakisa. Also, major Islamic eids, which are full of spirituality and originate from a divine

source were adopted by Iranian society and replaced many other festivities and ceremonies.

Trying to explain the cause of the immortality of Nowruz in Iranian culture, some people have talked about its deep connection with Iranian rites and cultural memory of Iranians and some people have talked about the spring equinox and revival nature.

nature.
But in the writer's opinion, however, what has caused the perpetuation and survival of Nowruz in the minds and thoughts of a wide range of people is the wisdom and rationality present in this rite, which existed in the human nature and disposition of Iranians. Nowruz's connection with religion, which is a symbol of perfect

wisdom in itself and is intertwined with human disposition, is also the reason. Nowruz originates from the depth of human nature that has been created by God Almighty Who is the Creator of beauties. God is beautiful and all the beauties

of the world belong to him. Man has always been looking for beauty. Nowruz is a manifestation of beauty and glory. This is the reason why this festivity has made its way through history and has never faced oblivion

despite all the obstacles and difficulties.

Mahjubah Magizane