Proceedings

STRATEGIC INNOVATIONS OF SOCIAL COMMUNICATIONS AND FOREIGN PHILOLOGY IN CRISIS TIMES

I International Scientific and Practical Conference

1 June 2024
Sumy State University, Ukraine

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The collection includes scientific materials devoted to current problems in the field of distance teaching and learning in the era of digital technologies, in particular in language pedagogy, media innovations, modern translation, ethnolinguistics, stylistics, methods and methodologies of modern linguistic and literary disciplines. The composition of the collection is scientific research on the preservation of national identity and cultural heritage, intercultural communications, psychological theory and practice, sociological research.

For teachers of higher education institutions, graduate students, students, teachers of secondary schools, gymnasiums, lyceums and colleges, all those interested in socio-humanitarian issues.

The materials are printed in the author's editorial

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5. Шамайда Т. (б.д.) Мовна політика серед українців за кордоном і державна культурна дипломатія – провалені». Взято 10 травня 2024 року з https://ukr.radio/news.html?newsID=103528

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THE EVOLUTION AND CHALLENGES OF POST-WAR MEMORIALIZATION: FROM TRADITIONAL MONUMENTS TO DIGITAL SPACES

According to the UN Special Rapporteur, the increase in memorialization became «institutionalized between 1997 and 2005» (Beazley, 2021). Post-war memorialization as the performative act linked to remembrance was thoroughly investigated by many scientists (Hass, 1998; Prost, 2002; Login, 2012, 2015; Pinkerton, 2012; Robins, 2012; Amat, 2015; Billingsley, 2018; Lundqvist, 2019;

Atabay, 2022; Lee, 2023). T. Zaninovic, N. Omicevic et all emphasize that memorialization, in various forms, has been an integral aspect of human civilization throughout history. It highlights how monuments and symbols such as dolmens, pyramids, temples, churches, and chapels have served as means of memorialization and connection to places of significance. These elements not only represent human creativity but also function as historical tools for shaping and marking places (Zaninovic, 2023).

The practice of memorialization, particularly prevalent in post-conflict societies, has evolved into a widespread cultural phenomenon. Influenced by Western memorial models, memorialization has become a means for societies to reckon with past tragedies and mass atrocities publicly. Memorialization is portrayed as a vital component of struggles for human rights, reparations, and democratic consolidation in societies emerging from conflict. While often viewed as a tool for reconciliation, the process is not without its challenges (Beazley, 2021). Memory theorists suggest that the increase in memorialization may stem from a fear of forgetting, particularly in an era marked by rapid technological change.

O. Beazley and C. Cameron raise critical questions about the goals and timing of memorial initiatives. Despite its potential benefits, memorialization also presents risks, including conflicting interpretations of history and the potential for social discord. State-sanctioned memorialization efforts very often serve political agendas and shape collective memory, create new myths and commemorative practices according to national ideologies (Beazley, 2020). The difficulties surrounding memorialization should be thoroughly analysed. We should call for a critical examination of memorialization practices' motives, methods, and consequences, emphasizing the need for sensitivity, inclusivity, and historical accuracy in commemorating past traumas.

From the large number of studies reviewed, the conclusion can be drawn that post-war memorialization is understood as a process through which societies collectively and publicly express mourning over those lost in armed conflicts, crimes against humanity, and other violations of human rights. Post-war memorialization

serves multiple purposes, including honoring the memory of those who served and sacrificed, educating future generations about the realities of war, fostering a sense of national identity and unity, and promoting peace and reconciliation. It is a complex and ongoing process that evolves as societies come to terms with their past and reinterpret its significance in the present.

At the same time, in terms of digitalization and visualization of data in various fields of human activity, online memorialization enables commemorating past events and people in geographically diverse and interactive ways. Indeed, online memorialization as collective memory construction in digital form has been introduced in the works of many scientists (Sotheren, 2004; Mitchell, 2012; Christensen, Gotved, 2015; Fan, 2022; Lee, 2023; Bai, 2021; Bultmann, 2022). Online memorialization allows the representation and sharing of distinct historical narratives online, becoming increasingly prevalent and offering new ways for people to remember, honor, and engage with the past.

According to the research of *Zucker E. (lecturer in Anthropology, Columbia University) and Simon D. (senior lecturer in Political Science, Yale University)*, digital technologies have transformed the landscape of memorialization, particularly in commemorating mass atrocities. The proliferation of virtual memorial sites, such as web pages, blogs, and social media platforms, facilitates sharing photos, memories, and reflections about historical events among individuals and communities. These technologies, such as holograms, artificial intelligence, and virtual and augmented reality, have globalized memorialization practices, challenging the traditional control of the states over historical narratives.

In the pre-digital era, memorialization was confined mainly to geographical spaces controlled by states, serving their narratives of legitimacy. However, virtual memorialization has disrupted this control, allowing individual and community-driven initiatives that transcend national boundaries. This shift has provided historians with new sources and perspectives on historical events (Zucker & Simon, 2020).

Online memorial sites serve as personal platforms for engaging with memories, often challenging the dominance of state narratives. They facilitate global connections

and shared experiences among geographically dispersed communities affected by wars, genocides, and mass atrocities. Moreover, advancements in digital technologies have expanded the reach of physical exhibits, allowing for immersive experiences that transcend physical limitations and bring historical contexts to life.

Overall, digitizing memorialization processes connects the past with the present locally and globally, offering new opportunities for remembrance, reflection, and historical understanding. It signifies a profound evolution in how societies remember and commemorate their past while posing essential questions about the ethics and implications of digital memorialization in shaping collective memory.

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CULTURAL HERITAGE AND NATIONAL UKRAINIAN NARRATIVES

Historical and cultural monuments are unique witnesses of our past. Among many problems our modern Ukrainian society tries to solve, there is one connected