

## **Collective memory, identity and urban landscape: Poznań regional media vs. city elites**

Małgorzata Fabiszak and Anna Weronika Brzezińska  
Faculty of English and Institute of Ethnology and Cultural Anthropology  
Adam Mickiewicz University, Poznań, Poland

The aim of this project is to investigate the interaction between memory and identity in the context of dynamically transforming cultural cityscape. Collective memory and collective identity are viewed as dynamically constructed in a discursive interaction (Wodak and Fairclough 1997, Johnstone 2002). The notion of collective memory has been introduced by Halbwachs (1950) and elaborated by Assman (2012) and Young (1993). Golka (2009) in his book on social memory and its implants identifies memory 'carriers' with cityscape featuring significantly among them. One of such urban memory carriers are the city cemeteries. In our study they will be used as keywords for the selection of media materials and the thematic foci of interviews. In this way we will attempt to collect data, which will allow us to identify and describe the role of the changing city landscape in collective memory and identity construction and re-construction. The data come from two sources: (1) Poznań (print) newspapers and city information website corpus (PozNewsCor); (2) interviews with the city elite (representatives of local authorities, urban planners, architects, cultural activists). The particular research questions are: (1) How the image of collective memory created by city media differ or coincide with that created by the city elite? (2) What effect do the urban landscape variables such as the denomination of the cemetery (Jewish, Protestant, Catholic) or its administrative status (liquidated or closed) have on their discursive representation by the media and the city elites. The analytic method employed includes: (1) critical discourse analysis (Reisigl and Wodak 2001) and (2) metaphor analysis (Mussolff 2006, 2012, Fabiszak 2007, Baker et al. 2008, Mautner 2009a and b). The pilot study of selected regional newspapers has revealed that as the wide scale construction works unearth many of the former liquidated cemeteries, the Poznań public opinion has shown a sustained interest in the commemoration of the city multicultural past. For example, in 2008 part of a Jewish cemetery in Głogowska street has been reconstructed to commemorate rabbi Akiba Eger (died 1837) and his followers. The reconstruction sparked some controversy as the former cemetery fragment is now an inner yard of a housing estate.

### References

- Assman, Aleida. 2012. *Cultural Memory and Western Civilization: Functions, Media, Archives* (Cambridge: Cambridge University Press, 2012).
- Baker, Paul, Gabrielatos, Costas, Khosravini, Majid, Krzyzanowski, Michał, McEnery, Tony and Wodak, Ruth. 2008. "A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK Press." *Discourse and Society* 19(3), 273-306.
- Fabiszak, Małgorzata. 2007. *A Conceptual Metaphor approach to war discourse and its implications*. Poznań: Wydawnictwo Naukowe UAM.
- Golka, Marian. 2009. *Pamięć społeczna i jej implanty*. Warszawa: Wydawnictwo Naukowe Scholar.
- Halbwachs, Maurice. 1950. *La mémoire collective*, Paris, Presses Universitaires de France.
- Johnstone, Barbara. 2002. *Discourse Analysis*. Wiley.
- Mautner, Gerlinde 2009a: *Corpora and critical discourse analysis*. In: P. Baker (ed.), *Contemporary Corpus Linguistics*, London: Continuum, pp. 32-46.
- Mautner, Gerlinde 2009b: *Checks and balances: How corpus linguistics can contribute to CDA*. In: R. Wodak and M. Meyer (eds), *Methods of Critical Discourse Analysis*. London, etc.: Sage, pp. 122-143.
- Mussolff, Andreas. 2006. *Metaphor Scenarios in Public Discourse*. *Metaphor and Symbol*. pp. 23-38.
- Reisigl, Martin and Wodak, Ruth. 2001. *Discourse and Discrimination*. London: Routledge.
- Wodak, Ruth – Norman Fairclough. 1997. "Critical Discourse Analysis" in *Discourse as Social Interaction*. van Dijk, T. A. (ed.). London: Sage. 258-284.
- Young, James E. 1993. *The Texture of Memory: Holocaust Memorials and Meaning*. New Haven, Conn.: Yale University Press.