Mediation, Remediation, and the Dynamics of Cultural Memory

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In his pioneering work *Memory, Culture, and Communication*, Halbwachs illustrated the social dimension of memory making: "memory is not the long-term memory of the individual, but the collective memory of groups of people." He argued that memory is a social construct, shaped by symbols, language, and culture. The centrality of media in memory-making processes was emphasized, with the study of collective memory becoming a key area of research.

Initial discussions of collective memory owe a debt of gratitude to the work of Pierre Nora, who introduced the concept of "lieux de mémoire," which provided a framework for understanding how history is constructed and remembered. This has led to a proliferation of studies on the ways in which memory is formed and transmitted in various cultural contexts.