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Communicating Memory in Inter-National Conflict

Abstract:

This paper situates memory—personal, communicative, cultural, historical, and national—at the heart of the Macedonian-Greek two-decade name conflict. Therefore, it argues that in order to understand the unusual dispute one needs to scrutinize the politics of remembrance embedded in the countries’ national narratives, the citizens’ personal memories, and the media portrayals—local, national, and international—over the past two decades. The inter-national name conflict has significantly impacted the socio-economic progress of the region, and it has paralyzed Macedonian progress towards Euro-Atlantic integration. The paper contextualizes the history of the name dispute within the broader assertions about the Macedonian Question; it uses ethnographic data to show the different mental associations the name Macedonia evokes for the citizens of Macedonia and Greece; and, it looks at how the media frames the conflict through the metaphors of victim and victimizer.