Plurality of Voices: How Identity and Narrative Experiences Networks Create New Places of Memory

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On account of fragile relationships proposed by Bauman (2001), mediated by factors such as fragmentation of the subject, multiple identities, relations between order and chaos, and due the advent of new technologies, we propose to rethink the following problematization: the Internet, specifically websites and news apps, transformed themselves, just like newspaper print, in places of memory and reconstruction of personal and collective memories?

It is with focus in this question that we want to propose an article to reflect its possibilities and nuances, founding our considerations on the theoretical conceptions of retribalization and social memory, that are both directly related to new processes of sociocultural comprehension, requiring individuals to comprehend the situated knowledge in a new way, taking into account new media and transmedia narrative. We also want to bring reflections around individuals on the contributions to the creation of new places of memory (Halbwachs, 1992) and democratization of memories (Nora, 1993) built in digital spaces. This proposal seek to use bibliographical analysis, to reflect about the possibility of utilizing multitasking platforms, such as internet, for

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spreading and building memories and in the impact that situated knowledge brings to society.

The internet, in its expanse, is an amplified space of meaning for groups of people, with will and intention of memory, according to Nora (1993). They are spaces that transform themselves in places of affection, struggles, conflicts, resistance, ideological and political discussions, among others, extending the variants of a fact through multiple narratives, to the detriment of a single version of the history that was in the past in newspaper and books.

We understand that lived experiences in historical and social contexts and, in spaces and places that generates created and recreated memories, in an eternal work between personal and collective memory, developing the retrieved memory (Maciel, 2013), imbued in identity and micropolitical possibilities, where people and groups stand themselves, testify and become plural voices in the social history of a place, and the internet is can be the center of allocating of these memories.

The idea of this study came from the communication media and cultural studies is possible to observe a connection between the issues worked on by Marshall McLuhan (1969), that mentions "tribalization", "retribalization" and "detribalization" – expressions that comes from Understanding Media, 1969 – and issues of social memorial that is built and recreated in collective means (Pollack, 1989), encouraged by the media through different ways and stands. Therefore, we aim to rescue Marshall McLuhan's thoughts and associate it to the understanding of memory and communication, specially with regard to communication processes that utilizes new Information and Communication Technologies – ICT's and its relation with the non-official memory and its new social perspectives.

KEYWORDS

Journalism; Memory Reconstruction; Situated knowledge; Identity Networks; Narratives.

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