

Abstract

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**Sacred spaces of mediatized
cultural memory: Return to the
socialist Yugoslavia**

The Yugoslavia breakup brought many crucial changes in political and social life. However, these changes have become in some way more abstract thing. The past is discursive field. We forget that scholarly abstract thing is not enough for answering on question how emotions and sacred spaces of memory deal with contested past. Therefore we need further research on cultural memory of ordinary people.

Yugoslavia doesn't exist anymore. However, discourse Yugoslavia is very vital in recent time. In everyday encounters with the symbols of the Yugoslav period it is evident: from the cult of enjoying the taste of Plazma biscuits, and keeping fića cars, to visiting The House of Flowers and tourist offers. It has become a true melting pot, a mixture of different elements which, through a positive symbolic frame, represent Yugoslavia as sacred space of our cultural and media memory. However, cultural heritage does not only represent objects from the art history books. Cultural heritage in sense of mediatized cultural memory is consisted of

goods and practices that represent part of everyday life with special symbolic value. In particular way, the main framework of everyday practices is always politically shaped. Thus, in today's tourist environment the dominant symbol of Yugoslavia is Josip Broz Tito. Therefore, the aim of this paper is to emphasize the importance and influence of Museum of Yugoslavia and The House of Flowers as specific representation of Yugoslavian sacred and communicative space.