

Bibliographic note

Raupp, E. M. (2023). *From bricks to pixels and memories: An Instagram-ic multimodal analysis of the meanings upheld in the journalistic commemoration of the fall of the Berlin Wall*, 96 p. Master thesis. Charles University, Faculty of Social Sciences, Institute of Communication Studies and Journalism, Supervisor prof. Mgr. Sandra Lábová

Abstract

The fall of the Berlin Wall stands as a momentous and pivotal event in world history, evoking an enduring and evolving collective memory. In this context, journalism plays an essential role in how societies remember. As the years elapsed since the breach of the border, noteworthy transformations have taken place globally, including the communications domain, wherein the integration of social media has become an indispensable aspect. Within this panorama, this research explores the meanings shaping collective memory in journalistic posts on Instagram commemorating the 30th anniversary of the Fall on 9 November 2019. The study employs Multimodal Critical Discourse Analysis to examine 11 publications from seven international media outlets. The findings show that geographic location and cultural detachment play a role in how the news organization approaches the theme and identifies five dominant meanings associated with the Berlin Wall, such as its symbolism of division and violence, the epitome of freedom, the portrayal of the former GDR as an oppressive State, and its fall as a synonym for German reunification. Less salient significances include its enduring division, commodification as a cultural icon, and the Russian participation and influence in the process. This study is important as a generation with no firsthand experience of the Fall comes to the fore of political life and relies on digital platforms for information.

Keywords

Anniversary Journalism; Collective Memory; Commemorative Journalism; Digital Memory; Fall of the Berlin Wall; Instagram; Social Media.