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**MEMORY MEDIATIZATION IN THE FRAMEWORK   
OF SOCIAL AND COMMUNICATIVE APPROACH**

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***Research Methodology.*** *In contemporary media sphere, systematicity, as the main feature of «mediatization» process, becomes a basic tenet for the formation of me­thodological conception in identifying the representative foundations of “memory”. Memory mediatization as a process and concept can be detected on different levels of media functioning: memory as social and communicative phenomenon; memory as discourse; memory as a set of communication technologies; memory as technical and technological basis of media; memory as professional foundation for media production. To author’s way of thinking, methodological unity of these processes as a part of this area of research can be adopted in the framework of social and communicative approach.*

***Results.*** *The evolution of media from «means» to «environment» as well as from «channel» to «medium» changes the key coordinates in research system of analytical treatment of social reality phenomena, the boundaries of reality also change, as its chronotopos becomes a symbolical notion. The aim of the research is the identification of methodological tools for the study of «mediatization» phenomena within traditional and newest paradigm. The problem of different interpretations of the term indicates the process of its empirical development, theory openness and systematic nature of the phenomenon that is proven in the article from the perspective social and communicative approach to memory mediatization. Memory mediatization is a complex process of creating public area at the junction of media and memory; at the intersection, there are placeholders for different kinds of social and communicative manifestations, social and cultural phenomena, that memory mediatization produces (e.g., media education, media culture). This area of media and memory discourse intersection possesses its unique structure and media effects: information, social, cultural, communicative and technological ones. Nowadays, the ensemble of information effects (ideologization, mainstreamification and massification of memory) influences content structure of discourse change.*

***Novelty.*** *For the first time, the basic levels and effects of «memory» mediation pro­cess have been defined in media sphere. The author introduces the term «industry of memory» that combines social and communicative technology and effective resource of culture of consumption.*

***Practical Significance.*** *The results of the research represent the latest insight in methodology of memory studies and extend the involvement of social communication as a science within memory studies framework. The suggested classification of memory media effects, based on contemporary communicative technologies, typology of positive and negative consequences of the processes mentioned above are exemplified by the evaluation of modern Ukrainian media environment, the examples are significant re­search resource for the further research of the issue.*