

## **Man on the Moon: Nostalgia, Memory and Political Discourse in Stranja**

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(Summary)

The paper explores the links between political imagination and social memory in the sphere of everyday discourses. During a seven-week long multi-sited fieldwork in Stranja, a mountain region in the southeast corner of Bulgaria, references and allusions to politics were constantly slipping in humour, various other trivial situations and memories of the past. Using a sociolinguistic framework informed by Mikhail Bakhtin I analyse why and in what ways these utterances have ubiquitously infiltrated speech and argue that they reveal a lot about the non-collective and multidirectional character of memory. I discovered that nostalgic recollection, which in academic literature is often believed to be characteristic of European rural margins, is merely a fragment of a more complex mode of remembrance which poses a challenge to the notion that memory can be collective.

**Keywords:** social memory; collective memory; nostalgia; speech; Bakhtin; discourse; hypernormalisation; post-socialism

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