

**MEMORIAL COORDINATES OF NEW SOCIAL MOVEMENTS. NOMINEES AND
CHARACTERS:
FROM MARGARET BRENT TO NAOMI KLEIN**

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*Then soul, live thou upon thy servant's loss,
And let that pine to aggravate thy store;
Buy terms divine in selling hours of dross;
Within be fed, without be rich no more:
So shall thou feed on Death, that feeds on men,
And Death once dead, there's no more dying then.*

Shakespeare, Sonnet 146

Under a Shakespearean sonnet, where the final strophe is filled with the memorial sense, let us define points of intercept between different discourses historically associated with social and political senses of cultural studies and political theory. The first of these points is contents of political characteristics of new social movements. The second one is personal actions of movements actors contributing to scouting of future nominees in verbal and nonverbal forms of memorial culture. And the last, third one, is main signs, which are determined by the memorial culture coordinates, of the potential of an individual nominee as a civil social practice subject. The whole complex of transformations forming a part of unity of the way of life, education and upbringing connected with totality of forms used for preservation, transmission and reproduction of the memory about people's activity, their life events, gained in the process of human evolution, a socially important memorial experience, which is systematically passed on from generation to generation – all these are main components to determine the memorial culture contents in the event characteristics of the memory, participation of which in new social movements is, not by accident, focusing the attention of the scientific expert community. Gradual expanding of the borders of the researchers' opportunities to study and comprehend processes taking place in new social movements favours understanding of underlying reasons of their existence.

A phenomenon of new social movements, which emerged at the end of the XX and the beginning of the XXI centuries, made political and cultural scientists to regard a social movement as an evidence of the fact that power in the post-industrial society has a deconcentrated and fragmentary nature. Among new political characteristics of these movements there is participation of young, well-educated, quite successful citizens, who provide the social and political dynamics with a predominantly post-materialistic orientation in the world problems solving. Actors, participants of these movements, are interested, before everything else, in the quality of life in the society and, to a less degree, their own life success. Women's movements are, for example, characterized by such materialistic slogans as gender equality of political and social opportunities, equal payment for equal work, changes in patriarchal conditions of social life. These are moral and ethical models, instead of violent ones, of existence of mass political reflections. Upholding decentralization, denying traditional party patterns and political representation mechanisms, taking mixed participation in common civil actions, following the course of the same consolidated ideological frameworks (disapproval of modern social and political order, common ideals of

freedom, self-expression and self-fulfillment of a person), new social movements act as a factor of increasingly deep deconcentration of power in the modern society.

Former political models, which were based on class confrontation, gave way to new politics based not only on democratic pluralism, spontaneous emotional and decentralized methods of its realization, but also organization of new social movements acting as a factor of increasingly deep deconcentration of the global nature of power. Actors in these movements offer a profound analysis of an antiglobalistic political challenge to the nature of neoliberal globalization and the role of multinational corporations. Improving social and political practices, potential nominees perform selective actions according to dialectics of political transformation under conditions of transitional pubertal cycle in the development of civilization. Within effective behavioural models with potential memorial accents of motivations explaining choice made by other members of new social movements, there is a personified nomination being shaped subject to self-projection reflection and personal memorial codes, which determine real nomination of participant actors within its parametric characteristics. While realizing a principle of gender asymmetry and recognition of basic categories of gender constructs, which determine methods and forms of political activity and organization of communicative space, modern social and political theory also takes into consideration specifics of representation of a nominee's memorial identity and self-projection.

Memory is mental materialization of conscious/unconscious values of a cultural capital belonging to several human generations or to a certain person. A key feature of this definition consists in the fact that memory images are dynamical – both when they are autonomous and when they occur to be a part of social and political practice. This memorial energy may enliven any political institution which is able to generate forms. Memory images may be expressed in words, motions, plastique, science, architecture or some other outward culture, in individual characteristics of new social movements' actors. In other words, everything, which may be marked by presence of memorial culture, is able to become a permanent repository of social and political practice. Therefore analytical and synthetic procedures of «leveling» of the living space and corresponding identities in the memorial practice of a subject or political process (movement) actors are reversible. Memorial analysis may turn into synthesis, i.e. construction of new alternative practices, terms, notions, suggestions, forms, definitions, scientific disciplines, methods, ideological concepts. The level of synthesis in political theory correlates here with the level of analysis. All analytical political cultural science may be transformed into synthetic realities of definitions. Furthermore, where individual elements of memorial culture are separable, there are manifold combinations of them also possible, majority of which – state of affairs – are possible in different discourses, world views, futurities, virtual spaces, alternative areas of scientific cognition.

In further pursuing the objective set by us, we shall try to differentiate two concepts, having delimited «nominees institution» and «stable behavioural memorial patterns». We shall use a John Commons' opinion: «Sometimes institution seems like a building, structure of which is made of laws and rules, and which is inhabited by individuals [1.48]. But sometimes the behavior of the inhabitants seems to be the institution». The first one, and it is obvious, is more exact in communication of the essence of the nominees institution. Seeking to maximize their own political gain within the limits of social and political rules, an actor, who is a potential nominee of a new social movement, seeks, though not always consciously, to maximize their own political potential within the set rules of the game, uses game strategies often without dominant future-ward memorial components. Permanent or occasional and striking, rememberable success of the actions taken by such actor depends on «spot» implementations of set objectives, which determine changes within an object of the

political field, nominee's actions, when recognition of potential nominee's merits occurs in cases of new qualitative characteristics of political needs of the society. Quantity of these events and ways of answering thereto is not unlimited, it is rather strictly measured out, consequently, number of combinations of behavioural memorial patterns, which lead a potential nominee to assertion of a personal nomination, is limited.

And now let us return to the heading: who are they, Margaret Brent and Naomi Klein? M. Brent (1601-1671) as a personified nominee was recognized the first woman in the USA who advocated rights of her gender*. Gail Collins** writes in her study that «in that very difficult period, when the colonies were established, blurring of distinct borders between male and female work allowed some women to act with such independence, which was seen again only in the XX century» [2]. Having won all 124 lawsuits related to land disputes, M. Brent became the first female lawyer in America. An award in her name is presented annually by the American Bar Association***. N. Klein (1970), who is the second, but as yet a potential nominee, states in her works, which became a real manifest of the antiglobalist movement, that political challenges faced by the world community are determined by mechanics of the global capitalist system. Works by the Canadian theorist organically fall into a research tradition explaining a close dependence between the capital and violence [3]. Engaged in active travel and incessant interaction with participants of antiglobalist manifestations all over the world, N. Klein takes the most active part in mass protest actions, enjoys a stable reputation of an influential commentator on modern political development problems for world mass media.

A wide distribution of the concept of «nominee» (from Latin *nominatio* – named, denominated) implies application of research technologies of memorial culture interests utility, and hence, separation of attributes, qualities, properties of a person, i.e. a political actor. To our opinion, the following attributes denoted with criterial characteristics of a potential nominee should be separated as indispensable:

- Interaction and interdependence with a certain number of political actors allowing to be an immanently necessary part or a constituent of a collective subject formation (movement, class, party, association, community, group, corporation);
- ability to exercise different forms of social and political activity, act as one of the components, parts of a social and political institution, be a participant of its political purposeful actions;
- actor's qualities implying creation of limits for active political reflection expressed in intuition of a thinker and a practitioner, who is the first to realize hidden from a common view, but absolutely perceptible limits of civilizational opportunities for development of political systems, their efficient functioning.

The above-listed attributes of a potential nominee, subject to their uneven development amidst political actors or individual intensity of each of them, should be apparently considered as different levels of potential memoriality. These levels may be built from initial forms of interaction (potential memoriality) through extensive joint forms of political reflection (real memoriality) to complex differentiated forms (developed memoriality). All of them exist in respect of single, unique actors holding a number of dominant characteristics. The above-listed attributes of a potential nominee should be considered as the most unique and acceptable ones for characterization of the most diverse potential nominees. However, one should also admit existence of additional attributes related to the status and qualities of only specific nominees selected on other grounds.

All political practice of the «weighted» flow of civil society actors in new social movements structures the future world system. The memorial discourse implies possible answers to the issues of specific characteristics of not only sets of actors, but also of potentially acting future nominees of memorial realities. At the same time these methodological principles give opportunity to consider gender problems in their immense

variability, interrelation with cultural phenomena of characteristics of different social segments. A blazing sensation is born as to ambiguity of memorial coordinates of new social movements, their ability to transform into something exceptional, so that reduction of the political in the most up-to-date context, which corroborates the autobiographical character of potential nominees, turns out to be specific political realities and transformations of the society. Plato's simulacrum, a copy of copies, grows into Bataille's simulacrum, something existing. Frequent manifestations of stable behavioural memorial patterns in new social movements influence actors by instilling conviction in transmutability of the reality and its versatile social nature. At present, which is smoothly passing into the future, we are active participants of this societal field.

Will Naomi Klein become a personified nominee of some award or will an award in her name be established? The time will show, Cronus still has a reserve.

References

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3. Klein, N. No Logo: Taking Aim at the Brand Bullies. 2000; The Shock doctrine: the Rise of Disaster Capitalism. Allen Lane: London and New York, 2007, 588 p.p.; Harpe's Magazine, the Globe and Mail, The New York Times, 2008, 642 p.p.

* <http://www.abanet.org/woman/awards.html>

** The first female editorial page editor in the New Your Times

*** The award was established in 1991 by the organization founded in 1878 and which is the largest association of professional lawyers in the world (up to 500 thousand members)