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Social Media and Protest Poetry in Ukraine (poems from Euromaidan)

Since 2013, political issues have gained a new function in the field of contemporary poetry in Ukraine. The civil protest in Ukraine, known as the Euromaidan Revolution as well as the war in the East of Ukraine can be characterized not only by violent events, but also by a significant increase of aesthetic and cultural movement in the Ukrainian society. Following a long tradition of resistance in Ukrainian poetry with such 19th-century poets as Ivan Franko and Taras Ševčenko, a new form of lyric has emerged – the poetry of war and revolution. This paper explores social media and poetry as an important space for communication and the formation of public opinion in Ukraine. In particular, it focuses on the role of Facebook, YouTube, Twitter, and personal blogs as the platforms for communication and literature.

The title of the paper refers to three concepts: poetry, politics and the social media. These concepts define the research thesis of the article, its research methods and its subject matter. The theoretical issues include the concepts of sociology of literature as coordination between the literary and the social; the boundary between the individual and the collective subjects (according to Jacques Rancière) as well as theoretical approaches of discursivity by Jürgen Habermas' and his theory of the public sphere.

I address several questions in this paper: Does the complex mixture of social media, politics and poetry define the aesthetics of the civil protest in Ukraine? Is social media regarded to be an important factor in the formation of public opinion in Ukraine? Is there a strong relationship between poetry and politics in Ukraine? What poetic and aesthetic strategies are the most popular in Ukraine? What type of social media played the most important role during the Euromaidan Revolution (2013-2014) and which ones are popular today in 2018?

Key words: *social media; contemporary poetry in Ukraine; political poetry; protest poetry; war poetry; revolutionary poetry; civil protest; Euromaidan Revolution; politics.*