

CALL FOR PAPERS

Collective Volume

Pop Culture, Ukrainian Style: Language, Identity and Decolonisation in Wartime Ukraine

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Overview

This edited volume explores the **transformation of Ukrainian popular culture during the Russo-Ukrainian War (2014–ongoing)**, with particular attention to the period following Russia's full-scale invasion in 2022. In times of war, popular culture has become an important space for negotiating identity, language, belonging, cultural memory, and resistance. Referring to Slavoj Žižek, pop culture not only reflects but also shapes our social and political reality. It can also reveal hidden social fears and desires, serving as a space in which we confront our unconscious thoughts and emotions. Against this background, the volume seeks to explore how popular culture participates in the broader transformation of Ukrainian society. By **pop culture**, we understand two interrelated dimensions: (1) a broad range of audio, visual, graphic, performative, and other cultural products that are distributed and promoted through various mass media channels and intended for consumption by majority of the population; and (2) a range of ideas, beliefs, images, and other cultural phenomena that constitute the mainstream of a given culture at a particular point in time.

Key Questions

- What role does popular culture play in constructing identity in wartime Ukraine, especially since 2022?
- How has the relationship between Ukrainian and Russian languages in pop culture shifted? Are there any other decolonial processes taking place in this sphere?
- How does popular culture represent, process, and resist the experience of war?

Possible Topics

- Decolonisation and cultural autonomy
- Language and linguistic change
- Identity, belonging, and cultural memory
- Changing tastes, practices, and media consumption
- Representations of war, trauma, and resistance
- Ukrainian vs. Russian cultural legacies
- National symbols, narratives, and myth-making

- Tradition vs. contemporary culture
- Global circulation of Ukrainian pop culture
- Media markets, creators, audiences, and consumers

We welcome chapters on music, film, television, comedy, fashion, memes, social media, advertising, visual culture, gaming, celebrity culture, and other forms of contemporary cultural production.

Contributions from scholars at all career stages and across disciplines and methodologies are encouraged.

Submission Guidelines

Please submit a **300-400-word abstract**, including proposed chapter title, author(s) and affiliation, main research question, methodology, and main argument(s), and a short **biography (100-150 words)**.

Send submissions to:

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We anticipate **8-12 chapters**, totalling approx. **100,000 words**.

Timeline

Stage	Deadline
Abstract submission	January 31, 2027
Notification of acceptance	February 28, 2027
Extended abstract (accepted chapters)	March 31, 2027
Full chapter submission	September 30, 2027

Publication Plan

The edited volume is planned for **2028**.

The book proposal will be submitted to the [**University of Wisconsin Press**](#).

Questions

For any inquiries, please contact the editors.

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