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**MEMORIES RESHAPED – FORGOTTEN CROATIAN MEMORIAL HERITAGE
OF THE FIRST WORLD WAR**

In 2014 and 2018 the whole world marked the centenary of the beginning and end of the First World War or, as it is often called, the Great War. These round anniversaries revived the memory of tragic events marginalized for decades that killed about forty million soldiers and civilians. In this contribution (belonging to two proposed thematic wholes "Monuments and sites of trauma" and "Ruins and forgotten places"), the author discusses the culture of memory as a dynamic, changing category in different geographical and historical frameworks. In this case the author takes into consideration Austria-Hungary as the wider and Croatia as the narrower area. This contribution shows how already shaped memories are reshaped by historical change. This will be shown by a specific segment of the forgotten Croatian memorial heritage – wooden memorial statues and other memorials into which nails are driven primarily as a humanitarian means of collecting aid for the war victims of the First World War, but also as a form of personal or joint petitioning and expression of gratitude. A special emphasis will be placed on the term "silence" as a powerful carrier of meaning, a language of memory that shows that some segments of cultural heritage were not welcome either symbolically or aesthetically. Rare are the monuments that have survived as the materialization of the memory of the past which, due to the change in the political order, no longer represent one of the symbolic foundations of the state, becoming marginalized and undesirable in the new historical circumstances.

Jelka Vince Pallua is a Full Professor and a Senior Research Advisor working at the *Institute Ivo Pilar*, Zagreb, Croatia, where she has been employed from 2007. For twenty years (1986 – 2006) she worked at the *Department of Ethnology and Cultural Anthropology, Philosophical Faculty, University of Zagreb*, where she taught at the PhD level from 2009. During the 2001/2002 academic year, she was a Teacher Fellow at *UCL/University College London, SSEES/School of Slavonic and East European Studies*, and from 2002 to 2004 taught an introductory course in cultural anthropology as part of the Uni-Adrion program at the *University of Bologna*. The areas of her scientific interest include Croatian and Slavic ethnography; (Proto)Slavic mythology, legends and traditions; History of Croatian ethnological thought in the European context; Mediterranean studies and traditional cultures of the Adriatic; Croats in Italy – Italians in Croatia. She has published two books and approximately fifty papers in Croatian and international journals and publications and presented papers at thirty-three international and sixteen Croatian scientific conferences.