

## ABSTRACTS

Balázs Apor

■ ***Communication and Ritual Language: "Cult of Personality" and the Communist Political Language***

Keywords: *communism, ritual language, cult of personality, political communication*  
The article discusses the ritualisation of language and communication in Stalinist Hungary in the 1950s through the analyzing term 'cult of personality' in communist political language. It is argued that the term was an important verbal component of Stalinist denunciation rituals, and its use in political rituals contributed to the semantic uncertainties related to the notion. Since traditional conceptual history that focuses on the major texts of Marxist political thought cannot account for the semantic emptiness of the concept, an analysis of the ritual function of the term 'cult of personality' would contribute to a better understanding of the role and significance of the concept in communist dictatorships. Such an approach would also enhance our understanding of the relationship of the term and the actual phenomenon of the leader cult during the period of Stalinism.

Judit Antónia Farkas

■ ***Erotica and Bibliophilia: Stefan Keller's Clandestine Book Selling and Publishing Activity in the 1920s***

Keywords: *bibliophilia, erotica curiosa, clandestine book and art trade, book publishing, censorship*

The case study is about a passionate Hungarian book collector – in Octave Uzanne's term a true *eroto-bibliomane* – who from his vast collection of fine books and graphics mainly on erotica started a book-selling business first in Budapest then in Vienna, while also publishing a couple of bibliophile publications including erotic graphic albums in the 1920s. His clandestine book selling and publishing business is reconstructed on the basis of two police investigations, the latter of which resulted in a trial. The two cases give an insight into the techniques of clandestine book trading, trials against obscene publications and the functioning of censorship during the Horthy-era in the 20's in Hungary.

József Ö. Kovács

■ ***The "Rationalization of Subjection". Communications of Letter Writers after 1956***

Keywords: *communism, state authorities, letters, rural population, collectivization*

The author addresses the issues of the motivation and the measure of adjustment of those writing letters to state authorities, the Communist Party and the party press after the suppression of the Revolution in 1956. According to these letters, both those writing them and receiving them followed a dual communications approach. It is also of interest that as the regime was consolidated the number of anonymous letters increased. The communications approach of the letter writers may be compared to complaints of "prisoner status". Their statements were in fact products of a society without the rule of law which restricted expressions of views to the three-fold ruling "prohibited, tolerated and supported". The author analyzes primarily the letters of the rural population written in the course of forced collectivization (1959-1961).

Gábor Kármán

■ ***Where Did 17<sup>th</sup> Century Transylvanians Know Turkish Language From?***

Keywords: *Turkish language, diplomacy, Transylvania, early modern*

Although the Principality was a tributary state of the Ottoman Empire, knowledge of the Ottoman Turkish language was not very widespread in Transylvania. Apart from rare and isolated attempts, it received no place in the education. Besides some politicians who sought refuge in the Empire, it was generally only the interpreters in service of the Constantinople embassy of the Principality who mastered the language. A special institution, that of the "Turkish scribes" was set up: they learned Ottoman Turkish in Constantinople, at the expense of the Princes, in order to serve the country later on. One of these, Jakab Harsányi Nagy, even contributed to the boom of the scholarly literature about the Turkish language that had taken place from the late 1660s with his "Colloquia Familiaria Turcico-latina".

**Veronika Novák**

■ ***Bags, Books, and Gunpowder: Anatomy of Historical Rumor Stories***

Keywords: *alarming rumors, narratives, motives, fears, Paris, 15-16<sup>th</sup> centuries*

The paper draws first a brief methodological draft on the relation of history and alarming rumors, and presents some possible approaches mainly from French historiography. Then it proposes to analyze some late medieval and early modern rumor stories, appearing in Parisian chronicles and diaries. It shows how the elements of historical change are fitted in these stories and tries to demonstrate the complexity of relations between reality, fears, attitudes, experiences and rumor stories.

**Judit Pihurik**

■ ***The Fractured Shadow of the Shadow Reflections Started as a Review on the Book of Zoltán Tibori Szabó***

Keywords: *Jewish identity, Transylvania, Holocaust, contemporary history*

The work of Zoltán Tibori Szabó: *Árnyékos oldal* [Shady Side]. *Jewish Identity in Transylvania after the Holocaust* (Koinónia, Kolozsvár. 2007.) based on research into the history of press describes the situation of Jewry in Transylvania and the factors forming their identity between 1945-1948. The author considered the decisive elements of identity set into a background of contemporary history; he compared them with the challenges and strategies of European Jewry, and described how these strategies influenced the remaining Transylvanian Jewry after having survived the cataclysm of World War II. The results of his research – as he also stresses with an eye on the characteristics of his sources – is hardly a summary, rather a starting point to a wider-scale demonstration of the society, identity and ideas of Transylvanian Jewry after the Holocaust.

**Zsuzsa Török**

■ ***Journalism in Marosvásárhely (A Rural Community's Reading Strategy in 1884)***

Keywords: *reading strategies, rural community, local newspapers*

Lajos Tolnai had already been a well known writer when as a minister he got to

the Reformed Congregation of Marosvásárhely in 1868. He left Marosvásárhely after sixteen years and resigned from his job due to several conflicts and scandals with the locals. The press campaign set up against Tolnai played an important role in his departure. In the history of communication the Tolnai case points out the process in which a rural community eliminates the person who compromises the community's self image transmitted through the local newspapers. The case also points out an example of the usage of literature in society when the interpretation of literary works plays an important role in the communication strategy carrying out an informal decision made by the locals: Lajos Tolnai's elimination.

**Hanna Orsolya Vincze**

■ ***The Royal Gift – Translations and Translators***

Keywords: *translation, intercultural communication, speech situation, early modern kingship, political agendas*

The article looks at different translations of an early modern bestseller, King James VI. and I's book on kingship, *Basilicon Doron* (1599.) These translations were constitutive elements in shaping the perception of the king and his political agenda at home and on the continent, as James himself intended. But it was also central to attempts at influencing that same agenda, to different diplomatic manoeuvres forerunning the outbreak of the Thirty Years War. Much recent interest in translation is connected to studying the effects of colonialism, and the relationships between dominant and less privileged cultures, with the source-language typically belonging to the former, while the target language belonging to the latter culture. This inquiry into a small corpus of early modern translation raises a different possibility: that translation could be a two-directional process of communication, involving attempts at "talking back", at enlisting the author of the original – or his image at least – to different local agendas. This is typically the case when *Basilicon Doron*, the "royal gift" is translated and re-dedicated to a royal figure, be that James himself or some other holder of political power.

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