

ABSTRACTS

Boglárka Erzsébet Kiss

■ ***Fifties Hollywood on Motion Pictures***

Keywords: *Hollywood, fifties, movie, motion picture, Marilyn Monroe, fashionably correct, pin-up, trend, star, glamour, body, women*

The essay aims to define the connection between the social environment and the mainstream cinema in the America of the fifties. It also highlights the most important reasons for the apparition of the star system, and its effects projected on the society. The case is illustrated through a well known movie, *How to Marry a Millionaire* (1953), starring Marilyn Monroe, the most popular actress of her time. The representation of Monroe's body underlines the connection between Hollywood and the early life of consumerism.

Réka Nagy

■ ***If McDonald's, then America. Cultural Objectivations in the American Society***

Keywords: *America, power, advertising, economy, status symbols*

America has been represented for a long time as the leading power among other continents. It was or it still is the land where every dream can come true, where people are safe and with hard work can realise all their aims. But this or similar statements about the United States have lost their credence on September 11, 2001. America's value system, symbols, main conceptions have been derogated. This essay I tries to find an answer for the question: can America still be a leading power among other countries?

Levente Salat

■ ***The World after America. New Forms of Power in Global Politics***

Keywords: *American dominance, contemporary world, rising political powers*

In a well-written, thoroughly documented and captivating book on the "post-American" world, Fareed Zakaria issues a series of warnings to the American poli-

tical elite which seems to fail in understanding the contemporary world. While its attention is kept captive by pre-modern wars in Afghanistan and Iraq, the US Government loses momentum in the processes in which the future is emerging. Through refined analysis dedicated to the advantages and drawbacks of two rising powers, China and India, Zakaria eloquently explains what changes are needed in American politics in order to keep the US in a leading position within the global system. Though his arguments are generally well-informed and convincing, he ignores the importance the emerging German-Russian strategic partnership may have in global politics, and he may be wrong in his assessment about the US potential to successfully integrate immigrants in the future.

Pál Tamás

■ ***Sleeping Beauty Activation Techniques. American Dominancies on International Peripheries***

Keywords: *American domination, imperial models, post-communist Europe*

The paper presents some turning points of the after-1989 cultural history of American domination on the European periphery. Its starts with relationships of 1989-90 historical dreams to constructions of small American Democracy-Disneylands in the region. The text deals with the emergence of the US imperial models in the nineties and their cultural consequences in the post-communist Europe and impacts on scenarios cognitive capitalisms and order/growth models in the respected countries.

Mária Törőcsik

■ ***Lifestyle and Food Consumption. The Influence of Food-Trends***

Keywords: *food trends, lifestyle, fast food culture, value orientation*

Foods communicate and we communicate with foods, with other words food express lifestyle. Because some aspects of eating might be made visible, we might form opinion about the given social cir-

cumstances. Eating in a fast food restaurant, or drinking coffee in a café, all belong to the visible part of eating. Our choices are influenced by trends, which beside altering our lives, influence our decisions. In this article the author presents those food trends, which provide signs about our lifestyle within the dimensions of life's pace and value orientation.

Lajos Vásárhelyi

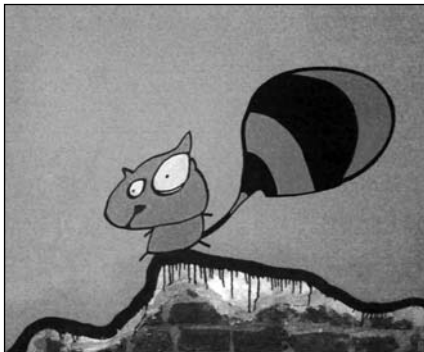
■ ***The Repetition***

Keywords: *Peter Handke, the repetition, individual memory's "time-gate", anamnesis of Plato, natural-historical scene*

Handke's novel as an interdisciplinary model exceeds the framework of the literature's genre.

It depicts how the personal, individual memory's "time-gate" is connected to the greater group-senses memory organism. The reader has a uniquely fine tuned picture under a micro-historical magnification about the otherwise hardly specified-spiritual and intellectual region where the individual and group sense memories are getting touch with each other.

The title of the novel refers to the endeavour of the ontological experience of discovery and uncovering. While the adventurer is travelling around the land of his ancestors and relatives remembering apparently disappeared ages that are subsequently evoked as present tense again. Handke's book based on the complexity of his view might be recommended only not as literature, but also as a history and philosophy methodological reference or guide. He connects the 'anamnesis' of Plato that apparently exists only within personal dimensions with the concept of national. The core of the mythical dimension of national group-senses works similarly as the holiness conceals an overture beyond time that is connected to the divine. This is the source of the ancient fount that manifests in space as homeland, the "location" of the motherland and the in the logos as the conceptual emanation of the holiness the mothertongue. Meanwhile the different national substances connected to the angelic pattern beyond time and fit into each other, might present in the same time with parallel temporo-spatial distribution in the same natural-historical scene.



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Támogatók



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„Amerika még sokáig egészében a legnagyobb, legbefolyásosabb marad, egyelőre igen lassan tanulja csak az új versenyt/együttműködést a sokpólusú világ más központjaival. Már sokat megtapasztalt az erők konverziójában, például a kulturális befolyás migrációs vonzássá való átváltásában, az új bevándorló-csoportok beiskolázásában s abból a kutatási rendszer új tehetségekké történő ellátásában. De globális szerepéből következően nem túl jó a képfelbontó képessége, sok mindent nemcsak hogy nem lát kis vagy peremországokban, hanem arra igazán nem is kíváncsi. Lassan lemond arról, hogy valamilyen új »nagy stratégiával« állítsa helyre korábban unikális pozícióit a világban.”

(Tamás Pál)

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ADIO, AMERICA?!
GOODBYE AMERICA?!