

Zoltán A. Biró

■ ***The Effects of Digital Technology on Language***

Keywords: *digital technology, language competences, normative rules of language use*

The present study is a new research module of the study entitled “The impact of the media on children and young people”, which has been conducted by the Csíkszereda research group of the Sapientia Hungarian University of Transylvania. We studied the effect of digital language on language competences among pupils in the seventh grade and students in the eleventh grade in Seklerland. The research program included a questionnaire in which the participants had to express their opinions about sticking to the normative rules of language use (such as using capitals to start sentences, punctuation, abbreviations, etc.). Data were also analyzed according to gender, age, and geographical location (rural or urban).

Julianna Bodó

■ ***Parenting Styles and Internet Usage***

Keywords: *internet usage at home, parenting style, control, warmth, digital immigrants, digital natives*

The present study deals with children’s Internet usage at home, which is a relatively new theme in media use research. In my study, I rely on the research experience gained in our project entitled “The impact of the media on children and young people”. The paper seeks to explain the parenting styles related to children’s internet usage habits at home. Parenting styles feature two components: control and warmth. Parenting styles are found in three attitude categories, which are the following: attitude towards control, argumentation of control, and control in practice. Children’s Internet usage at home is a challenge for the local family model, and this is also reflected in the difficulties parents have to face (different Internet usage

competences, digital divide, digital immigrant parents, digital native children).

Farkas Gábor Eszenyei

■ ***The Entanglements of the Economic and Political Elite in the Turn-of-the-Century Development of Nagyvárad***

Keywords: *Transylvania, Oradea, dualistic era, economic and political elites, multiculturalism, urbanization, industrialization, architecture, Rimánóczy family, entrepreneurs and managers*

One of the recurring themes of contemporary historiography is that of the elite and especially the economic elite. Consequently, the present study is aimed at offering a detailed analysis of the role of the elites in the economic life of Transylvania at the beginning of the 20th century. Transylvania has experienced an accelerated development in the last two decades of the 19th century, and this economic and social momentum has naturally prompted the formation of a more or less wealthy social class that has very much left its mark on the economic, the political, and the social development of this region. Hence, it is my conviction that an analysis of the role of this economic elite within the developmental context is relevant and beneficial for the recognition of a Transylvanian developmental model, and that such a study based on an interdisciplinary approach can offer a new perspective on the topic under discussion. The researched time period, i.e. the beginning of the 20th century, is a most appropriate one for this investigation, since it is at the height of the relative economic maturity and political as well as social stability of the city of Oradea and its region. In addition, I wish to elucidate the position and the role of these economic elites and their possibilities for influence on the development of Transylvania. Thus, my aim is to define, characterize, and study the economic elite of Transylvania at the beginning of the 19th century and its dynamics within the context of local development. Generally, the economic elite

has played an important role in the cultural and political life of Transylvanian cities. Therefore, I propose for the purposes of a case study a city which has had a distinct developmental trajectory within the development of this region. Preliminary analyses show that the most spectacular development has been made by the city of Oradea in the period between 1890 and 1910, which has led to its rapid rise to the level of the developed cities of this region. I believe that the analysis of the economic elite of Oradea, as a case study within the context of its development, will offer us a clear picture of the elite and its role in the development of the city. At the same time, I wish to present, as a specific case study, the Rimanóczy family, which belongs to this elite category and has contributed to the development of the city at the beginning of the 20th century.

Tímea Krizbai

■ ***Doctor Google: The Use of Internet in Self-Diagnosis***

Keywords: *Google, self-diagnosis, Internet, health system, healing*

The goal of the present study was to analyze in what percentage young and middle-age people use the Internet instead of seeing a doctor for diagnosis, and how they use the World Wide Web information for self-healing. 80 young people (age 18-24), 80 adults (age 25-34), and 80 middle-aged and older adults (age 35-60) participated to the study. The questionnaire contained questions regarding demographic patterns, Internet usage habits, and Internet self-diagnosis and self-healing. Young people use the Internet significantly more often than young and older adults. 23,8% of the respondents research their health problems on the web before seeking medical attention. Young people choose the Internet diagnosis instead of seeing a doctor because they can save time, and it is less stressful. The adult age groups prefer to be well informed before going to the doctor, and therefore they opt for the web. The modern man

turns to the internet to solve health problems in almost all cases, before turning to a doctor. The question is whether we should reorganize the health systems in these circumstances.

Tibor Mester

■ ***Feeling at Home in the Late Modern Media Environment: Some Aspects of the Consumption of Television Series***

Keywords: *media consumption, television series, interpretive communities, engagement media*

This paper gives a brief account on recent trends related to the production and consumption of television series in Hungary. We argue that watching television is becoming an active practice of gathering experiences in social settings. The notion of “feeling at home” is generally associated with watching the daily soaps and sitcoms in our home, but taking part in online discussion creates another kind of familiarity and sense of belonging. We would highlight new processes of “domestication” of television series using some Hungarian examples. A recent successful trend is “home production”, i.e. the adaptation of an existing series to the Hungarian market. The other type of domestication is achieved by online fan communities that make up for the failures in distribution and overcome the barriers of reception in relation to foreign productions.

György Molnár – Zoltán Szűts

■ ***My, myself and I: The Impact of Private Media on the Public Sphere***

Keywords: *social media, information technologies, private media, Web 2.0*

In this article, the authors claim that in new media the “I” and its private messages are superseded by the messages of professional communicators and traditional media outlets. Numerous (often profane) examples can show that the boundaries of the private sector are pushed forward and the content previously formulated only in private messages is now visible to the entire Internet community. This is

often done by “mistake”, as the sender of the message simply lacks knowledge of the technical details and believes to be sharing content with only his or her private friends.

Dénes Tamás

■ ***The Comment as the Dirt of Time***

Keywords: *public sphere, public debate, commenting, Internet*

The wider framework of my study is the changing public sphere due to the appearance of the Internet. Commenting is merely one of the possibilities that serve the realization of open public debate. It is questionable, however, how much comments adhere to the rules and norms of debate and dialogue. General experience seems to indicate otherwise. In this study I attempt to find answers as to why public debate is distorted in the publicity opened by commenting.

Gyöngyvér Tóké

■ ***“They Were Born with this Code in Them...”: The Role of Family Socialization in the Development of Digital Practices of Kindergarten Children***

Keywords: *digital technologies, kindergarten children, family socialization, digital practices, digital competence, everyday life*

This study explores the role of family socialization in the formation of the digital practices of 4 to 6 years old children in the Romanian context. The purpose of the study was to describe the digital practices of young children in the Romanian context and to observe how these practices are integrated into the daily routines of young children at home. We applied a small-scale exploratory research and gathe-

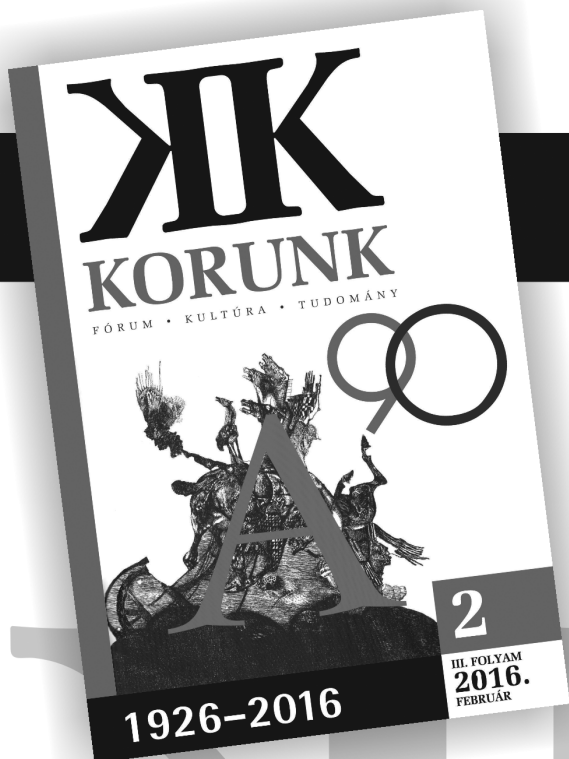
red data from 18 young children and their middle SES families in Romania. Findings showed that the access to and use of digital technologies among the surveyed Romanian children was interrelated with the digital practices of their family. The article suggests that active intervention should be required at the level of children and families in order to develop appropriate digital practices for these children.

Hanna Orsolya Vincze

■ ***Mass Media Practices in Consumer Generated Media***

Keywords: *old media, new media, participatory culture*

Media content created and distributed by users of online interfaces, the active, participatory audience of the latter, participatory culture in general is often hailed as a new, more open form of culture, free of the constraints of traditional mass media. Literature discussing media as a profession or a professionalised institution, i.e. dealing with “old” media, primarily investigates the relationship between “old” and “new” from the point of view of the impact of participatory culture on mass media, the transformation of the latter. At the same time, however, the “private” or “amateur” content created and distributed online often reuses content and forms of knowledge created by mass media or mass cultural industries. The present paper investigates these continuities between “old” and “new” media, the ways in which content and practices created and distributed by traditional media industries are perpetuated in online participatory culture, in the new media practice of private users.



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„Szülői értekezlet, a tanár aggódik, mert a gyerekek figyelmét a tanításról, a tanárról és a tanulásról elvonja az okostelefon képernyője. Javaslata az, hogy órák elején gyűjtsék össze a telefonokat, órák végén kapják a tanulók vissza. Egyszer büntetésből elvette egy gyerek telefonját egy napra, a szülő hívta délután, hogy nagyon vigyázzon rá, rengeteg pénzbe került.

Családi összejövetelek napirendi pontja, hogy az aktívabb médiahasználók elmondják, mit olvastak, osztottak meg mások a közösségi médiában. A finom ebéd fogásai közöttben van olyan pillanat, amikor mindenki képernyőre bámul.

Tavaszi este, vacsora egy teraszos vendéglőben. Az asztaltársaságnak hol egyik, hol másik tagja áll fel, mert hívják telefonon. A kivilágított terasz alatt sötét rakodótér, a pincérek ide vonulnak el, cigaretták és képernyők fénye világlik.”

(Ármeán Otília)

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