

ABSTRACTS

Csanád Albert-Lőrincz

■ ***Human Rights in the Service of Health***

Keywords: *Romania, human rights, health status, society, health policy, legal system, norms*

One of the most important values of our society consists in physical and psychological health. On the basis of the statistics published by the World Health Organization (WHO), the health status of the Romanian population shows a markedly positive tendency. This study searches for correlations between the evolution of the justice system and the health status of the population in Romania, given the fact that the legal system always influences society in general and the health system, as well as the health status of the society and the individual in particular. The principles and standards pertaining to health status can be practically implemented through legal norms. In other words, the means for the application of social policies is mainly offered by health laws and regulations.

Mădălina Diaconu

■ ***Mapping Urban Smellscapes***

Keywords: *"smellscape", olfactory space, perception, environment, odours, public space, sensory experience*

"Smell maps" and commented "smell tours" through Vienna provide the basis for an analysis of the olfactory space. The paper argues that olfaction may become a privileged experience of space, in which the tendency to objectification (by "translating" stimuli into objects) reaches its limits and the subject opens itself for an unmediated encounter with space as a whole. From the perspective of the lived experience, (olfactory) space converts itself from a physical container and a relatively stable order of juxtaposed objects into a medium of life, a qualitative atmosphere, and an intertwining of forces. Smellscapes are thus shifting patterns that are criss-crossed by trails and have volume, intensity and impact. Also the unavoidable exposure to smells implies a common responsibility in shaping the environment. The ideal of an odourless city is not only utopian, but would also bring about an impoverishment of our sensory experience. On this background, the paradoxical task of

mapping smellscapes aims to sensitise the urbanites for the non-visual qualities of the public space and to develop their aptitude to describe odours.

Katalin Juhász

■ ***Body – Odour – Cleanliness***

Keywords: *cultural studies, body, smell, marginalization, hygiene, body odour, social communication*

Every culture defines criteria of purity for itself, choosing what it sees as the perfect point between squalid and over-fastidious as between these two extremes. Mutual revulsions are often defined in purity categories between cultures because pollution generating efforts to be clean and bad smells accompanying them arouse repugnance. Perceptible differences between body odours are well suited to express and enforce social divisions not only between individual countries and peoples, but also within them. Bad smells were usually associated to groups of people marginalised in comparison with mainstream society because of their belonging to a nationality, gender, or a social class and so on. The quality of the body odour together with closely-related concepts of cleanliness plays an important role in social communication. Consequently the smell is not only the biological and psychological experience, but also a social and cultural category, the same as the concept of cleanliness is. This essay contains a short cultural history of body odours and a review about changes in relationships between personal hygiene and fragrance from the beginning of the 20th century to our days, based mainly on Hungarian researches.

Magor Kádár

■ ***The Function of Smell Markers in Marketing and Branding***

Keywords: *communication, sense, smell, marketing, branding, olfactory communication*

Scents and olfactory perception and communication have become a neglected field of interest among the studies concerning the communication of the senses – a highly irresponsible omission, giving up one of the most influential senses, the keeper of ancient codes, driver of partner selection, in-group belonging, as well as of identity creating

processes, and one of the most efficient marketing and branding tools. The article offers an overview of the role of olfactory communication in branding by scent, revealing some outstanding examples from the recent past.

Kinga Kálmán Ungvári

■ ***John Dewey and the Interactive Constructivism***

Keywords: *intersubjectivity, knowledge, learning, John Dewey, interactive constructivism, reality, observers, metaphysics*

Interactive constructivism has contemporary views on knowledge and learning. The constructivists affirm that truth is intersubjective, so there is no unique representation of reality and we cannot speak about a meta-observer. These ideas have their main roots in John Dewey's anti-metaphysical philosophy. This study presents the most relevant connections between Dewey and constructivism, trying to underline the importance of John Dewey's philosophy and its actuality.

Anna Keszeg

■ ***The Quest for the Smell of Imperial China: "From Paris with Love"***

Keywords: *Yves Saint-Laurent, "Opium", imperial China, haute couture, social history, advertising*

In 1977 the House of Yves Saint-Laurent has put on the market the legendary fragrance called Opium, the runner-up on the list of the most famous perfumes of all time, although a large part of contemporary American consumers have given it a quite hostile reception. This

fragrance, an organic part of Saint-Laurent's haute couture collection from the very same year, was seeking inspiration from imperial Chinese culture. The touch of Opium has been personified since then by Jerry Hall, Linda Evangelista, Kate Moss, Sophie Dahl and Emily Blunt. In this essay I intend to analyze the history of advertising this famous perfume from the standpoint of social history and to reflect upon the peculiarities of Saint-Laurent's philosophy of creation.

Eszter Zsófia Tóth

■ ***Cosmetics in Hungary in the Socialist Era***

Keywords: *cosmetics, beauty, socialism, modesty, dominant discourse, woman ideal, symbolic products*

The study is based on questionnaires and newspaper articles dealing with the methodology of cosmetics during the socialist period in Hungary. It should be pointed out that the official discourses emphasised the importance of beauty, but in a very specialized way: the main virtue of an ideal woman was modesty. The beauty idol was Brigitte Bardot for the elder generation and the popular newscasters of the day for the younger. Despite the lack of economic resources, women tried their best to be beautiful, and they aspired to use symbolic products, such as the Fa soap or the Limara deodorant. Up to now, there are very few researches on this topic, and this article is only the first step to the better understanding of this relevant field of cultural history from socialist period.

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„A szaglástér az akusztikai térnél folyamatosabb, dinamikusabb és irányok szabdalta tér, melyet különböző áramlatok kereszteznek. Emellett általában nincsenek határai annak ellenére sem, hogy egy szagos környék vagy egy szagos tér határai kétségtelenül érzékelhetőek. Instabilitásából kifolyólag a szaglástérnek sem formája, sem struktúrája nincs, hanem sokkal inkább egy mindig változó mintázat vagy »folyadék« jellegét ölti. Az élet közegeként a szagtérkép sajátosan hat az emberekre, ami sokkal kevésbé evidens, mint amennyire csalóka, diffúz és illékony, vagy esetenként átható és nyomasztó. A vizuális térbeli perspektívákat a szaglástér irányai váltják fel (nyomok, ösvények, útvonalak), a háromdimenzionalitást pedig a predimenzionális »voluminozitás« és mélység.”

(Mădălina Diaconu)

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SMELLSCAPES
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