

ABSTRACTS

István Benedek

■ ***Changing Social Media Networks and Media Consumption in the Age of TikTok***

Keywords: *media consumption, generational approaches, gen Z, social media, TikTok*

In the last two decades, the widespread adoption of social media has fundamentally transformed our media consumption habits. This study examines the role of the latest influential network, TikTok, in this transformation. In recent years, TikTok has become a trendsetter in the social media market, which means that the platform significantly influences the direction of development in this sector. Therefore, it is worthwhile to study the platform's operation in detail to gain a more comprehensive understanding of the future trajectory of social networks. The text discusses four key aspects: the new forms of social media sites and the operational principles of the For You algorithm; the widespread adoption of the short video format; the use of social media platforms as search engines; and the changes observed in news consumption.

Tímea Berki

■ ***The Social Network of Sámuel Brassai in the 1830s and 1840s***

Keywords: *Sámuel Brassai, genealogy, social embeddedness, prestige, Transylvania*

With the help of printed and manuscript resources, in this article, I aim to reconstruct the social network of Sámuel Brassai, while also identifying his strategies and conceptions as an editor of the magazine called *Vasárnap* *Újság* (Sunday Paper), established on the initiative of Farkas Sándor Bölöni. This analysis helps to understand the process by which Brassai became a node of his network, then an eccentric person, tracing his orientation in scientific life and his involvement in the education of society on the pages of

the magazine, in the decades preceding the professionalization and differentiation of the scientific disciplines, when he was not yet perceived as the last polymath of Transylvania.

Enikő Deák

■ ***Building the Social Care Network in Romania***

Keywords: *social welfare system, historical context, social work, system development, challenges*

The social care system in Romania underwent significant changes after the fall of the communist regime in 1989, but there are still many organizational problems. The system suffers from underfunding, lack of resources, long waiting lists and complicated application procedures. An analysis of the historical and social context of the social care system is essential to understand current structures and challenges. Social policy is still searching for its identity and social work continues to rebuild after the communist regime. The role of social workers is key to the effective functioning of the system and to supporting clients. Ensuring quality services and improving the system will remain a priority for the future.

Borbála Gondos

■ ***The Witches Moved to the Web: Pagan Religion on Social Media – the #WitchTok Phenomenon***

Keywords: *witchcraft, TikTok, WitchTok, pagan religion, online community*

The public perception of witches is problematic on many levels: people tend to blend witchcraft with Satanism and the entertainment industry illustrates a false picture of people of this faith, not to mention the historical persecution of witches. This paper presents and examines a specific online subculture, a religious/spiritual community existing on the TikTok video-sharing platform. In this article, I shortly introduce the pagan religion of witchcraft – its roots and modern practice –, summarize researchers' observations on the topic, and discuss

my findings based on the literature and my brief research on the relevant content of the mentioned platform, drawing attention to the individualistic nature of witchcraft and the qualities and cohesive power of this community.

János Fodor

■ ***The Hungarian Intellectual Elite in Romania in the Network of the Hungarian Counterintelligence Between 1971-1983***

Keywords: *counterintelligence, Securitate, diplomats, Hungarian minority in Romania, Domokos Géza*

The primary aim of the present study is to provide a point of reference for the counterintelligence and intelligence activities in Hungary concerning Romania, and to show that Hungarian state security has been collecting information on Hungarians in Romania since the early 1970s, and using it in various ways in cooperation with the foreign affairs apparatus. The “protagonist” of the case study is a III/II secret agent, a diplomat at the Hungarian Embassy in Bucharest, who, as a result of his activities over about twelve years, reported on political events in Romania and the situation of Hungarian intellectuals, but through the informant, the activities of the Romanian secret service were observed, from which the Hungarian foreign service obtained more nuanced information beyond the traditional intelligence gathering methods. In addition, with regard to the period indicated in the title, I have examined the parts of Géza Domokos’s surveillance dossiers compiled on the basis of Securitate observations that relate to this period, and in particular those that relate to contacts in Hungary.

Ágnes Kiss

■ ***The “Hungarian Interest” and Informal Minority Representation in the Second Half of the Ceaușescu Era***

Keywords: *Romania, minority, secret services, censorship, public discourse*

To compensate for the shortcomings of the formal institutional system, an informal order for minority representation was developed in Romania during the 1970s. This paper aims to characterize this model of informal representation, detailing its components and operations, such as informal norms of public engagement, networks and networking, communication between leaders and members, and decision-making processes. Since the research focuses on informal representation rather than the functioning of a formal institution, the analysis centers on individuals, their opinions, everyday activities, and attitudes expressed in critical situations. The primary source for this study is the Securitate files of Géza Domokos (1928-2007), a pivotal figure in Hungarian cultural life and minority interest representation during the latter part of the Ceaușescu era.

Melinda Mihály

■ ***The Medieval and Early Modern Stone Collection of the National Museum of the History of Transylvania***

Keywords: *Transylvanian National History Museum, medieval and early modern stone collection, tombstones, architectural carvings, plaster casts*

The medieval and early modern stone collection of the National Museum of the History of Transylvania originated as an integral part of the Coin and Antiquities Collection of the museum’s predecessor, the Transylvanian Museum Society. Over time, it has developed into one of the richest collections in the Carpathian Basin, now comprising approximately 600 carvings. The study is divided into two major chapters. The first chapter covers the history of the collection, while the second provides a detailed description of it. The first chapter traces the history of the stone collection from the founding of the Transylvanian Museum Society, the predecessor of the current museum, to the most recent reorganization of the stone collection. The second chapter of the study presents the medieval and

early modern stone collection, showcasing the exhibited pieces through three main thematic groups: tombstones, architectural carvings, and plaster casts.

Enikő Orsolya Nagy

■ ***Community from Nothing: The Reorganization of the Jewish Community in Cluj after the Holocaust***

Keywords: *Holocaust, Jews, Jewish property, community, reorganization*

During the Second World War, the Hungarian state treated Jews as second-rank citizens, marginalized them socially and economically, confiscated all their property, and eventually handed them over to a foreign power to be killed. After the Holocaust, the remaining and returning Jews of Cluj faced serious difficulties. The survivors returning from deportation and labor service not only had to deal with the trauma of war, but also had to face the loss of family members and relatives, confiscation of their homes, and the closure of their institutions. Under these circumstances, the survivors' primary goal was to rebuild their community and create a new livelihood, but they faced many legal and administrative obstacles in their efforts. In this study, we will trace the process of reorganization of the Jewish community in Cluj after the Holocaust, briefly discussing the problem of recovering confiscated property.

Orsolya Sarány

■ ***Networks and Representations: "Romanian" Institutions in Szeklerland in the Romanian-language press of Szeklerland***

Keywords: *media, language, media representation, Romanians from Szeklerland, institutions*

In this paper, I examined the Romanian institutions and their networking in Szeklerland, while I also looked at how this institutional system is represented in the Romanian media from Szeklerland. I was curious to see if

there was a connection between the image developed and distributed by the Romanian language media and the everyday reality of Romanians living in that region, taking into consideration the fact that the representation of Szeklerland in the media and the reality of people living there do not always overlap.

Péter Sas

■ ***Lajos Kelemen, the Passionate Letter-writer***

Keywords: *Lajos Kelemen, László Passuth, history of Transylvania, Transylvanian Archives, Báthory family*

Lajos Kelemen not only founded schools but also nurtured them with his personality, beyond his knowledge. Due to his selfless desire to help, he was available to anyone dealing with Transylvanian subjects. Besides professionals, he willingly offered advice to novelists and playwrights to ensure their work's historical background and plot were as authentic as possible. This is evident from the correspondence he had with László Passuth, a former Piarist student from Cluj.

Henrietta Szabó-Kádár

■ ***Journey around International Journalism***

Keywords: *traveling, international relations, Hungarian minority, Erasmus+, journalism*

Why do we travel? What does traveling give us? How does it affect our work and career as journalists? What does it mean to be internationally connected as a journalist? What do international Hungarian connections mean? This paper attempts to discuss these questions among others, from a perspective of a young, aspiring journalist, who had just stepped into the realm of international cooperation in media. Through my experiences and the lessons I've learned, the paper also sheds light on the benefits of seizing the opportunity that Erasmus programmes give to university students.

István Szilárd Szász

■ *Transylvanian Newspapers on Facebook – Networks of Active Readership*

Keywords: *daily newspaper, Facebook, network, representation, Transylvania*

In this study, I examine the Facebook activity of all Hungarian-language daily newspapers in Transylvania realized in the first half of 2017. I will examine the sharing strategies used by

each editorial office and the specificities of the readership that responded to the posts. I will attempt to explain my network observation that the overlapping of the representation networks (which user reacting to which post) from each newspaper's Facebook page as a single large network is a good approximation to the spatial location of the newspaper's localities.



A Korunk folyóiratot és intézményrendszerét anyagi hozzájárulással támogató magánszemélyek névsora

Pártoló tagok

András Sándor és Kukorelly Edit – író, költő, Nemesvita
Dr. Barabási Albert László – fizikus, akadémikus, Budapest
Bencsik János – képzőművész, Budapest
Dr. Nicholas Bodor – vegyészprofesszor, Miami
Dr. Egyed Ákos – történész, akadémikus, Kolozsvár
Dr. Filep Antal – néprajzkutató, Budapest
Kelemen Hunor – író, politikus, az RMDSZ elnöke
Dr. Kovalszky Péter – orvos, az AMBK elnöke, Detroit
Lauer Edith – politikus, az AMBK volt elnöke, Cleveland
Markó Béla – költő, politikus, Marosvásárhely
Dr. Romsics Ignác – történész, akadémikus, Göd
Dr. Úry Előd – fogorvos, az Erdélyi Kör elnöke, Sopron
Dr. Varga István – ügyvéd, Orosháza

Támogató tagok

Ágh István – költő, Budapest
András István – teológiai professzor, Gyulafehérvár
Árkossy István – képzőművész, Budapest
Dr. Avornicului Mihály – egyetemi adjunktus, Kolozsvár
Bartók Julianna – tanár, Kolozsvár
Dr. Bitay Enikő – akadémikus, Kolozsvár
ifj. Dr. Buchwald Péter és Dr. Buchwald Amy – tudományos kutatók, Miami
Dr. Csapody Miklós – irodalomtörténész, Budapest
Dr. Cseh Áron – jogász, diplomata, Budapest
Csöregi Csenge – rendezvényszervező, Budapest
Dr. Derék Pál – irodalomtörténész, Bécs
Ferencz Éva – levéltáros, Marosvásárhely
Dr. Amedeo Di Francesco – egyetemi tanár, Nápoly
Füzi László – irodalomtörténész, főszerkesztő, Kecskemét
Dr. Geréb Zsolt – teológiai professzor, Kolozsvár
Judik Zoltán – építészmérnök, Budapest
Kálóczy Béla Tibor – nyugdíjas köztisztviselő, Halásztelek
Kerekes György – szerkesztő, Kolozsvár
Dr. Kiss András – orvos, Pócsmegyer
Kónya-Hamar Sándor – költő, közíró, Kolozsvár
Korniss Péter – fotóművész, Budapest
Dr. Kovács András – művészettörténész, akadémikus, Kolozsvár
Dr. Kovács Zoltán – egyetemi docens, Kolozsvár
Könczey Elemér – grafikus, Kolozsvár
Molnár Judit – szerkesztő, Nagyvárad
Nagy Éva – ny. tanár, Calgary
Dr. Nagy Mihály Zoltán – főlevéltáros, Nagyvárad
Dr. Singer Júlia – biostatistikus, Budapest
Dr. Sipos Dávid – idegenvezető, Kolozsvár
Dr. Szarka László – egyetemi tanár, Komárom
Dr. Szász István Tas – orvos, Leányfalu
Dr. Tamás Ernő és Sedlmayer Ella – Sopron
Dr. Tankó Attila – orvos, Budapest
Dr. Tibori Szabó Zoltán – szerkesztő, egyetemi tanár, Kolozsvár

SZÁMUNK SZERZŐI

A lapszámot szerkesztette:
Győrffy Gábor

- Balázs K. Attila** (1973) – író, Székelykeresztúr
- Benedek István** (1988) – egyetemi adjunktus, PhD, BBTE Kommunikáció, Közkapcsolatok és Reklám Intézeti, Kolozsvár
- Berki Tímea** (1977) – kutató, óráadó tanár, PhD, BBTE, Kolozsvár
- Deák Enikő** (1992) – doktorandusz, BBTE, Kolozsvár
- Demény Péter** (1972) – költő, főszerkesztő, Mátca, Bukarest
- Fodor János** (1989) – történelem, egyetemi adjunktus, PhD, BBTE Magyar Történelmi Intézeti, Kolozsvár
- Gondos Borbála** (2001) – filmkritikus, magiszteri hallgató, BBTE, Kolozsvár
- Katz András** (1950) – képzőművész, Netanya, Izrael
- Kiss Ágnes** (1979) – kutató, PhD, Nemzeti Kisebbségkutató Intézet, Kolozsvár
- Levász Krisztina** (1970) – író, költő, könyvtáros, Budapest
- Mihály Melinda** (1976) – művészet-történelem, PhD, muzeológus, Erdélyi Nemzeti Történelmi Múzeum, Kolozsvár
- Nagy Enikő Orsolya** (1988) – doktorandusz, BBTE Holokauszt- és Genocídiumtanulmányok Intézete, Kolozsvár
- Sarány Orsolya** (1993) – újságíró, doktorandusz, Debreceni Egyetem Humán Tudományok Doktori Iskola, Szociológia és szociálpolitika doktori program, Csíkszereda
- Sas Péter** (1934) – irodalom- és művelődéstörténelem, PhD, Budapest
- Szabó-Kádár Henrietta** (2001) – újságíró, magiszteri hallgató, BBTE, Kolozsvár
- Szász István Szilárd** (1988) – újságíró, szerkesztő, óráadó tanár, PhD, BBTE, Kolozsvár, Sapientia EMTE, Marosvásárhely
- Telegdi-Csétri Áron** (1976) – tudományos kutató, PhD, projektvezető, BBTE Politika-, Közigazgatás- és Kommunikációtudományi Kar, Kolozsvár

TÁMOGATÓK



„A médianak [...] köztégtelenül meghatározó szerep jut az egyes generációk formálásában, ráadásul ez a hatás az utóbbi évtizedekben talán még hangsúlyosabb, aminek egyik lehetséges oka a technológia hihetetlen ütemben történő fejlődése. Gondoljunk csak bele, a rádió esetében még 38 év kellett ahhoz, hogy 90 millió felhasználót elérjen. Ehhez képest a televízióknak már csak 13 év, az internetnek pedig mindössze négy év volt szükséges, hogy ugyanazt a közönséget elérje. Ha pedig kimondatlan a közösségi média-oldalakra tekintünk, akkor azt látjuk, hogy amíg a Facebook esetében a 100 millió felhasználó elérése még több mint négy évet vett fel, addig az Instagramnak már csak két évre volt ehhez szüksége, a TikToknak pedig mindössze kilenc hónapra.”

(Benedek István)

ISSN 1222 8338



10 LEJ
950 FT

RETELE SOCIALE
SOCIAL NETWORKS