

## ABSTRACTS

**István Benedek – Orsolya Hanna Vincze**  
■ *Destinations in the Online Space: A Study of the Tourism Image of Transylvania*

Keywords: *destination branding, destination image, user-generated content, Web 2.0*

In contemporary tourism, destinations are increasingly viewed as brands, with their competitiveness closely linked to the images they convey to potential visitors. This study investigates the tourism image of Transylvania through an analysis of user-generated content (UGC) on Tripadvisor spanning 15 years. By examining digital reviews, the research sheds light on how online narratives influence perceptions of the destination. This methodology reflects broader shifts in tourist behavior in the Web 2.0 era, in which peer-generated content serves as a digital form of word-of-mouth communication.

**Annamária Biró**

■ *György Aranka's Conception of the Passage of Time*

Keywords: *Enlightenment, temporal consciousness, private correspondence, public discourse, György Aranka*

This study examines György Aranka's temporal consciousness across various textual genres. In the prose sections of his private correspondence, aging emerges as the central theme, while the poems he encloses draw on classical antiquity to express the experience of temporal passage. In his published writings, Aranka articulates a conception of historical time shaped by Kantian anthropological ideas, while also reinterpreting the topos of the ancient Golden Age. Although the individual remains subject to the unrelenting passage of time, as a social being, the human contributes to the advancement of collective perfection.

**László Csibi**

■ *When Fiction Becomes Reality: Anecdotes and Urban Legends in Film*

Keywords: *urban legends, anecdotes, communal memory, socialism in Romania*

This paper explores how anecdotes, political jokes, and urban legends are incorporated into individual memory from a cinematic perspective. While the focus is on the socialist period in Romania, every historical era has produced political jokes and anecdotes that have become embedded in communal memory. These narratives offer compelling material for filmmakers, though their factual accuracy is often questionable. Nonetheless, the cases presented help render the absurdities of the era more comprehensible and relatable to contemporary audiences.

**Gyula Gy. Dávid**

■ *Notes on the Art Gallery of Bánffy Castle in Bonchida*

Keywords: *Bánffy Castle, Bonchida, art gallery, Johann Elias Ridinger, John Ferneley*

Preserving, studying, and promoting the rich literary, artistic, cultural and political legacy of Miklós Bánffy remains a vital task – especially now, as we mark the 75th anniversary of his death. Yet beyond this legacy lies the tangible heritage of the Losonczi Count Bánffy family, which, despite the devastation wrought by war and political regimes, still holds a significant place in both historical and art historical memory. A small but telling fragment of this heritage consists of several engravings and graphic works – some extant, others surviving only in recollection. Examining these pieces, even in isolation, offers insight into the broader context of the era's art collections, the work of Johann Elias Ridinger and John Ferneley, and the visual culture of religious tolerance during the Enlightenment.

György Gaal

■ ***The Beginnings of Medical Training in Kolozsvár/Cluj***

Keywords: *surgeon, midwife, Medical Faculty, healthcare, history, Transylvania*  
Empress Maria Theresa's 1770 Health Ordinance required that all surgeons and midwives be examined by a state institution. In response, medical-surgical educational institutions were established throughout the Empire. One such faculty was founded in 1775 within the former Báthory University of Kolozsvár/Cluj. Its sole instructor, Joseph Laffer, was tasked with providing scientifically grounded courses for barber-surgeons and midwives. Over its 97 years of operation, the institution expanded its staff, introduced up to three years of study, and laid the foundation for healthcare in Transylvania, training over 1,000 surgeons and 1,500 midwives. This study presents a concise history of the institution, established 250 years ago, which was incorporated into the Medical Faculty of the newly founded state university in 1872.

Borbála Gondos

■ ***A Canon-less Society: The Fragmented Public Attends the Mourning of the Cinema***

Keywords: *cinema attendance, cinema, future of films and cinema, fragmented society, viewer attitudes*

Debates over cinema's purpose, viability, and cultural significance have accompanied the medium since its inception. This paper examines how scholars assess cinema's resilience in the face of declining viewership in the digital age, especially amid the rise of streaming platforms. Drawing on both English and Hungarian sources – including academic studies and statistical data – I contrast optimistic and pessimistic visions of cinema's future. The study outlines the medium's current cultural position and considers its potential trajectories. In addition to a brief historical overview, it explores public attitudes and analyzes how

both films and cinemas have sought to adapt to contemporary societal conditions. The analysis primarily employs a sociological approach, complemented by perspectives from media studies, to address the central issue: the gradual erosion of cinema as both an artistic medium and a social institution.

E. Katalin Jancsó

■ ***The Kitchen Adventures of the "Wild Count" Blessed with a Sense of Gastronomic Thinking***

Keywords: *Count Sándor Teleki, gourmand, Transylvanian cuisine, gastronomy, tastes of Transylvania*

Count Sándor Teleki, who hosted Petőfi during his honeymoon in Koltó, was not only in charge of provisioning the Transylvanian army but also shared culinary experiences with the elder Dumas during his exile following the failed revolution. A lifelong enthusiast of cuisine – particularly the flavors of Transylvania and the culinary traditions of its diverse ethnic communities – Teleki often wrote with affection about the pleasures of the table. He even claimed that, had he needed to earn his living through manual labor, he might have become a celebrated chef. This article compiles his gastronomic writings and highlights his role as a conscious forerunner of Transylvanian gastronomic thinking, preserving his legacy as the "wild count" with a refined palate.

Artur Lakatos

■ ***Generations of Time Management***

Keywords: *time management, generations, Stephen R. Covey, management, managerial culture*

In contemporary management, effective time management is essential for treating time as a strategic resource. Stephen R. Covey identifies several generations in the evolution of time management. The first relies on notes and checklists to organize tasks, while the second emphasizes calendars and scheduling to promote foresight. The third generation introduces prioritization

zation, goal-setting, and daily planning, using tools like the time management matrix to distinguish between urgent and important tasks. The fourth generation marks a shift in mindset, focusing on self-management and emphasizing relationships and outcomes over strict time control. Building on this framework, later theorists such as Savage propose a fifth generation based on team-oriented knowledge management, while Krogue identifies a sixth generation shaped by responsiveness to trends. Experts in managerial culture emphasize that effective time management boosts competitiveness, but achieving it requires both cultural awareness and individual adaptability.

**Klára Lázok**

■ ***Memories of the Reading Habitus of Zsuzsanna Bethlen of Iktár***

Keywords: *Zsuzsanna Bethlen, illness, quotations, reading habits, library*  
This study examines Zsuzsanna Bethlen's reading habits by analyzing her previously unpublished letters to Sámuel Teleki and conducting an analysis of her book collection. Unlike the typical conventions of her era, Bethlen did not use a fixed motto; instead, 24 discreetly placed biblical quotations and paraphrases appear on the title pages of her books. In some cases, these serve as thematic reflections of the works' contents, revealing the Countess's intellectual engagement. The findings indicate her interest in physical theology and in works promoting domestic worship. Her favored reading included Bible commentaries, sermon-like texts resembling spoken discourse, and prayer books oriented toward coping with illness. These choices reflect a deliberate and introspective reading practice, closely aligned with her personal and spiritual concerns.

**András Murai**

■ ***"One Goes, Another Comes": Sixty Years of the Film The Corporal and Others***

Keywords: *film comedy, satire, war, national character, Kádár era*

One of the most successful comedies in Hungarian film history, *A tizedes meg a többiek (The Corporal and Others)*, set during the final days of World War II premiered 60 years ago. This study examines the film's creation, its filmmakers, and the genre of socialist comedies. It explores the distinctions between *The Corporal and Others* and other comedies of the 1960s. The essay seeks to explain the film's enduring appeal, arguing that its lasting impact lies in its portrayal of the absurdity of war through the perspective of the common man, offering a caricatured depiction of national consciousness.

**Ildikó Oláh**

■ ***Hidden Heritage in the Wardrobe: The Cultural Memory of Fashion***

Keywords: *culture, globalization, fashion, style, tradition*

The influence of various cultures on fashion has become increasingly significant, especially with the rise of globalization and mass media. Traditional garments from different nations are now seamlessly incorporated into everyday attire, as the fashion industry has unified these elements into a globally accessible aesthetic system. However, it is crucial to recognize that the globally recognized dress of Western civilization today is not solely shaped by European cultural influences. Motifs, shapes, and materials from other cultures – such as Japanese kimonos, Scottish tartans, and the Indian sari – contribute to cultural diversity and the creation of international style trends.

Dorottya Újvári

■ *Time for Photography: Kodak and the New Amateurs*

Keywords: *photography, Kodak, leisure, amateurs, advertisement*

The American Eastman Kodak Company played a pivotal role in promoting and shaping the practice of photography. Alongside introducing user-friendly cameras, Kodak launched an extensive advertising campaign that connected photography with nostalgia and leisure. This paper examines the shifting meaning of amateur photography and presents Kodak's efforts to promote photography as a pastime in interwar Romania. The study aims to deepen our understanding of visual culture by exploring the historical role of the press and illustrating how an American invention was adapted to local conditions.

Ildikó Ungvári Zrínyi

■ *Gaia-stories, Networks, Deep Time – Posthuman Landing in Theatre*

Keywords: *posthumanism, ANT (actor-network-theory), hybrid dramaturgy, Gaia, Tomi Janežič*

This paper examines how the anthropocentric, text-based tradition of theatre either facilitates or obstructs the emergence of a posthumanist approach. It argues that the hierarchical structure and patriarchal dramaturgical categories of classical director-driven theatre (action, role, situation) are transcended by hybrid dramaturgy. This approach embraces more-than-human situations and relationships, narratives woven through the actor-network, and the concept of deep time, constructed through a specific treatment of space and time. The paper also addresses theatre's responsibility in shaping our perception of Gaia – whether as a mere backdrop to human experience or as a fragile system that includes both human and non-human agents.



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## SZÁMUNK SZERZŐI

A lapszámot szerkesztette:

**Györfly Gábor**

**Balázs Imre József** (1976) – irodalomtörténész, egyetemi docens, BBTE, tudományos kutató, Lucian Blaga Egyetem, Széchenyi, főszerkesztő-helyettes, Korunk, Kolozsvár

**Benedek István** (1988) – egyetemi adjunktus, PhD, BBTE Kommunikáció, Közkapcsolatok és Reklám Intézet, Kolozsvár

**Biró Annamária** (1980) – irodalomtörténész, PhD, egyetemi adjunktus, BBTE, Kolozsvár

**Csibé László** (1978) – filmrendező, PhD, egyetemi docens, BBTE, Magyar Film és Média Intézet, Kolozsvár

**Gy. Dávid Gyula** (1957) – műépítész, műemlékvédelmi szakmérnök, Szigetszentmiklós

**Gaal György** (1948) – irodalom- és művelődéstörténész, PhD, Kolozsvár  
**Gondos Borbála** (2001) – filmkritikus, mesterképzés hallgató, BBTE, Kolozsvár

**Jancsó E. Katalin** (1962) – doktorandusz, BBTE, Magyar Történelmi Intézet, Kolozsvár, nyugdíjas, Kézírásvásárhely Lakatos Artur (1980) – irodalomtörténész, PhD, közgazdász, Kolozsvár, egyetemi adjunktus, Partiumi Keresztény Egyetem, Nagyvárad

**Lázok Klára** (1978) – osztályvezető főkönyvtáros, Teléki-Bolyai Könyvtár, Marosvásárhely

**Murai András** (1968) – filmtörténész, PhD, egyetemi docens, SZFE

**Nyerges Gábor Ádám** (1989) – költő, író, Budapest

**Oláh Ildikó** (1983) – doktorandusz, BBTE, Kolozsvár, kommunikációs szakember, Artwise Studio

**Szabó Ábel** (1974) – festő- és grafikusművész, Budapest

**Szalai Miklós** (1964) – filozófus, PhD, Budapest

**Ungvári Zrínyi Ildikó** (1959) – színházteoretikus, egyetemi tanár, PhD,

Művészeti Egyetem, Marosvásárhely  
**Újvári Dorottya** (1992) – művésztörténész, PhD, Maros Megyei Múzeum, Marosvásárhely

**Vincze Hanna Orsolya** (1977) – egyetemi tanár, PhD, BBTE Kommunikáció, Közkapcsolatok és Reklám Intézet, Kolozsvár

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„A történelem folyamán megszokott időbeli kerlátot úgymond felszámoltuk, és egyidejűleg a médiafogyasztás térbeli síkja is átalakult. A mozgóképszínház, a televízió és rádió, az internet-kézvő stb. létrejöttékkor mind az információhoz és szórakozáshoz való hozzáférés fő, ha nem egyetlen lehetőségei voltak. Emellett külön tapasztalatként gondolhatunk a sötétben időke médiafogyasztására, hiszen a tömegek nagyjából ugyanakkor értesültek a világ dolgairól, közelebbi módon egyidejűleg – éltek meg ezeket, egy láthatatlan, megfoghatatlan, térben nagy közösség tagjainak érezhették magukat. A mobilinternet, laptopok, okostelefonok és streaming szolgáltatások kezében már nem muszáj a ház egyetlen tévékészüléke elé csoportosulni, hogy értesüljünk a világ dolgairól, vagy vallásosan kövessük kedvenc sorozatunk szereplőinek életét. Ugyanazt a rádióműsort vagy podcastet tíz ember tíz különböző helyen és más-más időben hallgathatja meg.”

(Gondos Borbála)

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