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ABSTRACTS

Márton Szabó: Rhetoric and society. A sketch of the rhetorical paradigm of social science

The paper first seeks to refute a commonly held view that has been spread in the wake of modernity. According to this view, rhetoric is merely effective speech that makes the known truth acceptable or serves a manipulative purpose. But for the previous two thousand years or so, rhetoric was a respected discipline in European thought. By analysing the rhetorical insights of Giambattista Vico, Friedrich Nietzsche, Henry Johnstone, Kenneth Burke and Paul Ricoeur, this paper shows the untenability of this conception and the emergence of a new rhetoric. This again gives philosophical seriousness and perspective to rhetorical practice, the theory of which describes a new cognition and a new vision of social reality. At the heart of cognition is the metaphor, which is always the representation of a complex meaning. In turn, the study presents six defining features of social reality: humanistic, meaning-centred, constructed, dominated by possibility, and constituted by dialectical and heuristic categories.

Keywords: rhetoric, metaphor, society, humanism, interpretation, construction, possibility, dialectic, heuristic.

Edit Orsolya Szabó: Cultural heritage transfer in the digital space: From collective life to individual existence

A group of today's educational researchers believes that the canon of the intangible cultural heritage should be reduced at schools and the students' problem-solving abilities used in practical life and their digital literacy skills must be improved. Is teaching new strategies for information-processing really the way to help students to be more effective? Or if we focus on the value-transmitting function of the subjects we teach? Can or should our traditional canons be transferred to the online environment? We have successfully rebuilt our villages in the digital environment, but the lack of face-to-face contact and the constant online presence resulted in decisive changes. In the past, people from the same community knew about every conflict and happy event. Today nobody knows what is really happening in other people's lives. This isolation and physical loneliness burden the consciousness of people who have been used to the collective life for thousands of years. Our spiritual and mental needs do not necessarily evolve with the reorganization of the social structure. In this study, the author explores the historical changes in the transmission of traditions between generations. Finally, the author analyzes the transfer of cultural heritage into the digital environment through the presentation and evaluation of the expanding role of teachers.

Keywords: cultural heritage transfer, digital space, teacher roles

László Z. Karvalics: Seven life and seven value-microverse of the book

Transcending the quotidian questions about the future of book, it is time to have a look to the fate of the peculiar cultural micro-heritage objects, the individual copies of books (exemplars). How painfully we go through the fact, that millions of copies from a preceding epoch of book culture are disappearing day by day from homes and shrinking libraries? Which kind of destiny we mark out for which types of these books? Searching for answers, the paper

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lists the seven forms of value, which supports the safekeeping and preservation decisions: the functional, market, stock, esthetic, symbolic, information and (row)material ones.

Keywords: book, book ecosystem, change in book culture, value forms of book copies

Tamás Tófalvy: Meta-metaverse: The discursive creation of technology, the logic of platformisation, and the question marks of the future

Since the introduction of the Meta brand in 2021, the metaverse has become one of the biggest buzzwords in both industry, professional and lay discourses about social media. What is the metaverse, how does it work in the digital media ecosystem, and how is the technology discursively constructed? On the one hand, the study analyzes the possible functions and place of the metaverse as an interface in the process of platformization, on the other hand, it examines the problems raised by the legitimization of technology by the notion of the unknown and unpredictable future. The paper argues that both development strategies and framing attempts of the metaverse are deeply and structurally embedded in the growth-based business logic of platformization, which is increasingly determining the structure and operation of the world economy and cultural industries, driven by a platform logic by in which the legitimacy of current venture capital investments is determined by future monetization visions.

Keywords: digital, future, media ecosystem, Meta, metaverse, platformization

György Csepeli - Richárd Papp - András Surányi: The presence of absence. Intergenerational and translocal memory of the Holocaust among Hungarians living today

The authors of the study report on the initial results of a series of focus group interviews among Hungarians living inside and outside Hungary's present borders in 2021. The aim of the study is to explore intergenerational patterns of local memory of the Holocaust. The rituals of memory lose their community-forming power if they become ritualised, if they become detached from the place where the events that gave rise to them occurred, where there are still signs that remind us of the events that each generation must see and understand if they are to avoid repeating the tragedies of the past. In this article, we present distinctive elements of meanings of Holocaust memory in four different locations, addressing Jewish and non-Jewish members of three generations, on five topics.

Keywords: holocaust, social memory, intergenerational patterns, locality, Jewry

Emese Kővágó: 1944, Vojvodina - Eighty years on, in the light of commemoration ceremonies in Bácska

After a long silence, the collective memory of the massacres of local Hungarians, which were carried out by Tito's military administration in 1944 and 1945 in Vojvodina, has transformed into cultural from communicative in the circle of local Hungarians. The escalating number of memorials and monuments appears to prove this change following the growing degree of commemorations. Between 2017-2021 I examined local rites that attempt to preserve the collective memory of these massacres, which also serve as a basis for the formation of local cultural meanings and values. By observing and analysing the characteristics of the selected rites I aimed to detect the societal forces that influence the formation of local meanings

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and shape the frames of processing the past. Through the observed rites, as I concluded, the collective memory of the event is energised through and forms the past via “nationality” in present. Nevertheless, an explicit common “border-line” was also observed that has developed through local inter-ethnic interactions: an attitude that limits and regulates the manifestations of ethnicity, structures commemorative practices and public narratives to be as neutral as possible, and aims to serve local peacefulness. Moreover, by welcoming the representatives of “other” victim groups of 1944, Hungarian organisers manage to construct an inclusive commemorative space. However, the question that remains open is whether these practices can serve reconciliation in a society in which relevant fundamental societal discourses and past-processing exercises are missing in general and in which the majority of the local population hesitates to participate in the commemorative exercises.

Keywords: vojvodina, massacres, memory, dealing with the past

Júlia Böröndy: As a women in the city: a brief overview of women’s different urban use patterns and research

Women’s urban habits and patterns are a relatively young field of research. Although the international literature on the subject is continuously expanding, there are still only a few Hungarian-language sources on the subject. My paper aims to provide a brief summary and a reference point -without claiming to be a complete overview- and to show up examples of women’s urban patterns that differ from men’s and the factors underlying them, with a more specific focus on urban structure, mobility and sense of security. Another aim of the essay is to systematise and contextualise the barriers in urban space, providing a possible framework for future reflection. Due to the interdisciplinary nature of the topic, I am also exploring it in an interdisciplinary way, addressing both spatial and social aspects.

Keywords: gender, urban sociology, socio-physical environment, built environment

Rosa Susanna D. Nhancale: M-learning and technicism: Critical reflections on non-traditional knowledge transfer methods in adult education, based on a literature review (Part 2)

The starting point of the paper is an experience that the author come across during training as a leader. This experience has changed her approach to e-learning, which mobilizes a traditional set of knowledge transfer tools, and to mobile-based learning environments dominated by technology standards. The author chose the analysis and interpretation of the literature as the format of my research work, which will be accompanied by a short article. The paper summarizes the subject of the research, the relationships between the concepts and the research questions that are less frequently addressed in the literature. Technicism, in relation to its role in education, often suggests valuelessness, even though the acquisition of knowledge is a clear choice of value in every aspect of adult life. The systematic nature of research efforts precludes short-term thinking about digitalisation trends in education. The processing of a rich source of material with an emphasis on longitudinal research with comprehensive feedback systems may be the most accurate predictor of the emergence of models of change in adult learning driven by digitization today. It is the responsibility of the research community to form an opinion on the issue supported by research. The transition

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between training platforms and the knowledge transfer methods associated with them justifies the use of concepts to support the decisions made by those entering adult education.

Keywords: E-learning, technicism, adult training, m-learning, value approach

Georgina Balla - Márta Telek Törteli - Zoltán Szűts: Can nonverbal communication be replaced by symbols?

As technology has evolved, handwritten letters have been replaced by a new way of writing through social media. Emojis have emerged. This paper deals with secondary literacy and investigates whether emojis can replace non-verbal communication. If so, how? The authors will answer the questions through various examples and show that pictograms can replace non-verbal communication.

Keywords: non-verbal communication, emojis, social media

István Grajczjár - Edit Pauló: Reflections on War and Solidarity

After over a year of war in Ukraine, another wave of refugees swept through Europe in 2022. In Hungary, the population has taken solidarity actions to help the refugees from Ukraine, on a scale that is particularly striking compared to the response to the 2015 refugee crisis. However, as the conflict prolongs, the economic downturn, shortages of goods and price rises, fears of falling living standards, and general deprivation may lead to a loss of solidarity, as several studies point out. Livelihood difficulties and moral panic fuelled by the pursuit of political gain can also turn what is today an accepting and supportive atmosphere into an anti-refugee one. In a conceptual experiment, we examined which social groups would support Ukrainian refugees in the longer term in such a scenario. To examine the current situation, the authors review evidence from recent research and analyze data from the European Social Survey. For the extrapolation experiment, we draw on the results of a survey from 2017, taking into account the differences between the previous and the current refugee wave. The results show that sociodemographic characteristics, social status, perception of well-being, and deprivation do not influence solidarity, which means anti-refugee and pro-refugee attitudes are interwoven in our society regardless of these differences. However, in the long term, those would continue to support refugees who are open-minded, inclusive, supportive of domestic social minorities, and vote for the left-wing opposition.

Keywords: war, refugee crisis, solidarity, inclusive and exclusive attitudes, political orientation

István Murányi: Don't love, make war! Dominance and/or justification?

The study uses two decisive socio-psychological theories to distinguish the characteristics of wars based on different typologies. The validation of the specific aspects of the previously empirically verified social dominance and system justification theories takes place in a context that seeks to verify the more important descriptive validity. The justification is essentially aimed at supporting the fact that the theories are suitable for describing wars that are even significantly different from each other, i.e. the principle of the organization of society into group-based hierarchies and the seemingly irrational acceptance of social inequality.

Keywords: war, characteristics, social dominance theory, system justification theory