

The Imaginary of an Island in the Moon

Social representations related to Torockó

The present volume discusses the concept of the social imaginary within the confines of a case study. The analysis focuses on the representations related to the Transylvanian village/town Torockó in the fields of literature, film and visual arts.

The concept of social imagination is a cross-disciplinary one. This analysis is based on the concept of social representation developed by Serge Moscovici in the context of works by Arjun Appadurai, Bronislaw Baczko and Louis Marin. From another viewpoint social representations are placed in the perspective of two main turns of contemporary social science: the mobility and the spatial turn. These trends make it possible to diagnose the late modern practices and identifications related to places and spaces.

The case studies take shape by analyzing some novels and films related to Torockó from the 19th and the beginning of the 20th century. The novels of Mór Jókai, Rózsa Ignác, Domokos Pap Gyallay, the comedy of Ottó Indig, the films of Kertész Mihály (the later Michael Curtiz), of Márton Keleti and several paintings and illustrations from the named period were taken into consideration.

The main representational contents presented in the book were the concept of iron and the mining town, the endogamous community of Torockó, its material culture, its Unitarianism and finally its cultural landscape.

The five main chapters of the book take you through the history of those representations after an analysis of the main theoretical concepts and a short methodological background. The author's main question is: are those representations still viable and useful in the context of contemporary touristic image-export and place branding strategies?