

**Zsuzsánna Dohi**

**The Place of the Woman in the World Based on Peace, the Pax Series by Ferenc Pápai Páriz**

*Keywords: Pápai Páriz Ferenc, the Pax-series, literature for usage, the woman's profile, devotional literature of the 17th century*

The present study intends to answer the question regarding the role and place of the woman, the profile of the ideal woman used in the unique *Pax*-series. After the presentation of the series itself follows the individual study of the prefaces as four of the *Pax*-es have female protectors that implies the existence of praising tropes. The prefaces create a well-known female profile, the protectors are enhanced with positive characteristics according to the century's expectations. In the same time it creates a slightly different ideal woman profile on the pages of *Pax Aualae*, one that resembles a lot the portrait of the ideal man, the rules presented in the introductory parts of the volume.

**Tímea Berki**

**"Dear uncle Brassai!" Approaches to the Correspondence of a 19th Century Scholar**

*Keywords: 19th century, correspondence in manuscripts, gender equality, professionalization, arts*

The correspondence of Sámuel Brassai, an important personality of the 19th century, a scholar of many scientific disciplines, remained as manuscript. Although we do not know all of the correspondence, it is an important resource for studying the history of literature, culture, or society. Róza Erkel, Anna Rigó or Marlin Molly are just few of the women with whom Brassai had a personal relationship, and with whom he corresponded. Based on these letters, we can analyze the functioning of the spiritual and financial support of women interested in the art of music and painting, as well as Brassai's position on women's roles in society and their careers, and on the debate(s) concerning women's professionalization.

**Gabriella-Nóra Tar**

**"Watermarks" from Eginald Schlattner for a Transylvanian Women's Reading Book**

*Keywords: Eginald Schlattner, Wasserzeichen (2018), monastery novel, "spiritual exercise" of reminiscence, autofictional and autobiographical female figures, anti-utopia to the closed world of the orthodox nuns, Schlattner as a storytelling-artist*

The present study – in the foreground of Eginald Schlattner's complete work – deals with the female figures in the latest book by the Transylvanian Saxon author, published in 2018 under the title *Wasserzeichen / Watermarks*. The specific text analysis of the article refers on one hand to

the female figures of the fictional convent life, i.e. on the closed world of the Orthodox nuns, and on the other hand on the recalled autofictional and autobiographical female figures (i.e. the female family members, former love interests) of the volume. Eginald Schlattner describes the Orthodox convent's world through a complementary view and writing, that often combines his well-known sense of humor with a revealing critique of the depicted Orthodox world. In addition to the collective description of this closed women's community, the author emphasizes the individualization of the nuns. In the study, the remembered female figures are represented by two paradigmatically validated portrait analyzes (the mother and the wife of the novelist). With the author's permission, this article publishes selected passages of *Wasserzeichen* (selection by Gabriella-Nóra Tar) for the first time in Hungarian translation.

### **Anna Borgos**

#### **“If you want to have a dust-free air, buy a vampyr vacuum cleaner!” Alice Hermann and the Beginnings of the Psychology of Advertising**

*Keywords: psychology of advertising, psychoanalysis, Gestalt psychology, persuasion, women and advertisements*

Alice Hermann was a versatile theoretical and practical psychologist: before the war she was a psychoanalyst of the Budapest School, who also dealt with experimental psychology and the psychology of giftedness, after the war she worked in the field of educational psychology and kindergarten pedagogy. It is a little known fact that Hermann Alice can be considered the first Hungarian psychologist of advertising. In 1927 she published a book on the psychology of advertisement, and in the thirties she published regularly in the monthly magazine *Reklámélet* (Advertising). The interdisciplinary nature of the field met with her diverse background and interests; she applied several psychological trends and methodologies in the analysis of advertisements. The study reveals this slice of Alice Hermann's oeuvre, paying special attention to her writings on women and advertisement and her implied view of women and society.

### **Anna Keszeg**

#### **Women's Roles and Female Characters in HBO's East European Original Productions**

*Keywords: HBO, Eastern Europe, crime series, gender roles, media representations*

The main objective of this study is to analyse women's representations and gender roles in some of HBO Europe's original productions. In the first part, on one hand the main issues of the researches focusing on the relations between gender roles and media contents are presented, on the other hand, the importance of the HBO brand on the Eastern European television market. In the second part, the analysis deals with four HBO series in terms of gender roles in them. The analysed television series are the following: *Mamon* (Czech Republic), *Pact* (Polish Republic),

*Easy Living* (Hungary), *Shadows* (Romania). These series correspond to the post-feminist criteria (they allocate the same time in the scenario to the two genres, the psycho-dramatic complexity of the characters is similar, the possibilities of social ascendance of the two genres are represented with the same social accuracy), and the differences between the presented subgroups are due to generational issues.

**Orsolya András**

### **Visibility and Invisibility through the Ages of Translation**

*Keywords: translation, text manipulation, politics of cultural transfer, hermeneutics, feminism*

In this paper I discuss the changes in translators' visibility and invisibility through the ages of European cultural history. The subject is analysed on one hand regarding the texts, on the other hand by approaching the social aspects and political structures. During the Middle Ages translators had a crucial role in the development of written culture in the vernacular languages, as well as in the consolidation of religious and secular power. During the Renaissance, due to the dominance of the target language, translation served colonialism. In the Modern Age translators gradually became invisible as language was instrumentalized and text reception had the expectation of commodity. From the many postmodern translation theories I mention two in my essay. According to the hermeneutic paradigm, translation is a dynamic model of understanding in general, making alterity visible through its own invisibility. Feminist translation theories emphasize the subversive potential of this activity and suggest several strategies of making the translator visible.

**László Büky**

### **Astral-Music: The Textual and Musical Order of a Poem by Sándor Weöres**

*Keywords: Sándor Weöres, poems, Symphony Eleven, textual and musical order*

Weöres was experimenting with musical genres in his lyrics. His poem, *Symphony Eleven* consists of three (musical) movements: *Astral-Music, Tour*, and *Astral-Music Finale*.

The analysis of *Astral-Music Finale* is an overview of the poem's 'score' – its linguistic and crafting solutions. Music is an art that frequently uses variations. The source of its aesthetic value lies in the comparison of the variations with the original and in its recognition by the reader. The variations are mostly diverse repetitions. The permutations of the text can be seen as musical interpretations of theme, motif, and phrase and are similar to the structure of a musical piece.

**Zselyke András**

**About the Origins of Romanian Toponyms from the Aranyos Region**

*Keywords: Romanian toponyms, synchrony, diachrony, translation, adoption, parallel nomenclature*

In this study I analyse the synchronic and diachronic Romanian place-names of two villages from the Aranyos region (Mészkö/Cheia) and (Mezőcsán/Ceanu Mare) from the viewpoint of their origins. I establish such categories as real Romanian names, translations from Hungarian, adoptions from Hungarian and, eventually, products of parallel nomenclature. I make an attempt at outlining the similarities and differences of the toponyms' collection, regarding the two settlements, which have their root in particular historical-demographic conditions.

**Borbála Zsemlyei**

**Verbs formed with the Suffix -kál in the *Historical Dictionary of the Hungarian Language in Transylvania***

*Keywords: -kál, suffixation, Historical Dictionary of the Hungarian Language in Transylvania*

The main focus of the present article is connected to the morphological structure of Hungarian verbs that have as their final component the morpheme -kál. This is a problematic phenomenon, as the specialized literature presenting derivation (ex. Magyar grammatika, Strukturális magyar nyelvtan) does not include the morpheme -kál in the list of derivational suffixes, therefore the question rises whether -kál can be considered a derivational suffix at all, or do we have to deal with a suffix formed by two separate elements (the diminutive suffix -ka + the verbal suffix -l). To be more specific: in today's spoken language there are several verbs – definitely formed by derivation – about which we cannot determine whether they were derived in one or two steps. Therefore the question is whether in the structure of the verb *pisikál* -kál is a derivative suffix in itself, or the verbal suffix -l is attached to the diminutivized version of the noun *pisi* (*pisi* + *-ka*). The same phenomenon can be observed in the case of other verbs as well *hamikál* (*hamika* + *-l* vs *hami* + *-kál*) or *papikál* (*papika* + *-l* vs *papi* + *-kál*). If it gets proved that such a denominal suffix exists, then there must be a deverbal suffix, too, which appears in the morphological structure of the verb *járkál* for instance. This means that we have two different suffixes: a denominal one and a verbal one. The present article analyses this problem from a historical perspective, based on the data of the *Historical Dictionary of the Hungarian Language in Transylvania*.