

## ABSTRACT

### On the Aristocracy in Transylvania

**SZTÁRAY-KÉZDY, Éva: *Restitutio in integrum?* The Possible Roles of the Aristocracy in 21st-Century Transylvania – on the Basis of Interviews and Interview Volumes with those Concerned** 3

Proclaiming the principle of *restitutio in integrum*, the Romanian system of restitution after the political changes – in contrast to the Hungarian one – provided for the theoretical possibility of restoring real estate confiscated unlawfully between 1945 and 1989 to their original owners. In spite of complicated problems, some systemic, some related to individuals, the descendants of several aristocratic families submitted their claims. The qualitative content analysis of the interviews and volumes of interviews with Transylvanian aristocrats in the past twenty years provides a sound base for outlining certain types of descendant. The most spectacular among them are the group of “agonists”, who give an opportunity for the survival and salvaging of Hungarian cultural heritage, buildings and other artefacts.

**FILEP, Tamás Gusztáv: A Trade Lover on a Wine Region: On György Csávossy under the Pretext of two of his Books** 32

The poet, playwright, wine maker, a writer on agriculture of aristocratic lineage, György Csávossy (1925–2015) was a celebrated figure of the Hungarian intellectual scene in Romania. Not only did he educate several generations of wine makers at the Csombord Agricultural Lyceum, not only was he a student of the cultural history of wine, he also started a poetic career in the 1950s following a classical formal idiom, and it was the première of his play *Patkánysíp* (Rat Whistle) that meant a turning point in Transylvanian Hungarian drama in the 1970s. Due to his several professional roles, he was mostly regarded as a specialist author and a public figure; he has not been mentioned as a writer in the past decades. His recent two books, both providing views on all the main areas of manifesting himself, *Őszi utakon. Versek, esszék, színművek* (Autumn Ways: Poems, Essay, Plays; 2011), *Erdélyi-Hegyalja, a borok hazája* (Transylvanian Tokaj: the Homeland of Wines; 2016), are the pretext for the brief portrait.

## Place Branding

### **BENEDEK, István: Place Branding: Interpretations, Basic Concepts, and Current Views** 39

Place branding has become a widespread field of study in the past fifteen years. Individual countries, regions, and cities are fighting ever more intense battles to win their target groups, be they tourists, investors, youths wanting to learn, a valuable work force, or the local population. The essay examines the interpretive framework of the scholarly area of place branding, and clarifies the system of related terms used in the international literature, and thereby helps the work of actors involved in place branding in the Hungarian language area.

### **KÁDÁR, Magor: Branding Cultural Heritage in Practice: A Case Study on Building Community and Identity by Branding** 48

The elements of cultural heritage are factors of creating identity, and seldom become subjects of branding projects. This study is related to the heritage-protection project listing the elements of the cult of St Ladislav, both strengthening the cult of the saint and highlighting the built heritage and natural environment that are attractions for tourists. The study reviews the methods and results of data collection during the branding process, names three branding subjects (the person of St Ladislav, tourist attractions and the heritage-route project), segments and targets groups, outlines the principles of the communication plan, and proposes further projects.

### **HAJNAL, Virág: The Role of Place Attachment in Preserving the Population of a Community** 72

The study is related to a research carried out in Zenta, a middle-sized town in Vojvodina, systematizing the factors in the course of place branding that contribute to stimulating locals to stay at home and those that have moved away to return. With a view to the methods of place branding, the first part of the study examines remaining in the land of birth and attachment to the native soil by systematizing the elements of place attachment and by summarizing research results in the international literature. The second part of the study seeks to interpret the middle-sized town Zenta as a place on the basis of the document entitled the "The Community and Economic Development Strategy of Hungarians in Vojvidina" with regard to the points of view of the authors of the document, the developers, and regional-economic development. The elements summed up in the document relate to the memory and requirement factors of place attachment. This is particularly important, because these two factors contribute to the satisfaction of the population of

the community, the talk arising about the town, and thereby to remaining in the land of birth.

## Idea

### SCRUTON, Roger: *Open Society from a Conservative Point of View* 93

Every increase in freedom is likely to have a cost attached to it, and maybe the cost will itself be a loss of freedom, even if only a loss of the freedom to take refuge from the opposite sex in a bathroom or to console oneself with all the stories and conceptions that enable one to think of the other sex as 'opposite'. The liberal enlightenment vision sees individual freedom as a good in itself and requires all attempts to curtail freedom as unjustified until proven otherwise.

But free individuals arise only in the context of a first-person plural of mutual trust. Otherwise the grant of freedom risks a return to the state of nature.

This trust must be sufficient to maintain peaceful relations between us and to guarantee the passing on of social capital; otherwise freedom becomes the freedom to lose our freedom.

This trust must also be an *open* trust, one that does not depend on surrender to an authority or a custom that closes down those freedoms that are precious to us: freedom of association and opinion. Hence it must help us to move away from the religious and tribal forms of society towards the condition of citizenship.

This means replacing faith and kinship by neighbourhood and secular law as the primary bonds of civil association.

This, to many conservatives, was the achievement of Europe: the creation of the nation as object of loyalty, and the secular state as its expression.

Conservatism is not against open-ness and change; it is concerned with the conditions that must be kept in place if those things are to be possible. The danger in liberal individualism is that it sees all constraint as unjustified, until proven to be necessary. It shifts the onus of proof constantly in its own favour, while jeopardising the trust on which its own policies ultimately depend.

## Review

### MÁRTON, Evelin: *How Big is Transylvania?*

Vida Gábor: *Egy dadogás története* (The History of a Stammering),  
Magvető Kiadó, Budapest, 2017

**BAJCSI, Ildikó: "Putting One's Cards on the Table ... In the Service of the People in Public Fora"**

Simon, Attila – Tóth, László: *Kis lépések nagy politikusa. Szent-Ivány József, a politikus és művelődésszervező* (The Great Politician of Small Steps: József Szent-Ivány, the Politician and Culture Manager), Történelemtanárok Társulása – Fórum Kisebbségkutató Intézet, Somorja, 2016 113

**HAJNAL, Virág: Beyond Logos and Further**

Kavaratzis, Mihalis – Warnaby, Gary – Ashworth, Gregory J. (szerk.): *Rethinking Place Branding. Comprehensive Brand Development for Cities and Regions*, Springer International, Cham, 2015 121

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