

# HUNGARY MADE VISIBLE

## Visual Culture and Cultural Representations in Hungary

A new, one-week-long intensive course at the Hungarian Studies Center of the University of Szeged, as part of our Summer University course

15-22 August, 2011



### PROGRAM DESCRIPTION

Our Summer University in Hungarian Studies was established in 2001 and it runs every August for four weeks, offering intensive language studies on four levels of difficulty, completed by a series of English language lectures and seminars on Hungarian history, culture, and society; also field trips and group activities immersed in an Hungarian community of students (language partners).

From August 2010 we are adding a one-week-long intensive course (English language lectures, seminars, cultural experiences, field trips) focusing on the visual aspects and media/communication of contemporary Hungarian culture to this program. If interested, you can enroll in this course only, or you can also combine it with the first two weeks of the general Summer University course.

### THE STRUCTURE OF THE PROGRAM

The general theme of the course is to present the aspects of Hungarian culture which can be approached through visual representations, media, and communication. The teaching will include insights about the most modern theories of culture, too.

The course consists of five working days and two days of field trips. From Monday to Friday each day is devoted to a particular topic, organized by a senior lecturer of the University of Szeged, comprising of lectures, seminars and hands-on exercises. During the weekend excursions are offered to neighboring Hódmezővásárhely (a typical great plains market town with rich cultural and folkloric traditions) and the Ópusztaszer National Memorial Park, which is a perfect testing ground of how the national identity manifests itself visually in a contemporary museum setting, highlighting heritage culture, and involving occasional reenacting.

During the week, after lunch break the participants will get acquainted with the treasures of Szeged, evening will include cultural programs, participation in summer festivals and a



performance of the Szeged Open Air Theater.

Each day will be organized as follows:

- 09:00–10:30 Thematic lecture
- 10:30–11:00 Coffee break
- 11:00–12:30 Visual demonstrations (film screening, survey of documentary materials)
- 12:45–13:50 Lunch
- 14:00–16:00 Cultural field trip (museums and attractions of Szeged)
- 16:30–18:00 Thematic seminar, processing the experiences of the day
- 18:00–19:00 Dinner
- 19:30–21:00 Cultural programs



University Buildings in the City Center

## DAY-TO-DAY TOPICS

Sunday evening: **Opening reception.**

Monday: ***Theories of Cultural Representations; Representing History in Film***

György E. Szönyi, professor, Director of the Hungarian Studies Center

Tuesday: ***Heritage, Culture and Tourism in Hungary***

Bertalan Pusztai, Associate Professor of Media/Communication and Folklore; György E. Szönyi

Wednesday: ***Hungary Today – As Seen on Films***

Ágnes Matuska, Associate Prof. of English and Hungarian Studies; Nóra Péter, Assistant Professor, PhD student

Thursday: ***Communication, Media, Hungarian PR***

Mihály Szajbély, Professor of Hungarian Studies and Media/Communication; Benedek Tóth, Assistant Professor of Media/Communication

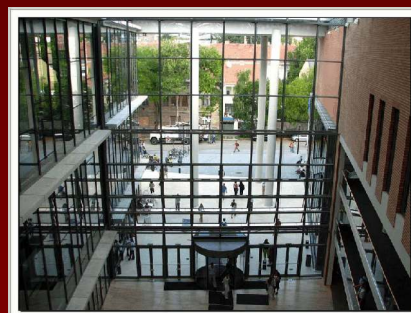
Friday: ***Hungarian Artworks in Context; Rural and Urban Landscapes***

Anett Árvay, PhD, Senior Assistant Professor

Saturday: **Excursion to Hódmez vásárhely**, with György E. Szönyi



The Hungarian Studies Building



University Library



In Mediterranean Mood

Program:

1/ *Adapting heritage: visit in the workshop of a potter; 2/ Images of the rural Hungary: Alföld Galéria, art history tour; 3/ Representations of the recent past: Emlékpont/Memory Point Museum.*

Sunday: **Excursion to the Ópusztaszer National Memorial Park**, with László Mód, Assistant Professor of Folklore

Program:

*The Ópusztaszer National Memorial Park as Complex Cultural Representation.*

Sunday evening: **Closing reception**. Special presentation: *Visualizing Hungarian Wine. The Representation of Hungarian Wine on Wine Labels* (László Mód).



Field Trip at Our Potter



Ópusztaszer, Museum Village



Ópusztaszer Cyclorama



Graduation Party, 2009

## THE EDUCATIONAL/CULTURAL GOALS OF THE PROGRAM; LEARNING OUTCOMES

The program will cover cultural history and most contemporary cultural phenomena alike, these approached in a modern theoretical framework. At the same time our mission is to present Hungarian culture with a passionate empathy, specially geared toward sympathetic foreigners. We intend to highlight Hungarian culture as it is embedded in Europe, synthesizing influences from the West, the East as well as from our neighbors, the other multicultural East-Central European communities.

The methodology of the course is markedly inter- and multimedial: the slide shows and film screenings as well as the field trips are all intended to emphasize the importance of visuality in contemporary Hungary.

Hope to see you in Szeged in one of our programs!

György E. Szönyi, Director  
and the staff of Hungarian Studies in Szeged

## APPLICATION, CONTACT

Fill in our application form which can be downloaded from this homepage:

<http://www.arts.u-szeged.hu/hungarianstudies>

and send it to the Hungarian Studies Center of the University of Szeged by email to [hstud@hstud.u-szeged.hu](mailto:hstud@hstud.u-szeged.hu), by June 1, 2010. The application should contain a motivation letter explaining why you plan to attend this course. Be very specific if you want to combine this with the Summer University language course (for details see our homepage).

Program fee: EUR 350 (including excursions)

Expectable living costs with full room and board organized by the university: EUR 200

Other arrangements are, of course, possible.

A number of fully funded bursaries (tuition waiver + room and board) are offered by the Hungarian Scholarship Board for citizens of eligible countries that have a mutual cultural agreement with Hungary.

For further details see: <http://www.scholarship.hu/>  
The deadline there is April 15!

