

# HUNGARY MADE VISIBLE

## Visual Culture and Cultural Representations in Hungary

A 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 have added 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 working on a common project.

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	Afternoon lectures
16:30–18:00	Project work
18:00–19:00	Dinner
19:30–21:00	Cultural programs / project work

## DAY-TO-DAY TOPICS

Day 0 (Sunday)

Evening: **Opening reception.**

Day 1 (Monday)

### **Theories of Cultural Representations; Representing History in Film**

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

Lecture: *Theories of Cultural Representations; Representing History.*

Visual input: Film screening, Péter Bacsó, *The Witness (A tanú)*.

Lecture: *Hungarian Holidays* (Péter Durst).

Cultural program: film screening, Péter Bacsó, *The Witness (A tanú)*.

Day 2 (Tuesday)

### **Heritage, Culture and Tourism in Hungary**

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

Lecture: *Use of Traditions in Heritage Management and Tourism* (Bertalan Pusztai).

Visual input: *Documentary materials of "invented tradition" festivals.*

Lecture: *Folklore "on Display": Hungary and Transylvania* (György E. Szönyi).

Cultural program: film screening, István Szabó, *Sunshine*.

Day 3 (Wednesday)

### **Hungary Today – As Seen on Films**

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

Lecture: *Sociological Documentarism vs. Artistic Thematization: Filmic Approaches to Hungarian Social Reality since the early 1980s* (Attila Kiss).

Visual input: *Scenes from Films by Miklós Jancsó, István Szabó, Gábor Bódy, Béla Tarr, Nimród Antal.*

Lecture: *Visual Memory and the National Past: Filmic and Cinematic Language as the Medium of Cultural Memory – István Szabó: "Sunshine"* (Péter Nóra).

Cultural program: project work.

Day 4 (Thursday)

### **Communication, Media, Hungarian PR**

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

Lecture: *Visual and Printed Media in Hungary after 1989 – Trends and Tendencies.*

Visual input: *Case studies of New / Social Media in Hungary* (Imre Mátyus).

Introducing the University of Szeged (including meeting with the editors of the University newspaper and the radio/tv studios; Benedek Tóth).

Cultural program: Hungaricum exhibition.

Day 5 (Friday)

### **Hungarian Artworks in Context; Rural and Urban Landscapes**

Anett Árvay, PhD, Senior Assistant Professor

Lecture: *Changing Landscapes – Rethinking Art in Public Space in Hungary.*

Visual input: *Modern Art in Public Places* (documentary materials).

Lecture: *Hungarian Visual Art in an European Context* (György E. Szönyi)  
Cultural program: REÖK (Regionális Cultural Center); statues of Szeged field trip (Árvey Anett).  
Cultural program: project work.

Day 6 (Saturday)

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

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.*

Day 7 (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).

–Presentation of the common project work.

#### **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.