

sources. Some of them are mainly literary texts, which puts the information contained in them in a different light to that in the polemical writings such as the *Conversio* or the charters that result from official activity.

In spite of this, however, this “great conception” of the Nitrian Principality is one of the basic works of Slovak historiography. If the first two Slovak editions of *The Nitrian Principality* became one of the most cited works on the Middle Ages in Slovakia, the English version of this work has the possibility to penetrate into the wider international space, especially among authors for whom Slavonic languages are a natural barrier.

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DÓBÉK, Ágnes – MÉSZÁROS, Gábor – VADERNA, Gábor (eds.). *MEDIA AND LITERATURE IN MULTILINGUAL HUNGARY 1770–1820*. Budapest: Reciti, 2019, 285 p. ISBN 978-615-5478-70-3.

The volume is a result of the conference *Literary Culture in Western Hungary, 1770–1820*, held in Győr and Pannonhalma from 25 to 27 April 2018, compiled by the Institute for Literary Studies of the Research Centre for the Humanities.

One of the editors, Gábor Vaderna, considers the problematic content of the expression Western Hungary at the end of the 18th and beginning of the 19th century, observing that it is a historical construct and its definition remains an open question. He considers it an imaginary cultural - geographical expression incorporating all the regions on the left bank of the Danube. It is also a multi-cultural, multi-ethnic and multi-confessional region. The public sphere, as Jürgen Habermas and others defined, was constituted in this region in the form specific for Central Europe. The period around 1800 is not important only for processes of structural change to the public, but also for other phenomena that were part of it or in the background. The establishment of new elites with their economic and cultural strength stimulated new forms of interaction in the media and emerging literary institutions. The development of products on the media market was associated with the acceleration of social communication and the widening base of its participants. Newspapers were published twice a week. Expert and popular scientific journals appeared, publishing more than one issue a year to fulfil the function of almanacs. The behaviour of the growing number of readers changed and new roles developed among editors and authors. Thematic specialization can be observed with some periodicals publishing mainly political and economic

news, while others were devoted more to science, medicine or agriculture and so on. Scientific and educational texts aimed to make up for the deficiencies of public education. Periodicals published portraits of historical personalities and accounts of historic events, while some provided space for the educational efforts of the late Enlightenment. This happened against the background of growing nationalism in trans-national state frameworks. National consciousness and the demand for the development of national science and literature happened in the concept “Hungarus”. These views are cultural historical generalizations of publication activity. Analysis of the background to publication of the periodical – motivation and intention of publishers and editors, financing, customers, distribution, impact on customers and readers – is a demanding task. Intention is often fragmented in its methodological sphere, striking especially against the inadequacy of sources. Usually only the actual issues of periodicals with their editorial introductions and subscription information are available, and are sometimes not fully preserved. The correspondence of editors and correspondents or records of censors are only rarely available. Cultural historical interpretations and conclusions are extraordinarily difficult to produce. It is even more difficult to make comparisons and cross the boundaries of the nationally conceived histories of literature and culture. One of the access points may be multilingualism. István Fried in his paper *Mehrsprachigkeit in den ersten Jahrzehnten der ungarischen Zeitschriftenliteratur*, conceived an overview of the periodical titles of the researched period, and the editorial personalities standing behind them, so that he could point to the function of the multilingualism of editors – to inform in the broad horizon – and the readers in the cultural phase of the national movement. He underlines the openness of both Hungarian and Slovak newspapers to themes and views from other nations.

Suzana Cocha has written a *History of Journalism in the Croatian Lands from the Beginnings until the Croatian National Revival* starting from the 16th century. She emphasizes the role of the Croatian publisher Ljudevit Gaj, whose role was similar to that of Ľudovít Štúr in Slovakia. The content of his periodicals was influenced by political and cultural developments, and the publications had their influence on developments. The author supports her statements with theories on national identity, according to which the rise of nationalism was a product of earlier processes and a result of the activities of the periodical press. Such a conception of the role of newspapers and magazines may also rely on the theoretical idea of the rise of the public sphere and the formation of a reading public culminating in the 19th century as the gradual transformation of medieval reading practices, seen as a cultural change following the spread of Gutenberg’s invention. Eva Kowalská in *Die erste slowakische Zeitung Presspûrské nowiny zwischen Journalismus und Patriotismus points to the function of the Slovak Presspûrské*

nowiny of 1783–1787. The Slovak language newspaper in a period when the language was not an identifying sign of a gradually emerging nation, but “only” a practical means of communication, was intended to spread the message of the Enlightenment and be a means of communication between the individual parts of the gradually emerging national community. However, fulfilment of this function was not without its problems. The difference between the norm represented by the Czech Kralice Bible and the spoken language made understanding difficult and forced the editors to inform the readers about the orthography. Kowalská states that the problem with accepting and establishing newspapers was probably not connected only with linguistic and confessional questions, but also with the presented support for Joseph II’s Church policy and acceptance of Josephinism in general. She points to its weak sides, which explain why it could not survive in comparison with the established German language *Pressburger Zeitung*. Precisely the background to the origin of the successful *Pressburger Zeitung*, the efforts of its editor Karl Gottlieb Windisch and its content were the subject of interest of Andrei Seidler in: *Höfische Berichterstattung in der Preßburger Zeitung. Reflexionen über die mediale Präsenz des Kaiserpaars Franz I. Stephan und Maria Theresia in den frühen Jahren des Periodikums*. On the basis of numerous reports on the imperial and royal court, he attempted to reconstruct the media image of the Empress Maria Theresa and her husband.

The research of Réka Lengyel takes us back to the question of the position of the newspapers in the development of national movements, languages, literature and science: *The Newspaper as a Medium for Developing National Language, Literature, and Science. Mátyás Rát and the Magyar Hirmondó between 1780 and 1782*. The newspaper *Magyar Hirmondó* – a result of the activities of the editor Matyás Rát and his associates – is considered the centre of national literature and linguistics. However, in conditions of a relatively high level of illiteracy and a growing number of similar periodicals, it was very difficult to find and keep subscribers and readers.

In the paper: *Siebenbürgische Präsenz in der Presse Westungarns. Die Korrespondenten Johann Seivert und József Benkő*, Annamária Biró asks whether the periodicals *Magyar Hirmondó* and *Ungrische Magazin* as representative publications offered a coherent picture of Transylvania and adequate information about its local peculiarities. She points out that the main problem for interpreting the content of periodicals is the fact that today it is extremely difficult to reconstruct the network of correspondents and providers of local reports. In this case, she had access to the correspondence of the Transylvanian correspondent Johann Seivert, or to be exact his letters addressed to Karl Gottlieb Windisch.

In the period 1789–1792, the pastor of the Reformed Church, translator and poet József Péczeli (1750–1792) published the Hungarian language magazine

Mindenes Gyűjtemény in Komárno. Gábor Vaderna has reconstructed the background to its publication, content and the republican ideas of its editors in the article: *Möglichkeiten der Urbanität in der ungarischen Zeitschrift Mindenes Gyűjtemény*. The twelve annual issues of the popular scientific review *Sokféle* (1791–1808) have been analysed by Rumen István Csörsz in: *The Literary Program of István Sándor and the Periodical Sokféle (1791–1808)* (Sándor was the editor of *Sokféle*). He notes especially the cooperation between István Sándor and Miklós Révai, and their effort to harmonize the content of the review and the above-mentioned newspaper *Magyar Hirmondó*.

The launching of the newspaper *Hazai Tudósítások* was an important event in the history of the Hungarian media. Olga Granasztói's article: *The Paper Hazai Tudósítások and the Beginnings of the Cult of Monuments Through the Lens of Ferenc Kazinczy's Articles (1806–1808)* notes that it was the first Pest newspaper with a regular and uninterrupted publication history. It was also a platform for the renewal of civil society, which had been paralysed by the atmosphere after the uncovering of the Jacobin conspiracy. A cultural programme based on revival of the Hungarian language and culture needed a newspaper with a wide range of readers. The author analyses the publication of the newspaper by means of the activities of István Kultsár and especially Ferencz Kazinczy.

Political publicist writings in the Enlightenment atmosphere are also reconstructed in the paper by András Döbör: *Underworld Dialogues of Sándor Szacsvey as Political Publicisms in Year 1789 of the Enlightenment-Era Newspaper Magyar Kurír*. He presents Sándor Szacsvey as one of the most progressive and most significant journalists and editors of the so-called Viennese era of the newspaper *Magyar Kurír*. He shows the influence of the newspaper on the atmosphere of the time, what role it played in the flow of reports on the Great French Revolution, and how Szacsvey's fictionalized underworld dialogues interpreted important ideas of the time without attracting the interest of the censors.

The media output of the time also included the first literary periodicals. Béla Hegedüs' paper: *Literary History as an Argument for the Existence of Literature*, attempts to find support for the theory of the "loneliness of Literature". He carried out his aim by means of an analysis of the literary periodical *Magyar Költeményes Gyűjtemény*, published by Miklós Révai (1750–1807). He shows that Révai used it as a base for legitimizing independent literature. He uncovers Révai's project, including advertising, the original manuscripts of theoretical texts and the changing aims of the publishers especially as a result of financial problems.

In 1798 and 1799 Ludwig Schedius published the *Literarischer Anzeiger* as a supplement to the *Neuer Kurier aus Ungarn von Kriegs- Staats- und Gelehrten*

Sachen newspaper. Historians evaluate these activities as the adoption of the critical review genre in Hungarian journalism and pose questions connected with the function and importance of literary-critical newspapers in society. Piroška Balogh's *Johann Ludwig Schedius's Literarischer Anzeiger and the Tradition of Critical Journalism in the Hungarian Kingdom around 1800* observes that Schedius' newspaper established the special agenda of cultural criticism, directed towards the virtual community of the nation, and its review strategy became the model and norm for cultural discourse.

Katalin Czibula's *Der Beginn der Theaterkritik in der deutsch- und ungarischsprachigen Presse in Westungarn* shows how reports in the *Pressburger Zeitung* before 1790, when theatre criticism was only just emerging in Hungary, participated in its development especially by means of articles on European theatre – theory trends and values. On the basis of a similar analysis, Ágnes Dóbék in: *Reports on European Publishing Culture in the Journals of Western Hungary*, directed her attention to reports on books, libraries, biographies of scholars and scientific institutions, in an effort to interpret the role of periodicals in the popularization of reading.

Two papers are devoted to the subscription and propagation texts of periodicals. Margit Kiss in: *Magyar Hirmondó and Dictionary Proposals*, used the subscription appeals published in the *Magyar Hirmondo* and *Magyar Museum* to point out the role played by periodicals in plans to publish a Hungarian dictionary. Norbert Béres' paper: "*Roman und was besser ist, als Roman*". *Über die Vertriebsstrategien des Romans* is directed towards the marketing strategy for novels around 1800 by reconstructing the process of publication, advertising and sale of novel series at a time when the number of novels was growing very rapidly, and they attracted great popularity, but also criticism.

In the last paper, Zsófia Bárány's: *Catholic and Protestant Union-Plans in the Kingdom of Hungary between 1817 and 1841. The Golden Age of "Public Opinion" and the Memory of the Reformation in Veszprém County*, the author concentrates on how newspapers in the County of Veszprém informed the public about developments in the churches and about plans for Catholic – Protestant union. She presents newspapers as a medium for historical memory, by means of which we can today uncover various details of events and contacts of personalities.

The conference and volume of papers present the history of journalism as part of the history of media culture. The quality of micro-soundings into the content and background of Hungarian periodicals, considering the aims and work of publishers, motivations, plans, censorship and financial problems, is enabled by the accessibility of the source base. However, it is often almost impossible to find answers today to questions concerning the customers and impact of newspapers

and periodicals. The specific features of the public sphere of the analysed region as declared in the introduction are not more clearly defined in any of the papers apart from generally accepted statements about the multi-cultural, multi-ethnic and multi-confessional nature of the region. In this case, the concept of media culture is more a declared future aim than a fulfilled aim of the research.

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