

ARTICLE ABSTRACTS IN ENGLISH

***Bajner, Mária:* Post-socialist “Genderisms“ in Relation to Gender Mainstreaming Policies**

The aim of this study is to explore the direction Hungarian women’s support groups have chosen to follow since the 1989 regime change or have been compelled to choose after the country’s 2004 Accession to the European Union. In addition, the aim of my study is to discuss the presence/absence of an impartial attitude expected from an academic engaged in the promotion of gender-mainstreaming, the gender policy formulated by the European Union. Special attention is paid to the role of administrative bodies in the growing support of gender policies and trainings funded by EU resources. My major claim is that in the wake of the institutionalization of gender politics, public discourses of “gender-expertise” and “gender equality” with many other “genderisms” have become their own parody, holding up the very objectives of mainstreaming and contributing to the ridiculing of feminist scholarship and activism. The resources referred to in the study are taken from the National Development Agency website, governmental websites, and their gender mainstreaming training material (*From Mainstream to Upstream*).

***Bodó, Csanád:* The Gender Paradox and Its Reception in Hungarian Sociolinguistics**

According to the traditional approach of Labovian quantitative sociolinguistics, language use of women and men can be described in terms of their inherent sex differences. One of the models explaining these differences has been articulated in the so-called gender paradox, which posits that women are both innovative and conservative language users in opposition to men. In this study I contrast the international and national reception of this paradox in order to show if third-wave feminist critique has emerged in Hungarian sociolinguistics related to the study of gender differences as manifested in the gender paradox, or if sociolinguistics

research of gender and language is (necessarily) dominated by strategic essentialism.

Bolemant, Lilla: Minority Literature and the Women Writers

Border changes following World War 1 also led to important changes in the institution of literature. The concepts of some abstract universal Hungarian literature and border appropriate minority Hungarian literatures evolved in parallel. In my study I examine the ways the borders hinder and help women writers of minority Hungarian literature, above all those ones living in Czechoslovakia until its break up. I will explore if and how they could publish their works, take their place in the newly-born literary canon. I shall also look at if minority media could make their situation easier or more difficult in a situation where literature was perceived to have a main aim: to maintain and strengthen identity. To explore the situation of women writers there is a need to reflect on the almost total emptiness of the concept of “minority literature“ because the concept of „minority literature“ does not have a denotative meaning and so the meaning of minority women writers may also become empty. It then becomes necessary to discuss these women writers with the help of feminist literary theories and its consequence for the reception of women writers in particular periods of time in the twentieth century.

Farkas, Zita: The Current Hungarian Government’s Anti-Abortion Discourse Masquerading as a Discourse about National “Emancipation”

In 2011 the debate on the regulation of abortion flared up in Hungary again in response to the newly elected Government’s attempts at rewriting the Constitution. An Amendment was included in the Constitution proclaiming the protection of the fetus’s life. As part of this effort, the Government started an anti-abortion billboard campaign. On the billboard the caption on the photograph of a fetus has the following plea: 'I understand that you are

not ready to have me, please give me up for adoption and let me live'. The article analyzes the possible consequences of these governmental measures on pregnant women's restriction of access to abortion. I examine the rhetoric employed by pro-governmental politicians and explore the cynical strategy of reversing the meaning of democracy, where the ban on abortion should be the measure of a "truly" democratic system, however, the Hungarian public is not yet "developed enough" to accept the ban.

Huszár, Ágnes: The Image of Man in Women's Magazines Published in Hungarian

Since 1989 there have appeared two kinds of women's magazines on the Hungarian media market: the Hungarian versions of multilingual global magazines (*Cosmopolitan*, *Marie Claire*) and the ones founded in Hungary. The main objective of global magazines, to encourage consumption (of the magazines and the products, services, and values advertised in them) is achieved by representing high-prestige female reference groups who do not have to go along with traditional roles of women but can concentrate on their own career. On the other hand, the magazines published in Hungary target a more diversified socio-cultural stratum, but in each case they are committed to a much more directly patriarchal image of society. In their case the primary strategy is to evoke the reader's sympathy for a woman centered message; they boost consumption less intrusively than do foreign magazines. At the same time, unlike in the case of the global magazines, there is not a single feminist medium on the Hungarian print media market that would position female readers as autonomous social beings.

Kérchy, Anna: (Post)Feminism, (Post)Identity and (Post)Concept Art in the Art of Orshi Drozdik

This paper proposes to examine major art works by the internationally-acclaimed contemporary Hungarian postmodernist (post/concept) woman-artist Drozdik Orshi. The focus of my paper is on Drozdik's artistic strategies that balance intermedial representational means, Eastern cultural

obstacles and Western egalitarian promises in the process of experimenting with the gendered body's dislocations within physical, psychic, artistic, discursive/performative spaces. The paper critically reflects on the Drozdik's aim to provoke and record the process of 'queering of the male museal gaze' and to subvert the authorial-spectatorial interpretive agency that pertains to it.

Kovács, Edina: The Image of the (Female) Teacher before and after the 1989 System Change in Hungary

The basic assumption of the paper is that teacher identity is a cultural construction and gender stereotypes play an especially powerful role in it. Researches in the UK and US in the field of gender and education studies have found that male teachers are presented as heroes and have normative masculine qualities in the cinema and media representations while female teachers are associated with activities and values traditionally seen as feminine, often reduced to the conflation of the roles of mother and teacher. It is likely that the unequal representation of male versus female teachers post-1989 shows similar tendencies as those found in Britain. The paper compares the representation of school teachers before and after the regime changes. It analyzes the first season and last season of the same Hungarian television soap opera, 'Neighbours' (*Szomszédok*), from 1987 and 1999. According to my findings, the changes in gendered representations point in the direction of developing/evolving a more patriarchal representation of women educators in the allegedly more democratic social space in the wake of 1989.

Lóránd, Zsófia: (Post-)Socialist Post-Feminism

One possible way to understand the reception of feminism after 1989 in post-socialist Eastern Europe is to analyse the dialogue and lack of dialogue between the state and the "new Yugoslav feminism" as a significant critical discourse. The multifaceted activities of feminist group(s), starting to organise in the early 1970s and though altering, but present ever since, were

relying at the same time on the *fin-de-siècle* and the interwar Yugoslav feminist traditions, the Marxist theories transmitted within and without the local academia, and the second wave of feminism in Western Europe and the United States. Despite the variegation in the theoretical and political positions of the authors, it can be stated that the new Yugoslav feminism was producing new criticism vis-à-vis the existing socialist system and its promises. In the meantime, the reaction on behalf of the state highly resembles the postfeminist and *backlash* reactions the Western second wave faces a decade later.

Simon, Lehel: The Presence of Male Homosexuality from a Trans-disciplinary Perspective: The Case of a Gay Transylvanian Earl at the First Budapest Gay Pride Parade

My paper addresses an absurdly typical situation that is a vivid example of how the "odd-gay-one" can appear in any social group. If a Transylvanian earl has as much chance of being gay as a Dutch farmer, what can be the "trans-disciplinary" reasons for homosexuality? Today we can only guess the reasons. For my pioneering exploration I adopt the tools, results and perspectives of gender studies, psychology and natural sciences in order to forge a comprehensive 'gay studies' position. My case study is the story of a gay Transylvanian earl, who participated in the organization of the first Budapest Pride in 1997.

Ventilla, Andrea: Women's History on Display. What do Current Senior Year History Textbooks in Hungary Reveal about the History of Women?

This study sets out to explore the image of women in the four history textbooks for high school fourth graders that were issued after the regime change in 1989. The analysis deals with the following questions: Do the textbook writers manage to achieve the task of portraying women as part of history as formulated by the National Curriculum? Can the history textbook

readers develop a complex image of the past in which men and women participated equally?