

TEKEI Erika (Cluj-Napoca, Romania)

Ph.D. Student (Doctoral School of Hungarology, "Babeş-Bolyai" University, Faculty of Letters, Hungarian Department of Ethnography and Anthropology, Cluj-Napoca)
Editor of ethnographic books, editor and translator of children's books.

Ethnological Research at the Boundary of Private and Public Sphere – Narrative Strategies, Conflicts and Signs of Crisis

In my thesis for the doctor's degree I research the ethnographical/anthropological book-publishing and also the publishing of ethnological/anthropological studies in scientific magazines from the 1980's to our days in Transylvania. Beside the published works I also investigate the related reviews, critiques as well as the local and the scientific reception of them.

This study presents the changing strategies of the changing society's textual representations and some of the current problems of Hungarian ethnographical publishing in Transylvania in the framework of the global, national and local culture. My questions are: how and why to write and how and why to read ethnography in Transylvania? How to harmonize the effort to understand the Past and the Present with intent to trace the history of the changing society keeping in view the interests of the authors, researchers, of the informants, the individuals participating in the research, of the readers and of the publishers?

The private sphere mentioned in the title of this study means the intends of the researcher, the habitus, the identity of the researcher, and the habitus and the identities of the informants. Public sphere means institutional research, scientific, academic expectations, publishing expectations and interests, social visibility of the fieldwork. There are major, potential conflicts of interest in the private sphere between the different habitus of the researchers and of the informants. The public sphere is uncoordinated too: on the one hand the academic expectations, the scientific rules, on the other hand the expectations of press and book publishing, and quite different the expectations of the fieldwork's „inhabitants”.

In this study I examine what kind of unwritten ethical/moral rules govern the private sphere, and what are the rules of the public sphere (academic and PR-rules, laws). Previously I

examined the professional and local reception of some Hungarian Folklore-Collections published in Transylvania.

What are the texts which, from the point of view of representatives of the older generation, must be preserved transposing from the oral tradition in writing, must be transferred to the next generation, because they have the power of community-building and retaining power too, and what are the texts which, for reconciliation and harmonious future, could remain in orality and there may even be forgotten? What is what the members of the community want to declare a protected heritage from their oral traditions, and why? On the one hand, they are afraid that the continuity of tradition is lost, the younger generation is no longer interested in their own culture, no longer follow tradition voluntarily and in our globalizing world the help and reputation of the socially positioned individuals is required in this critical situation – who in Transylvania are still familiar with and are also users of this tradition. On the other hand they try to patrimonialized the organic tradition – often forced to make so –, in order to obtain financial resources (ex. agrotourism). The conflicts raise awareness of the power of representation, and of the power and responsibility of institutions and socially positioned individuals.

The theoretical framework for exploring the causes of conflicts and the signs of crisis: communication technologies (orality, literacy, book printing, electronic communication) piled into the same time and the resulting disharmony, misunderstanding or conflicts, communication process and power – the writings of Walter J. Ong, Eric A. Havelock, Jack Goody, Michael Heim; ethnographic writing determined contextually, rhetorically, institutionally, generically, politically, historically and depending on cognitive abilities – Wolf Lepenies: *Les Trois Cultures*. 1990 [1985], Wolf Lepenies: *Between Literature and Science: The Rise of Sociology*. 1988.; *Writing Culture* (ed. James Clifford – George E. Marcus) 1986, *Beyond Writing Culture* (ed. Olaf Zenker – Karsten Kumoll) 2010.; changes in the structure of the public sphere (Jürgen Habermas: *The Structural Transformation of the Public Sphere. An Inquiry into a Category of Bourgeois Society* [1962]); applied ethics (professional and ethical codes for socio-economic research and media ethics) and Romanian and Hungarian laws.