The Impact of Book Publishing Traditions on Post-1989 Hungarian-Language Editorial Programs in Romania (1990–2020)

This book, originally written as a PhD thesis conducted within the Doctoral School of Hungarian Studies at Babeş-Bolyai University of Cluj, Romania, examines the influence of publishing traditions on post-1989 Hungarian-language editorial programs in Romania from 1990 to 2020. It hypothesizes that the socio-economic framework, author supply, academic paradigms and shifts, together with the evolution of publishing traditions shaped the image and plans of Hungarian-language publishing houses in Romania after the 1989 regime change. Publishing tradition is defined as the significant unwritten and written practice, with a history of almost five hundred years, that guides the preparation of publishing programs, of annual publishing plans and other components of publishing policy.

Upon finishing the research, the author came to the following answers to its central questions: the socio-economic framework, author supply, academic paradigms, and the evolution of publishing traditions significantly shaped the post-1989 Hungarian-language editorial programs in Romania. A substantial Hungarian-language publishing tradition exists in Romania, characterized by conscious planning and a nearly five hundred years old history. Post-1989 Hungarian publishing programs in Romania evolved through continuity rather than abrupt breaks, demonstrating the persistence of these traditions. Book collections serve as key vehicles for transmitting and maintaining publishing traditions, reflecting professionalism, aesthetic quality, and scientific rigor. Through its staff, series, and publishing plan transmission, the publishing strategies preceding the 1969 editorial restructuring in Romania influenced post-1989 publishing houses. The development of publishing strategies in the new economic order involved market adaptation, diverse ownership structures, and debates over tradition, minority status, subsidies, and financial conditions. The influence of human-institutional factors, such as staff migration and manuscript redistribution, had an impact on minority-language publishing house programs, showcasing the enduring influence of past practices. Although there are critiques of the Hungarian publishing tradition in Romania, it remains a significant link to earlier Transylvanian cultural traditions.

Following an introductory chapter outlining the objectives, research background, theoretical framework, and analytical tools used for the

study, the second chapter provides an overview of Transylvanian Hungarian book publishing research history. The core of the thesis, an analytical chapter, examines the patterns of publishing traditions in the post-1989 era. This chapter is divided into subsections that explore the historical and cultural context, pre-1989 Hungarian-language publishing history in Romania, post-regime change developments, specific publishing programs, and paradigmatic book collections. The thesis concludes with a summary of findings, conclusions, and future research plans. The argumentation progresses logically, culminating in the demonstration that book collections are vehicles of publishing tradition.

A central research question explores the nature of traditions that define post-transition Hungarian book publishing in Romania. The study examines the elements that carry on these traditions, their transmission, and their homogeneity. Transylvanian Hungarians possess a significant publishing tradition characterized by conscious planning. Book collections, publishing designs, genres, themes, and design elements like logos were identified as illustrative expressions of this tradition. Post-1989 Hungarian publishing programs in Romania evolved with continuity rather than abrupt breaks, confirming the multifaceted nature of the publishing tradition. Analysis of post-regime change publishing programs and book collections reveals the presence of diverse traditions. Pre-1969 publishing strategies influenced post-regime change publishing houses through staff, series, and publishing plan transmission.

This book aims to provide a credible, albeit fragmentary, picture of the origins and representation of publishing traditions in post-1989 Hungarian-language publishing in Romania. Future research will further develop this understanding.