

## Abstract

**JÓZSEF BENEDEK: SOCIAL SUSTAINABILITY OF KOLOZSVÁR'S HISTORIC CITY CENTER.** The author examines the social sustainability of Kolozsvár's historic city center, pointing out the historic, social, geographic, economic and politic features that shape the current characteristics and potentials of the city. He concludes that in Kolozsvár, just like in any other city of Romania, social sustainability constitutes a problematic issue for urban planning, urban policy, and the privatization of estates and services in the context of politic and economic transition.

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**LÁSZLÓ PÉTER: „INVENTING THE PAST” – MEDIA REPRESENTATIONS OF ETHNIC COMMUNITIES – THE CASE OF THE ARCHEOLOGICAL EXCAVATIONS IN KOLOZSVÁR'S MAIN SQUARE.** The case study focuses on the media discourses that emerged around the archeological excavations on Kolozsvár's Main Square, in order to present the local nationalist practices in two important historical moments: in 1943 and in 1994. The author concludes that in historic moments of this kind social and hierarchical relationships between ethnic communities can be described by analysing the discourses about particular events, which offer the possibility of identification and thus group membership through the collective identities represented by them.

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**GYÖNGYI PÁSZTOR–LÁSZLÓ PÉTER: KOLOZSVÁR AS BRAND – TOWARDS A POSTMODERN CITY? SOCIOLOGICAL STUDY ABOUT THE CHANGE IN THE CHARACTER AND IMAGE OF A TRANSYLVANIAN CITY.** The authors try to describe the direction of changes taking place both in the physical and the social space of Kolozsvár, their hypothesis being that these features are the characteristics of the future postmodern Kolozsvár. The authors argue that the conscious development of a typical image of the city shows a process that aims to develop a Kolozsvár-brand that can be used for marketing purposes, and this process is shaped by global processes, by the pressures to be integrated in the global urban planning processes.

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**RÉKA PLUGOR: PROJECTIONS OF THE SYMBOLIC CONFLICT IN KOLOZSVÁR.** The study focuses on the city of Kolozsvár, an important city for both the Romanian and the Hungarian elite, which is a university and a cultural center at the same time. This is the reason the historically defined competition that characterizes the relationship of the two elite groups appears as a symbolic conflict, at stake being the redistribution of the symbolic capital. The author used the techniques of mental mapping and interviews to unveil the symbolic competition for the urban space, while emphasizing its changing character.

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**MÁRIA ERZSÉBET BEREKMÉRI: NEW CITIES IN MAROS COUNTY.** The author describes the changes in the administrative division of Maros County. After presenting the legal framework of urban development, the study describes the characteristics of the urbanization process that took place after the change of regimes, the current situation of four cities established in Maros County, and it also examines the potentials for development and the eventual dysfunctions of these four cities.

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**ISTVÁN HORVÁTH: ETHNIC CATEGORIES AND THE CHANGING METHODS OF CLASSIFICATION – AN ATTEMPT TO CONCEPTUAL SYSTEMATIZATION.** During the last two censuses (and mainly during the one in 1992), the question of how the authorities interpret ethnic categories has been many times hysterically raised. More precisely the question of how they classify, how they interpret, how they group statistically such regional identities as the Székely, or such borderline identities as the Csángó. The present study summarizes the concepts and theories that arise in connection with the methods of categorization and classification used in censuses (but not only). The author specializes in the sociology of minorities. E-mail: ihorvath66@yahoo.com

**TAMÁS KISS: FROM THE „HUNGARIANDOM” TO THE „HUNGARIAN SOCIETY IN ROMANIA”. THE SOCIAL-SCIENTIFIC FIELD IN TRANSYLVANIA AND THE CHANGING CONSTRUCTIONS OF ITS OBJECT OF RESEARCH AS IT APPEARS IN TEXTS THAT DEAL WITH THE QUESTION OF POPULATION.** The study describes the methods along which the Hungarian social researchers from Transylvania have constructed their own object of research, which holds various labels (“Hungariandom”, „Hungarian society”, „Hungarian population”). The study focuses on the question of population but it does not only rely on demographic studies.

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