

Tamas T. Kiss: Theoretical Issues in Cultural Transmission

Szeged, JGYF Publisher, 2007. ISBN 963 7356 54 1

It is held that every lecture is a one-off product. The lecturer can hardly repeat the presentation in exactly the same form. Experience also shows that the conveyance of knowledge in this traditional form is an important personal and person-dependent genre, even in the present media-saturated world.

The lecture method has often been questioned in previous decades. Particularly the supporters of electronically based information systems held it to be obsolete and dated. However, knowledge dissemination in its ancient, everyday form has time and again proved its *raison d'être* and that it is indispensable.

The lecture is not only an efficient means to coax the audience “to take first and further steps”, but it can also constitute an elemental part of the process of creation. The university lecturer-researcher thus has a particularly important method of knowledge conveyance and at the same time a creative tool. The lecture creates the conditions for immediate response and expressions of opinion on the part of the audience, while at the same time it makes it possible for the lecturer to think – while teaching and composing – aloud in public.

This volume contains edited lectures and conference papers which deal with the more important theoretical questions of *culture mediation*.

The dialectics dealing with *civilisations and cultures* stress that *both spheres* are at the same time imbued with *conserving, modernising and vital forces*. They are the “*banks*” and *work yards* of human innovation. Civilisations and the various cultures represent such essential *reflexive identity* for the *individual*, that without them there could hardly be any space- and time independent cohesive feeling, *community* behaviour, which, in the case of people who may never know each other personally, is expressed in terms of the particulars of heritage present in values, in language, in customs, in songs, myths, and symbols, or perhaps just hidden in genes.

The essence of the lectures about communities can be summarised in that *natural human communities* are not only sustaining, but also forming societies. The lectures start with the premise that *communities and cultures* are such interdependent concepts that either could hardly exist on its own. Community formations – the “genes of culture” – fulfil essential functions and roles in the cultural evolution of human development. They are indispensable in the formation of family life and individual relations. They are frames and fields of arts, creativity, and the preservation and transmission of values. They are the constituent parts of the world of work and the (trans)formers of everyday culture. Diverse and multi-layered “evolutionary workshops” for the emergence of knowledge society. The organic “cells” of democracy.

Experience shows that *democratic societies can hardly develop without complicated networks of community structures, while community cannot appear without the individual and vice versa!*

The lectures directly or indirectly draw attention to the fact that with the passing of time prior structures and solutions do not disappear altogether, but more composite systems arise based on them. The new advances beyond the old while preserving it, building on it in essence, and discarding superfluous elements. In this emerging complex evolutionary system information dissemination plays an indispensable role driving *life-long formal, non-formal and informal learning structures*. Until either resources are exhausted, or the health of the consumer is affected because of material over-consumption, information consumption can continue unabated, limited only by the capacity of the brain of the individual.

Our intention with the *publication of the edited lecture notes* is not just to help the students take the necessary first steps towards assimilation of the knowledge as well as success in their examinations, but we strive to direct the attention of the youth towards information sources, which reflect scientific paradigm changes, contain new results, predict developments and provide alternative scenarios for change, while neither being devoid of contradictions nor indeed of questionable views.

CONTENTS

Preamble	5
Civilisations from the perspective of social theory	7
Western civilisation	21
Possible factors of the emergence of universal civilisation.	
Unity in diversity	33
Media theory on civilisations	39
Some historical and sociological aspects of culture	49
Mass culture	61
Erudition and education	75
Globalisation, dream or nightmare?	89
Determination of the concept of community	101
The evolutionary development of communities – New approaches	123
Index/alphabetic list	133
Bibliography	136
Abstract	141

**Tamas T. Kiss: Theoretical Issues in Cultural Transmission
Szeged, JGYF Publisher, 2007.**

The order of a book:
SZEGEDI EGYETEMI KIADÓ
Juhász Gyula Felsőoktatási Kiadó
H-6725 Szeged
Boldogasszony sgt. 6. sz.

Tel./fax: (62) 546-071
Tel: (62) 420-727
e-Mail: publish@jgypk.u-szeged.hu
Price: 1.800.- HUF