



Ilonka Rokon or Interculturality within a Facebook Community

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NYELVTUDOMÁNYI
KUTATÓKÖZPONT



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Census data

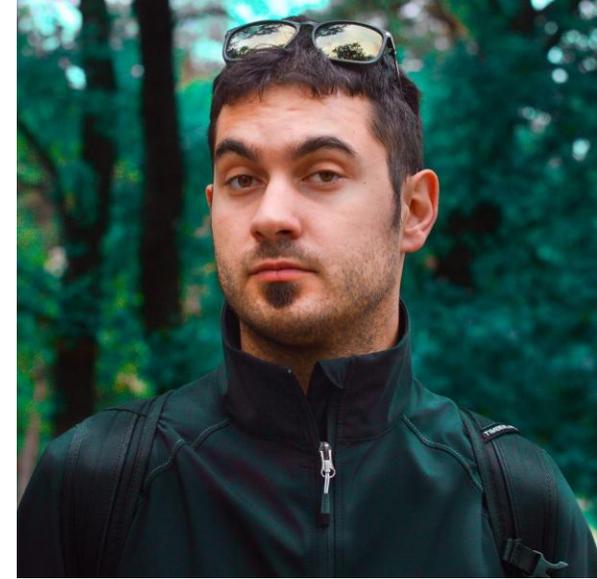
	Serbia		Vojvodina	
	total	Hungarians	total	Hungarians
2011	7 186 000	253 899	1 916 899	251 136
2022	5 360 239	184 442	1 740 230	182 321

- <https://publikacije.stat.gov.rs/G2012/Pdf/G20124001.pdf>



<https://m.vajma.info/cikk/tukor/8741/Szerbiai-nepszamlalasi-adatok-A-magyar-a-legnagyobb-kisebbszeg-pedig-rohamosan-fogy.html>

Szabolcs Vass



- Born in 1992 in Topolya
 - University of Novi Sad Academy of Arts Department of Graphic Arts
 - 2017: University of Novi Sad Academy of Arts Department of Fine Arts
 - 2020: MA Graphic Design ([Akademija umetnosti u Novom Sadu](#))
 - Living in England since 2020
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- interest in multimedia
 - TAKT (Temerin Creative Workshop and Fine Arts) Camp: the Kitsch

Ars poetica

- His works are characterized by **ironic symbolism**, strongly reflected social sensitivity, political sharpness, and social criticism. He strives to create artworks that can present **social and political issues** and influence public opinion and popular taste. In this regard, the ironic project titled *Rokon Ilonka Copyright* stands out, which has gained many comments on Facebook, thereby generating valuable source material for the study of the **Vojvodina Hungarian language and mentality**.

https://philos.rs/vass_szabolcs/

Ilonka Rokon – the name

- Rokon – meanings:
 - relative, family member, cousin, kin
 - related, congener
- Ilonka
 - traditional female given name, commonly used in rural areas
 - carries a charming, old-fashioned connotation

Ilonka Rokon – the person

- fictional character, existing in the digital space:

„Ilonka Rokon does not intend to criticize or glorify certain intellectual values — she merely seeks to highlight and confront them, believing it is good when one's consciousness connects with the thoughts of others and recognizes itself in them, for we are the heirs of these things.”

- digital immigrant
- posts, comments, likes, shares

2015 (<https://www.facebook.com/rokonilonka>)

- visual world – overdone kitsch
 - cyberbaroque - the growing presence of digital kitsch in our daily lives
- content
 - the mindset of a community
 - the way of linguistic realization is a strong thread
- microdialogues
 - simple sentence structure
 - regional non standard domestic use of Hungarian



Rokon Ilonka Copyright

5,5 E kedvelés • 5,8 E követő



 Kedvencek

 Üzenet

 Keresés

Beginnings- 21. 11. 2015.

5 posts



9 likes 2 comments



Lit. Hung. „Sohasem lehet tudni, hogy hol állnak.”

'You never know where they stand'

12 likes 2 shares

Beginnings- 21. 11. 2015. 5 posts 2.



Lit. Hung. Szedjél akkor csak egy kis levét!

'Then just take a little bit of the sauce!'

31 likes 5 comments 1 share

Posts - the origin story of the text

- displayed texts - typical rural sentences from Vojvodina
short wise sayings, grandma's sayings, platitudes, (clichéd) proverbs, idioms, bits of folksy or everyday wisdom
- criteria:
a text used by several individuals and heard multiple (at least three) times

On the language of the posts

- spoken language
- „regional” language variety
 - linguistic resources (translanguaging – Auer 2019, Heltai 2020)
 - dialect – dialectal features (phonetic spelling – not transcription!)
 - representation – norm violation (typos,)



01. 01. 2021.

BOLDOGSÁGBAN TELI ÛJ ESYTENDŐT KÍVÀNOK!

BOLDOGSÁGGAL TELJES ÛJ ESZTENDŐT KÍVÀNOK!

minnél kevesebb salabajzer alakot az évben
Minél kevesebb idiótát az évben!

'WISHING YOU A NEW YEAR FILLED WITH HAPPINESS!
wishing you a year with as few annoying weirdos as possible'

2013 likes 8 comments 2 shares

The Gospel of Ilonka Rokon

Forum, Novi Sad, 2021 (2022: 2nd edition)

- similar and different
- 6 chapters
- evocation of internet

Nehéz lehet eleinte, **e**hiszem.

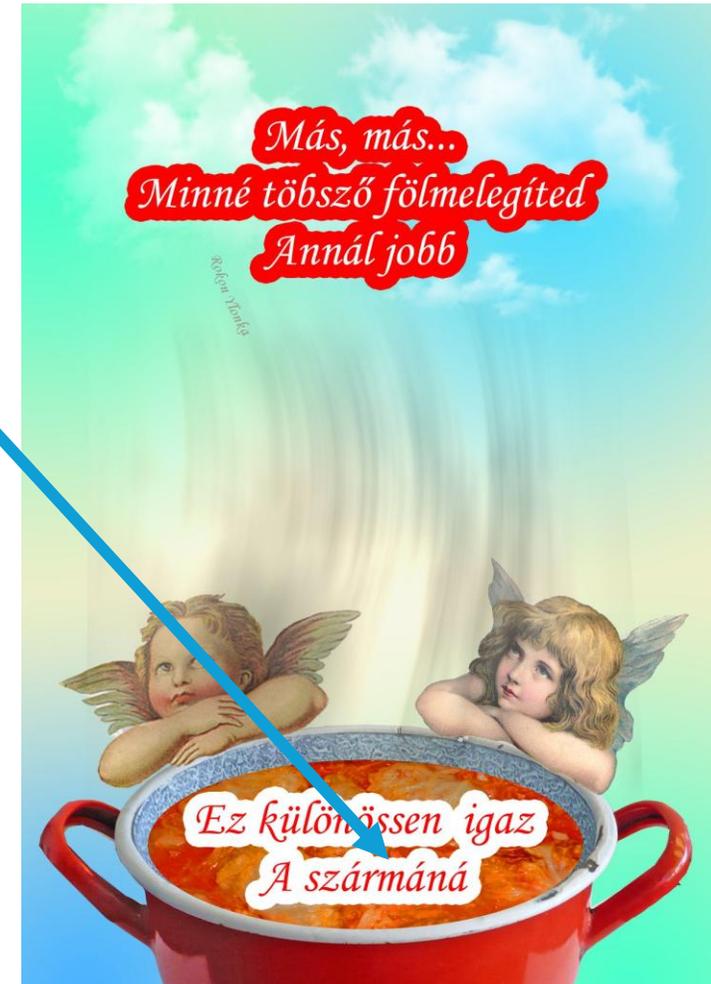
'It can be difficult at first, I understand.'

Majd kialakulnak a **d**olgok.

'Things will fall into place.'



Linguistic source: the majority language



Mi ez a ruszvaj?



*Szépen mindent összehajtok
Erre te biztos a legajjára veszed ki*

My dear Ilonka, may I ask, what is a ruszvaj?

Oh come on, where have you been living? Who wouldn't know what a ruszvaj is? Honestly! Don't bother Ilonka with things like that!

Sorry, sorry! I'm from Transylvania

👍😄 377

49 🗨️ 13 ➦



A legrelevánsabbak ▼



Ilonkám, drága, megkérdezhetem mi az a "ruszvaj"? 😊😊

7 é. Tetszik Válasz



Jaaaj!hunélszté?mijaz a ruszvaj?!há kinem tunnà hogyaz mi!ugya'mmà!oszt ijenëkke zaklatni a Zilo'kát!

7 é. Tetszik Válasz 12 👍😄



Sajnálom! Sajnálom! Één erdélyi vagyok... 😊

7 é. Tetszik Válasz 5 👍❤️

21. 11. 2024. The collection

- key holder

A kaput bezártad?
,Did you close the gate?'

- calendar

wordplay with the name



- Thank you for your attention

- Köszönöm a figyelmet!