



Editorial Foreword

Dear Readers, Authors, Colleagues, Editors, and Reviewers, we are glad to present you the first issue of the new series of *Social Analysis* – the merged continuation of three earlier journal series: *Communicatio*, *European and Regional Studies*, as well as the journal bearing the title – within the *Acta Universitatis Sapientiae* family of periodicals. The reconceptualized journal unites the aims undertaken by its predecessors into a more broadened horizon of social sciences, allowing more flexible interdisciplinary approaches, at the same time preserving the clear original tracks of the three previous journals – which will become apparent from the next issue as three separate topical, or rather disciplinary, sections coordinated by topic editors. Thus, while on a general level, the field of interest is the description, interpretation, and analysis of social phenomena extending into most spheres of social sciences (including sociology, communication studies, mass media, cultural studies and political science, or even anthropology, economics, education, human geography, and network science), history, and philosophy, the strict, narrower topics to be followed will be focusing on three main areas: communication and media studies, European and regional studies, and social analysis.

The *Communication thematic column* aims to gather and present the newest ongoing research on traditional and virtual communication, or new (mass and social) media, with a highlight on Central and Eastern Europe and global perspectives. The focus of the section will be the study of social media, of their impact on generations, and of how they transform society in the region. Digital culture and its ubiquitous presence in our lives is a complex topic requiring a multi-disciplinary and a mixed-method approach.

The *topical section of European and Regional Studies* provides a forum for papers and inquiries concerning the historical, political, economic, and societal development of South, Central, and Eastern Europe and its countries, with special focus on international relations, nationalism and language, democratic institutions and practices, post-socialist legacies, and the consequences of European integration.

The *Social Analysis section* is dedicated to the analysis of various social phenomena and processes taking place in Central and Eastern Europe and its regions. Besides original articles containing empirical findings, the Journal welcomes policy analysis and critical essays aimed at describing the processes

of social development, cultural reconfiguration, and associated discourses taking place in this part of Europe. Scoping and book reviews on emerging new topics in social sciences are encouraged.

Acta Universitatis Sapientiae, Social Analysis seeks to provide a stance for comparative perspectives, interdisciplinary and multiple methodologies in approaching these themes. It publishes research articles focusing on individual countries, cross-country analyses, or even studies relating the region to other parts of the world, literature reviews of specific topics of interest, and book reviews.

Bearing in mind these premises, we release the inaugural – extended and unified – issue of our renewed series, which offers six articles in all three fields, this time, however, without delimiting them into topical sections. In the opening, under the trademark of the communication sciences, you can read a historical overview of the soda water advertisements in Hungary in the first half of the past century (*Advertising Soda Water in Hungary between the Two World Wars*) by Zoltán Ottó Fülöp. Still in the realm of communication sciences follows a social media analysis related to a sensitive case of social injustice, with a side-glimpse to social networking (*George Floyd Four Years After: A Data-Driven Analysis of Posts and Comments on X /Formerly Twitter/*) by Nigerian researcher Olatunji Apampa. The next three articles belong to the field of European and regional studies: Kálmán Tóth's essay relates about a key feature of the oeuvre of a Hungarian political thinker (*The Common Good as the Central Element of the Political in the Writings of István Gorove*). Next, Tamás Szőnyegi presents the institutionalization of self-government of the Hungarians in Vojvodina (*The Hungarian National Council in Serbia: Cultural Autonomy in Practice*). The fifth article written by Nikolai Vukov deals with a historical case of immigration at the end of 19th and in the early 20th century (*Immigration and the Garden as a Workshop: Resettling and Cultural Interaction of Bulgarian Immigrant Groups to Hungary*). The narrower field of social sciences is also present in this pilot issue: Edith Gaálné Szabó presents her research examining the home care of elderly people living with dementia as a sociologically scrutinized behaviour (*Role Construction of Family Caregivers in the Home Care of the Elderly Living with Dementia*). The issue is closed by a book review written by Zoltán Ottó Fülöp on the recent celebratory volume honouring András A. Gergely, a Hungarian scholar of international reputation, under the supervision of János Bali, Richárd Papp, István Povedák, Antónia Szász, and Ibolya Tomory: *Antropológia – Gondolkodás – Alkotás. Közöntökötet A. Gergely András 70. születésnapja alkalmából*. (Anthropology, Thinking, Creation. Celebratory Volume on the Occasion of András A. Gergely's 70th Birthday Anniversary).

Hoping that You will find relevant and valuable results and information in this introductory issue, we wish all our readers a pleasant lecture.

The editors