

Acta Universitatis Sapientiae

Communicatio

Volume 7, 2020

Sapientia Hungarian University of Transylvania
Scientia Publishing House

Contents

Communication of Trust

Otília ÁRMEÁN

Trust and Technologies of Sense. VR and Proprioception in *Hamlet*
Encounters 1

Barna KOVÁCS

Affective and Cognitive Dimensions of Trust in Communication 13

Ádám GULD

Project (I)solation – Everyday Life and Media Use During the COVID-19
Pandemic 25

András VAJDA

Museums and Online Spaces. The Society-Building Role of the Museums
during the Pandemic 42

Digital Culture

András ZELENA

The Psychology of Inclusion on New Media Platforms and the Online
Communication 54

Andrea BALOGH, Ágnes VESZELSZKI

Politeness and Insult in Computer Games – From a Pragmatic
Point of View 68

Tünde LENGYEL MOLNÁR

Trend Analysis of Technologies Supporting the Availability of Online
Content: From Keyword-Based Search to the Semantic Web 92

Ionel NARIȚA

Argumentation Moods 107

Research Notes

Zsolt BARBÓCZ

The Branding Power of Szeklerland. Online Place Branding Tendencies and
Identity-Forming Efforts in Szeklerland 123

Csilla CSÁKI

The Initiators of Our Everyday Life – Relationship between Coffee and
Instagram 137

Rozália Klára BAKÓ

Global Stars on Local Screens: BTS and Its “Army”151

Book Review

Rozália Klára BAKÓ

Why a Book on the Digital Divide in 2020?166