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Dear Reader,

The Department of Humanities of Sapientia University organised the third edition of its Imagological Conference on 15-16 April 2011. The issues that the conference proposed were the following:

- Imagology and intercultural studies, imagology and the crisis of conscience, transformation of national myths, own myths and false national images, ironical stereotypes, the reciprocity of the images of East-West, forming and modelling national images in literature and film;
- What stereotypes characterise folk images that we construct about ourselves and about others?
- Ethnic stereotypes in education;
- Stereotypes in mass-media;
- The role and responsibility of literature and arts in the formation and spreading of stereotypical thinking about the self and about others;
- What changes will the perception of alterity bring about in the 21st century?

The present volume of Philologica contains a selection of the papers presented at this conference. Its topics, accordingly, range from the issues of ethnic stereotypes and ethnic space, intercultural aspects of imagology, the image of the

Self and of Others from cultural, sociological, linguistic, ethnographic, cinematic and pedagogical perspectives.

We hope that you will find interest in this richness and variety of topics. With due thanks to our contributors, we wish you good reading.

Zsuzsanna Ajtony Assistant editor