CURRICULUM VITAE



Personal information:

Name: **László Attila HUBBES**

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Function and affiliation (university, faculty, department)

associated professor
"Sapientia" University of Cluj-Napoca
Faculty of Economics, Socio-Human Sciences and Engineering in Miercurea Ciuc, Social Sciences Department

Studies:

1990 – 1995 Babeş-Bolyai University Cluj-Napoca
Faculty of Letters/ Hungarian-English (+Ethnography – 1st year)*/BA Certificate*
Diploma Work: "*Introduction into the Study of the Apocalyptic"*
1995 – 1996 Babeş-Bolyai University Cluj-Napoca
Faculty of Letters /Sociology of Literature*/MA Certificate*
Thesis: *"Apparitions and Significations – A Hermeneutical Analysis Regarding the Symbolic Structures of the Apocalyptic"*
1998 - 2006 Babeş-Bolyai University Cluj-Napoca
Faculty of Letters /Literary Theory – Aesthetics/*Doctor of Philology*
Thesis /*"Visions under the Spell of the End – Apocalypse from a Genre of the Religious Literature to a Way of Artistic Expression –"*/*

Research Domains:

- The Apocalyptic in Art, Media and Culture – the apocalyptic literature and its aesthetical-theoretical, artistic and historical aspects; semiotics and iconography of apocalyptic artworks and media creations. Working mechanisms of apocalyptic movements in human society; connections between violence, intolerance, fanaticism and apocalyptic thinking

- Research of Cyberspace Semiotics and Rhetoric – symbolism, iconography, discourses and rituals of communication in virtual communities, significances and connotations related to the representation of otherness (ethnic, religious, etc.) – with special regard to new religious phenomena like Ethno-Paganism, New Age and Mystic National Mythologies

- Memetics and Multimodality

Professional experience:

1996 - 1997 Jagellonian University Krakow, Poland, Faculty of Letters, Hungarology Department: – Contemporary Hungarian Literature of Transylvania; Transylvanian Hungarian Memorial Literature of the XV-XVIII. Centuries – *visiting lecturer*

1997. Sept. - 1998. Jan. Romanian National Television – Hungarian Language Broadcasting Department – Bucharest – *redactor*

1998 - 1999 Adventist Theological Institute, Ilfov – Cernica: – Hungarian Stylistics and Rhetoric – *associated lecturer*

1999. Oct. – 2000. Feb. Embassy of Poland in Bucharest, Cultural Department – *press monitoring, program organizer* (part-time job)

1997. Oct. – **2003. June** Zone Studio Ltd. Bucharest *translator-editor, subtitling operator* (Discovery Channel, Animal Planet – documentaries /history, art, civilisation, anthropology, geography, biology, palaeontology/, Le Cinema ; Europa, Europa! – European art films)

2002. March - authorized physical personality (Hubbes László Attila P.F.A.) Sfântu Gheorghe – *authorized translator, interpreter*

2003. Aug. 15 – 2009 Feb. „Bod Péter" Covasna County Library, Sfântu Gheorghe – *librarian*

2004. Oct. 1 – 2006. Sept. 30.; 2007. Sep. 15 – 2008. Sep. 15 – SAPIENTIA Hungarian University of Transylvania, Faculty of Business and Humanities, Miercurea Ciuc, Humanities Department: – Hungarian-Romanian Contrastive Grammar (2004-2006); English (2007-2008) – *part-time associated lecturer*

2008. Sep. 15 – 2009. Jan. – SAPIENTIA Hungarian University of Transylvania, Faculty of Technical and Social Sciences, Miercurea Ciuc, Social Sciences Department: – Introduction to Semiotics, Organizing Research in Public Relations, Fundamental Social Theories – *visiting lecturer*

2009. Feb. – 2021. Oct. – SAPIENTIA Hungarian University of Transylvania, Faculty of Economics, Socio-Human Sciences and Engineering, Miercurea Ciuc, Social Sciences Department: taught disciplines – BA level: Introduction to Semiotics, Organizing Research in Public Relations and Sociology, Fundamental Social Theories, Cultural Anthropology, Introduction to Verbal and Non-Verbal Communication, Basics of Mass-Media System, Applied Communication, Academic Writing, Rhetoric, Ethic and Deontology of Media, Religion and Society; MA level: Online Rhetoric, Discourse Analysis – *lecturer*

from 2021. Nov. – SAPIENTIA Hungarian University of Transylvania, Faculty of Economics, Socio-Human Sciences and Engineering, Miercurea Ciuc, Social Sciences Department: taught disciplines – BA level: Introduction to Semiotics, Organizing Research in Public Relations and Sociology, Fundamental Social Theories, Cultural Anthropology, Introduction to Verbal and Non-Verbal Communication, Basics of Mass-Media System, Applied Communication, Academic Writing, Rhetoric, Ethic and Deontology of Media, MA level: Online Rhetoric, Discourse Analysis, Academic Writing – *associated professor*

from 2023. Sep. – University of Pécs, Hungary, Faculty of Arts, Extension Department of Arts in Sepsiszentgyörgy-Sfantu Gheorghe: taught disciplines – Semiotics and Symbolism in Art, Aesthetics, Academic Writing – *part-time associated professor*

Specializations home and abroad:

1992 Feb. – June: "József Attila" University Szeged, Faculty of Letters, Hungary – Student Exchange Program – second semester

1995 Feb. – Apr.: "Eötvös Lóránd" College Budapest, Hungary – research scholarship

1996 Jan. – Feb.: "Eötvös Lóránd" College Budapest, Hungary – research scholarship

1996-1997 academic year: Jagellonian University Cracow, Faculty of Communication Sciences, Specialization: Communication, Media and Film Theory, Poland – part-time training – Scholarship assured by the PRO PROFESSIONE FOUNDATION, Budapest, Hungary

2002 Feb. – Apr.: WIPO Course on Intellectual Property (distance training on internet)

2009 Feb. 23-28: CRC Session of the Central European University in Budapest in History – Religious Studies Department "Challenges to the Study of Religion in Multiconfessional Societies"

2010 July 5-16 CEU Summer University Course "Messianism – Jewish and Christian Perspectives" – Central European University in co-operation with the Center for Jewish Studies, The Gerst Program for Political, Economic, and Humanistic Studies, Center for International Studies at Duke University (USA); Supported by the Carnegie Corporation of New York

Research Grants obtained:
1. Accordant institution: Sapientia Foundation – Institute for Scientific Research (KPI)

Research Group project, research leader; group members: Klára Rozália Bakó
Date and duration: 2011-2012 academic year
Title of the research project: "Magyar és román újpogány csoportok web-retorikája" [Web Rhetoric of Romanian and Hungarian Ethno-Pagan Groups]

2. Accordant institution: DOMUS Foundation – Hungarian Academy of Sciences

Research Group project, research leader; group members: Ildikó Fejes, Vilma-Irén Mihály
Date and duration: 2014-2015 academic year
Title of the research project: "Az új magyar nemzeti mitológia székelyföldi változatai és képviselői" [New Hungarian National Mythology – Representatives and Variants in Szeklerland]

3. Accordant institution: DOMUS Foundation – Hungarian Academy of Sciences

Research Group project, research leader; group members: Ildikó Fejes, Vilma-Irén Mihály
Date and duration: 2015-2016 academic year
Title of the research project: "A közösséggyógyítás diskurzusai és rítusai az új nemzeti mitológia székelyföldi változataiban" [Discourses and Rites of Community Healing in Variants of the New National Mythologies in Szeklerland]

4. Accordant institution: DOMUS Foundation – Hungarian Academy of Sciences

Research Group project, research leader; group members: Ildikó Fejes, Benedek Nagy, Beáta Kádár
Date and duration: 01.06.2019 – 01.12.2019,
Title of the research project: "VIDEMUS PAPAM – Ferenc pápa 2019-es csíksomlyói látogatásának társadalmi, gazdasági vetületei székelyföldi és tágabb kontextusban" (Social and economic aspects of pope Francis' visit in 2019 in Székelyland in regional and international context)

Other professional activities:
- editing and maintaining a bilingual (Hungarian and English) scholarly website of resources on the topic of apocalyptic: (public since 27 July 2007): www.apokaliptikum.lap.hu
- founding (2009) and leading the Semeistos Research Group for Web-Semiotics and Online Communication; weblog: http://semeistos.wordpress.com/
- co-founding together with István Povedák (2015) and organizing within the framework of the MAKAT (Magyar Kulturális Antropológiai Társaság/Hungarian Society for Cultural Anthropology) the Modern Mitológiakutató Műhely (Workshop for the Investigation of Contemporary Mythologies) web: http://vallasikultura.u-szeged.hu/index.php/momimu ; Facebook: www.facebook.hu/momimuh

Conference organizing:
- I. Semeistos Conference: "Retorikai fogások a hálón innen és túl: etno-pogány rítusok és mítoszok: Műhelybeszélgetés a magyar etno-pogányság diskurzusairól" ["Rhetorical Devices on the Wolr Wide Web and Beyond: Workshop on the Discourses of Hungarian Ethno-Paganism"], Szemeisztosz Webszemiotikai és Online Kommunikációs Kutatócsoport – MAGMA Contemporary Medium; Sfantu Gheorghe /Sepsiszentgyörgy, 22 May 2012.
- II. Semeistos Conference: "Új Magyar Mitológia: a szakralizált őstörténet médiareprezentációi és rítusai" ["New Hungarian Mythology – Rites and Representations of the Sacralized Hungarian Prehistory"], Sapientia Hungarian University of Transylvania, Faculty of Technical and Social Sciences, Miercurea Ciuc, MAGMA Kortárs Művészeti Kiállítótér /MAGMA Contemporary Medium, Sfantu Gheorghe/Sepsiszentgyörgy, 6-7 May 2015.

- IDEGEN – STRĂINUL – STRANGER Trilingual International Interdisciplinary Conference: Sapientia University, Department of Humanities and Department of Social Sciences; Workshop for the Study of Modern Mythologies, Csíkszereda / Miercurea Ciuc, Romania, 21-22 April 2017

Editorial work, contributions, reviewing:

- guest editor: *Acta Universitatis Sapientiae. Social Analysis*. 2011/2. Social Media in Post Communist Europe. ISSN 2248 0854
- executive editor: *Acta Universitatis Sapientiae. Communicatio*. 2014; 2015, 2016, 2017, 2018 - ISSN 2248 0854
- executive editor: *Acta Universitatis Sapientiae. Social Analysis*. 2024; 2025, 2026 - ISSN 2248 0854
- peer reviewer: *Open Theology - De Gruyter Open*. 2016, 2017 - ISSN 2300-6579
  Acta Universitatis Sapientiae. Philologica. 2016 - 2026 ISSN 2248 0854