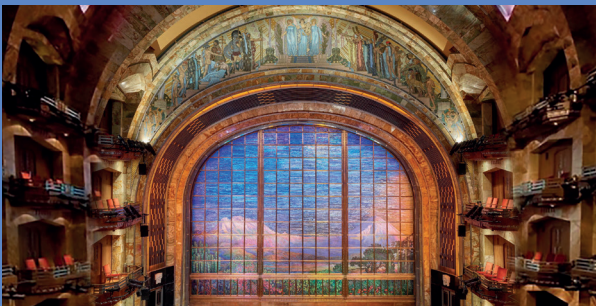


Latin America and Hungary Cultural Ties

América Latina y Hungría Contactos culturales



Editor:
MÓNIKA SZENTE-VARGA

Dialóg Campus

LATIN AMERICA AND HUNGARY
Cultural Ties

AMÉRICA LATINA Y HUNGRÍA
Contactos culturales

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LATIN AMERICA AND
HUNGARY
CULTURAL TIES

AMÉRICA LATINA
Y HUNGRÍA
CONTACTOS CULTURALES

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Image of Hungarians in *Folha de São Paulo* between 1945 and 1955

Anna Urbanovics

Introduction

The years of the 20th century contained many significant historical turning points not only for European nations, but also for the whole world. Journalism and more diverse broadcasting spread these years, which could provide an insight view of the events even for citizens living in distant points of the World. Contemporary newspapers could draw a relatively accurate picture between distances, such as the Latin American and Central European countries. These broadcasting carried an outstanding importance those years, because telecommunication and the Internet were not yet spread. This news meant the single way for many broken families and compatriots living far from home to be informed about each other. It was especially true in case of the emigrated Hungarians who could get some news about the events of Hungary from these newspapers.

After these introductory thoughts, the paper tends to analyse contemporary articles to shape the image of Hungarians in Brazil based on the *Folha de São Paulo* newspaper. First of all, I would like to find out what kind of news the readers could read about the Hungarian situation, which events were communicated in the press and which Hungarian successes were reported about the Hungarian migrants settled in Brazil. In addition, I will try to answer what kind of other Hungarian-related contents the Brazilians could read in the newspapers apart from political and economic news.

My choice fell between 1945 and 1955, because it was a very eventful and decisive period with respect to Hungarian history. World War II, the peace negotiations and the sovietisation of the Central European region took place in the course of these years. While the second half of the 1940s was mainly about political events in the analysed newspaper, the years between 1950 and 1952 were mostly about the successes of Hungarian migrants. In the early 1950s, Hungary's destiny and political situation was characterised by the development of the two poles. In 1953 and 1954, however, the glamour of Hungarian football and a number of sports achievements came to the fore, pushing to the background Cold War ideology. The selected period covers 10 years between two significant events, because it is after World War II, but before the revolution in 1956.¹

¹ There are antecedents of press research related to Brazil, Hungary and the Hungarian community living in Brazil. There is an interesting press analysis with respect to the year 1941. See SZILÁGYI 2000, 137–142. Her writing SZILÁGYI 1999, 15–22 is also press focused, but is based on Hungarian publications released in Brazil by the Hungarian community.

In the first part of my paper, I will present the story of the *Folha de São Paulo*, and then I give a short description of what kind of other literature I used during the research. After that I will write about the research method and some difficulties which I had to face with, and then summarise the statistical results concerning the articles. I also formulate some hypotheses, for which I seek the necessary evidence to justify or reject during the research. In the second part of my paper, I would like to provide an overview about the diplomatic relations between Hungary and Brazil in the given years, highlighting the factors which could influence the relations of the two countries. After drawing the general context, I will present the content of the articles in chronological order. Finally, I conclude the paper with a summary of the results.

Literature Review

The *Folha de São Paulo*, also called as *Folha* (Sheet) was founded on 19 February 1921. The founders were Pedro Cunha and Olival Costa, both journalists.

Over the years, the team of the newspaper released several dailies in parallel, the first of these was the *Folha da Noite* (Sheet of Night), followed by *Folha da Manhã* in 1925, and then by *Folha da Tarde* (1949). Later on, however, due to financial difficulties (costs of printing), the three journals had to be united by the decision of the owner so that the still-active *Folha de São Paulo* was created. The newspapers were initially read only by the *paulistanos*, inhabitants of the city of São Paulo, and later spread to big cities such as Rio de Janeiro and the capital Brasília.

The daily newspaper is still the main product of the Folha Group, but the company also owns a publishing, an online portal (UOL) and a data centre (Datafolha). In the years since its first edition, the journal has undergone several changes and phases, but its target audience remained the same. The articles of the newspaper focused primarily on the labourers and the farmers of São Paulo, but they were active also in promoting the rights of civil initiatives. The daily journal has always been politically independent, which has been the constant goal of the editors.

Folha de São Paulo has the third most readers with respect to the printed version, behind the *O Estado de São Paulo* and *O Globo*, and they are the leading Internet news portals in Brazil. The total circulation of the digital and printed version in November 2017 was 292,331 editions. It publishes more than 160 news per day.² With the articles and announcements of the daily newspaper, it seeks to inform the paulistanos about the events of everyday life. The journal has always been in competition with *O Estado de São Paulo* for the readers' attention, however their audience is different.

In 1931, Alves de Lima took the ownership rights, whose primary purpose was to protect the interests of the rural strata. At the time of Estado Novo (between 1937 and 1945), when Vargas was in power, the editorial duties of the news were taken by Herminio Saccheta, who had been in jail as a political prisoner. In these years the government made increasing pressure over the press.

² *Site da Folha*, official website: www1.folha.uol.com.br/institucional/folha_com.shtml?fill=8 (Accessed: 06.09.2017.)

In the period between 1945 and 1955, the newspaper used the reports from major American and British international news companies. Therefore, some of the articles I have analysed include inaccuracies and time slips. The publication of international news on the page and the creation of a more accurate image was a response to the needs of the readers, because Europeans have made a significant part of São Paulo's population. I think that the analysis of the articles of the *Folha de São Paulo* newspaper is also a good choice because the articles have been made to a large audience since the journal was significant even in the period between 1945 and 1955. In addition, the editors have put great emphasis on political independence, so the news contains a contemporary reportage as objectively as possible.

In addition to the aforementioned journal, my work was based on Judit Ágnes Szilágyi's book entitled *Metszéspontok, Tanulmányok a portugál és a brazil történelemről* [Intersections, Studies of Portuguese and Brazilian History] which helped shape the necessary form and structure in Hungarian image research.

Research Methodology

During my research, I used primary sources from the digital archive of *Folha de São Paulo*. The website of the archive is <http://acervo.folha.uol.com.br/>. On the website all the volumes of the newspapers have been uploaded since 1921, so I could get a relatively full picture of even old times such as the period between 1945 and 1955. On the website we can find the content by entering a page number, specifying an exact date, or even search by keywords. The results are then listed in a chronological order, which makes it easier to get to the articles which you are interested in.

Although the digital archive is a very useful tool for accessing earlier periods, and allows articles of the newspaper to be read internationally by anyone, I had to find solutions for a number of problems during my research.

First of all, although the website is free of charge and its full content is available, it requires the installation of some special reader applications, such as Java and Adobe Reader, beforehand. On the other hand, these programs have completely frozen and made the computer unusable in many cases, so reading articles has become quite time-consuming and slow due to continuous reboots.

As a second step, I had to select some keywords that only display the articles I searched for and help to determine my research scope. Different articles were found by the keywords "Hungria" (Hungary) or "húngaro" (Hungarian), and I also tried combinations, for example, "política húngara" (Hungarian politics). The search process was hampered by the shortcomings found in short and long vowel searches because, in many cases, the search engine did not detect long vowels due to poor readability. Finally, after trying several combinations, I chose "húngaro" as keyword, which resulted in a total of 1,141 hits from that period. I did not want to use combinations such as "política húngara" or "economía húngara" because it would have excluded articles which are not about political or economic events. This would have been a mistake in creating the full picture of Hungary. The findings were automatically sorted by yearly breakdown. My choice fell into the category of articles between 1941 and 1955, but I ignored articles between 1941 and 1944.

It was therefore challenging to find the articles because I did not want to exclude any valuable articles. However, the word “Hungria” would not have been a good choice, since many articles have only mentioned Hungary as part of a list and did not contain any significant references. Such articles were about, for example, World War II or the evaluation of Eastern European countries’ position after the war.

Thirdly, I would like to highlight the poor quality of pages, which in some cases distorted the articles to such a large extent that I could not read them or just the headlines were readable. The articles have been digitalised using a scanner, and most are quite worn and difficult to read despite the multiple zooming. The pages can be displayed by the Digital Pages application as images. They can only be read online, downloading or saving options are not available on the interface. With the built-in zoom feature, the loaded page can be readable, and the cursor helps to guide to the content we want to read. A small copy at the right corner of the screen shows the part of the page that is displayed on the screen.

The location of the searched keyword is highlighted by a red line on the page, which helps a faster, more focused reading. This is a very useful tool that has made my job easier.

The findings can be accessed through a 5–6-click selection system. In order to open the given article, we have to select the year groups, then years, months and page numbers. If we want to open a new article, the same selection process starts from the beginning, which is a meticulous work.

Statistics

It is worth observing the statistical data concerning the number of articles and the changes in the number of articles over the years because they let us have an overview on the events that were significant for the Western block countries.

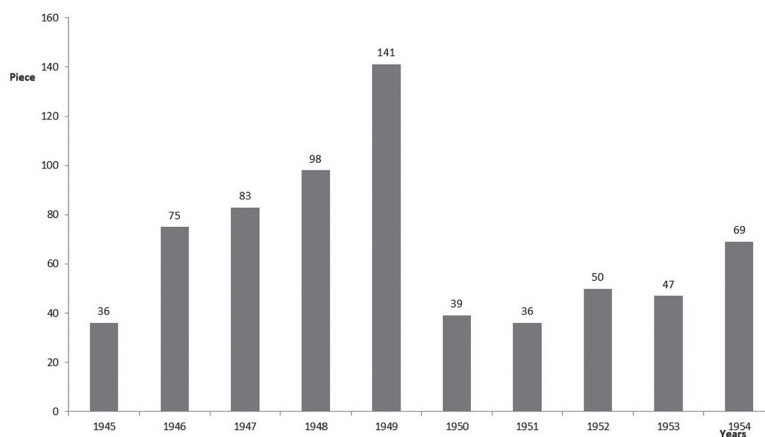


Figure 1.

The number of articles related to Hungary

Source: Compilation of the author based on <http://acervo.folha.uol.com.br/>.

After having chosen the keywords, I continued the research according to the word of “húngaro”. In this time period, 1941 and 1955 by the categorisation of the system, I got a total of 1,141 hits. From these, 674 items fell into my 10-year period selected. The breakdown by year of the 674 articles is shown in Figure 1.

It is clear that in the years of peace negotiations following the end of World War II, gradually more and more articles appeared on Hungarian events. The number of articles reached the highest point in 1949, which was also due to the fact that a great number of Hungarian migrants arrived in Brazil.

In the first years of the 1950s, relatively few articles (48 articles on average) were reported in the Brazilian newspapers about Hungary. Compared to 1949, we can experience a huge downturn. The trends regarding the number of articles published on Hungary over the years, compared to the 36 articles of 1945 are shown in Figure 2.

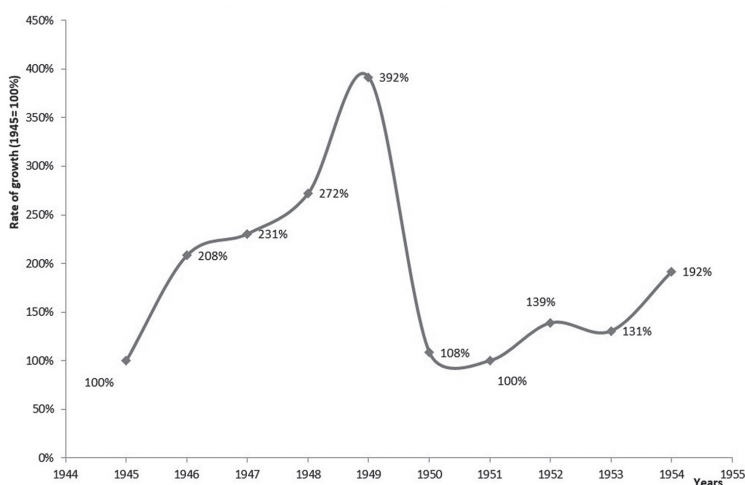


Figure 2.

The number of articles related to Hungary compared to the data of 1945

Source: Compilation of the author based on <http://acervo.folha.uol.com.br/>.

Assumptions

Before my research, I defined some of the assumptions which I will try to prove. Taking into consideration the general lines and political views of *Folha de São Paulo* and the political and economic situation of the time, the following hypotheses have been created.

1. The Brazilian press mainly broadcasted news on political and economic issues in Hungary, and a clear opposition to the Soviet views can be recognised in the articles.
2. The readers of the *Folha de São Paulo* were informed about the most significant political and economic events occurring in Hungary although the sources of broadcasting were limited in the 1950s.

3. In the 1950s, the readers of the *Folha de São Paulo* were informed about Hungarians living in Brazil. For example, Hungarian artists and athletes and innovations of Hungarian scientists were communicated.

A Brief Introduction of the Brazilian–Hungarian Diplomatic Relations

In order to properly interpret the articles of the *Folha de São Paulo*, it is essential to understand the general characteristics of the international context. It is important to have a brief overview of the development of Brazilian–Hungarian relations between 1945 and 1955. The official diplomatic relationship between Hungary and Brazil was first established in 1927, which was interrupted between 1942 and 1961. This break seems to be a long period especially compared to the relationship between Hungary and Argentina, where, after WW2, diplomatic relationship was re-established in 1949. Yet, in case of Mexico, the normalisation of official ties took an even longer time. After breaking diplomatic relations in 1941, contacts were only normalised in 1974.³

Although, from the aspect of Brazil, Hungary has never been considered a significant country as an independent state, Hungary has always prioritised good economic relations with the Latin American country.⁴ In those decades when diplomatic relations did not exist, the two countries were members of the two opposite blocs of the world. While Brazil became a member of the Western bloc, Hungary came under the influence of the Soviet Union.

Another aspect of the Brazilian–Hungarian relationship is the presence of the Hungarian migrants in Brazil who contributed to the Brazilian art and sport life, especially with respect to football. Approximately 40 to 50 thousand Hungarians arrived in Brazil in several waves, in particular in the 1920s, 1930s and after WW2. Many of them settled in São Paulo state.⁵

Articles

1945–1949

The vast majority of articles of 1945 report on the expulsion of the German army from the Hungarian capital that had been heavily bombarded and the last acts of war in WW2. For example, readers were informed that László Bárdossy, Hungarian Foreign Minister between February–April 1941 and Prime Minister (3 April 1941 – 7 March 1942) was sentenced to death at the end of 1945.⁶ The articles also reported that the Bergen-Belsen concentration

³ DÖMÉNY 2001.

⁴ SZILÁGYI 2009, 163–185.

⁵ PONGRÁCZ 2008, 33–37.

⁶ It was during his premiership that Hungary joined the aggression against Yugoslavia; and Jewish men were banned from serving in the regular armed forces and were obliged to perform labour service by government decree (April 1941); Hungary joined the war after the bombardment of Kassa, today Košice, Slovakia (June 1941); Act XV of 1942, the so-called Third Jewish Law was adopted and approximately 20,000 deported Hungarian Jews were massacred in Kamianets-Podilskyi, today's Ukraine (August 1941); and Hungary declared war on the United States (December 1941).

camp was liberated,⁷ where many Hungarian Jews had lost their lives. Survivors organised commemorations. With respect to post-war Hungary, it was written that the United Kingdom acknowledged the Hungarian Government as a democratically functioning one, yet it was already mentioned in the newspaper that the Soviet leadership was planning to take direct control over the country.

Articles of 1946 mostly deal with the increasing Soviet influence in Hungary (for example the arrival of Soviet soldiers, estimated by the newspaper to reach 700,000) and the peace negotiations. With respect to the latter, the main topics discussed were related to border changes and territorial claims. Hungarians living in Brazil could be particularly interested in this topic, especially if they had emigrated from territories which had been ceded to the neighbouring countries after WW1 and longed for the returning of these lands to Hungary, because the change of borders had been the principal cause of their emigration. They had problems in their new countries (loss of jobs, property, prestige; negative discrimination, etc.) and left Europe due to the above-mentioned reasons, none of which were directly connected to Hungary. Therefore, they tended to maintain Hungarian traditions and links with Hungary more than people who left directly Hungary for having suffered persecution in their homeland. It is interesting to mention that an article in *Folha* about the Central European peace negotiations was written by the Hungarian Ferenc Puszta. After the negotiations, however, the newspaper informed that no border changes would take place.

The articles also mentioned some of the Hungarian leaders. News included that former Prime Minister László Bárdossy asked for amnesty which was denied by the leadership – characterised as Communist by the newspaper –, and he was shot on 10 January 1946. Some extreme right politicians and Nazi collaborators were also executed, such as László Endre (1895–1946), State Secretary in the Ministry of the Interior, right hand of Adolf Eichmann in deporting Hungarian Jews. As regards post-war Hungarian leadership, readers were informed that Zoltán Tildy⁸ was elected President (1 February) and 3 days later Ferenc Nagy⁹ Prime Minister (4 February 1946).

Most of the 1947 articles were about the Hungarian elections, the severe economic crisis coupled with the enormous inflation the country was experiencing.¹⁰ The British and Americans were increasingly alarmed by the Hungarian political and economic situation and feared a Bolshevik takeover and dictatorial government. It was written that the United Nations called for intervention in the Hungarian crisis, fearing Hungary could turn into a military base for communists. The majority of the articles in *Folha de São Paulo* are

⁷ It was situated in Saxony, Germany and was liberated in April 1945 by British troops.

⁸ Zoltán Tildy (1889–1961). Prime Minister (1945–1946), President (1946–1948.) Member of the Independent Smallholders' Party. He was held under house arrest until 1956. He participated in the coalition government during the Revolution, and was sentenced in the Imre Nagy trial.

⁹ Ferenc Nagy (1903–1979). Prime Minister of Hungary, forced to resign at the end of May 1947. He emigrated and finally settled in the U.S. His memoirs are NAGY 1948.

¹⁰ The 1946 Hungarian inflation has been the worst in world history. 1 dollar was supposed to be worth 4,600,000 quadrillions of *pengő* by the end of July 1946. (ROMSICS 1999, 305.) “Due to ruinous hyperinflation, the *pengő* totally lost its monetary value by the summer of 1946 and in practice was no longer used as a currency, its place being taken by trading in old, foreign currencies or everyday consumer goods.” (ROMSICS 1999, 246–247.) The new currency, *forint* was introduced in August 1946.

Portuguese translations of the articles taken from the English and American press, so we can feel the opinion of the Western countries about the Hungarian situation.

Three years after the end of World War II, the relationship of Hungary with its neighbours (friendship treaties, situation of minorities) was a recurrent topic in *Folha* (1948). It was reported that in Yugoslavia anti-Hungarian propaganda was sweeping, Hungarians in Vojvodina had to endure very harsh conditions. The newspaper also informed that Hungarian–Yugoslav relations were getting worse. The latter was actually part of a general trend, which characterised the whole Socialist camp and stemmed from the Soviet–Yugoslav rift.

There were also articles concerned about the situation of the Catholic Church in Hungary and the deteriorating relations between Hungary and the Holy See.¹¹ There was news about the introduction of a new agricultural policy in Hungary and the ban of different products, such as coffee, tea and cocoa which were imported from Latin America, and could affect Brazil.

The articles of 1949 focus on two show trials, the trial of Cardinal József Mindszenty and of former Minister of the Interior and outstanding member of the Communist Party, László Rajk. The decisions of the Rajk trial were announced by the *Folha de São Paulo* on the main page, stressing that the politician who assisted in establishing and deepening the Communist regime in Hungary received a death sentence in a conceptual lawsuit by the government he had helped. The deterioration of relations between the Soviet Union and Yugoslavia led to the demonisation and condemnation of the Yugoslavian leadership in the Soviet bloc, and hence to Titoist trials, in which alleged allies of Tito were sentenced. In most cases, like Hungary, this occasion was used to get rid of real/potential internal enemies within the Communist Party. Rajk was condemned as a Titoist and executed. During the year, Hungarian–Yugoslav relations got radicalised and *Folha* reported that Hungarian border guards opened fire at the Hungarian–Yugoslavian border.

Relations between the Western and the Eastern bloc deteriorated gradually after World War II, and Brazil, as many other Latin American countries, joined the U.S.-led Western bloc. In the articles of the *Folha de São Paulo* an opposition to the Soviet views can be clearly seen.

1950–1952

In 1950 a relatively small number of political and economic articles appeared in the daily papers, the last article was in August. Next year, there was little news about Hungary, the majority of which were about the successes of Hungarians in Brazil. Most of the articles in 1952 were written about the further deterioration of Yugoslav–Hungarian relations, informing for example that Hungary accused Yugoslavia of espionage and officially declared the Yugoslav Ambassador *persona non grata*, that the assets of Yugoslavian companies

¹¹ The Apostolic Nuncio, Angelo Rotta was forced to leave in April 1945, having been declared *persona non grata*, thus bilateral relations broke. When József Mindszenty was elected Archbishop of Esztergom, he proposed the re-establishment of diplomatic relations with the Holy See, to no avail. (BALOGH 2014, 94–96, 102–103; VÖRÖS 2017, 1–9.)

operating in Hungary were frozen, their operations were abolished, and the diplomatic ties were completely cut.¹²

In March 1952, the celebration of the 60th birthday of Mátyás Rákosi was reported upon and characterised as the culmination of the dictatorial system and of the personal cult that surrounded him.

1953–1954

In the years 1953 and 1954 most of the articles covered the successes of the Hungarian sport, with only a few political aspects. These included Cardinal Mindszenty (in jail), the death of Stalin, that Rákosi was called to Moscow and officially removed from his position, and that Imre Nagy took his place as leader of the country. In 1954 it was reported that Hungary asked for membership of the United Nations.¹³ There were articles accusing Hungarians being involved in espionage cases, as well as the arrest of a Hungarian Nazi group in São Paulo for racial discrimination.

In the early 1950s, as the countries of both blocs interrupted their diplomatic relationships, the newspapers could rely on only the most significant international broadcasting offices which were mainly owned by British and American companies. Even in these circumstances, the readers of the *Folha de São Paulo* were nonetheless informed about the most important political and economic events occurring in Hungary.

Successes of Hungarians

Sports

A significant part of the news was about the successes of Hungarian athletes, mainly football players. In the period between 1945 and 1955, the success of Hungarian football lived its glory internationally. Hungarian players became world-known specialists also in Latin American clubs, who wanted to learn the basics of European-style football.¹⁴ The sports section usually reported on the latest results of the Hungarian national league, both on the results of the matches already being played and the results of the expected matches. The names of the teams have been written incorrectly in many cases; not only were the teams of Budapest known, but also the teams of other cities like Szolnok or Eger. Newspaper readers were informed about the results of the league to play and bet for the next matches of the European leagues, including Italian, Spanish, Portuguese, English and German national leagues.

¹² Hungary constructed an expensive line of military defence on the border between 1951 and 1955, which it started to dismantle in the year of its completion due to Soviet–Yugoslavian rapprochement. Relations started to improve after the consolidation of the Kádár system, from the first half of the 1960s. For more details see BOTTONI 2010, 44–47.

¹³ Hungary became a UN member in 1955, as part of the so-called package deals.

¹⁴ SZENTE-VARGA 2015a, 157–172; SZENTE-VARGA 2015b, 343–354.

László Pákozdi (referred to as Pakosdy, Pakozdy in several articles) is one of the Hungarian football players mentioned in the *Folha* articles. He started his career in Hungary, then he moved to Latin America where he achieved significant successes in the Chilean national team, and later became coach and captain (in 1957). The *Folha de São Paulo* reported about Pákozdi as a player of the Botafogo team in Rio de Janeiro, where he was hired as a player and coach. He died in Santiago de Chile in 1993.¹⁵

1953 and 1954 were two years of glory in the history of Hungarian football, which made up a large part of the Hungarian-related articles in the international press. A memorable event in 1953 was that the Hungarian team managed to defeat the English national team at Wembley, which was a good sign before the World Cup. The Hungarian national team at the 1954 World Cup, which took place in Switzerland, and its captain, Ferenc Puskás, received the biggest attention; his play was in the limelight during the matches. During the World Cup, the Hungarian team met Brazil in the quarter-finals; the match ended with a 4–2 Hungarian victory. The final of the World Cup was played by Hungary and West Germany (2–3).

Arts

After World War II, Hungarians who were marching into Brazil met a well-functioning, prosperous and multi-decades-old Hungarian community, primarily in larger cities. Some Hungarians who had been forced to emigrate got involved in the arts, such as acting, and this success was also a success for the non-integrated, newly arrived. Here is an example of László Vajda, who performed as a theatre director in São Paulo on stage *Carne de Forca*. *Folha de São Paulo* also published a biography of Gabriel Pascal, a film producer and director, who was also of Hungarian origin, though his name in the country is not known. He has also made a film version of famous pieces such as *My Fair Lady*, *Pygmalion*, or George Bernard Shaw's *Caesar and Cleopatra*. Gabriel Pascal enjoyed the popularity of the late 1930s so that, for example, in *Time Magazine*, in 1938, he was among the 10 most influential people in the world.¹⁶

The music world was another successful branch of art, where Hungarian artists managed to break into Latin America, including Brazil. A long description in a number of pages were dedicated to the world famous Zoltán Kodály and Béla Bartók. In one of their articles, they commemorated Ferenc Erkel, the composer of the Hungarian anthem. Though it is not mentioned in the article, it should be added, that Erkel's contemporary, the emigrant Ferenc Debály is the composer of the music of the Uruguayan anthem.

In the 1940s and 1950s, the Léner Fours, in the Latin American countries, were greeted by huge success and audiences. Their music and performances were presented in a special piece of praise. The Léner Four, also known as the Lehner String Quartet, was founded in 1918 under the leadership of Jenő Léner.¹⁷ The quartet also included József Smilovits, Sándor Róth and Imre Hartmann. The Quartet was one of the prestigious orchestras of

¹⁵ PINCÉSI 2014.

¹⁶ Gabriel Pascal film 2006.

¹⁷ MOLNÁR 1968.

the age, earning numerous awards for their work, such as the Beethoven cycle, recording all of Beethoven's works. Their pre-war successes centred on London, where they entered the Royal Albert Hall three times. In addition to London, they had concerts in many cities in Europe, Africa and America. They did not return home from their overseas tour and moved to Mexico City in 1941. From there, Latin American tours were organised, including the ones in Brazil. Soon, Jenő Léner moved to New York, where he reorganised the quartet with other members. He died in 1948, resulting in the disappearance of the new ensemble in the U.S., and therefore the orchestra in Mexico became the only Léner Quartet in the world.

The articles of *Folha de São Paulo* include the names of pianist György Sándor¹⁸ and Róbert Weisz, as well as the name of opera singer Endre Koréh.¹⁹ In addition to the musicians who performed the concerts, every Thursday at the São Paulo radio station, Gizella Thury²⁰ sang.²¹ Subsequent research revealed that she was also a member of the Hungarian Artists' Club founded on the 3rd of February 1955, a Hungarian community organising cultural programs. The club coordinated and supported the work of local artists, painters, actors, musicians, writers and journalists.

In the field of literature, the writing of René Fülöp Miller, *The Saints that Moved the World* can be mentioned, which has never been translated into Hungarian. The book was published in 1945 and is about five saints whose attributes, wills, love and meaning can give a good example of achieving human perfection.

Another article presented to the readers the piece *Mar da historia* by Paulo Rónai (Pál Rónai, 1907–1992). The talented young man had been discovered by poet Lőrinc Szabó. Various volumes containing poems translated by Rónai were published in pre-1945 Hungary.²² These formed the basis of his Latin American and in particular, Brazilian contacts. Rónai was deported to a work camp in 1940. He was fortunate enough to survive, and after being released, he emigrated to Latin America. He gained great popularity in Brazil with his translations.²³ He mastered French, Hungarian, Latin, Portuguese and Spanish.²⁴

There was a promotion for the book written by Arthur Koestler, *Age of Longing*, which is a “novel in the near future, in a society where the threat of nuclear destruction is a daily reality”.²⁵ These articles are all published as book reviews and allow a glimpse into the Hungarian literature for the general public.

¹⁸ György Sándor (1912, Budapest – 2005, New York). He studied at the Hungarian Academy of Music and was a disciple of Béla Bartók and Zoltán Kodály. He moved overseas at the end of the 1930s and had a South American tour in 1939.

¹⁹ Endre Koréh (1906, Sepsiszentgyörgy – 1960, Vienna). Singer of the Hungarian Opera House, and following his emigration after WW2, of the Viennese Opera House.

²⁰ Gizella Thury (1912–?). She was an opera singer, a member of the Hungarian Opera House.

²¹ MMK s. a.

²² *Brazília üzen: mai brazil költők* [Brazilian Message: Contemporary Poets from Brazil] in 1939; *Santosi versek/Ribeiro Couto* [Poems from Santos by Rui Ribeiro Couto] in 1940, *Latin költők* [Latin Poets] in 1941.

²³ KABDEBÓ 2012.

²⁴ Some of his works were published in Brazil: RÓNAI 1945; RÓNAI 1975; RÓNAI 1981. He contributed to the promotion of Hungarian literature by translating various works into Portuguese and publishing them in Brazil. His translation of the *Paul Street Boys* by Ferenc Molnár became a classic (MOLNÁR 1958?). He also translated *The Tragedy of Man* by Imre Madách (MADÁCH 1980).

²⁵ KOESTLER s. a.

Mixed

There were some communications about scientific life in the daily: an article about promoting a book on the biography of Ignác Semmelweis and a photo report of the Nobel Prize winning chemist, György Hevesi, were published.

The Brazilians were enthusiastic not only for Hungarian art and sport but also for Hungarian cuisine. An announcement was made that the Ritz bar serves Hungarian goulash soup every Sunday, while *feijoada hungara* is on the menu on holidays.

I also found an advertisement of a Hungarian language course organised by a language school in São Paulo. I find it interesting because the languages of the major Western European states appear in the language schools, for example English, French, Spanish, Italian and Russian. Among the languages of the region was Romanian, which also presupposes the presence of a large number of Romanian immigrants in the country.

Results and Final Consequences

When reading the articles, it was clear that although Hungary and Brazil did not have any official ties between 1945 and 1955, the Brazilian press tried to provide some information about Hungarian events. Most of the reports were brief and limited to the most significant facts, but Hungarians living in Brazil could form an idea of the Hungarian political and economic situation. Although most articles had political bias because of the Cold War context, we could see a number of writings describing Hungarian successes, some related to Europe (for example, the Hungarian national soccer team) and some to Brazil (Hungarian immigrants).

My research work aimed to create the image of Hungary based on the articles of *Folha de São Paulo*. I used one of the most important organs of the Brazilian press, so I could offer an insight of what the Brazilians of those days could know about Hungary.

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This book is the fruit of the conference *Latin America and Hungary – Cultural Ties*, held in Budapest. The 14 essays in this volume – written partly in English and partly in Spanish– range from the 19th to the beginning of the 21st century, and follow the movement of people and ideas across the Atlantic, from Hungary to Latin America and vice-versa. Of course, ideas do not travel alone; the human mind is necessary to create, transform and apply them. Encompassing a wide range of arts, migration movements and individuals, the book is meant as a resource for cultural diplomacy.

Este libro es el resultado de la conferencia *América Latina y Hungría – Contactos culturales*, celebrada en Budapest. Los 14 ensayos del volumen –elaborados algunos en inglés y otros en español– van desde el siglo XIX hasta principios del XXI, y examinan el movimiento de personas e ideas a través del Atlántico, en este caso de Hungría hacia América Latina, y viceversa. Naturalmente, las ideas no viajan solas; la mente humana es la que las forma, las transforma y las aplica. El libro abarca una amplia gama de artes, personajes y movimientos migratorios, y pretende con ello ser un recurso para la diplomacia cultural.

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