

LOOKING BACK ON THE FIRST TEN YEARS OF THE JOURNAL HUNGARIAN ARCHAEOLOGY

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We tend to anthropomorphize, that is, to view and interpret the world on a human scale. This is natural since one's path of life is their most direct experience and most obvious reference since ancient times. The life cycles of past civilizations (genesis, growth, golden age, decline) were also easier to consider analogous to human life (birth, youth, adulthood, old age), as we can read in former scientific works. Peculiarly, human dynamics are – approximately – aligned with a decadal pattern, which is why we attach a certain importance to “big 0” birthdays. And these occasions provide an opportunity to look back at the achievements of the decade we have left behind, which may help to determine the challenges of the decade ahead.

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The online journal *Magyar Régészet / Hungarian Archaeology* celebrated its first “big” anniversary this year. It has been published quarterly for ten years to “provide continuous information on new, interesting, and important events and results of Hungarian archaeology to both Hungarian and foreign professional audiences and to convey the most significant foreign trends to readers interested in archaeology,” as it was aimed by the editors in the spring issue of 2012. Ten years, forty issues, seven sections, three hundred and fifty-six articles, plus news about exhibitions, events, publications... and lots and lots of work to bring those to the audience. All this in a way that “meets both the need for fast and regular information in Hungarian archaeology and domestic and international standards of prestigious publications as well.”

THE INCEPTION AND AIMS OF THE JOURNAL

The objectives set out in the introduction show that the idea of establishing the journal was in fact triggered by the spirit of the age. The explosive development (or at least transformation) of the Internet in the 2000s brought new dimensions to information exchange, a process that has been further intensified by the widespread use of mobile devices. The traditional press has been forced to react with online products, which now account for the vast majority of their readings. The (debatable) result is an information contest promoting speed, which, we admit, often leads to annoying typographical errors in published texts. At the same time, co-creation and sharing of information have created a new situation and raised new professional-ethical issues.

These tendencies did not escape the academic realm, in our case archaeology either. All prestigious international journals usually have a for-profit website now where accepted papers are available before they are published in print. The digitization of the publishing process has made it possible to release electronic versions of papers, thus shifting user demand towards online content. This opportunity has attracted not only researchers and professionals but also an audience interested in archaeology. The “democratisation” of educational content creation (such as *Wikipedia*) places a responsibility on academics to do so themselves as well, providing the general public with interesting and scientifically credible information. And we can add another factor to all this, which also helped the birth of *Hungarian Archaeology*, namely, the growing expectation that the results of publicly funded projects should reach the widest possible audience with open access.

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I would like to thank the editorial staff for compiling the data for the last ten years, which has served as a basis for the review. I am grateful to Erzsébet Jerem and Katalin Wollák for their comments on the first version of the manuscript, and especially to József Laszlovszky for his suggestions and additions to the article.

Taking all these circumstances into account, the concept of an online journal was born, with the publication of four issues a year, meeting the needs and freshness of the online format. The interest in the latest news is well illustrated by the fact that the number of visitors usually jumps when a new issue is published on our website. However, the voluntary editorial work does not allow for more frequent releases. Today, the reliable publication schedule of the four issues has been set, required not only by the prestige of the journal but also by the grants that help the publication. As our content and scope have constantly become richer, so has the extent of our volumes. Today, the creation of more than 200,000 characters per issue is continuous and imposes a heavy burden on the editors. However, we consider this extent ideal to maintain professional standards, which is one of the most important objectives.

READERSHIP AND ATTENDANCE OF THE JOURNAL

The task undertaken in the inaugural article of the first issue, the continuous, substantial, and quality publication with expanding content while preserving the scientific character, has apparently been achieved, as shown by the increasing website traffic over the years. In its tenth year, between January 1 and December 12, 2021, *Hungarian Archaeology* already registered 42248 visitors, with a daily average of around 150 (the numbers for *Magyar Régészet* are 80.866 and over 200, respectively) (Fig. 1).

The annual data, of course, shows fluctuation, related to numerous factors. The general trend, however, is clear: the numbers have been rising since launch. There is no room for a detailed analysis here, but some conclusions can still be drawn. The downloads are related to scientific articles, and readers who return several times are looking for them in many cases, but there is another circle of interested people who prefer to look at fresh content and news. The targeting of two audiences is related to the place that *Hungarian Archaeology* intends to occupy in this new world of digital publishing, which thus provides a panoramic

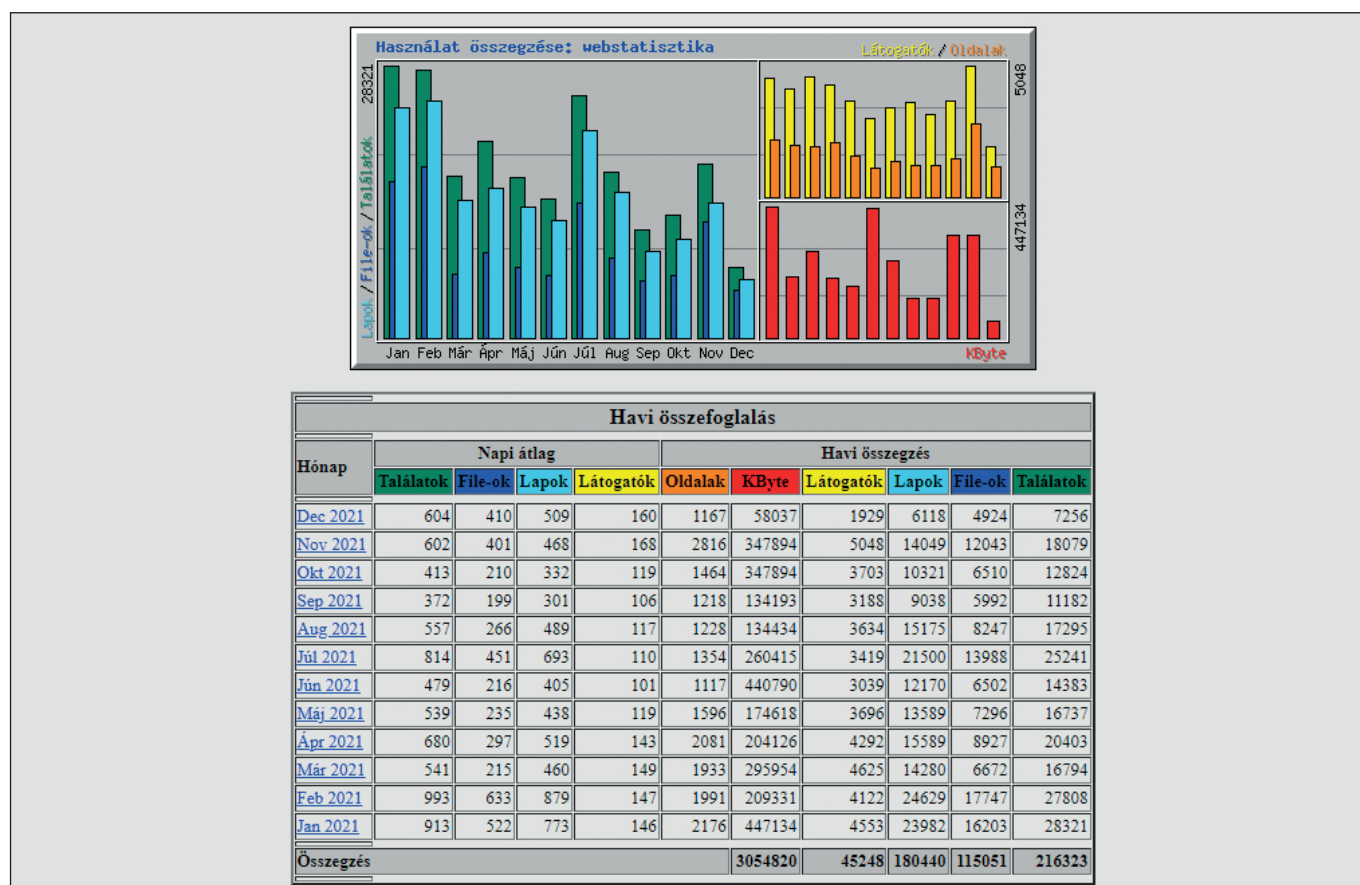


Fig. 1. Statistics of the website www.hungarianarchaeology.hu for the period from 1 January to 12 December 2021, broken down by month. For the statistics of the Hungarian journal see the Hungarian version of this article in www.magyarregeszet.hu (Webalizer Version 2.23)

view of what is happening in Hungarian research. To this aim, it also seeks to promote new forms of publication (blogs, vlogs, movies, etc.) and to present content that is not always in the interest of academic journals in a form that is well known and popular with the wider public. Of course, the audiences interested in the two types of content are also connected, as news and events can lead the non-professional reader to scientific articles. Thus, *Hungarian Archaeology* is not the fastest responding element of Hungarian archaeological online platforms, but the attendance data confirm the original editorial concept.

FORMAT, STYLE AND LANGUAGE

High standards play a key role in the success of a professional journal that also undertakes the promotion of science. In today's world of information overflow, the knowledgeable reader is at risk of being exposed, by accident or in a controlled manner, to a wide variety of real and false information. Archaeolingua Publishing, with a history of three decades, places great emphasis on quality in its publications which can be a guarantee of high standards in this instance as well. The manuscripts are reviewed by two peers, one editorial board member and one outside expert. When selecting for publication, it is important to bring up-to-date information, a methodologically modern approach and a clear presentation of the results. Moreover, novelty appreciated, the presentation of not only results but research projects and their plans has also come to the fore in recent years. We are also pleased to acknowledge that current issues and approaches in international research are also embraced by the new Hungarian projects. Because of that, it is a task to maintain popular understanding, as it takes time for the terminology of the latest trends to be established in Hungarian. This is well illustrated by the Hungarian IT vocabulary which still uses many English terms. On the other hand, talking and writing about those helps to develop the necessary technical language and terms. The editorial board also places special emphasis on avoiding the unnecessary or excessive use of foreign words and technical terms, which are often used in professional publications, in the Hungarian version. This is the only way to ensure that not only professionals can read these articles.

This issue, of course, arises differently in the English version of the journal (*Hungarian Archaeology*), where professionalism is the same requirement, but different aspects must be taken into account when using the technical language. *Hungarian Archaeology* targets a completely different readership. It is considered a publication by which foreign professionals can find out about the results of Hungarian archaeology and the related developments taking place in the country. Therefore, articles in English, although almost identical to their Hungarian versions, have elements of this different readership. In many cases, additional bibliographic items are included, and citations must be adapted to different language contexts. This serves a dual purpose: the academic publication is accessible to foreign readers and offers citations more useful in terms of language. In addition, the latest Hungarian publications can be presented in front of a wider audience, which is also of paramount importance in today's academic life.

Equally important is the format and design, in which the rich illustrative material draws attention. Web publishing allows high-resolution, colour illustrations for each article. This is especially important today for a researcher who wants to communicate their results. Some of the highly prestigious academic journals ask for a significant price for the publication of colour figures in print. Thus, open-access internet publishing is helpful in this regard, as there are no such additional expenses here.

THE CONTENT AND COLUMNS OF THE JOURNAL

Another component of success is quality content. The editorial board consciously strived to represent Hungarian archaeology as widely as possible in the journal as a whole and its issues. According to the traditional archaeological periodization in Hungary, the publications include a balanced proportion of prehistory, classical antiquity and the Roman era, the migration and early medieval periods, and the late medieval–early modern ages (*Fig. 2*). From 2017 on, a slight shift is observed towards prehistory, then the medieval period and general writings, due to the new special sections or columns. Since its start in 2012, the backbone of the journal is the **Articles** section, with studies presenting research results (*Fig. 3*). One year later, starting

Period	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
More periods or general	5	6	7	4	5	9	7	17	22	22	104
Prehistory	3	6	8	7	8	13	12	6	13	17	93
Antiquity and Roman era	5	4	3	3	3	4	6	2	1	4	35
Migration and early Medieval periods	4	3	4	4	3	6	1	4	4	3	36
Late Medieval and Early Modern periods	6	8	8	7	8	8	7	5	12	12	81
Total	23	27	30	25	27	40	33	34	52	58	349

Fig. 2. Distribution of the journal's articles by archaeological periods in each year without the Archaeology School column

with the spring 2013 issue, the **Forum** section has been introduced, in which, according to the editorial, “we want to draw attention to, reflect on, or initiate a debate on key issues related to archaeology and heritage in general.” A key event also gave impetus to the launch of this section: in 2012, Hungary joined the *Council of Europe Framework Convention on the Value of Cultural Heritage for Society*, better known as the *Faro Convention*, established in 2005. This provided an opportunity to discuss old and new issues related to the protection of the Hungarian heritage in the light of European objectives, as well as the issue of cross-border archaeological and heritage projects in line with the concept of shared responsibility.

Column	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Article	23	20	22	20	19	18	19	19	20	17	197
Forum		7	6	5	8	13	9	8	15	30	101
Archaeology School	8										8
Interview			2								2
Interreg						9	5	4	5	3	26
Ariadne								3	1		4
Community Archaeology									11	8	19
Total	31	27	30	25	27	40	33	34	52	58	357

Fig. 3. Distribution of journal publications by column in each year.

The **Interview** column has been established the following year with the same mindset and intent. In the mid-2010s, Hungarian archaeology and heritage management underwent a drastic transformation, both in terms of organizational structure and legal regulations. Inevitably, this has sparked in-depth professional debates about the relevance and further development of the field. With the new column, the intention of the editorial board was „to present the opinions of various persons, professional groups and institutions on a given issue in the form of reports and interviews.” During the talks, they sought to “clarify positions, even if they contradict each other or are not acceptable to many.” However, professional discussions take time. During thoughtful negotiation, the possible solutions crystallize, the elements of opposing opinions start to merge, until eventually, they may lead to a compromise optimum, a good basis for moving forward. The archaeology profession was not given this time. The drastic transformations (ignoring professional opinion and debate) continued, which, resulted in, among others, the paucity of interviews. However, the column is ready to give way to professional discussions if they are given a role again and gain meaning in shaping the future.

Until this happens, the **Interview** section can also be used to report on innovative research projects, the results of which are not yet available, but it would be important from a methodological point of view to read their initial steps. In this way, the column can be revitalized as a professional discussion forum, where early-phase projects can report their objectives, and later-phase research can focus on methodological details that are of crucial importance for the continuous renewal of Hungarian archaeology. There is another important professional side to this issue. In the case of research projects implemented with the most

important foreign or domestic funding, the results have to be published in highly ranked, primarily international academic journals. No project can escape this, so periodicals such as *Hungarian Archaeology* are at a disadvantage when it comes to publishing results. Rethinking these results-oriented publishing trends may open up a new opportunity for the journal.

Thanks to the embeddedness of Hungarian professionals, despite drastic legal and organizational changes, our archaeology and heritage protection have not been severed from international processes and initiatives. This is because European-scale programmes are taking place with Hungarian participation. For two of them, *Hungarian Archaeology* launched distinct sections entitled **Interreg** (2017) and **Ariadne** (2019). Interreg European partnership projects are of key importance as they provide a framework for the already mentioned cross-border archaeological and heritage cooperation, the importance of which cannot be overemphasised. ARIADNE and its follow-up ARIADNEplus have also received a separate column due to their high importance. This huge international collaborative project aims to do no less than making research data available in an international database. The ARIADNE project, which started in 2014 with an organization of 26 associates, was joined by others, so in 2019 the continuation started with 41 members. In addition to database building, the project also carries out joint developments on important issues such as the survey of research needs related to data sharing, the determination of data management principles, the development of models to facilitate interoperability between different types of data, and the creation of basic search dictionaries.

In line with its original commitment, the journal seeks to make the new initiatives known to the readership. We can say that one of the most rising trends today is **community archaeology**, which has also received a separate column starting with the spring issue of 2020. According to the intent expressed in the editorial preface: *“In this section, we will also present the initiatives that are now underway in collaboration with several museums and national institutions. Here we would also like to publish methodological writings on this exciting and interesting field of our Hungarian archaeology.”* The large number of articles published in this section also indicates the level of interest in this initiative. The timeliness of launching this section is also well illustrated by the recent opening of two large-scale exhibitions, which, building on the results of community archaeology, introduce visitors to this increasingly popular and scientifically significant form of research. Community archaeology has become a form of activity that moves the number of interested people.

We can count the **“Archaeology School”** among the columns, although it is special in several respects compared to the others. The first difference is that it is not expanding from year to year, but is a series of eight pieces. The second is that each episode was made in collaboration and guidance with the Association of Hungarian History Teachers (*Történelemtanárok Egylete*, TTE), who was assisted by József Laszlovszky on behalf of the editorial board. The third is that it contains materials that specifically support teaching, and thus does not seek to encompass the whole field of archaeology. The reappearance of this column with fresh content would certainly be worthwhile. All the more so, as a result of recent educational policy trends, entire periods, which can be learned from archaeology, are increasingly being squeezed out of the curriculum.

The online platform provides an opportunity for a journal to have more and different sections than a printed academic publication. From the very beginning, the editorial office has given an important role to the **News** and **Events** sections, which – unlike the rest of the journal – are not updated quarterly, but continuously. We report here all domestic or foreign novelties related to Hungary and fall within the scope of *Hungarian Archaeology*. The **Books** section similarly focuses on novelties. In addition to traditional reviews, new publications are usually presented with a brief description (blurb). Of course, new releases of the Archaeolingua Foundation and Publisher is presented here, but the platform also advertises works from other publishers and even includes museum publications for professional or public interest. Proper book reviews (recensions) also include detailed critical revisions, which may include a summary of a research topic related to the published volume or career path. Since last year, a list of books has been published in each issue, listing new publications related to Hungarian archaeology.

Hungarian Archaeology fulfilled its commitment to present Hungarian archaeology in its entirety over the past ten years (*Fig. 4*). In the table, we have reviewed the published articles only by major topics. If we look at these, diversity unfolds. After all, the sites themselves are diverse. Prehistoric settlements represent

Topics	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Regional studies	4	1	4	6	4	2	6	3	5	5	40
Site or excavation report	5	8	8	2	4	9	4	4	9	8	61
Find, artefact (-category)	4	3	1	3	2	6	5	2	5	3	34
Archaeology and heritage management	1		2		1	5	2	9	13	9	42
Methods	3	5	4	4	5	3	3	3		1	31
Bioarchaeology	1	1	2		2					2	8
Zooarchaeology				2							2
Archaeological science		1		1	1						3
Household archaeology	1										1
Way of life	1		1	1							3
Project	2	4	1	1	1	5	2	5	5	7	33
Conference			1	1	2	3	4	4	6	1	22
Book		4	6	3	1	7	7	4	9	11	52
Exhibition	1			1	4					11	17
Total	23	27	30	25	27	40	33	34	52	58	349

Fig. 4. Distribution of the journal's publications by topic each year without the Archaeology School.

many variations of archaeological sites, from pit complexes through symbolic tell sites, to tumulus cemeteries, and earthworks surrounded by circular ditches. The same, of course, can be said of other periods, further broadening the palette with, for example, Roman villas and baths, huge migration-period cemeteries, remains of medieval castles and churches, or ancient roads. This diversity of sites requires the application of a variety of excavation and documentation methods. The source of methodological diversity lies in a wide range of scientific issues. As our knowledge of the past expands, new questions arise. And as soon as we direct a question in a novel way, we need to look for a methodology that can extract information concerning the answer from the material residues of the past. And then we didn't even touch upon the opportunities offered by the various sciences, which are also constantly opening new and new windows to the past by making fresh information sources available. Thus, new subfields of archaeological research are developing that also emerge in domestic research, such as bioarchaeology, to name just one example. The kaleidoscope of topics is also characteristic of the **Forum** column (Fig. 5), mostly in the context of publications, exhibitions and projects.

Topic	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Site or excavation report					1				1	2
Find, artefact (-category)	1							1		2
Archaeology and heritage management				1			3	2	7	13
Methods						1			1	2
Bioarchaeology									1	1
Project	2		1		3			2	3	11
Conference				2	2	1	1	2		8
Book	4	6	3	1	7	7	4	8	8	48
Exhibition			1	4					9	14
Total	7	6	5	8	13	9	8	15	30	101

Fig. 5. Distribution of publications in the Forum column by topic each year

INSTEAD OF CONCLUSIONS

Hungarian Archaeology has a successful ten years behind it. Meanwhile, not only archaeology has evolved, but so has the journal. In addition to the above, an important step forward is the introduction of digital object identifiers (doi), which ensure the availability of academic publications through an international registry. In the world of the internet, this is a fundamental requirement for scientific research. As a significant part of the articles published in *Hungarian Archaeology* are scientific publications, the format must be adapted accordingly. Therefore, over the last ten years, the reference system has also changed somewhat to better align with the essentials of scientific communication today, allowing articles and references therein to be traced in the international scientific literature. This explains why *dois* appear in columns where content that meets these requirements appears.

We can be sure that there will be several challenges for the journal even in the near future that must always be met to be able to complete the mission undertaken at the start. And let's not forget that it was just childhood.

Happy Adolescence, *Hungarian Archaeology*!