

**THE RELATIONSHIP BETWEEN MASS MEDIA AND COMMUNICATION  
WITH THE PROCESS OF THE DWELLING OF HUNGARIAN IMMIGRANTS  
IN THE SOUTH OF BRAZIL**

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**Abstract**

This work aims to answer the questions of, what is the communication and mass media role in the process of settling down in a new landscape through analysis of the publications and communications in the medium newspapers, ranging the year from 1921 to 1989. The main newspaper this research focuses on is the "O Correio do Povo" which is the main local newspaper of the city of Jaraguá do Sul, also the "Jaraguá: Seminários Nacionalistas" another newspaper that circulated for a few years in the city. Thus, the focus is on reporting and analyzing the newspaper advertisements and reports, to answer the questions of, what is the communication and mass media role in the process of settling down in a new landscape by the Hungarian immigrants in the South of Brazil. Based on archive research, focused on the role of the media in the process of immigration and colonization in Jaraguá do Sul. The timeline range covers the propaganda made for the arrival of Europeans to the south - before 1891 as presented in books -, going through the publications in the local newspapers from 1921 to 1989. Finally, a brief introduction was made about the nowadays publications, reinforcing the role of the newspaper in remembering, which generates questions about its new roles in society under a digital acceleration. The whole analysis brought up also the main values and needs of the community during the first decades, through the portrait of the current in the past, which the newspaper helped to compose. Such aspects will help in the reflection of future analyses on how it was reflected in the local architecture.

**Keywords:** migration, newspaper, archive research, memory, collective memory.

**Disciplina:** cultural anthropology

**Absztrakt****A TÖMEGMÉDIA ÉS A KOMMUNIKÁCIÓ KAPCSOLATA A MAGYAR BEVÁNDORLÓK DÉL-BRAZÍLIAI LETELEPEDÉSÉNEK FOLYAMATÁBAN**

A tanulmány az 1921 és 1989 között újságokban megjelent kommunikáció és publikációk elemzésén keresztül arra a kérdésre keresi a választ, hogy mi a kommunikáció és a tömegmédiá szerepe az új tájban való letelepedés folyamatában. A kutatás Brazília Jaraguá do Sul városának fő helyi újságjára az "O Correio do Povo"-ra összpontosít, valamint felhasználja a "Jaraguá: Seminarios Nacionalistas" című másik újságot is, melyet néhány évig terjesztettek a városban. A hangsúly az újsághirdetések és riportok ismertetésére és elemzésére helyeződik, annak érdekében, hogy választ kapjunk arra a kérdésre, hogy milyen szerepet játszik a kommunikáció és a tömegmédiá a dél-brazíliai magyar bevándorlók új tájakon való letelepedésének folyamatában. Az archív kutatás alapján betekintés nyerhető a Jaraguá do Sulban lezajló bevándorlás és a kolonizáció folyamatába. A tanulmány az európaiak déli érkezése kapcsán készült 1891-től (a könyvek bemutatása alapján), a helyi újságokban 1921-től 1989-ig megjelent publikációkon keresztül mutatja be a helyi propagandát. Végezetül rövid bemutatás történik a mai kiadványokról, megerősítve az újságok emlékezetben betöltött szerepét, s további kérdéseket felvetve a médiumok társadalomban betöltött új szerepeire vonatkozóan a digitális felgyorsulás idején. Az elemzés felszínre hozta a közösség fő értékeit és igényeit, amelyeket az újság segített megalkotni. Ezek a szempontok segítenek az olyan jövőbeli elemzésekben átgondolásában is, mint például, hogy ez hogyan tükröződött a helyi építészetben.

**Kulcsszavak:** migráció, újság, archív kutatás, emlékezet, kollektív emlékezet

**Diszciplína:** kulturális antropológia

**Introduction**

The process of migration can be understood as geographical movement across international borders (Tsagarousianou, 2020), and the media can play many roles in this process, through propaganda or even as a means of information and connection. This process has been happening for a long time, historically, to and from different places in the world, and for different reasons through time. Florestal (2020) points out that there are many untold stories in the act of departure from one's homeland and arriving in a new world, which has happened millions of times. For that reason, this work focuses on telling some of those stories, related to the immigration of Hungarians to South America, at the end of the 19<sup>th</sup> century, focusing on

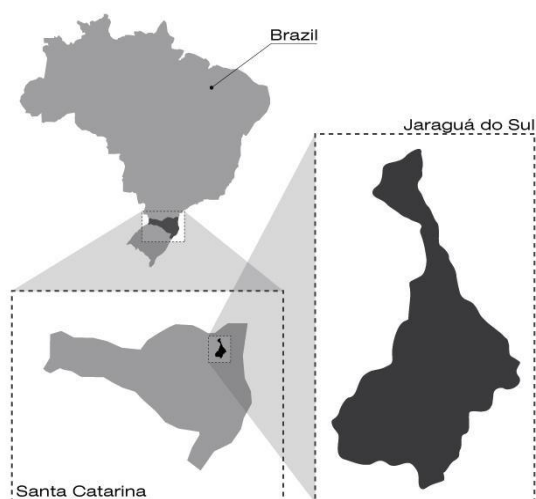
discovering the relationship between communications and the mass media, mainly the newspaper at that time, with the process of dwelling in a completely new landscape, reaching to the present questions surrounding the role of the digital media on remembering and telling these stories, how it can keep empowering the remembering process of the Hungarian descendants.

For Kosa, "emigration represented a natural outcome of those social problems which beset many European countries for long period" (1957, 501.), which made people leave behind their native land to try a new life in a strange country. That is the case of many Hungarian families, which went to Brazil, leaving the Hungarian landscape behind in 1891, looking for what was promised. The main

goal of the Brazilian government at that time was to populate the interior areas with the encouragement arrival of foreign groups, which added to the social movement in Hungary after the abolition of serfdom contributed to this process of migrating from Hungary. According to Boglár (2000), the immigration propaganda was done by shipping companies, "the propaganda promised the Hungarians that in South America, each family would receive, free of charge, a 120-acre plot of land, in addition to equipment, provisions, a dairy cow, chickens and even, who knows, midwives!" (Boglár, 2000, 32.).

Thus, in the last decade of the 19th century, more precisely from 1890 onwards, Hungarian families began to immigrate from the region around the county of Veszprém to the south of Brazil. The Hungarian families settled down in the region that today is the city of Jaraguá do Sul, on the banks of the Jaraguá River, and went through a process of assimilation with Italians, Germans living already there, and later also Polish (Figure 1.).

*Figure 1. Location of Jaraguá do Sul, in the South of Brazil. Source: by the author (2022)*



This, added to the isolation also because of World War I, when the possibility of

communication ceased, further strengthening the process of assimilation and later, the political institutionalization of the Estado Novo (New State) in Brazil in 1937, in search of the nationalization in the country, made even more strong the loss of the Hungarian language in the daily lives of that immigrant families.

Media and communications practices strongly participate in cultural lived experiences with a big significance between media and the migration process (Hedge, 2020). Those topics have been connected in a wide frame of research for a long time now, under different perspectives, such as historiography, anthropology, sociology, political science, and economy, and so on; and different approaches, including multidisciplinary ones (Hegde, 2016; Chin, 2016; Franz & Silva, 2020; Karim & Al-Rawi, 2018; Leurs, Witteborn & Gajjala, 2020; King & Wood, 2001). This work is again putting two very interdisciplinary fields of study, related to migration and media studies. In this work, it is presented the participation of the media in the whole process of migration of Hungarian families, to identify what is the role of the media, from the first propaganda, offering new lands and animals (Boglár, 2000), until the participation of the creation of the first press in the region (Boglár, 2000), reaching the small advertising publications of Hungarians into the local newspapers (Lopes & Kita, 2012). Finally, reaching to the question surrounding the remembering process, and how digital media nowadays may continue strengthening it.

### Methodology

The methodology used for developing this work is mainly archive research, based on the publications and communications through the newspapers, ranging from 1921 to 1989. The newspapers this research will focus on will be "O Correio do Povo", which is the main local newspaper of the city of Jaraguá do Sul, also in "Jaraguá: Seminarios

*Nacionalistas*" another newspaper that circulated for a few years in the city. In addition, a few books published by researchers and historians in Brazil were consulted to present the historical timeline of the Hungarian families and the relationship between the Hungarians and the press at that time. Thus, the focus is on presenting and analyzing the newspaper advertisements and articles, to answer the question of, what is the communication and mass media role in the process of integration and settling down in a new landscape by the Hungarian immigrants in the South of Brazil, and how it made possible the identification of the main values of those immigrants through the local media, enriching future research that will reflect on architecture as a cultural product. King (2021) brings up the increasing studies related to migration over the years, raising the question under this study, what is the role of media in it? Further, after understanding the role of media in the decision-making about moving from one country to another, creating a relationship with the new homeland, and later the process of remembering it all.

#### **The finds in the newspaper, from 1921 to 1989**

To start this discussion, it is important to bring to light concepts and notions, such as media and communication, its history, migration, and memory. All three concepts are closely connected in this work, which focuses on understanding the role of media in settling down the process of Hungarians migrating from Hungary to the South of Brazil. Once this work is based on archival research, as a researcher, it is essential to think about how the movement is remembered and archived by whom and for what purposes (Smets, Leurs, Georgiou, et al., 2020), composing part of the remembering process, tied to the memory, which is based on the "lived past" rather than on the "past incorporated by written history" (Halbwachs, 1992), formed internally to a collectively.

The newspaper is the first and main medium this study is focusing on, later reaching into its achievements and the digital opportunities nowadays. According to Spannenberg and Barros (2016), the press officially arrived in Brazil, with the transfer of the Portuguese Court to the colony in 1808, moving on to its consolidation with the emergence of new periodicals and with the disappearance of many others. At the end of the 19th century, with the change of political regime in Brazil, from a Monarchy to a Republic, there was a favoring of modernization and industrialization, consequently the same happened in the press. In southern Brazil, as there was a large colonization project by European immigrants, Seyferth (2003) points to a certain omission on the part of the State, which meant that the organization of communities was left to the colonists themselves. Thus, due to the strong German influence, the teaching language at the first schools was the German language, and consequently, newspapers were printed also in the German language, "mainly in the emerging urban centers in the colonial areas, but also in the lines and trails of the interior of the colonies" (Seyferth, 2003, 29.).

As previously mentioned in this work, there are many studies connecting the media and migration through time, from different perspectives. The migration movement, of people leaving their home countries at the end of the 19th century, had many reasons. Kosa (1957) presents that from 1850 emigration from Hungary started as a social movement, estimating that in the period from 1880 to 1890, around 22,000 people were leaving the country and this number started to increase. According to information collected on the Jaraguá do Sul municipality's website, the first Hungarian immigrants arrived via the Hannover Ship, reaching Brazil in June of 1891. Many families were on that ship, mostly from the county of Veszprém or its surroundings. The shipping companies made a big propaganda, promising lands, animals, and equipment in South America. After they arrived in the

promised lands, the immigrants, received the land, but it was fulfilled with native forests, and various dangers from nature so far unknown to them, including attacks by animals and native Indians. Majcher, Canuto, and Lopes (2008) described that from a certain point of their journeys, reaching the final destination area of their plots was only possible by foot, due to the lack of roads in the region at that time, such description of the trajectory was published in the newspaper in 1987, though the personal record of a Hungarian immigrant. From that, the immigrants had to open the native forest and start building the first shelters, which later would become their homes. Majcher, Canuto, and Lopes (2008) pointed out that each family bought the lots, and as payment, mostly through labor for local infrastructure, which was absent at the time of their arrival. Such payment should be made within a period of five years, without taxes, "the men worked in opening and building roads" (Majcher, Canuto, & Lopes, 2008, 76.).

Before the main analysis of the publications, it should be highlighted a few examples of the personal relationship of the Hungarian with the press media in the region of Santa Catarina. Boglár (2000) points to an important relationship between the Hungarians and the Joinville press, the neighboring city of Jaraguá do Sul, where a big colonization agency was located. In the year 2000, according to Boglár, the current director of one of the most prestigious newspapers, the so-called "*A Notícia*", was the Hungarian Géza Kapudi, who had already published several reports about the Hungarians of the region. The mentioned publications were not possible to locate for analysis in this work. Another connection of the Hungarians with the press in southern Brazil, also in Joinville, is that the Hungarian Ede Schwartz, who emigrated from Hungary to Brazil in 1891, founded the "*Jornal de Joinville*", which in 2000 kept being managed by his family. It is also important to point out the books

written by Lénard Sándor, a Hungarian who lived in the city of Dona Emma and published a few books, mainly in the German language, describing the cultural anthropological aspects of the different immigrant groups and the built environment of Dona Emma. Those examples enhance the media in the lives of the Hungarian immigrants in the south of Brazil.

The main newspaper this research is focused on is the local one called *O Correio do Povo*, which since 1921 already brought a lot of news from Hungary, as observed in the newspaper records, through the digital archive "Hemeriteca Digital Catarinenese". From the first newspaper publications analyzed, it is possible to affirm the newspaper worked as a communication means for the families to reinforce their presence in the new lands, this role worked for a long time until the change and receives the role of remembering. Based on the analysis it was subcategorized the main topics presented in the publications, from the celebrations and local festivals, advertisements of the commercial houses and their products, news from Hungary and Europa at that time, finally reaching the change of the newspaper role to the process of remembering.

#### **Celebrations and local festivals**

Majcher, Canuto, and Lopes (2008) point out that the newspaper "*O Correio do Povo*" was collaborating with the Hungarian community, by sharing advertisements of festivals of the church or the ones held to raise funds for the local schools. In the newspaper record, the first one identified was in issue number 17 of 1921 already featured advertisements in German for the main Hungarian celebration, called Kirytag, possibly connected to the Hungarian Búcsú. In the following edition, number 18, a small article brings up the memory of the flavors of the Hungarian dishes prepared for this event, such as the paprika and the strudel, also in the German language. In the following years, the advertisement for the church festival kept

appearing, yearly, including reports addressing the number of people and tourists present in the celebration, such as the one in issue number 832, relating the Saint Stephen Church community festival, emphasizing that this community was one of the largest in the district (Figure 2.).

Figure 2. O Correio do Povo, Issues No. 17, 18 and 832, from 1921 and 1926. Source: Hemeroteca Digital Catarinense

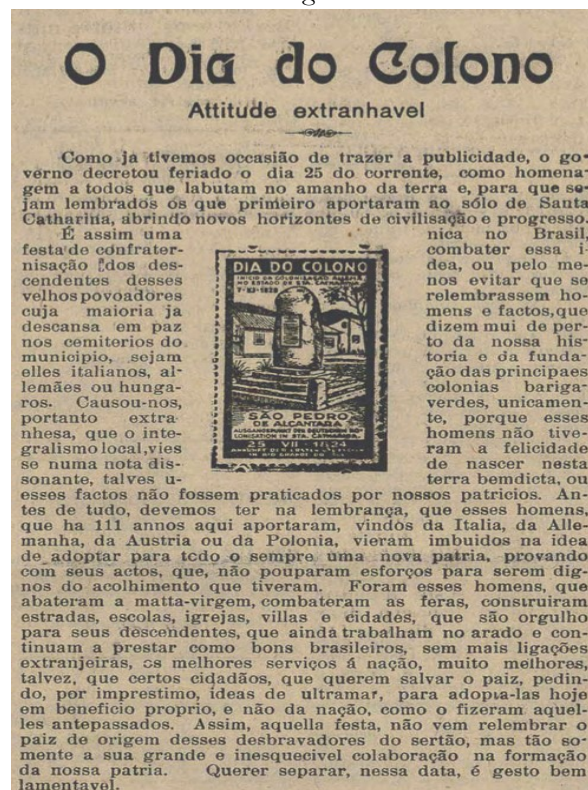


In 1935, issue number 791, published an article about settler's day, which is celebrated on July 25, and became a public holiday in the state. The article pays homage to the immigrants, as a way of opposing the political party's note that was against the idea of such a celebration. Hungarian immigrants are mentioned along with the others, Germans and Italians.

*We must bear in mind that these men, who landed here 111 years ago, coming from Italy, Germany, Austria, or Poland, came imbued with the idea of adopting a new homeland forever and ever, proving with their actions that they spared no effort to be worthy of the welcome they received. It was these men who cut down the virgin forest, fought the wild beasts, and built roads, schools, churches, towns, and cities, which are the pride of their descendants, who still work at the plow, and continue to like good*

*Brazilians, without foreign connections, to provide the best services to the nation.* (Direct translation of O Correio do Povo, 1935, Hemeroteca Digital Catarinense) (Figure 3).

Figure 3. O Correio do Povo, Issue No. 791, of July 13, 1935. Source: Hemeroteca Digital Catarinense



Until 1937 it was possible to see that a part of the newspaper was still being printed in the German language, but due to the political situation in Brazil, and the creation of the Estado Novo (New State), the newspaper started to be only in the Portuguese language. The advertisements related to the festivals of the church also kept appearing every year in the newspaper, together with some festivities to raise money for the local schools (Figure 4.).

Figure 4. O Correio do Povo, Issues No. 940 of 1938, and No. 1856 of 1955. Source: Hemeroteca Digital Catarinense

**Caixa Escolar**  
**«Getulio Vargas»**

Assignado pelos srs. Pedro Perfeito, Inacio Salomon, Clemente Barato e Francisco Ersching, membros da comissão organizadora da festa pró Caixa Escolar que tomou o nome do snr. Presidente da Republica, recebemos o seguinte convite:

Illmo. Sr. — Temos a stibida honra de convidar V.S. para assistir a festa-civico-recreativa, a realizar-se na escola de Garibaldi, a 24 do corrente, em beneficio da Caixa Escolar «Getulio Vargas».

Oratos pela gentileza.

**Festa de São Estevão**

Realizar-se-á em Garibaldi, no dia 11 de Setembro a tradicional FESTA DE SÃO ESTEVÃO.

Haverá: Galinha assada, churrasco, doces, bebidas, café e o afamado "Strudel".

A festa será animada por ótima musica.

**A COMISSÃO**

Figure 5. O Correio do Povo, Issue No. 964, of January 14, 1939. Source: Hemeroteca Digital Catarinense

**Cinema Central**

DOMINGO — Dia 15 — Em DUAS GRANDIOSAS FUNCÇÕES, ás 3,30 da tarde e 8,30 da noite

1. Um lindo «Natural» nacional. 2. Novidades Internacionaes - Ufa 3. Marika Roeck e Paul Kemp em

**Rapsodia Hungara**

Uma das mais lindas operetas da Ufa. Fallada em allemão com letreiros em portuguez.

Issue 964, of 1939, presents an advertisement for the presentation of the Hungarian Rhapsody, as an operetta film from Ufa, in the movies of the city, "spoken in German, with inscriptions in Portuguese" (Direct translation of O Correio do Povo, 1939, Hemeroteca Digital Catarinense). In this way, it is possible to observe that the culture of the Hungarians strongly represented thought to music and festivities, and culinary (Figure 5).

#### Commercial houses advertisements

The commercial houses used the newspaper to share advertisements about their products but also

represented the physical aspect connecting the Hungarian families at that time. The commercial houses were the main points that served as a centrality in the small colonies. Also called *Gescheft* in German, such places functioned as small warehouses. It was there, one of the centers that made communication possible, such as sending and receiving letters, and the destination points of the newspaper. As at the time, there was no radio, immigrants went to the commercial house every week to get the news and get informed (Majcher, Canuto, & Lopes, 2008). According to Lopes and Kita (2013), many of the commercial houses, such

as the Wolf house and the Fischer house, maintained nearby halls where dances and parties were held, as well as a place for meetings where local needs were debated, such as creations by schools and associations.

According to Lopes and Kita (2012), Francisco Fischer had a commercial house in the region since 1900. The establishment used to sell a variety of products, including some used in typical Hungarian cuisine. The commercial house appeared in the advertisement for the establishment highlighting the paprika, published in 1927 (Figure 6). In the 1960s, issue number 2234 publishes an advertisement on the front page of the newspaper announcing the death of the Hungarian Francisco Fischer who since 1900 worked as a merchant in the city of Jaraguá do Sul and in the Hungarian community. Another important commercial house was the one of George Wolf, built in 1896, which will appear in the newspaper as a memory, in the further of this analysis.

Figure 6. *O Correio do Povo*, Issue No. 412, of April 9, 1927. Source: Hemeroteca Digital Catarinense



### News from Hungary and the presence of Hungarian authorities in the city

During the first decades ranging this analysis, the newspaper was publishing many articles presenting the news related to the situation in Europe and Hungary at that time, which kept appearing very strongly until the decade of 50's when they became less often than before. During the 1970s, a few

pieces of news related to Hungary were identified, such as the news of the return of the crown to its country of origin, in January 1978, issue 2969. Finally, in the 1980s almost no news of Hungary was identified.

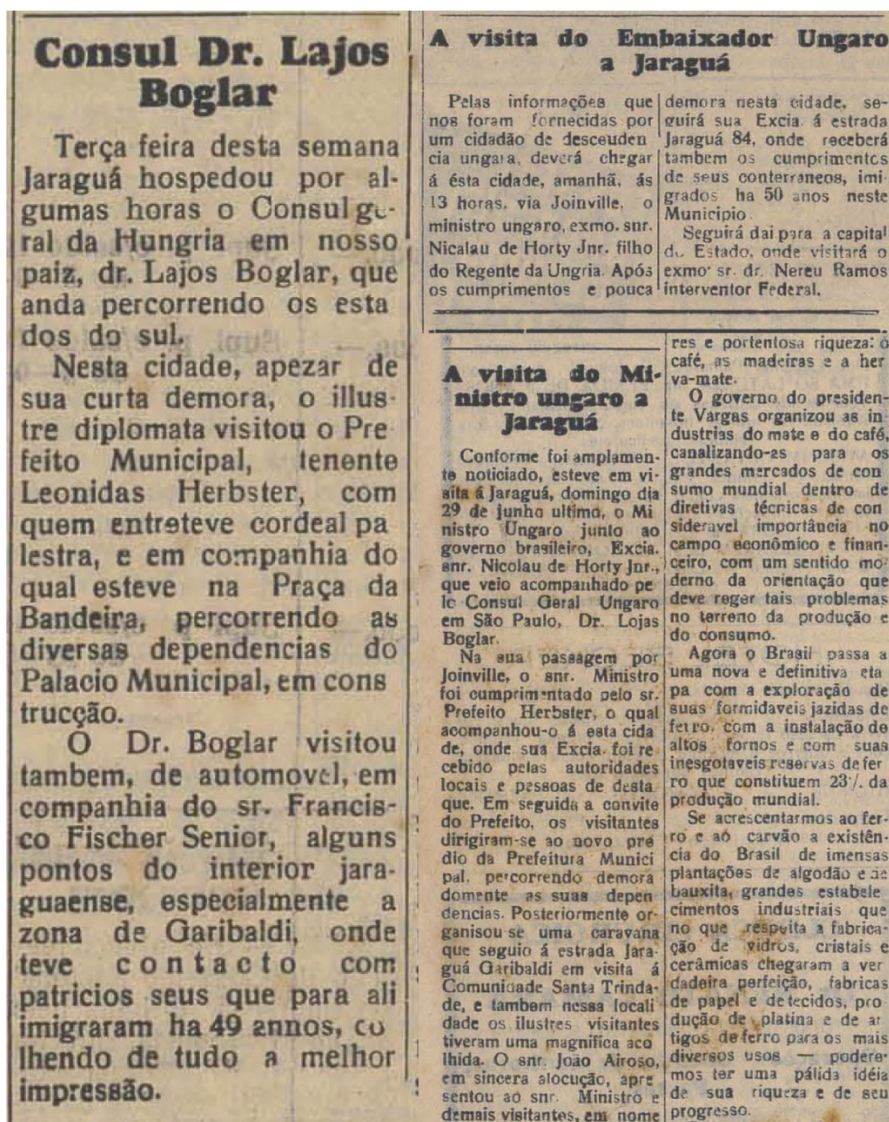
The Hungarian community in the South of Brazil maintained communication with the Hungarian consulate in Brazil at that time, as well as with authorities in Hungary (Lopes & Kita, 2013). In the year 1940, the city received the visit of the Hungarian Consul in Brazil at the time, Lajos Boglár, who visited the Garibaldi region in Jaraguá do Sul, where the Hungarian immigrants settled. Issue 1052 features an article about the visit (Figure 7.). The following year, in 1941, the city also receives a visit from Miklós Horthy Jr., who for a time was the Hungarian ambassador to Brazil. The newspaper recorded the visit, edition 1083 published the announcement of the visit, and edition number 1085 published a complete report on the visit.

### The beginning of the remembering process

In the beginning, the newspaper was presenting advertisements about commercial houses, church and school festivals, and engagement, marriage, and obituary announcements, but also many articles presenting the news related to the situation in Europe and Hungary at that time, as early described. The first article identified that started to connect with the change of the role of the newspaper was in issues number 1226 and number 1227 of the year 1944 presenting the history of Jaraguá do Sul, where the Hungarians are mentioned as one of the ethnicities that settled in the rural areas of the city. From that, small articles started to be published mentioning the Hungarian participation in the colonization process, such as in the '60s, in edition 2443, an article by Emilio da Silva entitled "Hungarian Colony 1886-1889", tells the story of the Hungarian immigrants who arrived in the south of Brazil at that time.



Figure 7. *O Correio do Povo*, Issues No. 1052 1940, No. 1083 and 1085 of 1941. Source: Hemeroteca Digital Catarinense



The article also presents the names of the first immigrants. Finally, issue number 2461 publishes parts of the Diary of Frei Lucíneo, which reports the joy of the Hungarians in seeing a priest in the region for the first time, in 1892. This, from the end of the decade 1980, the remembering aspect started to be stronger.

In some articles dealing with commemorative dates such as the city's anniversary or the settler's day, the Hungarians who migrated to Jaraguá do Sul at the end of the 19th century are mentioned as participants in the city's construction process. Finally, in 1987, a sequence of 5 articles published in the newspaper *O Correio do Povo* began (issues

3447, 3448, 3449, 3450, and 3451), with the title "The Hungarian Presence in Jaraguá" (Figure 8., Figure 9.).

This is due to the discovery of documents with historical records of the first Hungarian immigrants in Jaraguá do Sul. In these documents, one of the immigrants tells how the trajectory from Hungary

was until they finally arrived in the lands where they settled down in Jaraguá do Sul, a path that included train, ship, boat, and even the opening of the forest by foot.

The newspaper also presents historical records of the number of immigrants arriving at that time by ethnicity.

Figure 8. O Correio do Povo, Issue No. 3447, of July 25, 1987. Source: Hemeroteca Digital Catarinense

De se imaginar as dificuldades por que passaram para se estabelecer em Jaraguá. Inicialmente fizeram suas compras em Itapocuzinho, por via fluvial, partindo do ponto até então conhecido por JARAGUÁ 84, pelo rio Jaraguá e depois pelo rio Itapocu até o rio Itapocuzinho, onde se achava instalada uma filial de Gottlieb Stein.

Quem se der ao serviço de correr ao mapa de Jaraguá do Sul haverá de constatar que era uma verdadeira odisséia circular por tantos rios que deveriam possuir grandes volumes de água ao contrário do que ocorre atualmente, onde os rios mostram em certos lugares o leito pedregoso dos outros rios navegáveis.

O governo catarinense tinha interesse nessa colonização. O dr. Hercílio Pedro da Luz era o chefe da imigração em

## A presença húngara em Jaraguá

(2.º artigo de uma série de cinco)

Blumenuau e o dr. José Bonifácio era o médico. Franz Fischer confidencia em suas anotações, que ficou pouco tempo com os seus pais indo trabalhar com o dr. Cunha, em Itajaí, tratando os cavalos do médico, ao mesmo tempo que tinha interesse em aprender o português. Conduzia correspondência a diversos destinos.

Tomou parte ativa na Revolução de 1893, entre legalistas e federalistas, tendo sido estafeta para levar comunicações entre os srs. Hercílio Pedro da Luz, dr. José B. da Cunha, Francisco Margarida, dr. Abri, Santos Lustosa, dr. Lauro Severiano Mueller e outras personalidades, inclusive Paulo Ramos, que os revolucionários esta-

vam cacando, tendo-se refugiado com o sr. Donner, em Limbó. Os revolucionários, contudo, seguiram adiante, com destino de Rio Cerro e Jaraguá (Itapocu), juntando-se a outros vindos de Joinville.

Após deixar o emprego em casa do dr. Cunha voltou para trabalhar como caixeiro no comerciante BAI, em Jaraguá 84. Quando Bai vendeu o seu negócio para o sr. Fossberg, continuou com este. Mas não demorou em deixar o emprego, para empregar-se na casa de José Porto, em Itapocu, onde trabalhou 3 meses gratuitamente, só para aprender melhor ainda o português.

José Porto era pai de Venâncio da Silva Porto que estava em Itajaí a-

passou a trabalhar na firma Gottlieb Stein, em Jaraguá à margem do rio Itapocu.

Nessa firma conheceu a sua futura esposa Hermine Fredrikke Rauchs, contratando o casamento em 1899 e casando-se em 18.08.1900 e gerenciando a filial de João Gottlieb Stein, situado em Jaraguá 84, adquirendo em 1901 a filial e trabalhando o negócio por conta própria.

No período de 1892 a 1900 fez inúmeros conhecimentos, tais como o Cel. Feddersen, Probst Knoblauch, Schrader, Koehler, de Blumenuau, o dr. Francisco Tavares da Cunha Mello, Cezar Pereira de Souza e muitas outras personalidades de Joinville, como o dr. Abdon Batista e dr. Marinho Lobo e os já radicados em Jaraguá: Marcos, Henrique, Urbano, João Tobias, Domingos e Emilio Rosa, João Lourenço, Karl Eggert, Família Borba Calmon, José Bento e Chico Bento.

Eugênio Victor Schmöckel

Compre seus materiais de construção na

## Arte Laje Jaraguá

VENHA APROVEITAR A PROMOÇÃO DE LANÇAMENTO DO PISO TÉRMICO "FORMIPISO".

Figure 9. O Correio do Povo, Issue No. 3449, of August 8, 1987. Source: Hemeroteca Digital Catarinense

Franz Fischer teria sido um dos húngaros entre outros ilustres que se destacaram entre as levas de candidatos a ocupação das terras então demarcadas na localidade hoje conhecida por Garibaldi. Note-se que todo o atual município de Jaraguá do Sul é montanhoso, à exceção dos vales dos rios Itapocu e Jaraguá. Cartógrafo Waldir Fausto Gil, do Departamento Estadual de Estatística, quase no final da década de 30 elaborou mapas da região Sul que é conhecida por Serra Garibaldi e a colonização se deu de fora para dentro do atual município, via rio Ada, e Rodeio, situando-se ao longo do segundo maior rio do então sertão do Itapocu, formado lá nas cabeceiras pelos rios Garibaldi, Corina, Jaraguá, Rodrigues, Fausta, Casilda, Alice Húngaros Cascata Pedras, Budal, Stulzer, Cerro, Pedras Brancas, Stingham e Motha. Daí a razão porque os lotes demarcados, os seus números aumentavam a medida que se

## A presença húngara em Jaraguá

(3.º artigo de uma série de cinco)

aproximavam de Rio Cerro. Atento ao movimento de pessoas que vinham ocupando os espaços demarcados, de próprio punho, a lápis, Franz Fischer deixou anotado esta interessante estatística da entrada de húngaros, alemães, italianos, como se vê adiante: imigraram 230 húngaros em 1891; 149, em 1892; 6, em 1893; 156, em 1895 e 165, em 1896, totalizando 706 pessoas. Alemães entraram 561 pessoas, em 1891; 91, em 1892 e 82, em 1893, com um total de 734. Uma anotação parece completar a informação quanto aos alemães, pois dá como sendo a maioria formada por teuto-brasileiros. A esse respeito já se manifestou Walter Fernando Piazza em seu interessante trabalho A COLONIZAÇÃO DE SANTA CATARINA, dando à Colônia Jaraguá como sendo de outra forma de ocupação da terra,

estabelecendo entendimento diferente entre colonização e povoamento o sentido que para tais casos lhe atribuem obras de língua inglesa. Dentre as anotações feitas por Franz Fischer está, também, a que se refere à imigração italiana que se deu no ano de 1892, com a entrada de 116 pessoas.

Fotos ainda existentes com as famílias imigrantes húngaras dão às gerações mais recentes a idéia de como viviam, quando se tinha nas intenções de criar o primeiro quadro urbano, nas terras de Ninow, na localidade de São Estevão, seguido dos terrenos pertencentes às Comunidades Católica e Evangélica e, na entrada do Ribeirão Casilda a imponente edificação de Georg Wrofl, onde se realizavam os tradicionais encontros dos moradores que ali compareciam em traje completo, no mais

Karsten; 87 de Joseph Scheuer; 88, de Emmerich Ruysam; 89, de Johan Butschardt; Franz Fischer; 90, de Joseph Bankhardt; 91, de Johan Nepomuceno Leutprecht; 92, de Anton Eichinger; 93, de Joseph Krumecker; 94, de Johan Krumecker; 95, de Johan Panstein; 96, de Johan Vagel; 97, de Gabriel Lestovics; no **Ribeirão dos Húngaros**: 01-b, de Johan Keller; 01, de Johan Salomon; 02, de Valentin Leitold; 03, de Johan Harvel; 04, do Prof. Stephan Skockle; 05, de Andreas Kramel; 06, de Joseph Steterlein; Joseph Errhofer, Johan Kiss, Vva. Anna Kirsthen, Johan Barkhardt, Franz Schwarz e Lajos Todt; no **Ribeirão das Pedras**: Gabriel Mareta, Michael Gatscher, Florian Spies, Joseph Leitoldt, Joseph Zann, Joseph Bichel, Michael Leithold, Franz Steterlein Sr., Joseph Bokor Ferdinand Keller, José Heiter, Joseph Koch, Joseph Schogor e Emmerich Stenger.

Eugênio Victor Schmöckel

## Clínica Veterinária

Memory, the process of remembering and witnessing can be pointed out as straightening the construction of collective memory (Smets, Leurs, Georgiou, et al., 2020). In this sense, it is possible to understand the newspaper as a *lieux de memoire* (Nora, 1989). The newspaper can provoke feelings that transcend materiality, articulating the collective memory of a determined group, working not only as a communication mean but going further. According to the words of Nora (1989), it is possible to explain, as we are living through the acceleration of history, we keep producing a past that no longer exists. The 'acceleration of history' awakens the need to hold on to vestiges and traces of the past, the residual continuity, as a way of opposing contemporary acceleration. Although Nora does not mention newspapers in his writing, this work takes the newspaper as one of the materializations of memory (Maduell, 2015), as it has all the three elements described by the author - materiality, symbolism, and functionality.

*Lieux de memoire is simple and ambiguous, natural and artificial, at once immediately available in concrete sensual experience and susceptible to the most abstract elaboration. Indeed, they are lieux in three senses of the word - material, symbolic, and functional. Even an apparently purely material site, like an archive, becomes a lieu de memoire only if the imagination invests it with a symbolic aura* (Nora, 1989, 18.).

Thus, as interpreted by Maduell through the words of Nora (1957) and Barbosa (2008), the residual continuity of the past in the present can be translated into the present interpretation through a chain of meanings. On the other hand, when we placed ourselves into the present moment of the past, the newspaper had also an important role, from the point of view of the immigrant, inserted into a new landscape. The newspaper emphasizes the current in its routine, in this way, becoming a means of helping the immigrant in his rooting

process, as well as maintaining his relationships with the homeland, and the many changes that the whole process of dwelling in the new contains. "Media are implicated in how people maintain relationships, produce subjectivities, and build communities under a range of conditions of mobility (and immobility)" (Olivieri, 2020).

From the decade of the 1980s, the role of the newspaper turned into an informative medium focused on the act of remembering and strengthening the collective memory. Later on, around the year 2000, the newspaper started a series of reports entitled "Garibalde-JGS District of Veszprém", inserted in the column called Memory (Figure 10.). With 48 published articles that year, Eugenio Victor Schmoekel expose the history and the memories of the Hungarian immigrants who occupied the lands in the region today called Garibaldi, in the city of Jaraguá do Sul. In this way, bringing back a whole history from the past together with documentation and photographs

The author who signed as Fritz von Jaraguá, begins a series of reports that tell a little about the history of Hungarian immigrants, such stories are mixed with the stories of other immigrants and with the development of the region called Garibaldi, which contributed to the development of Jaraguá do Sul. "I am in the month of January 2000, when I begin to publish the memories that I have accumulated about a large strip of land in Jaragua that the past has agreed to call Garibaldi, heavily colonized by Hungarian immigrants" (Fritz von Jaraguá in O Correio do Povo, 2000, Issue No. 4253). In the same publication, the author emphasizes and repeats a few times the role of the newspaper in showing solidarity with Hungarians and their descendants. In the development of publications, it is approached from the history and data of Hungary, through historical data of Brazil and the region of Santa Catarina.

Figure 10. The first 3 articles were entitled "Garibaldi-JGS District of Veszprém" from the issues in 2000. Source: Hemeroteca Digital Catarinens

**EMÓRIAS** Sábado, 15 de janeiro de 2000  
por Eugénia Victor Schmiedel

REMINISCÊNCIAS

### Garibaldi — JGS Distrito de Veszprém (1)

Estou no mês de janeiro de 2000, quando inicio a publicação das lembranças que acumulei sobre uma larga faixa de terra jaraguense que o passado convencionou chamar de Garibaldi, fortemente colonizada por imigrantes húngaros. Hoje só restam daqueles desbravadores do território catarinense os seus descendentes de 2<sup>a</sup>, 3<sup>a</sup> e quem sabe de 4<sup>a</sup> gerações, que começam a resgatar a memória daqueles primeiros exploradores da selva brasileira que ainda hoje continua sendo uma região onde se trabalha a terra que produz as mais variadas culturas, com criações para completar o quadro e experimenta adaptar-se ao processo de industrialização, que é a vocação deste canto catarinense.

E-me muito grato iniciar estas reminiscências, que respondem positivamente ao meu estado de espírito, pois, quando vinha para Jaraguá, deixando a Curitiba de minha infância e adolescência, encontrei descendentes de húngaros que me estimularam a aqui permanecer, hoje completando 52 anos, e posteriormente confiam a mim os seus registros contábeis para o bom funcionamento do comércio estabelecido, ou para receber os "velhos colonos" como se chamavam e recorram ao meu escritório, aí na Marechal, nº 122/130, para uma *Auskunft* — uma informação para suas dúvidas de como resolver uma questão de dividas —, ou para redigir um *Kontrakt*, que precisava ser feito com minúcias para que pudessem contar, além das testemunhas, onde invariavelmente também assinava como um sinal de garantia. Muitas vezes eu deixava de almoçar para atender os meus clientes húngares, porque não podiam perder tempo com as plantações e criações e, mesmo porque, sempre tinham que dar um empréstimo no Oxaládo Bledorn, motorista e dono do ônibus que os trazia e levava e não tinha lugar para estacionar, geralmente parava

na pensão do húngar Emericch Ruysam, que depois passava para outros proprietários, entre eles o Pulli-Bar, que foi quando fechou, aí na Marechal, ao lado da Praça Angelo Piazzera, onde ficava a Prefeitura, a Câmara Municipal, os Cartórios e Registro Civil e Foro da Comarca de Jaraguá do Sul.

Tempos depois, em 27-4-1957, falece subitamente Arthur Müller, a quem estava ligado por uma sociedade e, na falta de quem pudesse o substituir, acabei como "herdeiro" de todos cômodos e incômodos, inclusive a área política a que estava ligado, e os acontecimentos acabaram por me enlar, saindo como candidato a vereador e a deputado estadual, com o abono dos amigos do falecido, onde entravam familiares de Wolf Gascho, Lennert, Steinmacher, Nienow, Oestreich, Milbrat, Westphal, Leihold e Henn, só para citar estes, sem esquecer aqueles milhares de minha afeição e respeito. Dos garibaldinos recebia muita votação que me mantiveram como vereador por 11 anos, defendendo os seus legítimos interesses. Quando me elegi como 1<sup>o</sup> vice-prefeito na chapa de meu compadre Hans Gerhard Mayer, em 1970, no exercício do cargo de prefeito, não esqueci a região de Garibaldi, alargando a estrada e macadamizando-a, e muito contribuí com campanhas na eletrificação da região, possibilitando melhorias e conforto aquelas famílias que tão bravamente lutavam para o progresso de Jaraguá do Sul. O **CORREIO DO POVO** nunca negou solidariedade aos anseios dos húngaros de nascimento e seus descendentes.

Espero não decepcioná-los com o meu trabalho de pesquisa que resgata a memória daquela região. E com humildade aceito críticas e de coração recebo o concurso de dados novos que garantam maior fidelidade histórica, que já está dado em minha vida pregressa a Francisco José, no Império Austro-Húngaro. (Fritz von Jaraguá)

JARAGUÁ DO SUL, 29 DE JANEIRO DE 2000

REMINISCÊNCIAS

### Garibaldi-JGS — Distrito de Veszprém (002)

Falava no começo desta apresentação do Império Austro-Húngaro, o que me leva a lembrar, naqueles tempos de 1948, quando comparei às festas do *Kyrtag*, em Santo Estêvão e Santa Cruz. Para aquelas senhoras de idade que ali compareciam, após a missa, reuniam-se defronte à igreja e eu me metia no meio delas para conhecer um pouco melhor a razão de se trajarem e, ao falar em Franz Josef, elas se referiam com muito respeito e ao mesmo tempo com carinho, como se fosse, como foi, um líder daqueles povos que se tinham interligado para sobreviver.

Hoje a gente sabe a razão dessa quase veneração pelo pai maior, porque viveram aqueles tempos e, mesmo atravessando o Atlântico para se enfiar na selva brasileira, encontraram ainda tempo de dar graças a Deus e lembrar do que ficou em suas memórias, o que logicamente aparecia a figura principal, na pessoa do imperador.

Se percorrermos o passado, vamos encontrar a Áustria se destacando historicamente como um dos maiores pólos culturais da Europa, localizada no centro do continente europeu, sem saída para o mar, importante ponto de ligação entre o ocidente europeu e o antigo bloco comunista.

Hoje, 2/3 do território é ocupado pela Cordilheira dos Alpes, tendo ao Norte o Gril vale do Rio Danúbio, onde se desenvolve a agricultura. Cerca de 98% da população austríaca é de origem germânica e língua alemã. Os restantes 2% pertencem a grupos étnicos de cristas no Leste do país e eslovacos (no Sul). Em 1995, aderiu à União Europeia e a Áustria rompe 40 anos de não-alinhamento.

Fatos históricos mandam dizer que, ocupada na antiguidade por celtas, a região era conquistada pelos romanos em 15 a.C. Com a desintegração do Império Romano no século 5, o território foi invadido por sucessivos povos bárbaros: vândalos, godos, hunos, lombardos e francos. Depois de breve estabilidade sob o comando do imperador franco

Carlos Magno, a disputa entre os nobres germânicos leva à criação do Ducado da Áustria, em 1156. No século 15, os Habsburgos tornam-se monarcas do Sacro Império Romano-Germânico tendo a Áustria como centro. Os domínios austríacos expandem-se até a século 18. As guerras com a França revolucionária entre 1791 e 1814, provocam a perda de territórios e selam o fim do Sacro Império Romano-Germânico.

A política de restauração contribui para o fortalecimento do Império Austríaco. Ao lado da Prússia, o país torna-se a maior potência da Confederação Germânica. Com o chanceler Klemens Metternich, no período de 1809 a 1848, conhece o desenvolvimento industrial. Em 1848, a onda revolucionária liberal e nacionalista derruba Metternich.

Sob o domínio do imperador Francisco José — o Franz Josef, das senhoras idosas de Garibaldi-JGS — Distrito de Veszprém —, no período 1848 a 1916, a Áustria é expulsada da Confederação Germânica.

O processo de unificação da Itália e da Alemanha enfraquece o país, que, em 1867, se une à Hungria para formar o Império Austro-Húngaro, com uma política interna autônoma, mas com um soberano e política externa, financeira e militar comuns. Diferentes nacionalidades compõem a população: alemã, húngara, italiana, checa, romena, croata, sérvia, lituana e eslava.

Em 28-6-1914, o arquiduque Francisco Ferdinando é assassinado por um estudante sérvio, o que leva à guerra contra a sérvia dando início à 1<sup>a</sup> Guerra Mundial. Com as alianças militares que se formam, Áustria, Alemanha e Itália (formam a Aliança) enfrentam a Rússia, França e Inglaterra. A derrota em 1918 leva à dissolução do vasto Império dos Habsburgos e ao reconhecimento da independência da Hungria, Checoslováquia, Polónia e Jugoslávia. (Fritz von Jaraguá)

CORREIO DO POVO JARAGUÁ DO SUL, 5 DE FEVEREIRO DE 2000

REMINISCÊNCIAS

### Garibaldi-JGS — Distrito de Veszprém (003)

A Hungria ocupa a maior parte da planície húngara, no Centro-sul da Europa, delimitada a Leste pelos Alpes e a Oeste pelos montes Cárpatos. O Rio Danúbio atravessa o país de Norte a Sul e divide sua capital em **Buda** (parte alta) e **Peste** (parte baixa).

Budapeste abriga palácios, museus e construções monumentais que testemunham sua importância no passado como a "segunda capital" do vasto Império Austro-Húngaro. Na recente visita que Eggon João da Silva fez daquele país (sua progenitora era de descendência húngara), tive a oportunidade de manusear vasta bibliografia e fotos inimagináveis para quem não conhece a terra dos húngaros que se fixaram em Jaraguá, na região de Garibaldi.

O idioma nacional não tem parentesco com os demais falados no continente.

Bastante industrializada, a Hungria tem um dos mais elevados padrões de vida do Leste europeu. Aproximadamente 94% da população é servida por saneamento básico e a taxa de analfabetismo é zero. Comunista por 40 anos, o estado enfrenta hoje as dificuldades da transição para a economia de mercado, entre elas o desemprego, em torno de 10%.

Historicamente falando, a Hungria é formada por descendentes dos magiares, cavaleiros oriundos das margens do Rio Volga. No século 9, eles expulsam eslavos germânicos, fundam um reino e convertem-se ao cristianismo no século 10, sob o reinado de Estêvão I. O país perde parte de seu território para os turco-otomanos em 1526. Os invasores são expulsos no século 15 quando a Hungria é anexada ao Império Austríaco dos Habsburgos. Em 1867 passa a fazer parte do Império Austro-Húngaro.

No final do século 19, os húngaros tornam-se minoria em seu próprio estado, com intensa imigração de romenos no Leste e de eslovacos no Norte.

Com a derrota do Império Austro-Húngaro na 1<sup>a</sup> Guerra Mundial, a Hungria é desmembrada e perde territórios para Romênia, Jugoslávia e Checoslováquia.

O país passa uma fase de instabilidade depois da guerra. Em 1919, Bela Kun instaura um regime comunista que dura quatro meses. Em 1920 é restaurada a Monarquia. A Hungria se alia à Alemanha na 2<sup>a</sup> Guerra Mundial e recupera parte dos territórios perdidos. Em 1944, a URSS expulsa os nazistas e ocupa a Hungria, que volta a ter as fronteiras de 1918.

A transformação do país em área de influência soviética ocorre de maneira gradual. Em 1946 é eleito um presidente não comunista, Zoltán Tildy, mas o poder de fato é exercido pelos ocupantes soviéticos. Os comunistas vencem as eleições de 1947 (com 22,7% das votos) e, no ano seguinte, obrigam os social-democratas à fusão dos dois partidos. O comunismo é oficializado em 1949, sob a liderança de Mátyás Rákosi, que elimina brutalmente a oposição. Com a morte do ditador soviético Josef Stalin, em 1953, Rákosi é substituído por Imre Nagy, de linha mais moderada. Nagy tenta uma abertura política e é destituído pelo ala dura do Partido Comunista húngaro em 1955. Em outubro do ano seguinte, uma rebelião popular apoiada pelo Exército reconduz Nagy ao poder. O novo governo de coalizão, com não comunistas, proclama a neutralidade da Hungria, extingue a censura, abre as fronteiras e retira o país do Pacto de Varsóvia. Nova invasão em 1956 e Nagy é preso e executado. János Kádár, entre 1956 e 1988, garante estabilidade e crescimento. Verifica-se a abertura da Hungria que se acelera em 1989, impulsionada por gigantescas manifestações. Em janeiro o Parlamento pronuncia-se a favor da liberdade partidária. Nagy é "reabilitado" com a reunião de 300 mil pessoas. Pede-se maior autonomia às minorias húngaras e 800 mil ciganos da Hungria ganham um órgão legislativo autônomo, eleito em abril/95. (Fritz von Jaraguá)



A foto mostra a Hungria dos dias de hoje — o mapa do Bureau Turístico



Húngaros e descendentes numa cerimônia cívica, no dia 25-7-55, em Garibaldi. Os sentados, o 3<sup>o</sup> da esquerda é Georg Wolf



Foto que mostra a visita do ministro húngaro dr. Nicolau de Horty Jar, acompanhado do cônsul dr. Lajos Boglár, etc. nota no CORREIO DO POVO, ed. 1.085, capa, de 12-7-1941

Among the reports, it is important to highlight some information, as well as mentioned the estimated number of people and the year of their arrival in Jaraguá do Sul. Such estimates come from personal notes of Franz Fischer estimating: 230 Hungarians arrived in 1891, 149 Hungarians arrived in 1892, 6 Hungarians arrived in 1893, 156 Hungarians arrived in 1895 and 165 Hungarians arrived in 1896, summing a total of 706 people. In the year 2000, Fritz von Jaraguá estimated that

more than 1,500 people declared themselves of Hungarian descent.

Each of the reports in the newspaper that year was accompanied by images of houses, churches, maps, and of Hungarian families.

One of the observations regarding the architectural style of the buildings is that the author links the half-timbered architecture with that used by Hungarian families on several occasions (Figure 11.).

Figure 11. Images of some buildings from the articles "Garibalde-JGS District of Veszprém" from the issues in 2000.  
Source: Hemeroteca Digital Catarinense



After the '90s, a column called "History in Photographs" emerges, which remains active until the present. Photographs and even old newspaper covers are published, further highlighting the role of the archives and the newspaper as a source of bringing out the collective memory, but also as a very important source that portrays the current aspects of the past.

As an example, in the year 2021, the newspaper

brings the page of a newspaper column (Figure 12.).

"History in Photographs" of an issue from 1999, with photographs of the Wolf house, a commercial house, and a ball saloon for the community of Hungarian descendants at that time, located in Garibaldi. This publication can be seen as a memory of memory from the past, reinforcing the remembering role of the newspaper.

Figure 12. O Correio do Povo, of September 14, 2021. Source: The author (2021)



Terça-feira, 14 de setembro de 2021 **3**

**MEMÓRIA OCP**  
Uma viagem no tempo.

Nelson Pereira,  
Conselheiro OCP

[nelson@ocpnews.com.br](mailto:nelson@ocpnews.com.br)

Caro leitor, vamos a mais uma viagem ao tempo? O OCP publicava na página 1 do seu suplemento "História, Fatos e Tradição," daquela edição nº 4.214 de 11/08/99, um importante resgate histórico, feito pelo historiador e colunista Egon Jagnow, mostrando como era o nosso comércio no início do século 20. Desfrute dessa nostálgica viagem. Atualmente, todo o acervo histórico do jornal, desde 1919, encontra-se em processo de digitalização. Oportunamente poderá ser acessado pela comunidade.



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## História, Fatos e Tradição

CORREIO DO POVO  
Quarta-feira,  
11 de agosto de 1999

### História em Fotos

Por Egon Jagnow

No começo do século 20, os comércios mais fortes da região de Jaraguá do Sul estavam ligados à agricultura. Muitos deles ocupavam-se também com a indústria de transformação dos produtos agrícolas em produtos de consumo acabados. Isto acontecia com o leite, com o qual fabricavam queijo e manteiga, com o porco, de cuja carne faziam lingüiça, toucinho defumado e banha, por exemplo. Outros eram vendidos *in natura*. Por isso, muitos comércios,



estabelecidos nas regiões agrícolas, tinham suas filiais em centros consumidores maiores para onde levavam estes produtos, vendendo-os ao consumidor. Por outro lado, era destes centros que traziam as mercadorias que os colonos precisavam. Houve até quem,

discurso de inauguração de um destes comércios, os comparasse com um formigueiro para onde os colonos levavam os seus produtos (e dinheiro também).



O mesmo, ampliado. Na varanda, à esquerda, o pioneiro Jorge Wolf e seu filho Jorge. (Esta foto foi tirada de um cartão de visita de firma)

**Botequim Restaurante**  
- DE -  
**JORGE WOLF**  
Av. Luiz Xavier N. 34 - CURITIBA - E. do Paraná

Recomendada aos seus amigos e frequentes: Doce, Bata, Bolacha, Café, Mido, Mipelo, Leite Nata, Sorvete, Chopp e Cerveja - Bebidas Nacionais e Estrangeiras - Vinho Manteiga doce e salgado, Fim e Brasa de Costado e de Trigo - Artigos de Jaraguá e de Blumenau, Salsas, Lingüiça, Presunto, Queijo, Ovos, Doce de Leite, Mel de Abelha, Vinhas de Cid e mais outros artigos.

### Conclusion

As above presented, the role of media can be both uniting and connecting through sharing information, which was the main role of the newspaper for the Hungarian immigrants and later for the descendants, who through the publications reinforced their culture, while assimilating with the new landscape. Over the years, the newspaper also got the important role of remembering, and bringing the history of the immigration journey and

all the contributions to the development of the city. Within the act of remembering, also through the column still present in the newspaper, the medium keeps reinforcing the collective memory.

For the conclusion, it is important to bring back the statement presented in the introduction of this work, regarding the essential question of how the movement is remembered and archived by whom and for what purposes (Smets, Leurs, Georgeu et al., 2020). As a researcher, the achievement of such

content is helping in the construction of the understanding of the cultural product of the Hungarian immigrants from the end of the 19th century in the new lands of Brazil. But it is also important to question the purpose from the perspective of the local communities and their members while remembering.

This work is part of a research focused on the investigation of Hungarian architectural patterns in Brazil and the architecture paths in Veszprém, in this sense, through this research on newspapers articles, it was possible to identify the main values and needs of the Hungarian families in the south of Brazil at that time. This can be reflected in their own architecture once this research takes the architecture as a cultural product. The articles from the newspaper analyzed do not show the relation of the Hungarians with the architecture itself, but their main values and needs, such as the values related to the religion, expressed in the construction of the oldest church of the city, dedicated to Saint Stephen, and the importance it was given to the education as well, which was seen in the divulgation of festivals happening every year in order to raise funds to the schools and the church. The commercial houses pointed out in this work represent not only the physical meeting point of the community but also a means of communication. In addition, the appearance of architectural elements, such as the photographs of the Wolf house, just under the newspaper role of remembering reinforces that the buildings are symbols of the past.

Finally, plenty of studies have been carried out about topics relating to communication, social media, and migration, but this work would like to make a connection also with memory and all the possibilities within digital media to keep strengthening many untold stories. As presented in this discussion, the newspaper had been playing the role of remembering, while also archiving in the digital format much important information to

portray the past. The final question surrounds possibilities of the emerging technologies. Allowing the archive storages of newspapers, but also social media it is allowing further communication between the members of the local community and researchers sharing and exchanging old photography which follows the remembering process. *What if the relationship between memory and forgetting were actually being transformed under cultural pressures in which new information technologies, media politics, and fast-paced consumption are beginning to take their toll?* (Huysen, 2000, 27.)

When one comes from the point of view already approached by Nora (1989), about the acceleration of history, thus, increasing the cultural pressure of new information also coming from the new technologies, it is very interesting to start questioning the new media's role concerning the past and the emerging possibilities of keep learning from it, through the process of remembering. „Media practices have historically shaped the imagining of forgotten pasts and possible futures” (Hedger, 2016, 3.), this work leaves open new questions for further studies regarding the new possibilities of connecting such untold stories.

Note: In the digital archive of newspapers in the state of Santa Catarina, only a few editions of the newspaper *Jaraguá: Seminários Nacionalistas* were found, and in these, no publications related to the topic of this research were identified, so this work focused on the findings of the newspaper *O Correio do Povo*.

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