

Abstract

GÁBOR SZÉCSI: This article argues that the use of new communication technologies has brought us into the age of a new linguistic culture, characteristics of which indicate the linguistic convergence of two special forms of electronic communication, secondary orality induced by radio, television and Netspeak induced by the Internet, mobile telephony. In this essay the author considers the above assumption by investigating the impacts on our conceptualization of community by the use of new communication language of electronic media. To clarify the nature of this new conceptualization the author takes the hypothesis that the linguistic convergences induced by new communication technologies contribute to the construction of new forms of communities based on the interaction or operational synthesis of virtual and physical communities. 3. p.

BÉLA KRISZTIÁN: Missing Efficiency at Small and Medium-Size Companies – What Could be the Remedy? „Small enterprises’ efficiency is only a small portion (one-third, 40 percent) of similar Western-European enterprises’ effectiveness.”- was stated recently. Small and medium-size companies have a major role in our economy, the deficiency of performance should be reduced by all means. The paper outlines the factors determining efficiency. The author considers that providing an aim-oriented education/training for small and medium—size companies would be a necessity whereby the reinforcement of organizational knowledge-network, the maintenance of learning organization and the competitiveness of management could be enabled. 11. p.

SÁNDOR KLEIN: The activity you love. Though the idea is not new at all it has become very fashionable to talk about *Engagement* these days. Most of what we know about engagement describes basic human motives and behavior: when people are motivated and interested they learn better, work better and live better than when they are disengaged and disinterested. Engagement has a crucial role in many different areas of our life. Unfortunately many of our political “leaders” seem to set out to create subjection and compliance rather than engagement ... but talk about the contrary. The constraints on schools stem from a fear of variety and choice (except between competitive schools all following the same curriculum). The governance system precisely discourages experimentation and variety. It is commonly acknowledged that *alignment*, *recognition* and *engagement* are the three ingredients to drive remarkable business success. Employee *engagement* is inextricably linked to customer *loyalty* which translates to higher revenue growth and profitability. We finish our journey around “engagement” with a definite suggestion, namely that *we should strive to create schools and workplaces full of engaging activities*. 24. p.

ÁRPÁD ANGYAL – VIKTÓRIA ÓSZI: One of the well-known consequences of unemployment is the evolvement of negative psychic effects. Being unemployed causes serious difficulties not only financially, but it even raises the question of considering the psychic consequences of losing one’s occupational role. Moreover, since it plays an essential part in defining identity, it may have effects on mental health as well. Present study demonstrates the results of a comparison research with 160 participants. 31. p.

EDIT KAJTÁR: Labour Market Chances in Times of Crisis. Can the ‘lost generation’ find its path? The paper examines the obstacles that hinder the employment of those youngsters who also belong to one (or more) of the so-called ‘vulnerable groups’ and offers comments on the various measures aiming at removal of these obstacles. The meaning of vulnerable groups is discussed, with special attention to people with disabilities. Education policy, labour law and labour market measures as well as social protection measures are mutually reinforcing and it is certainly decisive that their interaction results in a right protecting Holy Trinity and not a Bermuda Triangle in which rights mysteriously disappear. Hungary is used as an example to demonstrate the role of hard and soft law measures, active and passive labour market policies in tackling inequality as well as their potentials and limitations. Comments are offered on the difficulties along the road to work as well as in employment. The paper underlines the importance of measures that respond to the requirements of the labour market and at the same time adapt to the special needs of ‘vulnerable groups’. 43.p

CSILLA CZEGLÉDI – TÍMEA JUHÁSZ: The present paper summarizes the result of a quantitative research carried out with students having full time training. The study examines students’ motivation for choosing school; it examines the factors which played role in selecting the given institution. The results justify that the fields of interest had primary role in the decision of the students who were involved into the research. Although the research is not representative, the authors believe that it gives a clear view about factors which determine the decision motivation of students participating in full time training in higher education. 63. p.

SÁNDOR BIBA: The Developability of Job Attitude in Pécs and its Agglomeration. The study examines the needs of actively employed workers, the scopes of local employers in Pécs and the developability of job attitude in Pécs and its agglomeration. The synthesis of these two elements results in a set of proposals that allows the organizations to employ the already existing human resources in the most efficient ways. It is therefore expected that an adequate

symbiosis between employer and employees – an idea underlying the sustainability of competitiveness, worker loyalty and interest – will be evolved or improved, which, in turn, improves employee morale and boost profits. 71. p.

SÁNDOR OROSZI: *The Prisoners of the State*. The paper examines one segment of the power relation of the political and economic elite and it monitors its typical direction and the development of the determining role of the economic elite. The analysis approaches the issue in three dimensions: a.) in the relation of transnational corporations and the state authority of countries having less economic potential b.) in the relation of the political elite of developed countries and the money oligarchy c.) in the relationship of determining international financial institutions and certain states. The paper refers to the reasons of establishing the “world-government” and the chances of the perverse operation of the possibly established balances. 80. p.

GONDA TIBOR — HUSZTI ZSOLT — SLEZÁK-BARTOS ZSUZSANNA — RAFFAY ZOLTÁN — CECILE-ANN ROUSSET: *The Changing Content of Corporate Social Responsibility*. The process of boosting economy is a basic issue nowadays. It is an important question whether capitalism how much allows and supports processes which do not support its own development directly. The social benefits and indirect values of these processes are also subject of the debate. Would it strengthen a company if its employees have good living conditions and have the chance to enjoy free-time activities which background is promoted by another company? If we examine corporate social responsibility we may get answers regarding the precise running of such systems, nevertheless only the system approach of good practices can inform us about motivations existing behind these activities. The paper undertakes to present such a good practice project. Keywords: CSR, Veneto, project, corporation. 90. p.

ESZTER BARAKONYI: The employment standards of persons with disabilities in Hungary are very low, and in the past years it has become one of the most important goals of employment policy to improve the employment of persons with a changed working ability. In order to reach this goal, the relevant legislative framework has changed a lot in the past several years, and also the philosophy of the approaching method. So first and foremost the article aims to present this process. 99. p.

IVÁN ZÁDORI: This paper is focusing on the education strategies of an island economy presenting the example of Guernsey with outlining the main dimensions of past and future challenges of higher education. The success of Channel Islands, Guernsey and Jersey comes from their special historical, economic and cultural situation, from the permanent using of external resources and from the continuous connection and adaptation to the main world economic processes. Although the present labour market situation and the level of the education is favourable, there is a permanent need to develop the human resources of the island to empower the islanders to hold on the market needs and adaptation in the knowledge based economy and society. 106. p.

MIKLÓS MAGYAR: *Generations and School Equipment – Change and Innovation*. We have taken a long journey from the educational use of objects and things existing in the environment of mankind, through the slate made by man till the analogue electronic and digital appliances, mobile devices and virtual reality and beyond. The possibility of broadening the learning applications provides a virtual space, the use of mobile communication devices and compatible software in our days. The situation has slightly changed by nowadays. The author reviews these changes. Keywords: school equipment, video, computer, internet, digital natives and digital immigrants, changing communication environment, learning environment and space, virtual reality, the actual illiterate, digital illiterate, multimedia, the "alpha" generation 116. p.

DALMA CSUKA — BRIGITTA JÁVORKA — MÁTÉ TÓTH: If we take a look at the general trend of national higher education a sharp decrease can be observed within the number of applicants/students. This decline appeared recently in the number of applicants at the Department of Library and Information Science at University of Pécs. However unpopularity is even higher compared to the average decline trend. We conducted a questionnaire survey in order to discover the reason of this unpopularity. We intended to explore the opinion of school-leaver students in five secondary schools in Pécs. 131. p.

MÁRIA HUSZ: *About Heritage Debates. Organizations/ Functions/ Protocols/ Concepts - From American Point of View*. The heritage of mankind has become an industry by nowadays and it works as international institution. The principles and actions of the mechanism run and controlled by UNESCO may cause continental, national and local repugnances, political discrepancies. From a Central European point of view it is less perceptible however in global dimensions the critic of Eurocentrism and Western-centrism is strong. American heritage studies refer this late 20th century phenomena with irony alluding to the functioning of the enormous international bureaucracy which decide what is a world heritage and what isn't, which may make controversial decisions in case of conflict of interest and has a significant influence on the management. 143. p.

LAJOS KÓTELES: *National Programmes of Tourism Development and the Innovation of Higher Education of Tourism*. Nowadays modern tourism is a multifunctional sector where innovative services and products appear together. The various services of health promotion, medication and rehabilitation have turned into huge “industrial” systems whose establishment and operation require substantially different knowledge and a professional paradigm shift from the previous ones. The author monitors the history of developments in domestic tourism and emphasizes the

fact that human factors have become decisive in this area as well. While reviewing the improvement of higher education of tourism, the author dwells on the factors hindering innovation in higher education and by outlining the evolution of health tourism management specialization established in the town of Gyula, he presents the potential educational development and research opportunities appearing in the new tourism industry. Keywords: paradigm shift in tourism, innovation in higher education, health tourism. 158. p.

TÍMEA SÜKI: Learning from each other is very important for the EU countries and also for the experts of adult education. The future depends on society, especially on the qualification of population. In Austria the state, the local governments and the church are also committed to adult education. The most important organization is KEBŐ (Austrian Conference on Adult Education) with 10 members. They organize courses, trainings, vocational trainings, evening classes and refresher courses too. Mostly the younger or middle-aged, well qualified people participate in adult education in Austria, but we haven't got any adequate statistics. We can only value the participation of people in informal learning. Services supporting the system and making it more successful are also important parts of adult education. For example coaching and consulting for women, immigrants or disabled. 166. p.

KORNÉL MÁK: The Possibilities of General Education for Youth and Community Education According to a Survey in Kecskemét. The appearance of new communication technologies and new forms of communities leads to a new conceptualization of general education for youth and community education. This article argues that electronic communication creates new context in which our notions of culture and community becomes more complex. The aim of this essay is to show the basis and effects of this process on the score of a survey in a dynamically developing Hungarian city, Kecskemét. 173. p.

CSILLA MARIANNA SZABÓ: New Research Methodology Handbook – Different from the Previous Ones. The handbook of Judit Bognárné Kocsis could be considered to be a novelty. Its structure is unique: the 1st and the 11th chapters form a frame (Education for academic work, Institutions providing statistics), while chapter 6 as the central part of the book deals with measurement and evaluation in primary – secondary school and higher education. Chapters from 2 to 5 focus on research methodology highlighting how to make a research plan, rules of references and citations, different research strategies, qualitative and quantitative methods. Statistical analyses are presented in chapters from 7 to 10. The author introduces basic statistical concepts and sampling techniques and gives tips how to design a questionnaire. Descriptive and mathematical statistical analyses are introduced in chapters 9 and 10 with exact descriptions, formulas and examples. Bognárné's handbook is well-structured, the significant parts are given in bullet points; tables, diagrams and examples make theoretical parts understandable – the main merit of the book is pragmatism. The book will be useful for university and college students studying pedagogical and other humanity disciplines and beginner researchers. 183. p.

LÁSZLÓ KÁRPÁTI: Ágnes Blaskó, Gábor Hamp – Writing 1.0 – From the Idea to the Well-structured Text. The subject of this review is a practical coursebook for college/university students who wish to dive into the process of academic writing. The book takes a step-by-step approach both in clarifying the theory behind successful academic writing, as well as presenting the reader, the writer-candidate with plenty of practice material throughout its pages. 185. p.

Szerzőink

ANGYAL ÁRPÁD a Nemzeti Közszolgálati Egyetem doktorjelöltje. Kutatási és oktatási tevékenységét a tudáscentrumok kialakítása, a humánstratégia alkotás, a rekonverzió és a munkaerőpiaci kérdések témakörökben végzi.

BARAKONYI ESZTER dr., PhD. PTE FEEK általános dékánhelyettes, egyetemi adunktus.

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CSUKA DALMA ILONA, a PTE FEEK informatikus könyvtáros MA szakos végzős hallgatója.

CZEGLÉDI CSILLA dr., 6 éve végzett a Széchenyi Egyetem Regionális- és Gazdaságtudományi Doktori Iskolájában. Jelenleg a Széchenyi Egyetemen egyetemi docensként dolgozik; a fő kutatási területe a munkaerőpiaci kérdések.

HUSZ MÁRIA dr. habil., CSc., a PTE FEEK Kultúratudományi Intézetének egyetemi docense. Az ELTE-n magyar nyelv és irodalom, esztétika és népművelés szakok után posztgraduális turizmus-szakértői diplomát szerzett a nizzai egyetemen. Vendégtanárként a lyoni és a Paris Sceaux-i egyetemen oktatott. Két monográfia és számos tanulmány szerzője, galériavezető. Kutatási területei a modern és kortárs művészet esztétikai és társadalmi kontextusai, a kulturális mediáció, a kulturális örökség elmélete és társadalmi hasznosítása, mentális, gazdasági és kulturális struktúrák az örökségturizmus működésében.

JÁVORKA BRIGITTA, a PTE FEEK informatikus könyvtáros MA szakon végzett hallgatója, az Országos Széchényi Könyvtár könyvtárosa, kutató.

JUHÁSZ TÍMEA dr., 4 éve végezte a Széchenyi Egyetem Regionális- és Gazdaságtudományi Doktori Iskolájában, az üzleti szférában dolgozik. Fő kutatási területe: a család és munka összehangolásának kérdései, tudásmenedzsment.

KAJTÁR EDIT dr. PhD, a PTE ÁJK adjunktusa, a Wirtschaftsuniversität Wien oktatója és az MTA-PTE Összehasonlító és Európai Foglalkoztatáspolitikai és Munkajogi Kutatócsoport kutatója.

KÁRPÁTI LÁSZLÓ angoltanár és szabadúszó fordító, illetve tolmács. Jelenleg doktori tanulmányait végzi az egri Eszterházy Károly Főiskola Neveléstudományi Doktori Iskolájában, mellette aktívan tanít. Szakterülete az idegen nyelvi kommunikáció, a pszicholingvisztika, valamint a nyelvpedagógia.

KLEIN SÁNDOR, a PTE FEEK professzor emeritusa 1988 óta tanít a pécsi egyetemen, 1966-tól 16 évig tanított a Budapesti Műszaki Egyetemen, majd 6 évig vezette a szegedi Juhász Gyula Tanárképző Főiskola Pszichológia Tanszékét. Többek között Dienes Zoltán és Carl Rogers tanítványának tartja magát. Számos munkapszichológiai könyv szerzője.

KÖTELES LAJOS dr., a történettudomány kandidátusa (CSc), főiskolai tanár, korábban a békéscsabai és a gyulai főiskolák főigazgatója. Kutatási területe: társadalom és művelődéstörténet. koteleslajos@gmail.hu

KRISZTIÁN BÉLA dr. c. egyetemi tanár PTE FEEK.

MAGYAR MIKLÓS dr. a Kaposvári Egyetem oktatója, nyugalmazott, életműdíjas főiskolai docens. „A tanulás = élettevékenység” című önálló tanulást segítő szakanyag (1999, 2002, 2005, 2006) szerzője, az ABC (2003) és az 1X1 (2003) felnőttek tanulását támogató szakanyag összeállítója. Andragógus, távoktatási szakértő, oktatástervező, tananyagfejlesztő. A tanulás alapvető kérdései-

vel foglalkozott több évtizeden át. A felnőtt analfabetizmus és a digitális írástudatlanság csökkentésének lehetséges kezelési megoldásait kereste. Oktatási tapasztalatairól és kutatási eredményeiről rendszeresen publikált.

MÁK KORNÉL Kecskemét Megyei Jogú Város alpolgármestere, a Pécsi Tudományegyetem Felnőttképzési és Emberi Erőforrás Fejlesztési Karának kulturális mediáció szakos hallgatója.

ŐSZI VIKTÓRIA az Egri TISZK KKN Kft. pszichológusa és karrier tanácsadója, kutatásait a szervezetpszichológia, a kompetenciamenedzsment, és a munkanélküliség pszichológiai hatásai témakörökben végzi.

SÜKI TÍMEA 2014-ben végzett andragógia MA szakon a Pécsi Tudományegyetemen. Diplomadolgozatát az osztrák felnőttképzési rendszerről írta.

SZABÓ CSILLA MARIANNA dr., Pedagógusi pályáját magyar – orosz – angol szakos középiskolai tanárként kezdte a székesfehérvári Teleki Blanka Gimnáziumban. Sok éves közoktatásbeli tapasztalat után munkáját a Kodolányi János Főiskolán folytatta, először az Idegen Nyelvi Lektorátuson, majd a Neveléstudományi Intézet oktatójaként és az Iskolacentrum vezetőjeként. Egy műszaki szakképző iskola tanáraként majd a Fejér Megyei TISZK vezetőjeként tapasztalatokat szerzett a szakképzésben is. Jelenleg a Dunaújvárosi Főiskola Tanárképző Központjában dolgozik főiskolai docenseként.

SZÉCSI GÁBOR kandidátus, habilitált doktor, a PTE FEEK tanszékvezető egyetemi docense, a PTE BTK egyetemi magántanára, az MTA Bölcsészettudományi Kutatóközpontjának osztályvezető tudományos főmunkatársa.

TÓTH ISTVÁNNÉ a Kaposvári Egyetem oktatója, nyugalmazott, életműdíjas főiskolai adjunktus. „Az integrált anyanyelvi nevelés”(2014) módszertani jegyzet társszerzője és „A tanítás tanulása” szakanyag (2008) szerzője. Több évtizedes tapasztalattal kezeli az írástudatlanság gyermek- és felnőttkori megelőzését, csökkentését. Anyanyelvi, módszertani szakértő, tananyagtervező, szaklektor, kutató, gyakorló felnőttképző. Személyisége és tevékenysége meghatározó tanítványai és az egyetem életében. Rendszeresen publikálja kutatási eredményeit és tanítási tapasztalatait.

TÓTH MÁTÉ, PhD, a PTE FEEK Könyvtár- és Információtudományi Intézet egyetemi adjunktusa, az Országos Széchényi Könyvtár, Könyvtári Intézet főkönyvtárosa.

ZÁDORI IVÁN dr. (PhD), okleveles közgazdász, okleveles humán szervező, a PTE FEEK Kultúra-tudományi Intézetének egyetemi adjunktusa, a Kultúra-gazdaságtan és Kulturális Igazgatás Intézeti tanszék vezetője, a PTE FEEK gazdasági és stratégiai fejlesztési dékánhelyettese.