

## English Abstracts

### **Füredi, Barbara: In Protection of Writing**

#### **Cultural History And Psycholinguistic Insight in Connection with the Continuity Of China's Logographic Writing System And Handwriting Education**

The Chinese writing system reached its current form through thousands of years of progress. I would like to investigate what cultural, historical, technological and psychological reasons led to the formation of today's Chinese script, how it is possible that this system, that is considered relatively outdated in the modern era, can still exist today and how it could overcome the obstacles of digitalisation. In the 21st century, handwriting is gradually being superseded by typing. I am also considering the issue of whether or not typewriting can replace handwriting in Chinese language education. Evidence from the cultural and historical background and from recent psycholinguistic research suggests that this phenomenon will not come about in the near future.

### **Bálint, Janka: Hate speech – European and American approaches**

The exact nature of freedom of expression and its limits lack a universal definition and different legal cultures have their own answers when coming to defining it. A well-known limit to freedom of expression is nonetheless hate speech, even though this expression is not clearly defined in legal terms. This paper will analyse how the United States Supreme Court and the European Court of Human Rights approach this issue of free speech.

### **Berindza, Donát: Gamification: Cause not only money can motivate us.**

Gamification is a process, where we could build structured ecosystems based on game design elements. The goal of the system is to motivate the users to accept, identify and incorporate the extrinsic motivators to transform it to intrinsic motivation. Beside that we need to provide the ability to the users to share achievements, build social connections, and experience the joy of discovery. This phenomenon is not a short-term campaign, rather it's a sustainable ecosystem, which builds on the harmony of the mechanical dynamical and aesthetical layer. The point and level systems serve as a foundation for the challenges, while challenges intended to control user interactions. Those components are framed by the aesthetical layer to fulfill the need of stress relief

### **Győrik, Dorka: Ostensive addressing signals modulate 2-year-old children's attention towards different adult models**

Sustained attention is an important prerequisite for learning about the environment and by 2 years of age children are able to coordinate their attention with interaction partners and objects in a triadic pattern of joint attention. However, a specific interaction partner's capacity to guide a child's attention might depend on the individual characteristics of that person even when the child does not have visual access to the object or action that the person refers to. Therefore, the aim of

the current study was to test whether a model's familiarity and the quality of their previous interactions influenced 2-year-old children's attention to adults in such a situation and whether the type of addressing modulated their attention. We show that children attended to the models differently only in the ostensive context and the quality of children's previous interactions with the positive experimenter correlated with longer looking times in the test situation.

### **Horváth, Eszter: Consciousness As A Base For Identity Politics**

The main question of my essay is whether identity politics can be explained as a cultural heritage of the hegelian 'consciousness'. I make this assumption based upon Karoly Polanyi's political economic theory reinterpreted by Nancy Fraser.

My starting point is Hegel's philosophy which is unique in making the cultural image of humanism embedded in history, systematizing various ideals of humanism examining certain aspects in a time frame.

Where is 'consciousness' as such in all of this? What is the relation between the Marxist tradition's 'making of the self' and those identity politics built by the neoliberal state? Do identity politics originate from a hegelian cultural heritage and how to make these emancipatory?

I examine these questions from a perspective of hegelian ethics.

### **Lendvai, Bálint - Abu, Attila: Analysing the competitiveness of Major League Soccer, particularly with reference to the players' market**

In this paper we analyse the organisation of the American professional soccer league, the Major League Soccer. According to our empirical observations, we think that the league went through a serious development. We wanted to go after this hypothesis in order to find out whether this development is real or not, and if yes, what strategy and other actions caused it.

According to our methodology, firstly we read through the available literature, and then made our own research. Our hypothesis was that the specific measures of the league's business model caused the fast development. We measured the improving quality through analysing the changes in the league's value, the player's market value and the player's salary.

### **Wangler, Bettina: The legitimacy of the European Union**

After an outlook to the concept of 'legitimacy', how it changes with its surroundings, and how the views of this concept fit the functioning of the Union, I qualitatively represent most precious thinkers about the democratic system of the European Union, to provide insight to the varied interpretations. In quantitative analysis, I want to see whether theoretical assumptions appear in election data and statistical surveys.