

## ABSTRACT

**Szabó Zoltán: On certain relations of social representations in connection with the economic utilization of social knowledge 5. p.**

The paper focuses on the notion and conception homo oeconomicus, the classical behavioral postulate of the economics. The author intends to reformulate the issue with the help of contemporary socialpsychology with special regard to the theory of social representations and the Sperberian epidemiological approach as well as theory of narrative construction of social representations; that is with the help of the presentation of the social representation of the two competing scientific theories.

**Albert Judit: Coping with threatened identity 14.p.**

It is essential for the maintenance of self-coherence to cope with identity-conflicts which arise in different period of life. The trials of identity are the basic conditions of the natural self-development, but certain social conditions and situations can strengthen these challenges of identity. These are primarily socially organized threats which question both the personal and social aspect of identity.

Based on the study of the british socialpsychologist Glynis Breakwell, the various identity-strategies and coping-mechanisms are interpreted as one of the means of struggle for social acknowledgement and status.

Breakwell distinguishes intrapsychical-, interpersonal- and intergroup coping strategies. Intrapsychical strategies are the attempts of inner passive elaboration which mainly involve the affective and cognitive functioning of the threatened individual. The interpersonal coping-strategy strives to cease or minimize the threat by certain interpersonal "bargaining". Intergroup strategies intend to shape the social position of the group as a whole, as well as the self-evaluation of the group and the created outside picture of the group.

This present study intends to detail the interpersonal strategy of the three coping-mechanisms, it sheds light activities and interaction which try to change the individual's relationship to others.

**Kende Anna: Birth stories: narratives of becoming a mother 21. p.**

The article attempts to explore the role of birth in the social construction of femininity. The naïve birth stories point out the connection between expectations (based on daily and scientific discourses) and experiences, and their significance for women who recently gave birth. 368 birth stories are analyzed, the result of which describe the strongly contextualized and subjective nature of the experience of becoming a mother. The letters demonstrate the possible opportunities and obstacles that any woman may encounter while giving birth in a Hungarian obstetrical institution. The narratives also point out what organizes the experience, what contributes to and inhibits women's dignity in a health-care institution, offering a complex description of the social construction of birth.