

Abstract

Kozma László – Fóris Ágota: Culture and language in the process of globalization 3. p.

The authors examine the processes of globalization in nature, technology and society, following the history of evolution. In this study, two fundamental aspects of society are analyzed: the present and future of culture and language in the process of globalization. Part of the cultural and linguistic problems arising at the beginning of the 21st century is a natural consequence of the scientific-technological boom; the changes of our times differ only in pace and magnitude from what was experienced earlier.

Halmos Csaba: Current Issues of the EU Expansion 15. p.

The article through a detailed analysis introduces the level of development of EU probationary member-states, explores the risk factors of the expansion process, and its possible consequences.

Koltai Zoltán: Regional dimensions of competitiveness 21. p.

As on the product market only the various components of products are compared in a competition, we cannot talk about competition concerning an entire region. In such a competition market segments and conditions of the region are compared. These market-segments with their both positive and negative characteristics will form a region, which could not at all be called homogenous.

When analyzing the aim and subject of competition, specific functions, institutions, services and events as well as other hardly available factors (developmental sources, information, valuable labor force) should be mentioned, which after all are strongly related to the intention to achieve a more auspicious economic position.

Making a difference between the demand and the supply side of regional competition it can be said, that the aims of regions can be found on the demand side, and regional conditions appear on the supply side. The two sides together determine the arising income and the appearing living standards through the general position in the competition of the regions.

Kleisz Teréz: The profession discourse 28. p.

The paper describes analytical frameworks sociology has developed for understanding professions and the processes of professionalization. First the list of traits –modell of professions is discussed. Although it has evolved from actual historic processes, nevertheless it has served as a normative, ideological construction with the authority to delegate professions coming later to the scene to the „semi-profession” status and induced a neverending discourse on quasiprofessions’ qualities.

The theories of professionalization are centred around those strategies and mechanisms which result in creating a shelter in the labour market and provide a considerable control over the clients and the borderline professional environment.

The article addresses the arguments of the radical critique as well. The contrast between the logic of professionalism and managerialism is emphasized.

In late modernity the world of work has begun to change towards more individualized career paths. Collective projects like professionalization strategies seem to be fading and new ways of constructing professionalism can be traced.

The paper explores Bill Martin's bricoleur-model as an illustration of new forms of postprofessionalism.

Lindner Sándor– Dihen Lajosné:

Human controlling as a tool of management 51.p.

Nowadays one of the key issues for enterprises is the efficiency of available resources, especially the human one meeting the overall goals of business strategy. At the same time urgent demand emerged for information on cost of labour as part the efficient cost structure of the firm, which influences the competitiveness of the products or services. The three pillars of the controlling as planning, monitoring and information systems are the same in the human controlling. Human controlling is an application of overall controlling, a good tool for the management first of all for the human management to use human resources in the most efficient way. It involves organisation of work, evaluation system of jobs, planing of education and training, recruitment monitoring and evaluation of costs. The article is dealing with the different sub-systems of human controlling like result profitability and cost efficiency. The base is the Human Resource Accounting, which involves not only the collection and processing of data on the different elements but also communication of them. It talks about hard and soft characteristics of employees, and most important tools within human controlling like benchmarking and human resource audit, both of them are part of a sophisticated view of the whole process.

Baranyai Erika: Performance evaluation in public education 60. p.

In order to improve the quality of civil work it is inevitable to introduce and apply performance evaluation. This reformative process raises several theoretical and practical issues, which the articles tries to find an answer to.

Filó Csilla and colleagues: Presumed hopeless

– human potentials of a significantly disadvantaged region 71. p.

The author and the students of the Institute of Adult Education tried to find answers to whether there is a relationship between the qualification of people living in the Ormanság (a southern part of Baranya county in H and the disadvantaged position, under-developed character of the same region. The research was conducted through an empirical study.

Háry Eszter:

Experiences in Teaching Social Manners in Adult Education 83. p.

The article discusses the need for and the importance of teaching social manners to adults, and it also describes and talks about some methods that have been used in the teaching of rules telling us how to behave. This field is gradually gaining greater significance in people's daily life, as the world is expanding, and there is an absolute need for knowing how to behave when getting in touch with people representing

different cultures. Teaching social manners shows similarities to language teaching performed with multicultural classrooms, and various visual stimuli are essential tools that could make a course more enjoyable and exciting.

Domschitz Mátyás: The green narrative of globalization 88. p.

This paper examines the conflicting image of globalisation, the development and production of this image through the texts of an environmentalist mailing list. The texts are about the anti-globalist demonstrations held in Prague, and often contain the descriptions of the incident. The analysis shows how the social representation of the event develops within this community.

The paper illustrates how the texts describe an event and shows how narrative techniques applied by these texts actively take part in constructing this very same event. The analysis also reveals how this reality constructing process becomes the basis for further collective action.

Hargitai Rita: Symbolization and Creativity – based on Susan K. Déri's theory 98. p.

In the focus of the study there is the presentation of a Szondi-follower's, i.e. Susan K. Déri's symbolization theory, which was published in the USA in 1984 – already after the author's death –, entitled *Symbolization and Creativity*. Our aim is to introduce the process of symbolization as the widest organismic function, that we consider by no means a regressive or pathological phenomenon, but we take it into account as a bio-psychological need that serves to protect the homeostatic balance of the organism. The modernism of Déri's theory is inherent in finding the way that leads – through the metaphor of the bridge spanning over the boundaries – to the arts, the religion, the perception, the thinking, the language and psychic illnesses equally, by approaching the process of symbolization from a new perspective.

Zsák Judit: Literature strikes back 108.p.

The feminist literary studies are younger by some 150 years than the women's movement itself that gained in strength from the early 19th century in Western Europe. But the studies focusing on female figure's soul and language have a very old tradition in the history of aesthetical philosophy from the Antiquity to the Postmodernity. This article discusses the main problems of the mentioned tradition and tries to characterize the role of the female perspective. In the postmodern context the idea of women as semiotic objects dominated by male artists is very old-fashioned. The contemporary reception of art works raises much more ontological issues.

Zsikó János: The bourgeois: the autonomous personality focusing on competition and performance 116. p.

The trend of Hungarian political language and public phraseology- together with the related interpretative domain-changes - monopolized the concept of civil and civic. The author reviews the development of the bourgeoisie, and introduces the two sides of civil life: the *citoyen* and the *bourgeoise*.

