
Contents—Abstract

HIDY PÉTER (obituary)

3.p.

TÓTH, JÓZSEF: Do We Need a Region?

5.p

Nowdays there again seems to arise a professional political debate about the partial or significant reorganization or reform of the national public administration system. This debate has continuously been on the agenda with a different intensity. The topic receives special attention due to our country's integration to the European Union, which makes the introduction of the continent's theory based spatial division necessary, as its overview could mean some help in the development of our national practice. The changes taking place in Hungary in the past decade affected several levels of spatial organization (settlements, small regions, county functions, planner and statistical regions) and have not created a profound common system that could be applicable amongst the changed conditions. This paper tries to introduce the geographic background of the reform process, not forgetting the fact that our present day regional structure is the result of the development taking place in the Carpathian-basin among sometimes undisturbed and other times restless periods over the past centuries.

PETER BENDIXEN: Culture as the Engine of Regional Economic Development

17.p

In this paper the author uses three concepts of key importance: *culture, economy, region*. From among them the definition of region seems to be the least problematic, but it is the obvious character of the concept which raises new questions, especially if culture's potential is placed in a regional context as the motivating factor of economic policy and economics. When over time various life-styles coming from outside started to spread, culture began to respond. Life creates new components and examples, which if accepted and incorporated into local characteristics change and redefine the culture already characteristic of the region. No existing culture would remain intact, as it constantly changes together with changes in living conditions. The question is whether with the simple acceptance of novelties local characteristic features are ousted, or if novelties are mixed with the traditions a third absolutely new thing would appear, which the region could keep as its new characteristic feature.

KOLTAI, ZOLTÁN: Competitiveness of Hungarian Cities and Regions

27.p

This study attempts to introduce some national researches done in the topic, giving a basis for the future publication of the author's observations. The first part of the study deals with the regional interpretation of the concept competitiveness. The second part discusses specific Hungarian standard training efforts.

HERIBERT HINZEN: Folk High-Schools Without Borders

33.p

In the 50th jubilee year of the DVV (Deutscher Volkshochschul-Verband e. V.) the author gives an overview of the organization's international activities concerning global learning, intercultural training and international co-operation. DVV publishes the most respected multi-lingual adult educational professional journal (Adult Education and Development), with a total circulation of 21.000 in English, French and Spanish, which is distributed in 140 countries and professional partner institutions.

HOFFMANN, NÓRA: Together & For Each Other

– Actively and Responsibly in a Multi-Cultural Society

37.p

We can find an increasing number of civil social initiatives in the central- eastern- and south-eastern European region, which are actively involved in the alteration of operational and organizational changes concerning various interest groups. The establishment and development of the Together & For Each Other program was a response to the above need, and the program was started by a small number of university students in Pécs. The program was launched under the aegis of the *Robert Bosch Foundation* within the *Theodor-Heuss-Kolleg organization* in the spring of 2001, and is a still operating project. The university students introducing the initiative had found and tried out a „transitional modell”, which was awarded an advantaged first place at the Scientific

Student Conference by the assessing panel. The article introduces the so far achieved results of the project.

DURKÓ, MÁTYÁS: Effectiveness Problems and the Attempt to Solve Them
in the College Level Correspondence Manager Training Program 46.p.
In the case of 1/3 of college level correspondence students even diligent learning does not result in an average professional knowledge ready for a higher level application. The lack of finding their way in the complete human system of activities is obvious in the case of these students, and the discrepancies in the field of social philosophical perspectives are especially evident. The final consequence is, that the college level manager training program is semi-successful, leaving significant insufficiencies behind. The author discusses results of scientific investigations concerning reading comprehension, and offers a solution to the problem.

FÓRIS, ÁGOTA –KOZMA, LÁSZLÓ: Foreign Language Competence
in Southern Transdanubia Reflected in a Survey 58.p
In the *Southern Transdanubian Region* of Hungary we carried out a survey with the help of questionnaires and in-depth interviews in 1999-2000. The aim of the survey was to assess the extent to which employers and gainfully employed employees need and use foreign language competence and the results and problems of foreign language teaching and to analyse the corpus based on a wide range of data collected. The aim of the analysis was to provide data for the development and improvement of the organisation, content and structure of foreign language teaching and in-service training. We surveyed *employers* and *employees*, targeting the following groups: *enterprises*, *secondary schools* and *local governments*. Although the survey did not cover the whole country we still expected to be able to draw conclusions that are valid for the whole country, as the industrial and commercial structure is similar in other regions of Hungary as well, thus the linguistic infrastructure will probably not differ greatly from that of other regions (except for Budapest). The reason why we involved the output side, that is the employers and employees in the survey on the development of foreign language teaching in the course of our data collection was that we wanted to define the demands for language teaching and learning from the user's side.

HÁRY, ESZTER: The Importance and Situation of Teaching Foreign Language Professional Terminology to Human Resources Management and Cultural Management Students at the Institute of Adult Education 71.p.
At the Institute of Adult Education and Human Resources Development it is the 5th year when a professional terminology language course is offered to full-time students. The program builds on previously acquired general language knowledge and deals with twelve different topics in the span of two semesters. Based on the experience and student feedback of the past 4 academic years the program proved to be successful. Students successfully finishing the two courses have been able to produce written texts (e.g. research papers, cover letters) without major difficulties, and could experience the benefit of their knowledge at international professional events organized e.g. at the Institute.

ZALAY, SZABOLCS: The Application of Dramapedagogical Methods Used at
Communication Training Programs 76.p.
In Hungary an increasing number of training programs are organized. There is an increasing need for them in schools, institutions, companies; but there is a small number of qualified trainers, the programs are irrationally expensive, and the programs are offered only at a limited number of places. The author in the past eight years has kept training programs in various institutions from high-schools through universities to public institutions; his PhD research is also based on his experience. In his paper he draws attention to those special features which characterize dramapedagogy based communication training programs. In his research he mostly relies on the results of communicational competence development in the classes of the National Arany János Talent Administering Program.

HUSZ, MÁRIA: About the Latest Functions of Irony 89.p.
In our increasingly ironic culture it is getting to be questionable if the concept of irony can be comprehended or described, or if further theorization makes the phare's paradox deeper. After the

overview of the concepts of irony the author by using examples of contemporary Hungarian fine art examines how the compositions relate to the marked „secret circles” of irony. The references were chosen from the material displayed at the exhibition and in the album titled „Vision” and from the 18th National Small Sculpture Biennale and the 1st Textile Art Triennale.

DOBOVICZKI, ATTILA T.: New Media – New Perspective 95.p.
 The theory of visual communication has various influential points of reference. However during communication studies it is difficult, rather impossible to find a unified conceptual system which would provide a solid basis for the comprehension of on the one hand different perspectives and on the other hand various communicative phenomena. At the same time we are witnesses and participants of a situation in which our basic conceptual redefinition is taking place. This paradigmatic attempt has several components from among which the PhD student author selects and analyzes: the phenomena of new communication techniques and the so-called new media.

SÁRI, MIHÁLY: Basic Perspectives of System Theory of Social (Cultural) Systems 104.p
 The history of systematic thinking dates back to the historical period when mankind, society discovered its separation from and identity with nature; it settled, planned, and was able to organize its life in constructed settlements. The author gives an overview of the interrelation between the systems of nature and society, the relationship between system – subsystem-environment of the system, the classification models of systems, the correlation of the system of needs – social systems – systems of action, and furthermore the social and institutional system models.

FELFÖLDI, BARNABÁS: Latest Developments in the Field of Organizational Culture: Communication-Centered Approaches 113.p.
 In the specialized literature of organizational culture communication appears in three contexts: 1. as an obvious phenomenon not needing any explanation, 2. as a system of phenomena related to but also separate from organizational culture, 3. as one of the categories of generally explicable capacity and of major importance of organizational culture theories. The paper discusses this third aspect of the specialized literature of organizational culture. It introduces efforts which have rarely appeared in the national specialized literature.

REVIEWS

HORVÁTHNÉ BODNÁR, MÁRIA AND PORDÁNY, SAROLTA introduce the jubilee *History – Stories – Portraits* publication of the 50 years old German Folk high-School Association. 124.p

KRISZTIÁN, BÉLA gives a report under the title Knowledge Management in Theory and Practice about the events of the first national meeting (Budapest, 2004. January 22). 127.p