
Abstract

ANIKÓ MAKKOS: Nowadays most educational researchers agree that we should teach what machines cannot do, so skills development should be the prime aim of education. Besides, we can see that in lots of occupations people skills or soft skills are becoming more and more important. Educational professionals, however, often face the fact that students have various communication problems, both oral and written ones. The present study sheds light on the communication needs of MA students majoring in Human Resources Counselling at Széchenyi István University. The written assignment which reveals the problem areas was set to the students after finishing a course on organisational and consultancy communication. The personal developmental plans clearly show that most graduate students have oral communication problems. They report that public speaking causes extreme stress or anxiety so their energy is spent on managing themselves instead of paying attention to their listeners. The results set clear tasks for higher education. They show that even at bachelor level much more emphasis should be placed on orality and skills development as the lack of well-developed communication skills can be a major obstacle to the successful future professional carrier of the students. 3. p.

ZSUZSA KOLTAI: Museum Learning Experiences and Needs Among the Parents of Pre-school Children in Pécs. The paper reveals the findings of the research which examined the museum learning experiences and needs of 140 parents of pre-school children from 14 different kindergartens in Pécs. The research was implemented between the October 2017 and January 2018 in the frame of the Museum and Library Development for Everyone Project which is coordinated by the Museum Education and Methodology Centre. Beside revealing the museum visiting habits of the families with pre-school kids, the research also focused on the expectations and needs of the parents regarding the communication of museums as well as the diverse museum services which they expect to be provided and the different types of museum programs and museum learning methods in which they prefer to be involved in. 14. p.

TERÉZIA REISZ: Pedagogy students on museum education. As part of a seminar on research methodology, community organizers performed a survey on 100 pedagogy students at the University of Pécs. The goal of our research was to gain information on the students' museum experiences, their knowledge of museum education methods, and their pedagogic planning. The outcomes of the research can be used in the improvement of teacher education and the development of museum education. 31. p.

ORSOLYA HAFNER — GYÖRGY BÁRDOS: Work Stress and Health. The main purpose of this review is to summarize the perception and appearance of work-related stress and its relationship related to health. Maintaining employees' health in the 21st century has become essential for employers as well-being and performance are closely related to health. The deterioration of health triggers psychological and physiological changes in the individual, the consequence of which may be the inability of work. This review highlights two possible dimensions of stress (challenge-triggered and hamper-triggered), and despite some common beliefs, the first might mean an inspirational and motivating factor for employee that can provide satisfaction and loyalty, thus health can be sustainable on a longer run. 42. p.

Applicants' stress perception and response forms on the job interview. The aim of the study is to examine applicants' responses and attitudes to job interview - related stress and other factors, and to identify the most important stress factors that influence or, conversely, do not have affect on the participants in the job interview. The job interview is often experienced by the applicant as a stressful situation that requires strong concentration and high attention. Emotional changes caused by stress can affect performance and consequently the outcome. Authors argue that most candidates find the so called 'stress interview' and the interview before the committee to be the most stressful, furthermore, the behavior and personality of interviewer is the factor that can lead to a reduction in stress. The question was investigated using a questionnaire survey of a randomly selected sample of a multinational company dealing with IT services in Budapest. The results show that respondents consider the informal communication, short warm-up conversation and ice breaking questions as the best method that can reduce the perceived stress level in a job interview. 47. p.

ANNA GYÖRI — ADÉL VEHRER: The body modifications, tattoos and piercings have had a renaissance in the last years especially among the teenagers and the young adults. In these days every other young employees has a body modification. In the selection process they are victims of discrimination. This problem is not researched in the field of human resources. We would like to make the lack of attention about this problem up. We examined motivations of body modifications, we present relations of social psychology of this theme and we analyse experiences of employees who are living with tattoos and piercings. 59. p.

CLAUDIA K. FARKAS: In the first half of the last century, Rosa and Carolina Agazzi enriched the early childhood education with a new methodology, and their educational concept is still being used in Italy. The Agazzi

method developed the whole personality, he turned the kindergarten into a family scene. They aimed at developing autonomy and at activities based on child's spontaneity and action, with a simple yet ingenious set of tools, and with a powerful nature-pedagogical orientation. The focus of the writing is on presenting and analyzing their method. The article points out that valuable elements can be easily transposed into practice today. 68. p.

BÉLA KRISZTIÁN: Uranium Miners' Press in the Mecsek. The inner life of enterprises and their relations with the environment are parts of the information exchange all-time. Business press has a major role in this. A new mining sector, uranium mining appeared in the Mecsek since 1953 which despite of its short existence established its own newspapers rapidly. 72. p.

ANDRÁS MÉNES: The author provides two reviews. The first review presents the work of Péter Várnagy in which the author commemorates the work and life of his grandfather, Elemér Várnagy who was a great figure of the cultural history of Pécs. The second review is about the "Handbook of Employment Policy and Labour Market" which was edited by Marianna Sebők. 78. p

ZITA BALOGH: Neurocommunication. „Neuromarketing“, „Neuroethics“, „Neuro-Perspektive“, „Brainfluence“, „Neuro-Advertising“, „Neuroimaging“, these are some of the terms appeared in the field of the economic sciences during the last two decades. One of the newest direction for market and consumer research is neuromarketing which enables the analysis of the effects of marketing stimuli on consumers' responses by using new research tools (such as the functional magnetic resonance imaging). There is a steady growth in interest on this research field, as academics and practitioners expect to study and understand consumer behaviour (preferences, motives, decisions) from a new perspective. Kai Fehse's book: Neurocommunication presents us a possible model demonstrating the effects of advertisement taking into account the latest results of the cognitive neuroscience researches. 83. p.