



A MAGYAR TUDOMÁNY ÜNNEPE AZ EÖTVÖS JÓZSEF FŐISKOLÁN



A MAGYAR
TUDOMÁNY
ÜNNEPE

TUDOMÁNY: VÁLASZOK A GLOBÁLIS KIHÍVÁSOKRA

MTA



PROGRAM- ÉS ABSZTRAKTFÜZET

2023. november 15.



Eötvös József Főiskola, Baja

2023

A program- és absztraktfüzetet összeállította:

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TARTALOMJEGYZÉK

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Magyar Tudomány Ünnepe

Időpont: 2023. november 15.

Helyszín: Eötvös József Főiskola

6500 Baja, Szegedi út 2.

A épület, 88. terem

Program

9⁰⁰-10⁰⁰ Regisztráció

10⁰⁰-10¹⁵ Köszöntőt mond: dr. Szilágyiné dr. Szinger Ibolya, az EJF rektora
A konferenciát megnyitja: dr. habil Tóth Sándor Attila, az EJF Tudományos Bizottságának tagja, a Danubius Noster c. folyóirat szerkesztője

10¹⁵-11⁴⁵ **Plenáris előadások**

10¹⁵-11⁰⁰ Bajzáth Mária mese- és erdőpedagógus, a Népmesekincstár mesepedagógia program kidolgozója: *Népek meséi - Mesék és mesélés a neveléstudomány szolgálatában*

11⁰⁰-11⁴⁵ Dr. Mezei Cecília egyetemi docens, Széchenyi István Egyetem; tudományos főmunkatárs, Közgazdaság- és Regionális Tudományi Kutatóközpont: *Zöldülő Európa, zöldülő városok*

11⁴⁵-12⁰⁰ Az Eötvös József Főiskoláért Alapítvány alkotói pályázatának díjátadója

12⁰⁰-12³⁰ Szendvicsebéd
Helyszín: A/90. terem

13⁰⁰-14³⁰ **Workshop**

Bajzáth Mária mese- és erdőpedagógus, a Népmesekincstár mesepedagógia program kidolgozója: „*Mi a legerősebb a világon?*” – *Tudásátadás és nevelés a Népmesekincstár mesepedagógia módszereivel és eszközeivel*

15⁰⁰-17⁰⁰ **Workshop**

Szűcsné Tóth Zsuzsanna főiskolai tanársegéd, Eötvös József Főiskola: *Tyúkprogramtól a jótündérig - Könnyen alkalmazható önismereti technikák és játékok a pozitív pszichológiához és az EQ fejlesztéshez kapcsolódóan*

10²⁰-17²⁰ **Szekcielőadások**

Celebration of the Hungarian Science

Date: 15. November, 2023.
Venue: Eötvös József College
6500 Baja, Szegedi street 2.
Building A, Room 88

Programme

9⁰⁰-10⁰⁰ Registration

10⁰⁰-10¹⁵ Welcome speech by dr. Ibolya Szilágyiné Szinger Ibolya, Rector of Eötvös József College
Opening remarks by dr. Attila Sándor Tóth, member of the EJF Scientific Committee, editor of the journal *Danubius Noster*

10¹⁵-11⁴⁵ **Plenary lectures**

10¹⁵-11⁰⁰ Mária Bajzátth story pedagogist, forest school pedagogist, creator of the story pedagogy program of Folk-tale Thesaurus: *Tales of folks- stories and storytelling in the service of pedagogy*

11⁰⁰-11⁴⁵ Dr. Cecília Mezei associate professor, Széchenyi István University; senior research fellow, Centre for Economic and Regional Studies: *Greening Europe, greening cities*

11⁴⁵-12⁰⁰ Award ceremony for the Eötvös József College Foundation's creative competition

12⁰⁰-12³⁰ Buffet lunch

Venue: room A/90

13⁰⁰-14³⁰ **Workshop**

Mária Bajzátth story pedagogist, forest school pedagogist, creator of the story pedagogy program of Folk-tale Thesaurus: „*What is the strongest in the world?*” – *Educating and transmitting knowledge with the methods and tools of Folk-tale Thesaurus story pedagogy.*

15⁰⁰-17⁰⁰ **Workshop**

Zsuzsanna Szücsné Tóth assistant lecturer, Eötvös József College: *From the chicken program to the good fairy - Easy-to-use self-knowledge techniques and games related to positive psychology and emotional intelligence.*

10²⁰-17²⁰ **Session presentations**

SZEKCIÓK – SESSIONS

I. Gazdaságtudományi szekció Helyszín: A épület 93. terem

Szekcióvezetők: 12⁴⁰-15⁰⁰ **Pajrok Andor**; 15²⁰-17²⁰ **dr. Póla Péter**

12 ⁴⁰ -13 ⁰⁰	Lupu Aurel Constantin	Future of Nonfinancial Reporting in the context of new guidelines
13 ⁰⁰ -13 ²⁰	Bara - Bărdăhan Ioana	The evolution and digitalization of the education system in Romania
13 ²⁰ -13 ⁴⁰	Dănilă Ioana	Strategies to optimize corporate governance performance
13 ⁴⁰ -14 ⁰⁰	Litan Larisa, Cetina Marius	State of knowledge in the field of non-financial reporting in the public sector
14 ⁰⁰ -14 ⁴⁰	Emil Muntean	Identification of hidden costs in the romanian sanitary system
14 ⁴⁰ -15 ⁰⁰	Ioana Bianca (Câmpean) Pătrînjan, Oana Raluca Ivan	Environmental disclosure in emerging economies: a bibliometric mapping
15 ⁰⁰ -15 ²⁰	Kávészünet	
15 ²⁰ -15 ⁴⁰	Alexandra Țărău	Improving managerial decisions in the bakery industry
15 ⁴⁰ -16 ⁰⁰	Budai Eleonóra, Bujtor Evelin	A „túlélő” szakmai végzettség – Mérlegképes könyvelői szakképzettség több szemszögből
16 ⁰⁰ -16 ²⁰	Szerb Boglárka, Szántóri Patrícia	A vállalati növekedés vizsgálata a magyar szőlő-bor ágazatban
16 ²⁰ -16 ⁴⁰	Pajrok Andor	A szegmensek szerinti jelentés fejlődéstörténeti megközelítése a szállodaiparban
16 ⁴⁰ -17 ⁰⁰	Kovács Szilárd	A közepes jövedelem és fejlettség csapdája: Magyarország helyzete és lehetőségei
17 ⁰⁰ -17 ²⁰	Keresnyei Krisztina	A munkahelyi pszicho-szociális kockázatok csökkentésének lehetőségei hazai fejlesztésű digitális eszköz segítségével

II. Pedagógusképzés szekció
Helyszín: A épület 94. terem

Szekcióvezető: dr. Kiss Zoltán

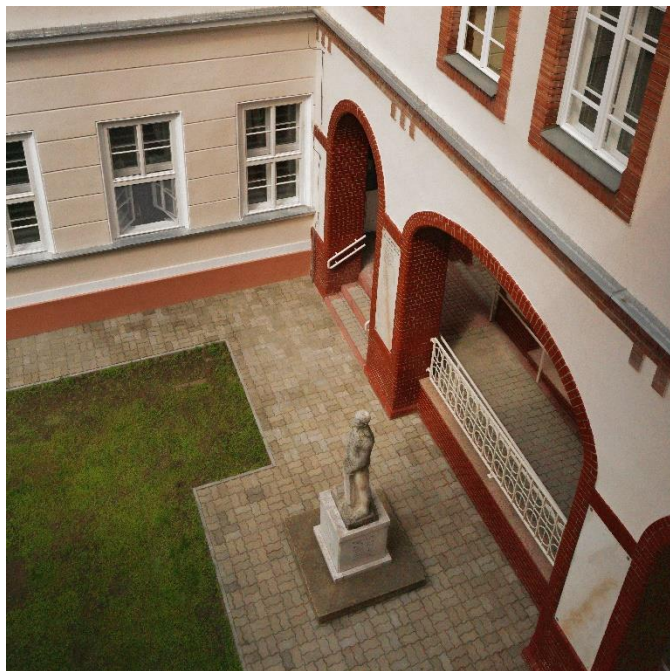
12 ⁴⁰ -13 ⁰⁰	Bencéné Fekete Anikó Andrea, Kőhidiné Magyar Mietta	A középiskolás korosztály számára készült angol nyelvkönyv a diszlexiás tanulók szemszögéből
13 ⁰⁰ -13 ²⁰	Bakti Mária, Szarvas Júlia	Az implicit nyelvtanulás támogatása a tartalom és nyelv integrált tanulásának (CLIL) megközelítésével az alsó tagozatos angolorán
13 ²⁰ -13 ⁴⁰	Bernáth András	The Little Red Hen: A Fable in Teacher Training
13 ⁴⁰ -14 ⁰⁰	Tóth Sándor Attila	KÉP – SZÖVEG – LATINITÁS Tudósok, festők emblematisus arképe 16–18. századi portrégyűjteményekben latin dicsérő versekkel
14 ⁰⁰ -14 ⁴⁰	Fülöp Zoltán Ottó	Édes élmények Bécsben, avagy a csokoládé kulturális reprezentációja a Heindl Schokomuseum-ban
14 ⁴⁰ -15 ⁰⁰	Szerb Katalin	15-18 éves diákok étkezési szokásai, középpontban a zöldség és gyümölcs fogyasztás
15 ⁰⁰ -15 ²⁰	Kávészünet	
15 ²⁰ -15 ⁴⁰	Huszár-Samu Nóra	Az olvasási fluencia vizsgálatának kérdései az általános iskola alsó tagozatán
15 ⁴⁰ -16 ⁰⁰	Zalay Szabolcs	Nobel-díjak nyomában
16 ⁰⁰ -16 ²⁰	Horváth Réka	Pozitivitás a pedagógiában: a pozitív pedagógia főbb jellemzőinek bemutatása
16 ²⁰ -16 ⁴⁰	Bakonyiné Kovács Bea	A tudományos kommunikáció

III. Pedagogusképzés (idegen nyelvű) szekció
Helyszín: A épület 65. terem

Szekcióvezető: dr. sc. Morana Plavac

10 ²⁰ -10 ⁴⁰	Vendi Franc	Fonološka svjesnost kao prediktor školskoga uspjeha u višim razredima osnovne škole
10 ⁴⁰ -11 ⁰⁰	Krunoslav Mikulan	Hrvatski i višejezični tekst na zajedničkim austro-ugarskim i mađarskim novčanicama 1800.-1946.
11 ⁰⁰ -11 ²⁰	Đuro Blažeka	Prijedlog koncepcije izrade rječnika poljoprivrednog nazivlja u međimurskom dijalektu
11 ²⁰ -11 ⁴⁰	Tea Horvatić	<u>Learning English with eTwinning</u>
11 ⁴⁰ -12 ⁰⁰	Vladimir Legac, Katarina Šinjori	Dvojezičnost hrvatskih Rusina i njihovi stavovi prema stranim jezicima i učenju stranih jezika
12 ⁰⁰ -12 ³⁰	Szendvicsebd	
12 ³⁰ -12 ⁴⁰	Poszterbemutató Matea Jančić; Draženko Tomić:	Feminizacija odgojno-obrazovnog sustava iz filozofsko-odgojne perspektive
12 ⁴⁰ -13 ⁰⁰	Jasna Segó	WHAT INTERRUPTS "THE CHASE"? Content and stylistic features of commercial discourse in the break of the popular quiz
13 ⁰⁰ -13 ²⁰	Miljenko Hajdarović	Artificial intelligence as a new tool in teaching History
13 ²⁰ -13 ⁴⁰	Sanja Milić, Vlado Simeunović	Efekti samoprocjene nastavničkih kompetencija
13 ⁴⁰ -14 ⁰⁰	Draženko Tomić	Medicinsko-etičko propitivanje spolnosti u mladenaštvu prema Glasniku HKLD-a / Medical-ethical review of youth sexuality according to the Journal CCMS
14 ⁰⁰ -14 ⁴⁰	Sanja Opsenica, Slađana Miljenović	Burnout syndrome at work among primary and secondary school teachers
14 ⁴⁰ -15 ⁰⁰	Anica Bilić	Poetska klimatologija u sonetu Jesenje večé Antuna Gustava Matoša / Poetic Climatology in the Sonnet Jesenje večé by Antun Gustav Matoš
15 ⁰⁰ -15 ²⁰	Kávészünet	
15 ²⁰ -15 ⁴⁰	Mihaela Blažeka Draganić	Transformacija biblijske pričé o Suzani u Marulića i Vetranovića

15 ⁴⁰ -16 ⁰⁰	Čipanjanja Banja Rene	Početak Ivana Mihalovića kao (ne)nositeljice jezičnih promjena pri kraju 19. i u prvim desetljećima 20. stoljeća
16 ⁰⁰ -16 ²⁰	Ana-Marija Posavec	Reprezentacija prognaničkih iskustava u romanu Hotel Zagorje Ivane Bodrožić
16 ²⁰ -16 ⁴⁰	Morana Plavac	Putovanje Dunavom



Absztraktok - Abstracts

Bakonyiné Kovács Bea

Eötvös József Főiskola, Baja, Magyarország

A tudományos kommunikáció

A tudományos kommunikáció a kutatási eredmények és tudományos munkák létrehozását, minőségi ellenőrzését, terjesztését és hosszú távú megőrzését jelenti.

A tudományos kutatás alapvető jellemzője volt évszázadokon keresztül, hogy nagy része közvagyonból finanszírozott, vagy közvetlenül, a központi költségvetés által támogatott projekteken keresztül, vagy közvetetten, a felsőoktatási intézményekben dolgozó kutatók finanszírozásával.

A 20. század második fele változást hozott: a kereskedelmi kiadók átvették az irányítást a tudományos folyóiratok piacán. A folyóiratok árai nagyon megnövekedtek, messze túllépték a könyvtárak költségvetési kereteit. Emellett lényegesen bővült a kutatási eredményeket közlő tudományos folyóiratok köre, amelyekhez egyre nehezebben lehetett hozzáférni.

Az elektronikus kiadás elterjedésével új kihívások jelentek meg. Ezekről szól az előadásom.

Kulcsszavak: nyílt tudomány, kommunikáció, elektronikus kiadás

Bakonyiné. Kovács Bea

Eötvös József College, Baja, Hungary

Scientific communication

Scientific communication means the creation, quality control, dissemination and long-term preservation of research results and scientific works.

It has been a fundamental feature of scientific research for centuries that most of it is financed from public funds, either directly through projects supported by the central budget, or indirectly through the funding of researchers working in higher education institutions.

The second half of the 20th century brought a change: commercial publishers took control of the scientific journal market. The prices of periodicals have increased greatly, far exceeding the budget limits of the libraries. In addition, the range of scientific journals reporting research results, which became more and more difficult to access, expanded significantly.

With the spread of online edition, new challenges appeared. This is what my presentation is about.

Keywords: open science, communication, online edition

Bakti Mária; Szarvas Júlia

Szegedi Tudományegyetem, Juhász Gyula Pedagógusképző Kar, Modern Nyelvek és Kultúrák Tanszék, Szeged, Magyarország

Az implicit nyelvtanulás támogatása a tartalom és nyelv integrált tanulásának (CLIL) megközelítésével az alsó tagozatos angolórán

Alsó tagozaton az idegen nyelv oktatása az implicit nyelvtanulási folyamatokat támogató módszereket és órai gyakorlatokat részesíti előnyben. A tartalmi (szakantárgyi) elem beemelése a nyelvórába erre ideális keretet biztosíthat. Jelen előadásunk egy esettanulmányt mutat be, melynek során 2. osztályos tanulók angol mint idegen nyelvi fejlesztéséhez összeállított, szóbeli történetmesélésre épülő feladatsort próbáltunk ki környezetismereti tartalom beemelésével. A tanulási cél tartalmi eleme a növények fejlődéséhez szükséges feltételek megismerése, míg a nyelvi fejlesztés a *Will you help me, please?/Sorry, I can't. ill. Yes, of course.* beszédforduló elsajátítása volt. Ez utóbbit a mesébe és a mesét kísérő drámapedagógiai játékba ágyaztuk, így biztosítva lehetőséget arra, hogy az implicit tanulási folyamat megvalósulhasson. Kutatási eszközként két nézőpontú órai megfigyelést végeztünk, valamint az órát követő tanári interjút készítettünk. A történetmesélésbe ültetett (1) tartalom elsajátítása és drámapedagógiával támogatott (2) implicit nyelvi tanulás megvalósítható és sikeresnek mondható.

Kulcsszavak: implicit nyelvi tanulás, tartalom és nyelv integrált tanulása (CLIL), gyermekkori nyelvtanulás, szóbeli történetmesélés idegen nyelven, nyelvtanítás alsó tagozaton, drámapedagógiai gyakorlatok a nyelvórán

Bakti, Mária; Szarvas, Júlia

University of Szeged, Juhász Gyula Faculty of Education, Department of Modern Languages and Cultures, Szeged, Hungary

Supporting implicit language learning through content and language integrated learning (CLIL) approach in lower primary EFL lessons

In lower primary education, foreign language teaching methods and classroom practices are supposed to support implicit learning processes. Integrating content (school subject matter) and language learning provides an ideal framework for this. In our paper, we present a case study in which we piloted a series of classroom tasks in 2nd grade applying oral storytelling and including a Sciences content element. The content learning objective was the conditions necessary for plant development, while the language teaching element was the turn *Will you help me, please?/Sorry, I can't. or Yes, of course.* The latter was embedded in a story and practiced with drama techniques accompanying the story, thus providing an opportunity for implicit learning. We administered a two-viewpoint lesson observation and a post-lesson teacher interview. Realizing (1) the content learning objective and (2) implicit language learning embedded in storytelling was feasible and successful.

Keywords: implicit language learning, content and language integrated learning (CLIL), young language learners, oral storytelling in a foreign language, language teaching in lower primary, drama in education in EFL

Bara – Bărdăhan, Ioana

1 Decembrie 1918 University of Alba Iulia, Alba Iulia, Romania

The evolution and digitalization of the education system in Romania

Today's society requires the development of educational institutions in Romania, by increasing the complexity of information, digitizing the way of financial reporting, the intelligent way of using material resources and the way of continuous formation of the human factor. Cost-standard funding has reached its limits, requiring a rethinking of the funding system for Romanian education, a system that should be based on quantifying performance and academic excellence.

Keywords: funding limits, educational management, financial autonomy/control

Bencéné Fekete Anikó Andrea; Kőhidiné Magyar Mietta

*Magyar Agrár- és Élettudományi Egyetem Kaposvári Campus, Neveléstudományi Intézet,
Gyermeknevelési tanszék, Kaposvár, Magyarország*

A középiskolás korosztály számára készült angol nyelvkönyv a diszlexiás tanulók szemszögéből

A diszlexiások idegennyelv-tanulással kapcsolatos nehézségeire több figyelmet kell fordítani, mert a becslések szerint 5-10%-ra tehető az arányuk (Csépe, 2012). Amennyiben az anyanyelv elsajátítása egy vagy több részképesség területén akadályozott, az kihat az idegennyelv-tanulására is (Tánczos, 2007). A kutatás célja a Pioneer angol nyelvkönyvek vizsgálata, amelyet az integrált csoportokban tanuló diszlexiás nyelvtanulók is használnak. A kutatás során arra kerestük a választ, hogy a középfokú oktatásban alkalmazott, a többség képességeihez és igényének megfelelően kiválasztott angol nyelvkönyv biztosít-e esélyegyenlőséget az integráltan oktatott diszlexiás nyelvtanulók számára. A diszlexiás tanulók sajátosságait figyelembe véve vizsgáltuk meg a tankönyvcsalád esetében a tananyag tartalmát, szerkezetét, ábráit, magyarázatait és a mennyiségét. Kutatási kérdésünk arra irányult, hogy milyen módon segíti, vagy éppen hagyja figyelmen kívül az életben alkalmazható nyelvtudás elsajátítását egy diszlexiás tanuló számára.

Kulcsszavak: idegennyelv-tanulás, tankönyvvizsgálat, diszlexia

Bencéné Fekete, Anikó Andrea; Kőhidiné Magyar, Mietta

*Hungarian University of Life Science Kaposvár Campus, Institute of Education, Department of
Child Education, Kaposvár, Hungary*

The English language book for high school age groups from the perspective of dyslexic students

More attention should be paid to the difficulties of dyslexics in learning a foreign language, because according to estimates, their proportion can be 5-10% (Csépe, 2012). If the acquisition of the mother tongue is hindered in the area of one or more sub-skills, it also affects the learning of a foreign language (Tánczos, 2007). The aim of the research is to examine Pioneer English language books, which are also used by dyslexic language learners studying in integrated groups. In the course of the research, we sought the answer to whether the English language textbook used in secondary education, selected according to the abilities and needs of the majority, provides equality of opportunity for language learners with dyslexia in integrated education. Taking into account the characteristics of dyslexic students, we examined the content, structure, illustrations, explanations and quantity of the course material in the case of the textbook family. Our research question focused on how it helps or neglects the acquisition of real-life language skills for a dyslexic student.

Keywords: foreign language learning, textbook review, dyslexia

Bernáth, András

*University of Szeged, Juhász Gyula Faculty of Education, Department of Modern Languages,
Szeged, Hungary*

The Little Red Hen: A Fable in Teacher Training

The paper analyses The Little Red Hen, a fable or an American folk tale or fairy tale and its adaptations, and discusses how it can be taught as Children's Literature in elementary school teacher training to students who specialise in English culture and will be English language teachers as well as elementary school teachers. The various versions of the tale are briefly discussed from the one published in 1874 to the picture book of 1918, then the cartoon adaptations, as well as the political adaptations by Ronald Reagan and Malvina Reynolds. The various genres of the tale are also analysed: as a fable it can be compared to Aesop's The Ant and the Grasshopper, as well as to Orwell's Animal Farm, a political allegory that is also called a fairy story. As a folk tale, it can be compared and contrasted to the The Great Big Enormous Turnip, a Russian folktale that is widely known also in English. It is argued that the tale can be used in English language teaching in elementary school, but the college or university students, and adult readers in general, can also benefit from studying the literary, cultural, historical and political aspects of the tale and its various adaptations.

Keywords: elementary school teacher training, ELT, children's literature, fables, folk tales, adaptations

Bilić, Anica

Hrvatska akademija znanosti i umjetnosti, Centar za znanstveni rad, Vinkovci

Poetska klimatologija u sonetu Jesenje več Antuna Gustava Matoša

U radu se objavljuju rezultati interpretativnoga čitanja soneta Jesenje več Antuna Gustava Matoša u kontekstu poetske klimatologije i lirske meteorologije. Istraživačka pozornost usmjerena je na ulogu krepuskolarnih i klimatoloških motiva te sinestezije u stvaranju jesenskoga ozračja. Propituje se egzistencijalna podloga Matoševa simbolizma te uloga motiva godišnjega doba i doba dana u stvaranju atmosfere kasne jeseni i mračnoga pesimizma te dekodiranju simboličnoga ozračja do kojega dovodi epifanijska slika kasnojесenskoga krajolika. Parcijalnim simbolom jablana poantira se misao o čovjekovoj usamljenosti svemirskih razmjera. Cilj je istraživanja ukazati na vezu Matoševe poetske klimatologije i meteorologije s epifanijom i simbolizmom u antologijskom sonetu Jesenje več. Istraživanje je nastalo u povodu 150. godišnjice rođenja Antuna Gustava Matoša kao dokaz njegove čitljivosti i prihvatljivosti u 21. stoljeću.

KLjučne riječi: Antun Gustav Matoš, poetska klimatologija, sutonsko pjesništvo, simbolizam, epifanija, pejzaž.

Bilić, Anica

Croatian Academy of Sciences and Arts, The Center for scientific Work, Vinkovci

Poetic Climatology in the Sonnet Jesenje več by Antun Gustav Matoš

This paper presents the results of an interpretive reading of the sonnet Jesenje več (Autumn Evening) by Antun Gustav Matoš in the context of poetic climatology and lyrical meteorology. The study primarily focuses on the role of twilight and climatological motifs and synaesthesia in creating an autumn ambience. It also examines the existential background to Matoš's symbolism and the role of a specific part of the year and a specific part of the day as motifs in creating an atmosphere of late autumn and dark pessimism, and in decoding the symbolic ambience that arises from the epiphanic imagery of a late autumn landscape. The poplar tree, used as a partial symbol, illustrates the concept of human loneliness of universal proportions. The purpose of this study is to draw attention to the relation between Matoš's poetic climatology and meteorology and the epiphany and symbolism used in his anthological sonnet Jesenje več. Finally, this study was prepared on the occasion of the 150th anniversary of the birth of Antun Gustav Matoš, demonstrating the readability and acceptability of his works in the 21st century.

Keywords: Antun Gustav Matoš, poetic climatology, twilight poetry, symbolism, epiphany, landscape.

Blažeka, Đuro

Sveučilište u Zagrebu /Učiteljski fakultet, Zagreb, Hrvatska

Prijedlog koncepcije izrade rječnika poljoprivrednog nazivlja u međimurskom dijalektu

Autor predlaže koncepciju izrade rječnika poljoprivrednog nazivlja u međimurskom dijalektu. U uvodu govori o uzrocima slabe zastupljenosti takvoga leksika u dijalektalnim rječnicima i potrebi da se što prije počne s takvim istraživanjima. Predlaže da se obrada takvog leksika napravi po 2 načela: 1. onomaziološko načelo - u člancima naslovljenima po pojedinim značenjskim poljima smisleno se povezuju pojmovi vezani uz naslov 2. semaziološko načelo – leksemi su poredani abecednim redom, a uz prikaz njihovih jezičnih osobina i geografske rasprostranjenosti vodi se računa o tome da rečenične potvrde budu iz poljoprivrednog konteksta. Oba se načela oprimjeruju primjerima iz istraživnog korpusa. Odabrana su 4 punkta međimurskog dijalekta u kojima je korpus istraživan: Prelog, Donja Dubrava, Podturen, Sv. Martin).

Ključne riječi: poljoprivredno nazivlje, međimurski dijalekt, dijalektalni rječnici, onomaziologija

Blažeka, Đuro

University of Zagreb /Faculty of Teacher Education, Zagreb, Croatia

Proposal of the concept of creating a dictionary of agricultural terms in the dialect of medjimure

The author proposes creating a dictionary of agricultural terms in the Međimurje dialect. In the introduction, he talks about the causes of the poor representation of such lexicon in dialectal dictionaries and the need to start such research as soon as possible. He suggests that such a lexicon should be processed according to 2 principles: 1. onomasiological principle - in articles titled according to individual fields of meaning, the terms related to the title are meaningfully connected. 2. semasiological principle - lexemes are arranged in alphabetical order, where, with a presentation of their linguistic features and geographical distribution, care is taken to ensure that sentence confirmations are from an agricultural context. Examples from the researched corpus exemplify both principles. 4 points of the Međimurje dialect where the corpus was analysed were selected: Prelog, Donja Dubrava, Podturen, Sv. Martin.

Keywords: agricultural terms, dialect of the region of Međimurje, dialectal dictionaries, onomasiology

Blažeka Draganić, Mihaela

Sveučilište u Zagrebu /Učiteljski fakultet, Zagreb, Hrvatska

Transformacija biblijske priče o Suzani u Marulića i Vetranovića

U radu se uspoređuju djela Marka Marulića i Mavra Vetranovića (dvaju najznačajnijih autora renesansne hrvatske književnosti) u kojima obrađuju starozavjetnu priču o Suzani koja se u Bibliji nalazi u 13. poglavlju Knjige o Danijelu. Kod Marulića se radi o poemi Suzana, a kod Vetranovića o drami Suzana čista. Opisan je njihov način transformacije i interpretacije biblijskog teksta. Naspram kratkog i prilično sažetog biblijskog teksta o starcima koji su na prevaru pokušali obljubiti mladu i lijepu Židovku Suzanu, djela Marulića i Vetranovića puno su opsežnija jer su ušla u unutarnja stanja likova priče, uz mnoge međusobne razlike. Marulić je Suzani pridao značajke vila iz petrarkističkih kanconijera, a opis dvora i vrta u potpunosti je kreacija njegove mašte. Vetranović je nadodao sekvence u kojima je htio poraditi na sceničnosti i dinamičnosti radnje, a vidljiv je i pomak interesa prema onome zemaljskome jer je pravednost više naglašena od sjedinjenja s Bogom koje se naglašava kod Marulića. Kod oba autora se spajaju renesansni i srednjovjekovni motivi, a najvažnija je pouka da čovjek treba ostati odan Bogu čak i pod cijenu života i vjerovati da će Božja pomoć naposljetku pristići.

Ključne riječi: Marko Marulić, Mavro Vetranović, priča o Suzani iz Knjige o Danijelu, usporedba s biblijskim predloškom

Blažeka Draganić, Mihaela

University of Zagreb /Faculty of Teacher Education, Zagreb, Croatia

The Transformation of the Biblical Story of Susana in the Works of Marulić and Vetranović

The paper compares the works of Marko Marulić and Mavro Vetranović (two of the most influential authors of Renaissance Croatian literature), in which they deal with the Old Testament story of Susanna, which is found in the Bible in the 13th chapter of the Book of Daniel. Marulić's work of art is the poem *Suzanna* and Vetranović's play *Susanna the Pure*. Their way of transformation and interpretation of the biblical text is described. Compared to the short and relatively concise biblical text about the older men who tricked the young and beautiful Jewish woman Susanna, the works of Marulić and Vetranović are much more extensive because they entered into the inner states of the characters of the story, with many mutual differences. Marulić gave Susanna the features of the fairies from the Petrarchan *Canzoniere*, and the description of the palace and garden is entirely a creation of his imagination. Vetranović added sequences in which he wanted to work on the scenic aspects and dynamism of the action, and a shift of interest towards the earthly is also visible because justice is emphasised more than the union with God, which is noted in Marulić's work of art. Both authors combine Renaissance and medieval motifs, and the most important lesson is that one should remain loyal to God even at the cost of life and believe that God's help will eventually come.

Keywords: Marko Marulić, Mavro Vetranović, the story of Susan from the Book of Daniel, comparison with the biblical model

Budai Eleonóra; Bujtor Evelin

Pécsi Tudományegyetem Közgazdaságtudományi Kar, Pénzügy és Számvitel Intézet

A „túlélő” szakmai végzettség – Mérlegképes könyvelői szakképzettség több szemszögből

Kutatásunk során egy olyan szakképesítést vizsgáltunk meg jogi, gazdasági és oktatási szemszögből, amely „túlélte” az elmúlt időszakban a szakmai, szabályozási és átszervezési változásokat és a mai napig a számviteli területen ikonikus jelentőséggel bír. A szakirodalmi és kérdőíves megkérdezésen alapul a vizsgálatunk. Ez utóbbi során közgazdász hallgatókat, oktatókat és a szakma képviselőit kérdeztük meg a témában. Előadásunkban kutatásunk megállapításaiba adunk betekintést, amely a számviteli szakma, a számvitel oktatásban résztvevők, valamint a döntéshozók számára is hasznos információkkal bír.

Kulcsszavak: számviteli szakképesítés, mérlegképes könyvelő, számvitel oktatás

Budai, Eleonóra; Bujtor, Evelin

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The "survivor" qualification - Chartered accountant qualification from several points of view

In our research, we examined from a legal, economic, and educational perspective a professional qualification that has "survived" recent professional, regulatory and restructuring changes and is still considered iconic in the field of accounting. Our analysis is based on a literature review and a questionnaire survey, the latter involving interviews with economics students, teachers, and practitioners on the subject. Our presentation will provide insights into the results of our research, which will provide useful information for the accounting profession, accounting educators and policy makers.

Keywords: professional qualification in accounting, chartered accountant, accounting education

Čipanjan-Banja, Rene

ELTE BTK, Budapest, Magyarország

Početnice Ivana Mihalovića kao (ne)nositeljice jezičnih promjena pri kraju 19. i u prvim desetljećima 20. stoljeća

Ivan Mihalović (mađ. Mihálovics János), istaknuti bajski preporoditelj i pedagog te autor nemaloga broja početnica, čitanki te gramatičkih priručnika, u hrvatskoj je jezičnoj i kulturnoj povijesti ponajprije zabilježen kao znakovit borac za pravo na ravnopravnost hrvatskoga jezika i njegovu nesputanu uporabu na prostoru tadašnje Ugarske, a posebice kada su u pitanju obrazovanje, religija i kultura. Mihalović je doprinio spomenutomu prije svega dao svojim početnicama/čitankama, a među kojima bitno mjesto zauzima Početnica za katoličke pučke učione, čije je prvo izdanje objelodanjeno 1883., posljednje pak 1923. godine s naslovom Početnica i čitanka za katoličke pučke učione. Budući da je riječ o razdoblju u kojemu je hrvatska jezična norma obilježena važnim promjenama – osobito zbog jezičnoga prijeloma na samom koncu 19. stoljeća – u radu se promatraju i analiziraju gramatička, slovopisno-pravopisna i druga jezična obilježja triju izdanja početnica/čitanki, tj. onih izdanih 1883., 1902. i 1923. godine. Na taj se način nastoji utvrditi koliko se u tim trima izdanjima Mihalovićevih početnica/čitanki vodilo računa o usklađivanju s normativnim jezičnim rješenjima u danome razdoblju, a osvrt će se dati i na njihovu koncepciju te sadržaj (polaznih) tekstova.

Ključne riječi: Ivan Mihalović, početnice, hrvatski jezik druge pol. 19. i prve pol. 20. stoljeća, hrvatska jezična norma

Čipanjan-Banja, Rene

ELTE BTK, Budapest, Hungary

The primers of Ivan Mihalović as (non-)bearers of the linguistic changes near the end of the 19th and in the first decades of the 20th century

The primers of Ivan Mihalović as (non-)bearers of the linguistic changes near the end of the 19th and in the first decades of the 20th century

Ivan Mihalović (in Hungarian Mihálovics János), an important reformer and pedagogue from Baja and author of a series of primers, readers and grammar books, in Croatian language and cultural history is mostly remembered as a significant fighter for the right of equality of the Croatian Language and its undisturbed use inside the borders of Hungary, especially in the field of education, religion and culture. Mihalović contributed to the above mentioned primarily with his primers/readers, and among them an important place belongs to the Početnica za katoličke pučke učione, whose first edition was published in 1883, and the last one in 1923, which is known as Početnica i čitanka za katoličke pučke učione. Considering the fact that in the mentioned period of time the Croatian language norm was marked with important changes – particularly because of the language fracture at the very end of the 19th century – this paper aims to analyze the changes associated with grammar, spelling, orthography and other linguistic features of the mentioned primers/readers, more precisely in their following three editions: 1883, 1902 and 1923. In that way the paper tries to determine to what extent was the language in those three editions of primers/readers written by Mihalović adjusted to the normative linguistic features of that period, but also including a brief view of their conception and content(s) of their texts.

Keywords: Ivan Mihalović, primers, Croatian Language of the second part of the 19th and the first part of the 20th century, norm of the Croatian Language

Dănilă, Ioana

1 Decembrie 1918 University of Alba Iulia, Alba Iulia, Romania

Strategies to optimize corporate governance performance

Optimizing corporate governance is an ongoing process and requires strong commitment at all levels of the organization. Good governance within a company reduces risks, increases performance, improves leadership styles. By implementing these strategies, companies can improve transparency, accountability and efficiency, which can lead to sustainable growth and build trust among investors and other stakeholders.

Keywords: corporate governance, good governance, accountability, strategy

Fülöp, Zoltán Ottó

Gál Ferenc Egyetem, Szeged, Magyarország

Édes élmények Bécsben, avagy a csokoládé kulturális reprezentációja a Heindl Schokomuseum-ban

Előadásomban a bécsi Heindl Schokomuseum múzeumantropológiai elemzésére vállalkozom. A csokoládé csábító világa (Verführerische Welt der Schokolade) címet viselő állandó tárlat fő célja a kultúra táplálkozás- és fogyasztástörténeti aspektusból való megragadása. A koncepció megvalósítása során a kurátorok figyelmet fordítanak a kulturális csere (Kulturaustausch) révén a csokoládé nemzeteken átívelő jellegének hangsúlyozására. A kiállítás kultúrtörténeti nézőpontból világítja meg a csokoládé előállításának kezdeteit, melyek az azték-maja kultúráig nyúlnak vissza, feltérképezi presztízs- és tömegtermékké válásának útját, a táplálkozáskultúrában betöltött szerepét, a hozzá társított kulturális kódok polivokalitását és történeti alakzatait. E gasztronómiai terméket a kulturális örökségről szóló kortárs diskurzusba helyezve, egy konkrét múzeumi esettanulmányon keresztül vizsgálom a csokoládé mint árucikk gyűjteményi reprezentációját, tárlatrendezési technikáit a történeti időbeliség koordinátaiban. Célom bemutatni e gasztronómiai örökség (kulinarisches Erbe) társadalmasításának, kommodifikációjának osztrák modelljét egy bécsi magánmúzeum gyűjteményi anyagán keresztül.

Kulcsszavak: csokoládé, kakaóbab, Heindl családi vállalkozás, kulturális csere, gasztronómiai örökség, múzeumi reprezentáció

Fülöp, Zoltán Ottó

Gál Ferenc University, Szeged, Hungary

Sweet experiences in Vienna, or the cultural representation of chocolate at the Heindl Schokomuseum

In my presentation I will undertake an anthropological analysis of the Heindl Schokomuseum in Vienna. The main aim of the permanent exhibition, entitled *Verführerische Welt der Schokolade* (The Seductive World of Chocolate), is to capture the culture from a culinary and consumption-historical perspective. The curators will focus on emphasising the transnational nature of chocolate through cultural exchange (*Kulturaustausch*). The exhibition will explore the origins of chocolate production from a cultural-historical perspective, dating back to Aztec-Mayan culture, the path of its development into a prestige and mass product, its role in food history, the polyvocality and historical shapes of the cultural codes associated with it. By situating this gastronomic product in a contemporary discourse on cultural heritage, I examine, through a concrete museum case study, the curatorial representation of chocolate as a commodity, its display techniques in the coordinates of historical temporality. My aim is to present the Austrian model of socialisation and commodification of this gastronomic heritage (*kulinarisches Erbe*) through the collection material of a private museum in Vienna.

Keywords: chocolate, cocoa beans, Heindl family, cultural exchange, gastronomic heritage, museum representation

Hajdarović, Miljenko

Faculty of Education, J. J. Strossmayer University Osijek, Croatia

Artificial intelligence as a new tool in teaching History

The evolution of history education has slowly transitioned from teacher-centric to student-centred, aligning with constructivist principles. The 21st century's global connectivity and digitisation have reshaped teaching tools and methods. However, history education still emphasises historical content and facts, necessitating the development of historiographical skills and critical thinking. Students engage in source analysis using the materials presented in textbooks or the internet. The sudden breakthrough of generative artificial intelligence has put in front of students and teachers a new tool that facilitates specific actions and encourages creativity. The rise of artificial intelligence in educational settings presents opportunities and challenges, requiring students to possess historiographical and digital literacy skills for practical use. An additional challenge is posed to teachers who must devise new methods to circumvent the automation of student inquiry offered by AI.

Keywords: artificial intelligence, history didactics, history teaching

Horváth Réka

Eötvös József Főiskola, Pedagógusképző Intézet, Baja, Magyarország

Pozitivitás a pedagógiában: a pozitív pedagógia főbb jellemzőinek bemutatása

Az előadásom középpontjában az a gondolat áll, mely szerint a pedagógiában szükség van a „pozitív fordulatra”. (Hamvai et al., 2008)

A pozitív pedagógia elindulása fontos szükségletre reagál. A tanulók és az oktatás össze nem illése, valamint a minősítő-számonkérő szemlélet nagyon sok negatív attitűdöt, érzelmet, viselkedést és gyakorlatot generál az iskolákban, ami nemcsak a személyiségfejlődésre hat ártalmasan, hanem konkrét egészségkárosodást is okozhat. A pozitív paradigmának meghatározó szerepe lehet a tanulás, tanítás terén bekövetkező szemléletváltásban. (Gyarmathy, 2022)

Az előadásomban a pozitív pedagógiát a következő témák érintésével fogom bemutatni: a pozitív pszichológia pedagógiai relevanciája; a pozitív pedagógia legfőbb célkitűzései; pozitív pedagógiai programok; környezeti pozitivitás; az iskolai klíma; a tanulás és az érzelmek közti összefüggés; flow élmény az iskolában.

Kulcsszavak: pozitív pszichológia, pozitív pedagógia, pozitív szemlélet

Horváth, Réka

Eötvös József College, Institute of Education, Baja, Hungary

Positivity in Pedagogy: the Main Characteristics of Positive Pedagogy

My presentation builds on the thought that pedagogy needs a „positive turn”. (Hamvai et al., 2008)

The birth of positive pedagogy was a reaction to an important necessity. The incongruence between education and pupils, the grading-assessing approach generates a lot of negative attitude, feeling/emotion, behaviour and practice at schools, which negatively influence not only the development of personality, but can actually lead to health issues. The positive paradigm can have a decisive role in inducing a change of attitude in learning and teaching. (Gyarmathy, 2022)

In my presentation I will touch upon the following topics related to positive pedagogy: the pedagogical relevance of positive psychology; the main aims of positive pedagogy; positive pedagogical programmes; environmental positivity; school atmosphere; the interconnectedness of learning and feelings/emotions; experiencing the state of flow at school.

Keywords: positive psychology, positive pedagogy, positive attitude

Horvatić, Tea

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Learning English with eTwinning

An annual project of learning English to young learners was conducted where students in the second grade of primary school learned English through collaborative activities in an international environment on eTwinning, a European education platform. The aim was to stimulate students' English learning through new activities different from textbooks, share them with peers from abroad, and develop new teaching and learning resources in a digital form. Teachers collaborated monthly and suggested activities for topics that were outlined at the beginning of the project. The final learning results of each activity were published by using various teaching methods, from project-based learning, inquiry-based learning, use of ICT, gamification, games, songs, storytelling, and communicative approach in general. The evaluation results reported positive attitudes towards learning English and students' improved skills in using English as a foreign language, working in a team, and digital literacy.

Keywords: eTwinning, English EFL, communicative approach, young learners

Huszár-Samu Nóra

Eötvös József Főiskola, Pedagógusképző Intézet, Baja, Magyarország

Az olvasási fluencia vizsgálatának kérdései az általános iskola alsó tagozatán

Általánosan elfogadottnak nevezhető az a nézet, amely szerint az olvasási képesség minden további tudás megszerzésének előfeltétele, szellemi munkaeszköz, azaz a társadalom és a kultúra egy bizonyos szegmenséhez csak megfelelő olvasás- és írástudással tudunk hozzáférni. Az olvasási és szövegértési gondokkal küzdő gyermekek tudásszintje jól olvasó társaihoz képest nagy valószínűséggel nem fogja elérni azt a tantervi és társadalmi követelményszintet, amely a sikeres boldoguláshoz szükséges. A nem tudás oka társadalmi és pedagógiai jelenség egyszerre: a fluens olvasás, a későbbi szövegértő olvasás a pedagógiai rendszerben tanulási módszer, amelyet didaktikai elemek határoznak meg és szociokulturális tényezők egészítenek ki. Irányított és célzott pedagógiai – módszertani kultúra nélkül ezek a diákok nem lesznek képesek a szakadékot áthidalni.

A nemzetközi platformon új kutatási trendként jelent meg a Reciprok Tanítási Módszer és az olvasási fluencia fejlesztésének összekapcsolása. Az Egyesült Királyságban 2018-ban és 2021-ben fluencia-fejlesztéssel egészíti ki a stratégialapú szövegértés tanítását. Jól körvonalazódik a stratégialapú szövegértéstanítás új trendje. A Fluency into comprehension Program 7-9 éves korosztály számára készült, és az alsó tagozatos tanulók szövegértési képességét és az olvasási folyékonyágát kívánja fejleszteni. A tréning során felváltva mélyítik a diákok a folyékony olvasás képességét és gyakorolják a Reciprok szövegfeldolgozási

módszert, csoportokban. Magyarországon 2023-ban indult el az MTA-PTE Olvasástechnika és olvasási fluencia kutatócsoport országos reprezentatív vizsgálata, melynek célja az általános iskola második évfolyamán tanuló diákok hangos olvasási jellemzőinek feltérképezése. Előadásomban arra vállalkozom, hogy bemutassam az említett kutatási programokat és az olvasási fluencia fejlesztésének nehézségeit.

Kulcsszavak: olvasási fluencia, szövegértés, alsó tagozat

Huszár-Samu, Nóra

Eötvös József College, Institute of Education, Baja, Hungary

Issues in reading fluency assessment in lower primary school

It is generally accepted that reading fluency is a prerequisite for the acquisition of all other knowledge, that it is an intellectual tool and that access to a certain segment of society and culture is only possible with adequate literacy. Children with reading and literacy difficulties are unlikely to reach the level of proficiency compared to their literate peers that is necessary to successfully thrive in the curriculum and society. The cause of non-proficiency is both a social and a pedagogical phenomenon: fluent reading, reading for comprehension, is a learning method in the pedagogical system, determined by didactic elements and complemented by socio-cultural factors. Without a controlled and targeted pedagogical - methodological culture, these students will not be able to bridge the gap.

The linking of the Reciprocal Teaching Method and the development of reading fluency has emerged as a new research trend on the international platform. In 2018 and 2021, the UK will complement the teaching of strategy-based reading comprehension with fluency development. The new trend of strategy-based reading comprehension teaching is well outlined. The Fluency into comprehension Programme is designed for 7-9 year olds and aims to develop the reading fluency and comprehension skills of primary school pupils. During the training, students alternate between deepening their reading fluency and practising the Reciprocal word processing method in groups. In Hungary, a nationally representative study by the MTA-PTE Research Group on Reading Techniques and Reading Fluency was launched in 2023 to map the reading fluency characteristics of second-grade primary school students. In my presentation, I will attempt to describe these research programs and the difficulties in developing reading fluency.

Keywords: reading fluency, reading comprehension, primary school

Keresneyei Krisztina

Eötvös József Főiskola, Business Sciences Institute, Baja, Magyarország

A munkahelyi pszicho-szociális kockázatok csökkentésének lehetőségei hazai fejlesztésű digitális eszköz segítségével

A munkavállalókat a munkahelyen érő pszicho-szociális kockázatok feltárása már a hazai szakirodalomban is megjelenő kutatási téma. Előadásomban célom részletes képet adni arról, hogy jelenleg a hazai mentális egészséggel foglalkozó piacon milyen online megoldások elérhetőek a vállalatok számára. Részletesen bemutatom, hogy a munkavállalók milyen pszicho-szociális kockázatoknak lehetnek kitéve a szervezetben belül, és hogy ezekre a hazai fejlesztésű alkalmazások milyen megoldási lehetőséget kínálhatnak a munkáltatónak ezen kockázatok csökkentésére.

Kulcsszavak: mentális egészség a munkahelyen, pszicho-szociális kockázatok, digitális alkalmazás

Keresneyei, Krisztina

Eötvös József College, Gazdálkodási Intézet, Baja, Magyarország

Opportunities to reduce psycho-social risks at work using a local digital tool

The exploration of psycho-social risks to employees at work has been a research topic in the domestic literature. In my presentation I aim to give a detailed picture of the online solutions currently available for companies in the domestic mental health market. I will detail the psycho-social risks that employees may be exposed to within the organisation, and how home-grown applications can offer employers solutions to reduce these risks.

Keywords: mental health at work, psychosocial risks, digital apps

Kovács Szilárd

Eötvös József Főiskola, Gazdálkodási Intézet, Baja, Magyarország

A közepes jövedelem és fejlettség csapdája: Magyarország helyzete és lehetőségei

A rendszerváltás követően a közép-kelet európai országok célja az volt, hogy a kontinens nyugati, fejlett országaihoz felzárkózzon, ugyanakkor ez a folyamat a 2008 pénzügyi válság után megtorpan és az uniós átlagot egyik kelet-közép európai állam sem érte el, sőt mindössze Csehországot tudta érdemben megközelíteni. Mi okozta a megtorpanást? A kutatók szerint ennek oka a közepes jövedelem és közepes fejlettség csapdájából adódik. Vagyis a külföldi tőkére, technológiára és az olcsó munkaerő alapozott exportorientált növekedési modell kifulladás. Hogyan lehet ebből a csapdából kilépni?

Kulcsszavak: közepes jövedelem csapda, közepes fejlettség, Magyarország, oktatás, tudás

Kovács, Szilárd

Eötvös József College, Business Sciences Institute, Baja, Hungary

Middle-income trap and middle-development trap: The situation and possibilities of Hungary

After the regime change, the aim of the Central and Eastern European countries was to catch up with the western, developed countries of the continent. However, this process came to a halt after the 2008 financial crisis. None of the Central and Eastern European states reached the EU average, and in fact only the Czech Republic was able to substantially approach it. What caused the stalling? According to researchers, this is due to middle-income trap and middle-development trap. In other words, the export-oriented growth model based on foreign capital, technology and cheap labor has run out of steam. How to get out of this trap?

Keywords: middle-income trap, middle-development trap, Hungary, education, knowledge

Legac, Vladimir; Šinjori, Katarina

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Dvojezičnost hrvatskih Rusina i njihovi stavovi prema stranim jezicima i učenju stranih jezika

Najprije se daju osnovni podatci o Rusinima u Republici Hrvatskoj, tko su zapravo, podatci o njihovom jeziku, kulturi, doseljavanju i boravku u socio-demografskoj sferi na teritoriju Hrvatske i bivše Jugoslavije. Govori se i o fenomenu dvojezičnosti (definicije i vrste bilingvalnosti i prebacivanje kodova u dvojezičnih govornika). Glavni dio rada jest opis istraživanja provedenog u Hrvatskoj 2023. godine (N=100). Autori su željeli istražiti jesu li Rusini u Hrvatskoj horizontalno dvojezični i ispitati hipoteze o tome je li ispitanicima dvojezičnost pomogla u učenju stranih jezika te kakav je njihov stav prema stranim jezicima. U istraživanju je rabljen upitnik vlastite izrade i odnosi se na sedam domena upotrebe jezika. Zaključuje se kako su ispitanici horizontalno dvojezični i da smatraju kako im je njihova dvojezičnost pomogla u učenju stranih jezika te da imaju pozitivan stav prema stranim jezicima, a u ovom slučaju radi se o engleskom, ruskom i njemačkom jeziku.

Ključne riječi: Rusini u Hrvatskoj, horizontalna dvojezičnost, prebacivanje kodova, stavovi prema govornicima drugih jezika, stavovi prema učenju stranih jezika

Legac, Vladimir; Šinjori, Katarina

University of Zagreb /Faculty of Teacher Education, Zagreb, Croatia

Bilingualism of Croatian Ruthenians and Their Attitudes towards Foreign Languages and Foreign Language Learning

First, primary data on the Ruthenians in Croatia (who they are, data on their language, culture, immigration and stay in the socio-demographic sphere on the territory of Croatia and the former Yugoslavia) are given. The phenomenon of bilingualism is also discussed (definitions and types of bilingualism and code-switching in bilingual speakers). The central part of the paper is a description of a research study (N=100). The authors wanted to investigate whether the Ruthenians in Croatia are horizontally bilingual, to test whether bilingualism helped them learn foreign languages, and to see their attitudes towards foreign languages. A self-made questionnaire was used, and it refers to seven domains of language use. The authors conclude that the respondents are horizontally bilingual and believe that their bilingualism has helped them learn foreign languages and that they have a positive attitude towards them. In this case, the languages are English, Russian and German.

Keywords: Ruthenians in Croatia, horizontal bilingualism, code-switching, attitudes towards speakers of other languages, attitudes towards foreign language learning

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State of knowledge in the field of non-financial reporting in the public sector

Accountability in reporting sustainability for public sector entities is a topic of great interest, non-financial reporting is gaining popularity as it provides information not released before.

that an increasing number of constituents are demanding. The objective of this study is to apply a quantitative research methodology by conducting a bibliometric analysis related to public sector non-financial reporting, using a SRL method. The analysis includes the most relevant publications indexed in the Web of Science Core Collection database from 2000 to 2023, the main findings indicated that the scientific interest in non-financial reporting, for local and central government.

Keywords: accountability, reporting, non financial reporting, public sector

Lupu, Aurel Constantin

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Future of Nonfinancial Reporting in the context of new guidelines

The Directive 2014/95/EU is one of the most significant changes proposed by the European Commission to urge major corporations to declare their contributions to sustainable development. Since its inception, the Directive 2014/95/EU has sparked heated discussion over its efficacy. Academics and politicians agreed that mandatory non-financial reporting should be reconsidered to contribute more to the 2030 Agenda. In reality, despite a rise in the overall number of non-financial reports released in Europe each year, only a small percentage of corporations expressly reveal information regarding their commitment to the SDGs. In this view, variables relating to institutional and organizational dynamics promote the publication of SDG information.

There is a rising global need for organizations to improve transparency in corporate reporting, as well as an increase in non-financial information disclosure. The organizations can contribute to a better future and hence might help achieve the SDGs 2030 through transparent non-financial disclosure.

Non-financial reporting developed in recent years and stakeholders are more and more focused on their business interests. Considering this development, the authorities and responsible organizations continuously bring updates on the regulations and recommendations to contribute to high-quality reports.

Their recommendations and regulations are now correlated with the plans for the future, the main topics of interest for the upcoming period which can be found in the 2030 Agenda.

The United Nations has specifically requested that Member States implement new types of regulations on non-financial reporting methods within their territories as part of the 2030 Agenda. The purpose of this research is to explore the implications of Directive 2014/95/EU implementation by evaluating firm-level, governance-level,

and report-level drivers of corporate reporting on the Sustainable Development Goals (SDGs). This study constructs and presents the SDG Reporting Score (SRS)—a qualitative proxy characterizing a firm's orientation toward SDG reporting.

GRI and the UN Global Compact have launched a 'Reporting on SDGs Action Platform,' an effort aimed at accelerating corporate reporting on the Global Goals. Goals and Objectives Analysis provides a menu of sample activities that businesses may take to contribute to each SDG objective, as well as a map of potential disclosures (including indicators that firms can use to report against the SDG targets). The qualitative and quantitative disclosures and indicators are drawn from widely recognized company disclosure frameworks such as GRI Standards or CDP. Other frameworks (CDP, Climate Disclosure Standards Board, International Organization for Standardization) have also described the SDGs covered by their frameworks, as well as how the framework aspects are linked to certain SDGs.

The study's methodology is limited by the use of self-reported assessments of attitudes and behaviors and the use of an online survey. In terms of theory, the study adds to the body of knowledge on corporate governance and sustainability by combining research on leadership practices that can have a positive influence on corporate sustainability goals with upper echelons theory, which focuses on how individual attributes influence a firm's strategies and governance.

Keywords: non-financial reporting; sustainable development; disclosure; regulations; performance indicators; stakeholders.

Mikulan, Krunoslav

Učiteljski fakultet Sveučilišta u Zagrebu, Odsjek u Čakovcu, Hrvatska

Hrvatski i višejezični tekst na zajedničkim austro-ugarskim i mađarskim novčanicama 1800.-1946.

Rad prikazuje i analizira višejezične natpise na papirnatom novcu Habsburške monarhije, Austro-Ugarske i Mađarske, s naročitim osvrtom na hrvatske natpise koji se po prvi puta javljaju na novčanicama koje je tiskao Lajos Kossuth 1848. godine. Ovisno o tipu novčanica i promatranom razdoblju, hrvatski natpisi su, osim na vrijednost, upućivali na mogućnosti ostvarivanja godišnjih prinosa, donosili napomene o zakonskom utemeljenju te, dakako, obavijest o zabrani krivotvorenja. Natpisi su ponekad također bili na srpskom, češkom, slovačkom, rumunjskom, talijanskom, poljskom i ukrajinskom jeziku.

Na novčanicama nakon 1. svj. rata javljaju se samo natpisi na srpskom jeziku, a hrvatski se natpisi ponovno javljaju tek na novčanicama Szálasijeve vlade u Veszprému. Nakon rata, hrvatski i srpski natpisi javljaju se na novčanicama s nadnevkom 15. svibnja 1945. te nestaju s uvođenjem forinte 1946. godine. Natpisi se uspoređuju i jezično analiziraju te se uočava da hrvatski natpisi na novčanicama iz razdoblja 1945. do 1946. sadrže neobično velik broj pogrešaka.

Ključne riječi: mađarski i austro-ugarski papirnat novac 1800.-1946., hrvatski natpisi, jezične pogreške

Mikulan, Krunoslav

University of Zagreb, Faculty of Teacher Education, Čakovec Department, Croatia

Croatian and Multilanguage Text on the Common Austro-Hungarian and Hungarian Paper Currency 1800-1946

The paper reviews and analyzes Croatian and inscriptions in other languages on paper currency issued by Habsburg, Austro-Hungarian and Hungarian authorities, with the particular focus on Croatian inscriptions starting with those issued by Lajos Kossuth in 1848. Depending on the period and type of currency the inscriptions gave information on the value, expected yearly income, legal basis for issuance, and legal consequences in case of forgery. The inscriptions were sometimes printed in Serbian, Czech, Slovak, Romanian, Italian, Polish and Ukrainian.

On the post-WW1 banknotes, we only find inscriptions in Serbian and several other languages, and the Croatian text returns on banknotes issued by Szálasi's government in Veszprém in 1944. After WW2 both Croatian and Serbian inscriptions can be found on banknotes issued on 15th May 1945, only to disappear with the introduction of the forint in 1946. All inscriptions are compared and linguistically analyzed, and it is noted that the Croatian text on the currency issued in 1945 and 1946 contains an unusual number of errors.

Keywords: Hungarian and Austro-Hungarian paper currency 1800-1946, Croatian inscriptions, linguistic errors

Milić, Sanja; Simeunović, Vlado

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Efekti samoprocjene nastavničkih kompetencija

Savremenu kvalitetnu školu karakterišu dobri organizatori i koordinatori rada, odnosno, zajednički rad svih učesnika u vaspitno-obrazovnom radu i nastavi (nastavnika, direktora, stručnih saradnika, učenika). Savremena pedagoška teorija otvara mogućnost učiteljima, odnosno nastavnicima da više ne rade kao „poslušni izvršitelji”, već kao aktivni stvaraoci vaspitno-obrazovnog rada, u kome učestvuju ne samo kao realizatori, već i kao aktivni istraživači. I samo tako, i na taj način, učitelji i nastavnici će biti oni koji današnju školu pretvaraju u savremenu. Važan dio na tom putu jeste i samoprocjena nastavničkih kompetencija, koja bi trebalo da se odvija kontinuirano i sistematično. Cilj našeg rada je da kroz kvalitativnu analizu dobijenih podataka putem intervjua utvrdimo svrhu samoprocjene nastavničkih kompetencija, odnosno u kojoj mjeri navedeni postupak identifikuju oblasti snage i slabosti u nečijem radu kako bi se poboljšao i unaprijedio rad i učenje.

Ključne riječi: samoprocjene, kompetencije, nastavnici

Milić, Sanja; Simeunović, Vlado

Faculty of Education in Bijeljina, University of East Sarajevo

Effects of self-assessment of teacher competencies

A modern high-quality school is characterized by good organizers and coordinators of work, that is, the joint work of all participants in educational work and teaching (teachers, principals, professional associates, students). Contemporary pedagogical theory opens up the possibility for teachers to no longer work as "obedient executors", but as active creators of educational work, in which they participate not only as implementers, but also as active researchers. And only in this way, and in this way, teachers will be the ones who transform today's school into a modern one. An important part of that journey is the self-assessment of teachers' competencies, which should take place continuously and systematically. The goal of our work is to determine the purpose of the self-assessment of teacher competencies through qualitative analysis of the data obtained through interviews, that is, to what extent the mentioned procedure identifies areas of strength and weakness in one's work in order to improve and advance work and learning.

Keywords: self-assessments, competences, teachers

Muntean, Emil

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Identification of hidden costs in the romanian sanitary system

There are various analyzes and approaches regarding the health system in Romania, but considering the changes, the changes in the field of health, which are taking place both nationally and globally (eg: COVID 19 no longer represents a global health emergency according to OMS, Da Vinci robotic surgery) requires regular analyzes of all the factors that primarily contribute to the increase in the quality of medical services and medical documents provided both in the public and private healthcare environment, analyzes following which improvement measures can be proposed . of those mentioned above. In order to have an exemplary functioning health system, to produce performance, all the decision-making factors involved as well as civil society must bring a consistent contribution and contribute to the remodeling, rethinking of the current Romanian health system. Personally, I believe that these things are possible through a collaboration of all the levels involved in the health system, through regular meetings, through the establishment of strategies at the national level, strategies to be followed closely by the entire health system during the entire period of stability. A thorough analysis starting from the financing methods and ending with the consumption side of the Romanian health system, not limiting ourselves to goods and services but also including the human resource part in this research, would allow the identification of some still unexplored costs at the level of the health system. as well as regarding the current procedures applied to the system, which may no longer be the most up-to-date and do not necessarily put the patient at the center of attention, as it should otherwise be the case. The final objective of the study should be the state of well-being and health of the Romanian society of which we are all part.

Keywords: Analyzes, health, costs, objective, factors, system

Opsenica, Sanja; Miljenović, Slađana

University of East Sarajevo, Faculty of education

Burnout syndrome at work among primary and secondary school teachers

The loss of motivation and dedication in the work of teachers has become one of the problems that modern education is facing more and more often. The cause most often attributed to this is long-term stress, which in modern literature is called burnout syndrome. The study of professional stress in the teaching profession is of particular importance, not only for teachers, but also for students and society as a whole. Sources of stress that teachers face are working conditions, functional improvement, the pressure of deadlines, conflicts with work colleagues, and the feeling that society underestimates the importance of their profession. The goal of our research is to determine the degree of burnout at work among teachers employed in primary and secondary schools, as well as to determine whether there is a difference in the degree of burnout considering the level of education at which the teacher is employed. The sample consisted of 300 respondents employed in secondary school and 300 respondents employed in primary school.

Keywords: teachers, burnout at work, primary school, secondary school

Pajrok Andor

Eötvös József Főiskola, Gazdálkodási Intézet, Baja, Magyarország

A szegmensek szerinti jelentés fejlődéstörténeti megközelítése a szállodaiparban

Napjaink változó üzleti környezetben megnőtt a vállalkozások, folyamatok, termékek, szolgáltatások jellemzőiről elérhető információk értéke mind a külső, mind a belső felhasználók körében. A szállodaipar szereplői számára közzétett egységes számviteli rendszer (Uniform System of Accounts for the Lodging Industry - USALI) a turizmusban érintettek információigényének enyhítésére jelent meg. Az 1926-ban létrejött egységes számviteli ajánlás formális keretét a számviteli beszámoló ágazati sajátosságokat ismertető szegmensek szerinti jelentés követelmény adja. A tanulmány fejlődéstörténeti megközelítés tükrében ismerteti a szállodaipar egységes számviteli rendszerét, melynek keretét a nemzetközi ajánlások, sztenderdek által szolgáltatott szegmensek szerinti jelentés szolgál.

Kulcsszavak: szállodaipar, szegmensek szerinti jelentés, USALI

Pajrok, Andor

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A historical approach of segment reporting in the hotel industry

In today's changing business environment, the value of available information about the characteristics of businesses, processes, products, and services has increased among both external and internal users. The uniform system of accounts (Uniform System of Accounts for the Lodging Industry - USALI) was published for participants in the hotel industry to satisfy the actor's information needs. The formal framework of the unified accounting recommendation created in 1926 is provided by the requirement of segment reporting of financial statement to describe the specifics of the sector. The study describes the uniform system of accounts in the lodging industry in the light of a historical development approach, the framework of which is the report according to the segments provided by international recommendations and standards.

Keywords: hotel industry, segment reporting, USALI

Pătrînjan, Ioana Bianca (CÂMPEAN); Oana Raluca, Ivan

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Environmental disclosure in emerging economies: a bibliometric mapping

In the context of increased concern about sustainability and climate change on a global scale, non-financial reporting is gaining popularity as it provides information that an increasing number of constituents are demanding. A more integrated and comprehensive presentation of non-financial information on corporate risks, governance, and social and environmental issues is needed by investors and stakeholders.

The objective of this study is to apply a quantitative research methodology by conducting a bibliometric analysis related to environmental disclosure in emerging economies. Using the VOS viewer program, we mapped this research field using co-occurrence keywords, highlighting the most important connections between environmental reporting and emerging countries.

The analysis includes the most relevant publications indexed in the Web of Science Core Collection database from 2000 to 2023, the main findings indicated that the scientific interest in non-financial reporting, especially environmental disclosure has progressively increased in recent years.

Keywords: non-financial reporting, environmental reporting, disclosure, EU Directive 2014/95/EU, emerging economies.

Plavac, Morana

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Baja, Hungary*

Putovanje Dunavom

Godine 2022. objavljena je knjiga „Šapat Dunava“ Vlade Obada. Profesor Obad cijenjeni je germanist, publicist, svjetski putnik, avanturist, čovjek neprestano željan znanja, novih spoznaja i novih iskustava. Tako je neka svoja zapažanja s putovanja zabilježio u zapisima o Dunavu, prirodi i ljudima. Obad osjeća prostor oko sebe, osjeća moć Dunava te svoja zapažanja bilježi pokušavajući čitatelju prikazati ono što vidi, a to je čarolija prostora kojim plovi. Ovaj će rad imagološkom analizom dati sliku Dunava i mjesta koje Obad promatra stvarajući i sliku o drugima koje na svom putu susreće.

Ključne riječi: prostor, Dunav, drugi, slika

Plavac, Morana

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Journey along the Danube

In 2022, the book "Whisper of the Danube" by Vlado Obada was published. Professor Obad is a respected Germanist, publicist, world traveler, adventurer, a man constantly eager for knowledge, new insights and new experiences. So he recorded some of his observations from the trip in notes about the Danube, nature and people. Obad feels the space around him, he feels the power of the Danube, and he records his observations trying to show the reader what he sees, which is the magic of the space he sails through. This paper will use an imagological analysis to give a picture of the Danube and the places that Obad observes, creating a picture of others he meets on his way.

Keywords: space, Danube, others, image

Posavec, Ana-Marija

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Baja, Hungary*

Reprezentacija prognaničkih iskustava u romanu Hotel Zagorje Ivane Bodrožić

Rad analizira reprezentiranje prognaničkih iskustava likova u romanu Hotel Zagorje Ivane Bodrožić (2012.). Tematika je progonstva civila iz vlastitih domova za vrijeme ratnih sukoba nezaobilazna, posebice pri nastojanju prikazivanja iskustva patnji običnih ljudi kao najranjivijih žrtava rata, čiji su životi uvelike uzdrmani i narušeni vojnim te političkim djelovanjem. Prognaničko se iskustvo mlade Vukovarke u romanu, koncipiranom u obliku intimnoga dnevnika, isprepliće s odrastanjem na mjestu koje ne smatra svojim domom, što utječe i na njezinu identifikaciju. U romanu će se kroz odabrane naratološke koncepte i postavke književnih studija pamćenja propitati načine oblikovanja prognaničkih iskustava za rata, kroz odrastanje i sazrijevanje, nedaće s kojima se likovi susreću u vrijeme "izgradnje i uspostave državnoga suvereniteta" (rješavanje stambenoga pitanja, iščekivanje oca koji se smatra nestalim) te prikaz i funkciju sjećanja, oblike zaborava i suočavanje s ratnom traumom progona.

Ključne riječi: prognaničko iskustvo, pamćenje, odrastanje, roman, Domovinski rat

Posavec, Ana-Marija

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Representation of refugee experiences in the novel Hotel Zagorje by Ivana Bodrožić

The paper analyzes the representation of refugee experiences of the characters in the novel Hotel Zagorje by Ivana Bodrožić (2012). The theme of civilian displacement from their own homes during times of war is inevitable, especially when attempting to depict the experiences of ordinary people as the most vulnerable victims of war, whose lives are greatly disrupted by military and political actions. The refugee experience of a young girl from Vukovar in the novel, constructed in the form of an intimate diary, intertwines with her coming of age in a place she doesn't consider her home, which also impacts her sense of identity. The novel will be examined through selected narratological concepts and the framework of literary memory studies to explore the ways in which refugee experiences are shaped during the war, through the process of growing up and maturing, the hardships the characters face during the "construction and establishment of state sovereignty" (resolving housing issues, awaiting a father who is considered missing), and the presentation and function of memory, forms of forgetting, and confronting the traumatic experience of displacement during the war.

Keywords: exile experience, memory, coming of age, novel, Homeland War

Šego, Jasna

Sveučilište Slavonski Brod

ŠTO PREKIDA „POTJERU“?

Sadržajne i stilske značajke reklamnoga diskursa u stanci popularnoga kviza

U ovome su radu analizirani sadržaji, vrijednosti i jezično-stilske značajke TV reklama koje se prikazuju u predahu veoma popularnoga i gledanoga kviza „Potjera“ na Prvom programu Hrvatske televizije (analizirano je 10 epizoda kviza tijekom listopada 2023.). Spomenute reklame promiču sigurnost, udobnost, ležerni životni stil (voziti se solidnim automobilom, kupovati u ugodnim trgovinama i sl.), očuvanje zdravlja i održavanje čistoće (zaštititi se od virusa, bakterija i toksina, hraniti se zdravo, poboljšati probavu, olakšati bol, koristiti se vrhunskim sredstvima za pranje rublja itd.). Metafore, epiteti, kontrasti, usporedbe, anafore, personifikacije, hiperbole, igre riječima, rime, riječi stranoga (uglavnom engleskoga) podrijetla i sl. pridonose zvučnosti i „lepršavosti“ analiziranih reklama.

Ključne riječi: TV reklame, „Potjera“, sadržaji i vrijednosti, stilske značajke

Šego, Jasna

University of Slavonski Brod

WHAT INTERRUPTS “THE CHASE“?

Content and stylistic features of commercial discourse in the break of the popular quiz

This paper analyzes the content, values, linguistic and stylistic features of TV commercials that are shown during the break of the very popular and watched quiz “The Chase“ on the First Programme of Croatian Television (commercials in breaks of 10 “The Chase“ quiz during October 2023 were analyzed). The mentioned commercials promote safety, comfort, a casual lifestyle (driving a solid car, buying quality goods at reasonable prices in pleasant stores), preserving health and maintaining cleanliness (protecting person from viruses, bacteria and toxins, eating healthy, improving digestion, relieving pain, using top-quality laundry detergents, etc.). Metaphors, epithets, contrasts, similes, anaphoras, personifications, hyperboles, word games, rhymes, words of foreign (mainly English) origin, etc. contribute to the sonority and “fluffiness“ of analyzed commercials.

Keywords: TV commercials, “The Chase“, contents and values, stylistic features

Szerb Boglárka

Magyar Agrár- és Élelmiszertudományi Egyetem Kaposvári Campus, Agrár- és Élelmiszergazdasági Intézet, Mezőgazdasági Adatfeldolgozási és Adatelemzési Tanszék, Kaposvár, Magyarország

A vállalati növekedés vizsgálata a magyar szőlő-bor ágazatban

Magyarország nagy multú borászati kultúrával rendelkezik. Az elmúlt évtizedekben több más piachoz hasonlóan, a szőlő-bor ágazatban is változások történtek. Kutatásom során Gibrat-törvényének érvényességét vizsgáltam 2010 és 2021 közötti időszakban a magyar borszőlő termelő társas vállalkozásokra vonatkozóan. A gazdaság mérete és a gazdasági növekedés közötti kapcsolatot keresztmetszeti függetlenségi teszttel és különböző panel egységgyök tesztekkel vizsgáltam. A borászati vállalkozások méretének mérőszámaiként bemeneti változóként az árbevétel értékét és kimeneti változóként a mérlegfőösszeg adatait használtam fel. Az eredmények alapján Gibrat-törvényét részben elutasítottam, az erősen növekedő piaci környezetben a borágazat kisebb vállalatainak árbevétele nagyobb mértékben növekedett a vizsgált időszakban.

Kulcsszavak: szőlő-bor ágazat, borászat, vállalati növekedés, Gibrat-törvénye

Szerb, Boglárka

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Examination of corporate growth in the Hungarian wine sector

Hungary has a rich wine culture. Like many other markets, changes have taken place in the wine sector in recent decades. During my research, I examined the validity of the Gibrat's Law in the period between 2010 and 2021 for Hungarian wine grape-producing cooperatives. I examined the relationship between the size of the economy and economic growth with a cross-sectional independence test and various panel unit root tests. I used the value of the sales revenue as the input variable and the total balance sheet data as the output variable as the measures of the size of the wine enterprises. Based on the results, I partially rejected Gibrat's law, in the strongly growing market environment, the sales revenue of the smaller companies in the wine sector increased to a greater extent during the examined period.

Keywords: wine sector, winery, corporate growth, Gibrat's law

Szerb Katalin; Szántóri Patricia

Pécsi Tudományegyetem Egészségtudományi Kar, Dietetikai Intézet, Pécs, Magyarország

15-18 éves diákok étkezési szokásai, középpontban a zöldség és gyümölcs fogyasztás

Célkitűzés:

Felnőtt korú egyének halálozását tekintve minden 5 esetből 1 az egészségtelen táplálkozáshoz köthető. A szív- érrendszeri betegségek felelősek Európában a halálozások több mint 50%-ért.

Adatok és módszer:

Egy kaposvári gimnázium 110 diákja került kérdőív alapú lekérdezésre, aminek eredményeit SPSS szoftverben végzett leíró statisztika és khi négyzet próba segítségével értékeltük.

Eredmények:

Résztevők 22,7%-a nem fogyaszt napi rendszerességgel zöldséget, gyümölcsfogyasztás tekintetében pedig még magasabb ez az arány, 39,1% nem fogyaszt napi rendszerességgel gyümölcsöt.

Szignifikáns kapcsolat mutatkozik a zöldség és gyümölcsfogyasztás rendszeressége között ($p < 0.001$).

A nemek között szignifikáns különbség mutatkozik a húsfogyasztás rendszerességében ($p < 0.001$), húsmentes ($p < 0.001$), és növényi alapú táplálkozás ($p = 0.002$) felé mutatott nyitottság tekintetében.

Következtetések:

A diákok zöldség, gyümölcs fogyasztása nem kielégítő a WHO által meghatározott egészséges mennyiség alapján.

Kulcsszavak: egészségudakáció, növényi alapú táplálkozás, középiskolások

Szerb, Katalin; Szántóri, Patricia

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Eating habits of 15-18-year-old students, focusing on fruit and vegetable consumption

Objective:

In terms of adult mortality, one out of every five cases can be attributed to unhealthy eating habits. Cardiovascular diseases are responsible for over 50% of deaths in Europe.

Data and Methods:

A total of 110 students from a high school in Kaposvár were surveyed using a questionnaire, and the results were analyzed using descriptive statistics and the chi-square test in SPSS software.

Results:

22.7% of the participants do not consume vegetables on a daily basis, and an even higher proportion, 39.1%, do not consume fruits regularly. There is a significant relationship between the frequency of vegetable and fruit consumption ($p < 0.001$). Significant differences were found between genders in the regularity of meat consumption ($p < 0.001$), openness to a meatless diet ($p < 0.001$), and plant-based nutrition ($p = 0.002$).

Conclusions:

The students' consumption of vegetables and fruits does not meet the healthy quantities defined by the WHO.

Keywords: health education, plant-based diet, high school students

Țârău, Alexandra

1 Decembrie 1918 University of Alba Iulia, Alba Iulia, Romania

Improving managerial decisions in the bakery industry

Information about the improvement of cost calculation systems is of real use in making managerial decisions within a company, and the bakery market has positive perspectives, worldwide growth is estimated in the next period. Although the bakery industry has been strewn with challenges, dominated by instability and uncertainty, due to the modernization of production technologies, the current context and the multitude of changes, the increase in the prices of fuels, energy and gas, food, the increase in inflation and interest rates impose the need to support managerial behavior - decision-making with the help of management accounting and cost calculation. Methodological research is based on national and international specialized literature, problematization, comparison, analysis and synthesis. The study focused primarily on studying the specialized literature as the basis of the theoretical framework of managerial accounting methods to identify the existing theoretical and practical stages regarding the processes carried out concerning the improvement and innovation of cost calculation systems, on the critical analysis of the calculation methods of standard costs in the bakery industry, as well as the analysis of the micro environment, performance, organizational changes, information quality, performance indicators. Managers want to be able to streamline or forecast activities that may generate additional costs in the bakery industry. The author is of the opinion that this study contributes to the formation of an economic thinking that leads to an increase in the ability to understand economic and financial phenomena and thus contributes to the forecasting, diagnosis and resolution of various situations that may arise in the activity of a company in the bakery industry.

Keywords: Analysis, cost calculation, bakery industry

Tomić, Draženko

Sveučilište u Zagrebu, Učiteljski fakultet, Zagreb, Hrvatska

Medicinsko-etičko propitivanje spolnosti u mladenaštvu prema Glasniku HKLD-a

Promicanje odgovornog pristupa spolnosti, ponaosob kod osoba mlađe životne dobi, jedna je od preokupacija časopisa Glasnik HKLD-a. Autori u tom tromjesečniku konstatiraju nepoznavanje anatomije i fiziologije reproduktivnih organa kao ni bitnih odrednica aktivnog spolnog života. U prilog rečenom govori značajan porast spolno prenosivih bolesti u sve mlađoj životnoj dobi. Glasnik ukazuje na nužnost kvalitetnog educiranja mlađe populacije upravo po pitanju spolnog života. Izvješteno je o više rasprava na temu spolnog odgoja mladih te su dotaknute mogućnosti i organizacija zdravstvenog odgoja u osnovnim i srednjim školama. Ukazano je na programe koji promiču edukaciju mladih. Inzistira se na tom da zdravstveni odgoj bude vrijednosno usmjeren. Upozoreno je na postojanje seksualnog nasilja nad djecom: dječja pornografija, izlaganje djeteta pornografskim sadržajima, neprikladni kontaktni i odnosi. U svezi reproduktivnog zdravlja jest i rasprava o izazovima obveznog cijepljenja protiv HPV.

Ključne riječi: Glasnik HKLD, humani papiloma virus (HPV), ljudska spolnost, spolno prenosive bolesti, zdravstveni odgoj

Tomić, Draženko

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Medical-ethical review of sexuality according to the Journal CCMS

The Journal CCMS states that sexuality must be approached responsibly. A responsible approach is important for younger people. Knowledge of the anatomy and physiology of the reproductive organs is important for an active sex life. The number of sexually transmitted diseases among young people has increased. That is why it is very important to educate young people with quality. In Journal CCMS there are several discussions on the topic of sexual education of young people. The Journal CCMS writes about the possibilities and organization of health education in primary and secondary schools. There are also programs on youth education. Health education should be value oriented, writes Journal CCMS. Journal CCMS condemned sexual violence against children: child pornography, pornographic content and more. Mandatory vaccination against human papilloma virus is being discussed.

Keywords: Journal CCMS, human papilloma virus (HPV), human sexuality, sexually transmitted diseases, health education

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KÉP – SZÖVEG – LATINITÁS

Tudósok, festők emblematikus arcképe 16–18. századi portrégyűjteményekben latin dicsérő versekkel

Az európai művészeti gondolkodásban a németalföldi kultúra 16–18. századi törekvései az emblémaműfaj megjelenésével párhuzamban azt a célt tűzte ki, hogy a kép és szöveg együttesét, a tudomány és a művészet kiemelkedő alakjait megjelenítendő, emblematikus arcképek közreadásával megteremtse a tudomány és festőművészet kánonját. E törekvés azért is érdekes, mert a nyugat-európai horatianizmus egyik bölcsője maga Németalföld. A törekvés pedig az ut pictura poesis elvének sajátos megnyilvánulása. A képhez (imago) ugyanis dicsőítő latin szövegek (epigrammák és/vagy elogiumok) járulnak. Így a kép által megjelenített tudós vagy festő erényeinek, dicséretének leírását is olvassuk.

Három-négy nagyobb gyűjtemény portréi, és az azokat kísérő latin szövegek közül kívánunk válogatni. Így például Philip Galle *Imagines doctorum virorum* (1587) című gyűjteményének jeles alakjait idézzük meg, ahol pl. a Horatiust kiadó Laevinus Torrentius, vagy Marcus Antonius Muretus és Andraeas Scottus (mindannyian a kor meghatározó tudósai) is szerepel. Igen testes az *Icones sive imagines virorum litteris illustrium* (1720) című gyűjtemény, amelyben pl. Kálvin és Kopernikusz egyaránt megjelenik előgiumokkal.

Meghatározóak a festők első kánonjait jelentő kiadványok (*Pictorum celebrium effigies*); ezekben Hieronymus Bosch, id. Pieter Brueghel, valamint Albert Dürer is megtalálható. A markáns, lényegkiemelő arcképek alatt latin dicsérő epigrammák olvashatóak.

Kulcsszavak: elogium, imaginárius, történelmi kánon, tudományos kánon, embléma

Tóth, Sándor Attila

*Eötvös József College, Institute of Education, Baja, Hungary
– SZTE JGYPK API*

IMAGE – TEXT – LATINITY

Emblematic portraits of military leaders, scientists, writers and painters 16–18. century in portrait collections with Latin laudatory poems

16–17 in their writing. We would like to draw attention to the art historical phenomenon of the 20th century, when a series of collections of famous men immortalizing their portraits and literary texts (praise documents, epigrams) are published. The books mainly depict the life of scientists in Germany and the Low Countries. We also referred to the book of the Italian Paulus Jovius, who also depicted King Matthias in his portrait book depicting the generals. In our selection, we tried more carefully to highlight the Horatius reception. On the one hand, by presenting the portrait and laudatory poems also used in the Torrentius Horatius edition, which was published posthumously, and on the other hand, it became Vaenius' emblem collection with images and laudatory poems.

Keywords: elogium, imaginary, historical canon, scientific canon, emblem

Vendi, Franc

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Fonološka svjesnost kao prediktor školskoga uspjeha u višim razredima osnovne škole

Brojna relevantna istraživanja ukazuju na to da je fonološka svjesnost jedan od ključnih prediktora početnoga čitanja. Poticanjem razvoja fonološke svjesnosti započinje se u predškolskim ustanovama i nastavlja se u prvome razredu osnovne škole kada počinje i sustavno poučavanje čitanja i pisanja. Ovaj rad nastavlja je longitudinalnog istraživanja i unjemu se ispituje povezanost fonološke svjesnosti i uspješnosti upočetnoga čitanja u prvome razredu osnovne škole sa školskim uspjehom u višim razredima osnovne škole. Pretpostavilo se da će djeca čija je razina fonološke svjesnosti viša, postići bolji uspjeh u školi i kada jeriječ o pojedinačnim predmetima, Hrvatskome jeziku i Matematici, ali ikada je riječ o ukupnom školskom uspjehu u višim razredima osnovne škole.

Ključne riječi: fonološka svjesnost, početno čitanje, uspjeh u školi

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Phonological awareness as a predictor of academic achievement in grades 5-8 in elementary school

Numerous relevant studies indicate that phonological awareness is one of the key predictors of initial reading achievement. Encouraging the development of phonological awareness begins already in preschool institutions and continues in the first grade of elementary school when the systematic teaching of reading and writing is introduced.

This paper presents research which is a continuation of a longitudinal study, and which examines the correlation between students' phonological awareness and initial reading achievement in the first grade of elementary school with their academic achievement in grades 5-7 in elementary school.

It was hypothesized that children whose level of phonological awareness was higher would achieve better success in school both in individual school subjects (Croatian language and Mathematics) and will have higher grade point average in grades 5-7 in elementary school.

Keywords: academic achievement initial reading, phonological awareness

Zalay Szabolcs

Pécsi Leőwey Klára Gimnázium – Eötvös József Főiskola, Pedagógusképző Intézet, Baja, Magyarország

Nobel-díjak nyomában

Két újabb Nobel-díjas magyar tudós tette újra híressé hazánkat. Karikó Katalin és Krausz Ferenc sikere mindannyiunk büszkesége. Vajon mi lehet az a titok, amely magyarázatot ad arra a rendkívüli statisztikai adatra, miszerint lélekszámunkhoz képest talán mi adtuk eddig a legtöbb Nobel-díjas tudóst a világon? Előadásomban a következő logikai összefüggést szeretném megvizsgálni a hallgatósággal: mindannyian nyelven gondolkodunk – ha magyarul gondolkodik valaki mi az a különlegesség, amely magyarázatot ad különleges szintű kreativitási potenciálunkra, ami sokszor nehezíti az együttműködést is – nyelvünk sajátos belső rendszere leginkább a növényi felépítésre emlékeztet, tehát szerves jelleget mutat – a nyelvünk bennünk él, s mi általa. Milyen pedagógiai feladatok következnek ebből?

Kulcsszavak: anyanyelv, gondolkodásmód, kreativitás, tehetség, pedagógiai küldetés

Zalay, Szabolcs

Pécs Leőwey Klára High School – József Eötvös College, Teacher Training Institute, Baja, Hungary

In the wake of Nobel Prizes

Two more Nobel Prize-winning Hungarian scientists have made our country famous again. The success of Katalin Karikó and Ferenc Krausz is a source of pride for all of us. What could be the secret that explains the extraordinary statistic that we have perhaps the largest number of Nobel Prize-winning scientists in the world? In my presentation, I would like to examine the logical connection with the audience: we all think in language - if someone thinks in Hungarian, what is the special thing that explains our special level of creativity potential, which often does not include cooperation - our own internal system of language is most reminiscent of plant structure, so it is organic it shows character - our language lives in us, and we live through it. What pedagogical tasks follow from this?

Keywords: mother tongue, way of thinking, creativity, talent, pedagogical mission



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