

Articles

Eszter Fürth and László Kasik
Conditions of facilitating the interpretation of commercials in teaching Hungarian

Today, the influence mass communication technology, especially television, exerts on children challenges pedagogy. It is becoming ever more evident that besides cinematographic and media studies, other school subjects (such as Hungarian literature and grammar) ought to more effectively contribute to the development of competent media awareness and application. In terms of teaching Hungarian, this necessitates changes in structure, content and subject philosophy. Focusing on such opportunities of change, this article is devoted to sketching the theoretical underpinnings of assisting students in interpreting commercials.

Andrea Dömsödy
Information society, information technology and library pedagogy

In general terms, one of the key objectives of education is seen in the safeguarding of values, which, of course, does not contradict the usefulness of the application of modern technology and approaches in education. We should, however, point out that those technologies and approaches should be used with a view to transmitting values.

Éva Mitring
A quantitative study of linguistic factors influencing the emergence of qualitative hypercorrection

This article presents the quantitative analysis of qualitative hypercorrection for verbs. In describing the phenomenon, I have focused on various internal (linguistic) factors.

Gabriella Mezei and Kata Csizér
The application of second-language motivation strategies in the language classroom

It is a widely accepted view in Hungary that international relations and the foreign language proficiency that facilitates them are a must. Professionals in the field, however, are also cognizant of the fact that the national level of such proficiency needs improving – together with the language education of new generations. In this case study we have aimed to demonstrate the way a teacher motivates students and the effect of such efforts on the motivated learning behavior of students.

Judit Tánzos and János Máth
Attitudinal and motivational traits of foreign language learning

Several factors may impact upon the success of foreign-language learning. Among these, motivation to learn languages is of primary importance. This article reports results from a comprehensive study, analyzing the role of related factors. The focus: the language learning attitudes and motivations of fourteen-year-olds.

Katalin Lakotár
On neighbors living in us – once again

In the November 2004 issue of this journal, the survey, conducted in 2004 among students aged 14 to 16, investigating the content elements the cognitive maps of countries neighboring Hungary was published. This year's investigation included several areas of the country, including those near the borders. The analysis of the country image of student groups living in two distant border locations has revealed that it contains largely the same content elements, with their different geographical environments and their own experiences manifested in different levels of importance attached to those elements.

János Loboczky

**Ornamentality and adornment in
Gadamer's and Lukács's esthetics**

Studies investigating ornamentality are largely a peripheral undertaking in esthetics. It may, however, be of interest to explore the thoughts about this issue of two philosophers, who held significantly different positions.

Kornélia Horváth

Literature, rhetoric, and poetics

In the past decades, literary scholarship has revalued rhetoric considerably, opening new vistas within the field of interpreting the aim of the discipline. In terms of this spectacular shift of rhetoric, it appears that there is a need to sketch and evaluate a few influential theories of the rhetorical tradition.

György Mártonfi

Opinions on efficacy and effectiveness

In today's globalized world, there are concepts that are revalued, becoming relevant and fashionable, with the frequency of their use increasing. The study conducted this year at the National Institute of Public Education sought to explore how key players of local education policy and education management in major cities interpreted these terms.

Ágnes Dévényi and Ágnes Loch

What is the language exam all about?

User satisfaction is a crucial component of quality assurance. Today, the continuous collection and analysis of teachers' and students' opinion is a general practice, which serves the purpose of bringing education up to date and of improving its efficacy. Such a practice is especially important for language testing, as subjective opinions determine the external validity and level of acceptance for potential test-takers and future users.

Surveys

Csaba Csíkos

The paper tigers of education studies

Miklós Burián

**An alternative music experiment in
primary-school year 1 and year 2
music classes**

László Keszthelyi

**Effective maintenance of computer
labs with SSH**

Endre Kiss

The hero of analysis

Huszár Zsuzsanna

**Work notes and field notes as
qualitative research instruments**

Reviews

Tamás Halmai

Tradition in hiding

István Kamarás

**Comments on a contemporary
spiritual exercise book**

János Gordon Győri

**Guidelines for the education of gifted
children**

Péter H. Nagy

The concrete frame

Eszter B. Papp

**A dictionary of British and American
idioms**

Imre Trencsényi

Pull it and let go

Péter L. Varga

History, culture and mediality

Appendix

János Gécsi

The rose of paintings and mosaics