

Abstracts

Adrián Bene

Popular culture and reflexivity: the impact of dystopias on critical thinking

Reception of popular culture (TV, genre literature, comic books, streaming series) is usually seen as 'mass culture' that is a spectacle that stimulates consumption and paralyses critical thinking, following the Frankfurt School thinkers (the culture industry) and Guy Debord. But popular culture is not necessarily the opposite of reflection and critical thinking. The dystopia, a type of novel that originally appeared in literature, draws attention to this. Like the state-theoretical utopias of the 16th and 17th centuries, these fictions focus on social issues in a world depicted as real (but removed in space or time) or imaginary, but presenting a deterrent rather than an ideal. A new phenomenon of our time is the emergence of dystopia as a transmedial genre in its own right, not only as an expression of a global sense of crisis, but also as a means of raising awareness of the present through projecting problems into the future (social injustice, environmental problems, etc.), for the widest possible audience, including the poorly educated, illiterate masses. The paper discusses the phenomenon in the context of informal learning and transversal competences, taking dystopia as a possible means of developing critical thinking and reflexivity. The dystopias, through their typical themes (human rights and bioethical dilemmas, environmental catastrophe, uncontrollable technological development, mass media manipulation, consumerism and ideologisation), are capable of raising awareness of these dangers on a broad scale.

Keywords: popular culture; dystopia; reflexivity; critical thinking; informal learning; social criticism

Tamás Brachinger

The Hungarian Culture ever Be Liberated?

My study is dealing with the government as classical actor of culture. In Hungary the state has always played an important role in the domestic history of public culture. It would be too difficult to list all the stakeholders so I mention only, the "most important" ones: the local communities, civil society, media, lifestyle, ethnic minorities, religious communities, as well as market participants. Nowadays: virtual communities. One of the most important dilemmas during the regime change was whether public education should be institution-centered or citizen-centered. The economic and social conditions for citizen-based cultural organization are not yet in place. A legacy of recent history and a characteristic of our contemporary society is that cultural actors and audiences continue to be subject to state redistribution, which favors government centralization and the repression of professional autonomy. In the past 15 years, instead of enforcing policies, the cultural sector has also been characterized by indoctrination and the

intention to build courses. The government has therefore undergone significant change in attitude from the period of the regime change to the present day. However, the provision of cultural tasks takes place in a multi-actor and multi-dimensional space, so state will-building is less effective than, for example, in the public education system.

Keywords: public culture, cultural policy, autonomy

Zoltán Koltai

**Developing human resources in the Central Danube
Priority Area through language training**

The Central Danube Priority Area (CDPA), comprising 99 municipalities, was established in 2020 to provide an organised framework for the opportunities and challenges arising from the expansion of the Paks Nuclear Power Plant. A spatial development concept and a strategic programme for the Priority Area has been developed, including a human development priority and specific measures. Although the concept does not formally include the English and Russian language training programme of the University of Pécs, which was organised for adults living in the settlements of the CDPA, Bonyhád and Dombóvár, there are many links to the human development concept, since the primary aim of the university programme was to prepare people living or working in the region for the Paks II. The main objective of the programme was to prepare people to establish effective contacts with foreign workers and their families who will be coming to Paks II to help them cooperate. Language teachers provided by the University's Faculty of Humanities and Social Sciences and the Faculty of Cultural Sciences, Education and Regional Development were involved in the delivery of the training. The study will present the vision of the Central Danube Priority Area, the human resource endowments of the region, the related human development measures and the main steps of the organisational process of the language programme, with a special focus on the challenges and achievements of the online implementation.

Keywords: Central Danube Priority Area; human development; language training

Zsuzsa Koltai

**Trends, Innovations, and Challenges in Adult Learning in Museums
- Comparative Research in Baranya County (Hungary)
and Görlitz District (Germany)**

The study provides an overview of the current social role of museums and, by exploring key innovations in museum learning, identifies the prevailing trends in adult learning in museums today.

In recent decades, museums have taken on new roles in serving society. In addition to knowledge transfer, museums have come to play a key role in supporting visitors' mental well-being, reducing isolation, and promoting social inclusion. Today, museums not only respond to societal needs but also increasingly involve adults in the field of dissemination, including the creation of exhibitions, the organization of museum programs and the implementation of various community projects.

Following an overview of international trends in adult learning in museums, this study presents the findings of a comparative, empirical research project conducted by the author between October 2022 and January 2023. Using stratified sampling, the research was carried out in 26 museums in Baranya County, Hungary, and the Görlitz District, Saxony, focusing on the role of these institutions in strengthening resilience.

Keywords: adult learning in museums; international trends; good practices, comparative research

Alexandra Haffner-Kiss

**Music education opportunities for the development of soft skills
of the Generation Alpha**

The development of digital tools and the hours of online presence that users spend online every day have a significant impact on Generation Alpha. Online presence is an integral part of the communication habits of the digital generation, and on some occasions, it is also part of their face-to-face communication. In many cases, members of this generation also see time spent on social platforms as a weekend leisure activity. The illusion that being part of a community on an online platform can be equivalent to being part of a community based on personal acquaintance may contribute to a slower development of the generation's social skills.

The increasing use of AI-based programmes in the workplace foreshadows the potential for AI to replace employee resources for certain work processes that can be automated. This reinforces the importance of research that points to the need to make Lifelong Learning and the development of soft skills a natural activity for the future worker. The aim of the study is to analyze the mentioned processes in the literature, and then to shed light on the connections and methods that enable the development of the soft skills of children of the Generation Alpha through music studies.

Keywords: alpha generation, soft skills, music education

Kitti Heiter

**The recent changes of vocational education and training:
a literature review**

Vocational education has been characterized in recent years by a series of new measures and transformations that have impacted all areas of vocational education and training. One of the triggering reasons for these changes is the increased influence of the economic goals set by the state on vocational education, and consequently on the entire structure of VET. This raises the question of what opportunities are left for the development of general competencies, individual growth, and long-term thinking, given the stabilization of a structure that prioritizes short-term, primarily economic objectives. The rapid and often significant changes affecting vocational education and training are frequently met with strong criticism, which in turn raises doubts about the thoroughness, professionalism, and scientific foundation of the preparation of these measures. The aim of this study is to map and gain insight into the recent changes related to vocational education over the past five years, as well as to examine existing works and results on these topics. A comprehensive analysis of the changes affecting the vocational education system that covers all areas would exceed the scope of this study; therefore, this article will focus on those aspects that have been particularly highlighted in the relevant literature.

Keywords: VET; changes; literature

Ildikó Zimmermann

Gamification and its potential applications

In recent years, gamification has attracted considerable attention as its application has become increasingly popular in different areas of life, such as education, healthcare and the corporate world. The secret to its rapid rise lies in its effectiveness in fostering participant engagement and motivation in diverse processes. Despite its popularity, its theoretical and psychological background has been poorly understood. Much of the available literature on the subject focuses on the effectiveness of game design elements aimed at achieving certain behaviors, often ignoring the psychological mechanisms that explain them. This approach has led to many failures, controversial results and criticisms of gamification. In the last few years, there has been a lot of research on the problem, considering psychological factors, which may lead to a deeper understanding of gamified processes. In this study, I examined existing gamification practices and the underlying issues, as well as the results of attempts to address these problems, with a special focus on research conducted in the field of education. As a result, I have gained

insights into the developments and the latest findings in the field, and thus this study can contribute to a better understanding and wider acceptance of gamification, contributing to the development of educational environments.

Keywords: gamification; effectiveness of gamification; educational gamification

Zsuzsanna Arany-Nagy

**Libraries for the Development of Culture –
Existing Initiatives and Further Opportunities**

The study analyzes the role of libraries in cultural and social development in an international context, with a particular focus on library practices in Finland, the United States, and Australia. The aim of the research is to explore how libraries contribute to the enhancement of literacy, the shaping of reading habits, and the strengthening of equality of opportunity. The hypothesis is that well-functioning library systems not only improve information literacy but also play a significant role in shaping communities and supporting innovation. The foundation of the research is based on the analysis of statistical data published by IFLA and international best practices.

The study examines the functioning of library systems through the examples of three countries: in Finland, libraries are notable for their high visitation rates and emphasis on encouraging reading, while in the United States, libraries' role as community spaces and their innovative programs highlight their significance. In Australia, initiatives that support sustainable development goals are emphasized. The results reveal that these countries offer exemplary models for library development from both theoretical and practical perspectives.

The research concludes that libraries remain indispensable in the digital age as they provide access to information, promote social equality, and serve as catalysts for community development. The study also provides recommendations for the development of library services in Hungary, highlighting the possibilities of adapting international practices. The theoretical significance of the research lies in rethinking the role of libraries, while its practical value is in defining development directions and formulating innovation strategies.

Keywords: library systems; literacy development; social equality

Máté Tóth

Present and future of artificial intelligence according to the librarians working in different types of libraries

The study seeks to answer the question, based on the responses to a questionnaire survey conducted on a national sample, of what differences can be experienced in the perceptions of the present and future of artificial intelligence between the opinions of those working in different types of libraries. The results suggest that employees of larger libraries and institutions with more complex workflows are more open to implementing artificial intelligence-based solutions. Librarians perceive the lack of financial resources and necessary expertise as the most significant challenge, but they are less concerned about the lack of support from society and professionals.

Keywords: artificial intelligence, questionnaire survey, public library, special library, higher education library

Dóra Egervári

Libraries and AI – Results of a questionnaire survey focusing on challenges and difficulties

The impact of artificial intelligence (AI) on our lives, daily routines and our work is indisputable. In certain professional domains, AI has permeated with great rapidity and vigour, effecting profound transformations in routine operations and established protocols. A Hungarian study conducted by the Department of Library and Information Science at the University of Pécs in 2024 examined the relationship between AI and libraries. Two hundred and ninety-five (295) librarians participated in the survey. This paper aims to present a detailed analysis of this broader research project. The study will explore the difficulties and challenges of integrating AI into library workflows. The results of the questionnaire survey are consistent with those of international studies, with financial barriers, a lack of skilled staff, and technical problems being identified as key issues.

Keywords: AI, library, challenges

Katalin Varga

Should we be afraid of artificial intelligence?

This study is part of a bigger survey done by a research team at the University of Pécs Department of Library and Information Science about artificial intelligence and libraries. In the survey there were some questions studying the opinion of librarians about the effect of artificial intelligence on library work. In this study I deal with those aspects that show if the librarians are afraid of artificial intelligence, if they think it will take their job. The results are compared to other international surveys. It is obvious that librarians all over the world are quite optimistic, they know that artificial intelligence will have effect on their job, but do not think it will take over it. Hungarian librarians are a little bit more sceptic about this topic. In our survey participated mainly librarians from public and research libraries. Those working in public libraries have more fears, and usually they are more unsure about the usefulness of artificial intelligence. The respondents think that artificial intelligence will take effect on libraries not in the near future, but after 8-10 years. The effect will be positive according to the Hungarian librarians.

Keywords: libraries; artificial intelligence; survey

Gabriella Bartalovics – Tamás Vámosi

**Careers of public cultural institution system professionals
in Baranya County**

The study presents the results of the survey that reveals the characteristics of the public cultural services available in the settlements of Baranya. The questionnaire filled out by the cultural specialists of the county's 43 settlements examines the socio-economic processes affecting the public cultural institution system, the content and access to the services, the characteristics of the cultural specialists, and summarizes the development ideas formulated by the members of the research target group, based on their everyday practice. It can be outlined that the cultural institutional system - especially in the environment of small settlements - has very similar problem areas, and it is an increasingly important task to address and involve the younger generation in cultural services.

Keywords: public cultural institution system; Baranya county; experts in public cultural

Zoltán Erdős

**Communities and Memories.
The Afterlife of Zsigmond Teleki in Villány**

Zsigmond Teleki, a viticulturist, winemaker, and wine wholesaler (1854–1910), played a key role in the replanting of vineyards after the phylloxera crisis. Teleki is undoubtedly one of the most significant figures in both Baranya's and Hungary's economic history, yet his role in local and national memory culture is far from uniform. This study aims to analyze how the perception of Teleki has evolved within professional circles of viticulturists and winemakers, in local communities, and how his legacy has transformed into a tourist attraction and a brand name. The research is primarily based on the analysis of published literature and press sources. The findings reveal the complex interconnections and mutual influences among these three layers, ultimately shaping a distinct Villány-specific image and identity element.

Exploring the memory of Zsigmond Teleki through this case study can contribute to a deeper understanding of certain aspects of the relationship between a community's organic historical memory and local identity.

Keywords: Zsigmond Teleki (1854-1910); Villány (Baranya county, Hungary); local identity

Fanni Fábián

**Conformism in modernism? - Criticism of 20th century music
through the musical pieces of Stravinsky and the lens of Adorno**

The aim of this study is to present the criticism of the 20th century music through the works of Igor Stravinsky, from a theoretical and philosophical point of view. Stravinsky's folkloristic and neoclassical works form the basis of one of the most important treatises on the philosophy of music, *Philosophie der Neuen Musik*, published in 1949. Theodore W. Adorno, who examines the pieces of the period along the two compositional poles he has identified, rejects Stravinsky's compositional style altogether and sees it as a regression of music, while he considers Arnold Schoenberg's technique to be progressive and a pioneer of modern music. In his thesis, he discusses in detail the impact on society of the reintroduction of folk, baroque and ancient music motifs into music, and how Stravinsky and his followers are embedded in the conquest of mass culture. The thesis is a sharp critique, essentially branding most contemporary composers as conformists. Although it is no longer possible to define boundaries in music in the 21st century, Adorno's treatises are worth considering in order to understand the processes that took place in music in the 20th century. Its impact on society, its after-effects, and can provide a basis for understanding the reasons for the negative connotations surrounding Stravinsky's music.

Keywords: philosophy of music, criticism of 20th century music, Stravinsky