

## Abstracts

Tünde Bajzát

### **Foreign LSP teachers' qualifications, teaching methodology and opinion about LSP teaching in tertiary education**

A Language for Specific Purposes (LSP) teacher's role is to develop his/her students' foreign language competences in accordance with their specialized fields of study, and to improve their specialized vocabulary. The aim of the paper is to present the results of a study carried out among foreign LSP teachers. The research study shows the LSP teachers' qualifications; the taught foreign languages and their specialized fields; the used teaching methods and materials; the forms of education; and the LSP teachers' opinions about teaching and researching LSP in tertiary education.

*Keywords: tertiary education, qualification of LSP teachers, teaching methodology, teachers' opinions, international context*

Alexandra Bakó – Barbara Marshall

### **Challenges in teaching intercultural communication (ICC) for healthcare students**

Including the intercultural aspect in classes can pose great challenges for ESP teachers. First of all, when we try to find the balance between language learning and improving intercultural competence, we may face various problems on how to support both without the two counteracting one another. Furthermore, we must see and acknowledge our competences and responsibilities when teaching communication as ESP teachers. Lastly, we have to be knowledgeable in how to gradually improve intercultural communication among learners with different language proficiency levels. In our paper we aim to find answers to these questions based on our experience in teaching intercultural communication to health service manager students.

*Keywords: intercultural communication (ICC), English for healthcare purposes, English as a lingua franca (ELF), health service manager students*

Mátyás Bánhegyi – Balázs Fajt – Ildikó Dósa

### **ESP portfolio reloaded: conclusions from an attitudinal study**

In the spring semester of 2019, the portfolio method, in the scope of a pilot project, was introduced in our ESP classes at Budapest Business School's Faculty of Finance and Accountancy. At the end of the semester a small sample attitudinal research was conducted among the participating students. Questions aimed at measuring student

satisfaction with the information provided about the portfolio method, the types of tasks assigned to them and the evaluation scales used for assessing the portfolios. Based on student feedback, the previous portfolio has been redeveloped: information provided for the students, as well as the description of and introduction to the method to be disclosed during the first class have been modified; tasks to be completed have been described in more detail, more group work activities have been included among tasks and evaluation scales have been refined. In comparison with the previous portfolio, our study introduces this renewed ESP portfolio.

Key words: *portfolio method, ESP, attitudinal research, evaluation, task marketing?*

Mátyás Bánhegyi – Judit Nagy

**Solutions to overcome Korean students' underperformance at oral presentation tasks: practical tips for Hungarian tertiary settings**

Delivering oral presentations is a requirement in all academic programmes including studies in foreign educational contexts. Concerning American tertiary settings, Korean scholars identified numerous factors impacting the quality of Korean students' oral presentations. Based on the results of a previous qualitative case study conducted in Hungary, this paper identifies nine problematic areas where Korean students experience difficulties in Hungarian tertiary settings. Four out of these nine areas have been selected for discussion in the present paper. Based on a practice-oriented literature review, this study outlines solutions, and also describes the authors' recommendations, to effectively combat these problems. The authors' ideas are made complete by the inclusion of author-designed worksheets and explanations concerning their use. It is envisaged that these proposed solutions and their discussion will contribute to developing Korean students' oral presentation skills in Hungarian tertiary-level educational contexts and will also benefit educators preparing other students for oral presentations.

Keywords: *Korean students, oral presentation, typical mistakes, in-class worksheets, case study*

Patrícia Beták – Kata Hajós

**Cassis, the magic potion of the XXI<sup>th</sup> century's interpreters**

The speakers will present a tool that integrates artificial intelligence, CAT tools and other recently developed targeted technological innovations in the field of language mediation to support interpreters in the successful performance of their day-to-day tasks. The CASSIS project was triggered by the finding that while translators/expert translators have been supported by strong technological background (software, translation memory, web databases) for more than two decades now, similar systems are currently not available for interpreters (especially simultaneous interpreters) or

are available only in the form of partial solutions. In the paper we demonstrate the justification for the use of the tool, the principles of its application, the processes of the system, as well as its advantages and possible disadvantages. We will present the very instructive results of a survey we conducted by interviewing interpreters over the past two years. Following the presentation of the results of the project, we highlight the most important applications of the tool: CASSIS can be used for actual work, preparation for interpretations, mentoring, quality assurance, feedback, self-monitoring, as well as in educational environments (classroom environment, interpretation practice/test, exam), besides other, more surprising fields of applications.

*Keywords: interpretation, Computer Assisted Interpretation Systems, Translation Memory (TM), Artificial Intelligence, visual input*

Judit Borszéki

**The Development of the International ESP Course *English for Border and Coast Guards* – the Role of Domain Experts**

English for border guards is an area of LSP which has yet to be fully explored by linguists. There is an increasing need for training courses in this specific-purpose language, especially in view of the demand for more intensive international cooperation in border management. However, many countries face difficulties in providing formal training to respond to this need.

The paper presents the international English for Border and Coast Guards (EBCG) project, conducted by FRONTEX (the European Border and Coast Guard Agency) since 2015 and its first outcome, the online self-access training course, launched in 2018, intended for students with a basic knowledge (A2-B1 level) of general English. The author examines the latest trends in needs analysis and course design as discussed in the relevant literature of the last few years and compares some of their elements with the steps of the development of the EBCG tool. A special feature of the development of this online tool is that the process is initiated and controlled by non-linguist domain experts, who also create the specific-purpose language corpus, which serves as the basis for the learning material. Lastly, the study lists reasons that can justify the application of this specific course development methodology.

*Keywords: English for Border Guards, e-learning, online language training, course development, non-linguist domain experts*

Éva Csák

**The role of action-guiding conversational routines in solving work-related situation tasks**

During the simulation of professional negotiations we often face the difficulty that our language learners do not have communicative pragmatic strategies, such as speech control, argumentation and persuasion, beyond proper knowledge of the vocabulary. The primary purpose of the study is to present a number of conversational routines that are essential to the acquisition of speech control skills. After outlining the current state of phraseology research, the author emphasizes the importance of treating separately the situation-independent conversational routines from the expressions, which are closely related to a situation. The most common spoken language genres embedded in a business situation are highlighted, such as information, sales and consulting speech situations. After analysing the authentic material, the typical phases of the negotiations are emphasized. Finally, the author makes suggestions for practicing conversational routines in professional-situational genres to improve language learners' speech control strategies.

*Keywords: pragmatics, discourse analysis, business situations, conversational routines, communicative function*

Eszter Csányi

**Semantic categorisation of economic phrases**

Articles from the online editions of WirtschaftsBlatt, DER STANDARD, Neue Zürcher Zeitung, Frankfurter Allgemeine Zeitung, DIE WELT and WirtschaftsWoche made up the corpus of this research. I used idiomaticity as the basis of semantic categorisation. An idiom is a linguistic unit whose meaning cannot be constructed from the meaning of its parts. The greater the difference between the literal and the figurative meaning of the idiom is, the higher is the degree of idiomaticity of the phrase (cf. Fleischer, 1997; Burger, 1998; Keréjártó, 2000; Forgács, 2007; Donalies, 2009). The analysis of the corpus showed that the collected phrases belong semantically to certain economic segments. The segments identified are related to the stock exchange, macro-finances, corporate mechanisms and processes, as well as to general economic processes.

*Keywords: English for Specific Purposes, English for Business Purposes, phraseology, semantics, business newspapers*

Anna Dávidovics – Timea Németh

**Teaching and learning Hungarian for Medical Purposes: perceptions and attitudes of international students**

Global processes have led to a significant increase in student mobility in the past few decades. As a result of this tendency, the student population of many European and Hungarian universities has changed significantly. The trainings offered by the four medical universities in particular enjoy a great popularity; they attract students from all over the world. A multitude of factors contribute to the choice of foreign medical students when they choose their university, for example, many wish to improve their English skills in this way. However, their studies at the Medical School of the University of Pécs require the acquisition of specific Hungarian medical vocabulary, which is an essential prerequisite for professional practice. Nevertheless, learning a language that is often quite different from their own is not an easy task. When foreign students begin their studies at Hungarian universities, they already have certain perceptions and ideas about teaching and learning, based on their previous educational experience. Finding the most effective teaching methods for an ethnically and culturally diverse group is a major task most of the time. The purpose of this study is to present the results of the first phase of a longitudinal study conducted throughout the spring semester of the academic year 2018/19 at the Medical School, University of Pécs. Relying on convenience sampling as method, an online questionnaire was filled out by 133 foreign medical students, allowing them to express their views on methods and attitudes related to the teaching and learning process. The results indicate that foreign students have quite similar ideas and preferences, which may assist teachers in selecting the most effective methods for similar multicultural groups.

*Keywords: Hungarian for Medical Purposes, teaching and learning attitudes, international medical students, multicultural groups, teaching methods*

Daniela Dlabolová – Agnieszka Suchomelová-Połomska – Eva Čoupková

**Conference skills in practice**

Conference skills comprise a wide range of activities and tasks students should master to be professional and informed conference participants. The first chapter of the paper introduces the theoretical background of the project, referred to as a “mock scientific conference”, which may be seen as an instance of project-based learning. This methodology builds on the concepts of social constructivism, deeper learning, critical thinking, collaboration and learner-independence, which advocate for a student-centred and experiential approach to education through exploring real-world situations and problems. The second and third parts of the paper discuss individual tasks and activities designed for students at both undergraduate and postgraduate levels, ranging from poster presentation practice to delivering expert talks, writing abstracts and bionotes, chairing sessions and leading discussions. The students find

the conference simulation to be highly motivating because it gives them the opportunity to demonstrate their expert knowledge and erudition as well as the ability to collaborate and interact with their peers. Therefore, they enhance their speaking and writing skills in a context relevant for their future careers and acquire a range of transferable skills such as organizing an event and communicating effectively.

Keywords: *project-based learning, social constructivism, student-autonomy, poster presentation, conference simulation*

Zsolt Pál Deli

**A small scale circadian rhythm research for learning new vocabulary items**

It is assumed there is a more or less optimal time during the day for learning new school material, which can vary for different people. It is known that circadian rhythm and certain physiological functions in the human body are closely interconnected. Similarly, according to earlier research, morning and evening personality types can be correlated with certain personality factors. The purpose of the study is to investigate the optimal vocabulary learning habits of two different groups of learners, the early risers or the larks (L) and those who normally get up late and work late or the owls (O). A small scale experiment was conducted to investigate and analyze the best optimal time and the least optimal time that can potentially influence success at learning new vocabulary items. The research questions were aimed at discovering the most effective learning hours for both the owls and the larks. A shorter version of the Munich Chrono Type Questionnaire (MCTQ) was administered to potential participants. Then learning sessions were organized for both groups with the memorization of new vocabulary items followed by tests. It is a small-scale research, and long term implications cannot be drawn without further research. Since the results are somewhat contradictory to earlier findings, more emphasis should be given to this area of research. The results are promising for developing learning strategies; however, further research is needed to acquire more reliable findings. Examining the circadian rhythm of learners has important future implications in foreign language learning and teaching.

Keywords: *chronotypes, circadian rhythm, larks, owls, vocabulary learning*

Csilla Egyed – Judit Fekete – Anikó Hambuch – Róbert Herold  
**Linguistic analysis of schizophrenic patient communication in guided interviews**

The case study focuses on the preliminary results of an interdisciplinary research related to the genre of doctor-patient communication. Discourse analysis, or more precisely, conversation analysis is particularly relevant in the context of

psychotherapeutic consultations. These discourses are defined by specific frameworks, and the success of the communication and the therapy largely depends on the patient's mental capacity to adequately interpret the interlocutor's inner mental states. This capacity is referred to as mentalization (theory of mind, ToM). Numerous studies have outlined that schizophrenic patients have deficiencies in mentalization capacities, which may also be reflected in their language use. The case study consists of guided conversations related to Hemingway's short story entitled *The End of Something* between a PhD student and a schizophrenic patient and a control participant, respectively. The answers pertaining to the interview questions are analysed with the help of an applied linguistic qualitative analysis rooted in functional pragmatics with a special focus on deictic elements in order to describe and categorize schizophrenic patients' language use in terms of their mental capacities. Hopefully, the findings can contribute to the success of psychotherapeutic sessions by offering further methods and a somewhat deeper understanding of patients with mental disorders.

Keywords: *doctor-patient communication, conversation analysis, functional pragmatics, mentalization, deixis*

Kata Eklics – Judit Fekete

### **The role of simulation practices in acquisition or activation of medical terminology**

Medical terminology is a specific code, also labelled as the language of medical communication. Methods including simulation-based doctor-patient encounters enable students to start using that language already during their undergraduate years, often before or parallel to their clinical practices. Yet, one party in the conversation – mainly the patient – is most often unable to use that code. The simulation based history taking course at the University of Pécs facilitates the students' improvement of awareness in code-switching from a doctor-patient scenario to a doctor-doctor or health personnel scene. Focusing on fundamental elements of the specific language use, students have a chance to revise medical and/or more precisely, clinical terminology by simplifying, defining terms to lay patients – simulated by actors –, as well as present the term-loaded case history to a colleague. Thus, by awareness raising, theoretical knowledge of previous years may be activated. The paper introduces how history taking simulations and case presentations in the English programme empower medical students in the confident use of medical terminology.

Keywords: *simulation practices, medical terminology, code-switching, awareness raising*

Balázs Fajt

**The Production-Oriented Approach (POA) in Hungary:  
Piloting POA in the Hungarian higher education context**

The production-oriented approach for English learners in China is a method which aims to improve and facilitate learners' productive skills with receptive skills as mediators. In order to make the method more efficient, a special coursebook titled "iEnglish 1: viewing, listening, and speaking" was also designed in China. Since the coursebook contains several business-related topics, a unit was chosen that best fits the syllabi of the courses of the students at Budapest Business School: University of Applied Sciences and this unit was taught through POA. The main aim of this paper is to provide insights into the effectiveness of the method as well as the coursebook in a non-Chinese context. The findings suggest that the transferability of the coursebook from the Chinese to the Hungarian context requires certain alterations in the coursebook in order to make it more suitable for use.

*Keywords: coursebook analysis, higher education, methodology, piloting a coursebook, production-oriented approach*

János Farkas

**Statistical analysis of students' language for business purposes motivation**

In my empirical research with students studying a language for business purposes, I have examined the students' language for specific business purposes motivation. I also analysed social background variables. Descriptive statistical calculations were made and the difference between the most important and the least important language learning motivation aspects was analyzed with paired sample t-test. Two independent sample t-test statistics were used to examine differences between student motivation statements and bivalent socioeconomic variables. In case of those variables where there were more than two categories, I examined the attitudes of learning a language for specific purposes with one-factor analysis of variance and Tukey's posthoc test. I separated the attitudes related to motivation by principal component analysis, and then, using the principal component values, I examined language for specific business purposes motivation using social background variables and applied two independent sample t-tests. The results reflect that students with different socio-demographic background have different language for specific purposes learning motivation attitudes, the social background variables influence the process of learning languages for specific purposes and in the principal component analysis they produce different significant results concerning my language for specific purposes motivation model.

*Keywords: language for business purposes learning motivation, higher education, descriptive and multivariate statistical analysis quantitative research, principal component analysis*

Judit Fekete – Kata Eklics

**Medical improvisation facilitating development of students' confident responses**

This study was conducted to examine doctor–patient and interprofessional communication skills, particularly self-awareness, listening to others, collaborative communication, assertiveness, and sharing responsibility and power in communication in simulated situations where the medical students would be expected to face problems dealing with difficult situations and patients. The students, all proficient in English, were enrolled in a MediSkillsLab class. Three of the 15 students in the study came from Korea, 1 from Iran, 1 from Jordan and the rest of the students were from Norway. Most students were past their 3rd year of Medical school training. With the help of the new method used in this course, referred to as “medical improv”, we aimed to assess and compare which communication skills are more universally improvable based on using various improvisation techniques and methods regardless of ethnical and cultural backgrounds. Our goal was not to create a piece of “theater”, rather to use medical improv in clinical and educational settings, where students could practice in a safe environment.

The final section of this paper explores the implications of the study, especially the hypothesis that applied improvisation drastically improves communication skills of medical students coming from all ethnical and cultural backgrounds.

*Keywords: communication skills, doctor–patient communication, medical improvisation*

Katalin Fogarasi

**The degree of terminologisation in terms describing dental injuries in oral and maxillofacial surgical diagnostic reports**

The current study investigates the level of terminologisation in diagnostic reports of dental injuries. The analysis was carried out on a corpus of 28 authentic dental medical diagnostic reports dating from the period between 2014 and 2017 provided by the Departments of Dentistry, Oral and Maxillofacial Surgery of The University of Pécs and Debrecen. Terms depicting dental injuries were detected using concordance and manual terminological analysis. As previous study (Bán-Patonai-Fogarasi et al., 2018) revealed a statistically significant difference between the documentation of dental injuries and that of other bone injuries pertaining to their information content, the present study aims at performing a detailed terminological analysis of dental terms. The results yielded by both the concordance and manual terminological analysis proved ambiguousness in meaning especially in the case of tooth loss and luxation. Due to the occurrence of synonymy, polysemy and the lack of equivalence between the Latin and Hungarian terms a lower level of terminologisation may entail misunderstandings.

*Keywords: medical diagnostic report of injuries, dental injury, level of terminologisation, LSP phraseology, diagnosis*

Monika Gyuró

**Narrating pain: the representation of social actors**

Charmaz (1995) claims that modes of living with pain are embedded in particular activity levels reflected by language use. Therefore, the contribution investigates the concept of agency in a corpus of pain narratives of chronic patients. The research questions involve the way ill people experience their position related to others in society (inclusion-exclusion). Therefore, we can study ill people's subject position with the dominant position of medical professionals. The analysis also uses the Systemic Functional Linguistics and the socio-semantic approach as a methodological framework. The contribution demonstrates the discourse structures on the representational, positional levels of metafunctions, and giving an account on role allocation and nomination/categorization of social actors framing agency. The study analyzed 14 narratives of people with chronic pain. In conclusion, the analysis reveals that narrators are active participants in the process of experiencing and coping with pain.

Keywords: *agency, inclusion, exclusion, metafunctions, role allocation*

Anikó Hambuch – Renáta Halász – Rita Kránicz – Katalin Fogarasi

**Comparative terminological and linguistic analysis of medical bilingualism in consultations with general practitioners**

Receiving appropriate information on their condition and the therapy required is the fundamental legal right of patients. Adequate information transfer between doctor and patient is significantly influenced by the doctor's successful code switching from the professional to the lay language use. The paper is meant to present a pilot study, which performed a comparative analysis of medical code switching in two corpora from the aspects of terminology and functional linguistic. One corpus included 10 conversations taking place in 2 GP practices in a village near Pécs and were transcribed with the FOLKER 1.2. software. The other corpus included medical documents concerning patients, such as discharge, lab findings, imaging results and specialists opinions. The linguistic conversation analysis focused on communicative tasks and functions related to medical code switching, furthermore, the interactional patterns of code switching in the dialogues were described. The terminological analysis was carried out with the WordSmithTools 7.0 concordancing software, concentrating on the way special terminology appears in everyday language use, how terms not present in everyday language use are described in doctor-patient conversations, how special phraseological units are embedded in everyday phrases. The findings of the contrastive analysis may contribute to dissolving communicative disturbances associated with code switching, thus making medical language use more conscious.

Keywords: *patient information, medical bilingualism, conversation analysis, medical terminology, lay language use*

Tatiana Hrivíková

**The language of culture and the culture of language**

The paper deals with the close connection between culture, language, and the process of conceptualisation. Cultural literacy leads to a better understanding of the reality of a cultural community and the language which carries cultural information in the form of cultural conceptualisations. We demonstrate their manifestation using the examples of cultural schemata, categories, metaphors, and precedential phenomena. They prove different perceptions of the world based on the specific experience of a cultural community. These differences in the understanding of the reality induced by cultural filters often cause difficulties in intercultural communication. Therefore, while teaching languages, it is important to provide enough space for the topic of culture through developing cultural literacy.

Keywords: *culture, language, cultural schemata, categories, metaphors, precedential phenomena*

Éva Jakusné Harnos

**Pragmatic peculiarities of the language of politics**

The article outlines the stratification of the language of politics founded on its functions in society. It offers a short overview of the pragmatics-based analytical methods of the language of politics including interdisciplinary political discourse analysis. It highlights that key words and symbols of politics are interpreted diversely by different language users in the discourse community. The language of politics is also examined as a case of language planning, which is illustrated by two translation-related homepages of the European Union.

Key words: *special language of politics, political discourse analysis, persuasion, argument, definition*

Csilla Keresztes – Éva Demeter – Margit Skadra

**Deep water, not only for swimmers****Learning Hungarian as a foreign language via language immersion technique**

Approximately 1000 students study in the English program at the Faculty of Medicine, University of Szeged. Acquiring Medical Hungarian is essential for them: they should take medical history from patients and give them instructions during physical examination at the clinics in this language. Furthermore, this is the language mutually used by nurses and the administrative staff helping them. For several years, it has been a difficulty for clinicians that students in the English program are not able or do not wish to communicate with patients in Hungarian; therefore, bedside teaching has not been effective enough. To improve the situation, the Department

for Medical Communication and Translation Studies, Faculty of Medicine, University of Szeged started to conduct language field trips, during which foreign students interview the patients at the clinic in Hungarian under the guidance of their Hungarian teacher. Since 2019, each student should attend 6 language field trips per year. Besides the field trips, on the recommendation of the Dean of the Faculty, a new, pilot program was launched: the language immersion program. Within the framework of this initiative, a small group of the third-year English program students attend the Introduction to Internal Medicine seminars with the Hungarian students. In the present paper, the results of the first semester pilot program are described with the challenges and expected benefits and difficulties.

*Keywords: history taking, Hungarian as a foreign language, language immersion, medical Hungarian*

Zoltán Kiszely

### **Accredited LSP examinations in *Porta Lingua* – A historical overview**

The present article examines the studies on the 20-year-old LSP (Languages for Specific Purposes) examinations accredited by the Hungarian state published in the annual *Porta Lingua* series, making an attempt to show the development and the role of research into LSP examinations in the history of language examinations in Hungary from the turn of the millenium. The article reveals that the most frequently researched areas in LSP testing were the characteristics of LSP, the measurement of LSP performances, the harmonization to the CEFR (Common European Framework of Reference) levels, examination result calculations, needs analyses, the ongoing validation of existing examinations and mediation skills. Another finding is that most *Porta Lingua* articles dealt with examinations for economic, business and medical purposes. At the moment, the most current research area is testing English for academic purposes. The paper also reports that throughout the 18-year-long history of *Porta Lingua* only a limited number of articles has been published on LSP testing, the possible reasons for which will also be discussed briefly.

*Keywords: LSP examinations accredited by the state, Porta Lingua, historical overview, profession, language use*

Rita Kóris

### **Development of intercultural and ESP competencies in practice Lessons learned from the Soliya Global Connect Program**

In the spring semester of AY2018/19, students majoring in International Studies at Pázmány Péter Catholic University participated in the Soliya Global Connect Program as part of their English for International Relations Course. The Soliya Global Connect Program is an 8-week online intercultural course attended by nearly

2,000 university students worldwide. During the 8 weeks, students study in mixed international teams in online virtual classrooms and discuss different topics in English each week. During the program, students are given individual and group assignments; they have the opportunity to discuss key global issues and topics, practise active listening and get to know different perspectives and the different cultures of their peers. The purpose of the paper is to present the preparation and implementation process of this program in order to facilitate and promote the application of similar international programs in other institutions. Not only does the paper argue for the results and advantages of the program (high motivation of students, active communication with foreign students, global teamwork, recognition of cultural differences, development of intercultural competences, professional communication and language competence), but it also details the challenges (managing different time zones, cultural differences, technical issues, communication difficulties and assessment).

*Keywords: intercultural communication, ESP competences, Soliya Global Connect Program, virtual classroom, online learning*

Zsuzsa Kurtán

### **Stratification and comprehensibility of the legal administrative language**

In the contexts of language use of law and public administration, there are many speech situations where (1) the communication of lay persons must be redefined in accordance with the conventions of the field, or in the opposite direction, (2) texts with a high level of abstraction in professional content must be conveyed to the public. To this end, it is essential to become aware of the language use characteristics corresponding to the stratification, as well as to establish and continuously develop the competencies necessary for comprehending meaning. In international contexts, the results of corpus-based analyzes now provide the basis for all this. The study focuses on Judgment, as a sub-corpus of the Miskolc Legal Corpus, whose speech situations include complex written spoken and spoken written text types of legal processes. As the structure of the texts and the length of the sentences influence intelligibility, I point out the linguistic phenomena that should be taken into account for the further study of the interactions between texts and the speakers' background and activities in order to develop the competencies needed for comprehensibility.

*Keywords: legal language, corpus analysis, comparative genre analysis, register characteristics for intelligibility, text comprehension*

Ágnes Loch

**Project tasks in English for Specific Purposes: cooperation and (self)-assessment**

A large-scale curricular reform has been introduced in the Bachelor programmes of the Budapest Business School recently. The reform was complemented by educational methodological developments whose aim was to increase the efficiency of teaching through enhancing learner motivation. Research on the new generation's learning styles, learning motivations and expectations indicates that instead of traditional knowledge-focussed teaching, it seems to be worthwhile to adopt activity-based, experiential and knowledge sharing methodologies. Realizing this, the university identified creating an experiential learning environment as one of its strategic aims. In order to promote the development of new innovative teaching materials and methodologies, they announced a call for proposals, which provided an opportunity for the Department of Languages for Business Communication to design and develop 20 project tasks for English and Spanish LSP courses. The paper presents the criteria and the structure of the project tasks and the initial experiences of introducing them into teaching. Project-based teaching/learning is a challenge for teachers and learners alike. The biggest challenge seems to be assessment since it is often impossible to measure and evaluate individual contributions to the project output. The paper presents alternative assessment options that may help and support the learning processes.

Keywords: *(self-) assessment, project task, project development, experiential teaching, cooperation*

Nyina Mágocsi

**Loan words in Russian banking language at certain development stages of the banking system**

A considerable stratum of Russian special banking vocabulary consists of borrowings from different periods of the development of banking terminology. Changes in Russian banking system are reflected in the language, equally featuring and describing them. Scholars distinguish two groups of main causes leading to lexical borrowings: linguistic and extralinguistic. The present paper, therefore, focuses on tracing phonetic-graphic, semantic, grammatical, functional and utilization stages in processes of adaptation and integration. It reveals the potential capacity of a single borrowed lexical item to form, on the basis of the Russian language, derived units, and to form new words, using the same morpheme. Texts selected from historical periods of banking in Russia, i.e. the early 18th century to date, served as the basis of the analysis of separate loan units of LSP in banking.

Keywords: *Languages for Specific Purposes, banking terminology, borrowed vocabulary, processes of adaptation, historical periods of banking in Russian*

Judit Mátyás

**The role of linguistics in the interdisciplinary marketing**

Marketing is an interdisciplinary science. Numerous co-sciences support successful corporate marketing activities such as sociology, psychology, management science, mathematics, statistics, anthropology, information technology, aesthetics. Sociology and psychology can be used to examine, among other things, customer, consumer behavior, statistical data to help evaluate primary research results, and information technology supports the proper functioning of online marketing. At the same time, there is relatively little talk about the role of linguistics, although the basis of effective marketing communication is a well-designed, linguistically correct and aptly formulated message addressed to the needs of the target group. Linguists can be a great help in successful marketing communication. Many linguists examine the characteristics of advertising and advertising in marketing communications. Scientific observations and results of linguists can contribute to the conscious, professional shaping of advertising as the most important tool of persuasion. In writing, I outline the important role of less pronounced and respected linguistics in marketing disciplines that support marketing.

Keywords: *interdisciplinary Marketing, Sciences, Linguistics, advertising Language*

Márta Murányiné Zagyvai

**Back-formation (Rückbildung) in German and Hungarian for Specific Purposes**

In the present study I analyse a type of word formation (including back-formation, which is considered a less frequent word formation in Hungarian linguistics) that is often controversial from a normative point of view. In this, a compound verb is formed from a compound noun by omitting or replacing the suffix, so that the relationship present in the compound noun is also preserved in the compound verb, e.g. gépírás > gépír, fejtrágyázás > fejtrágyáz, szakdolgozat > szakdolgozik. This form of word formation, which is nowadays productive in Hungarian, German and probably also in other modern languages, is referred to in German linguistic literature as back-formation („Rückbildung”), pseudo-composition or retrograde derivation, e.g. Notlandung = emergency landing > notlanden = make an emergency landing. In German word formation literature, back-formation is also often the subject of discussions about linguistic correctness. During the analysis I try to clarify the concept of back-formation and to examine its place in Hungarian and German word formation literature, its characteristics and the reasons for its popularity. To a lesser extent, the examples analysed come from general texts, but most of them are taken from technical texts from various fields.

Keywords: *word formation, back-formation, compound verbs, Hungarian and German LSP*

Judit Muráth

**The electronic database the bibliography of Hungarian specialized dictionaries and lexicons**

From the very beginning (2006), the preparation of the bibliography on Hungarian-related specialized dictionaries appeared as a basic task at the Terminology Documentation Centre of Pécs, and the members of the international team also set it as a goal when establishing the international cooperation (Vienna – Cologne – Pécs). The task of the Pécs-Centre was to compile the bibliography on Hungarian-related specialized dictionaries from the 16th century to the present day, and later also that of the surrounding countries. The plan was to create a digital bibliography. Meanwhile, the Working Committee on Dictionaries of the Hungarian Academy of Sciences defined this research as an urgent task, too, as Tamás Magay, the former chairman and member of the Committee, had already searched for common language dictionaries with many collectors, so the relevant bibliography has been compiled and published twice. The bibliography on specialized-dictionary was implemented in digital form with the support of the University Library and Knowledge Centre of the University of Pécs, and with the harmonization of the ideas of the TermDok Centre as well as with those of the Working Committee on Dictionaries. The aim of the study is to present the above project.

*Keywords: bibliography, electronic bibliographic database, Hungarian specialised dictionaries and lexicons, specialized lexicography, terminology documentation, terminology management*

Gabriella Nagy – Gábor Rébék-Nagy

**Ongoing shifts in roles and communication competencies for community pharmacists in Hungary – conceptualization of the literature**

A shift in traditional pharmacist–patient communication practice is yet to be introduced into Hungarian community pharmacies. It is mostly due to the past decades of change in patient care models, technological development, the highlighting of customer service in consumer society, and pharmaceutical standardization policy tendencies worldwide, which will bring a wide range of changes that may challenge pharmacist efficiency in Hungary. The present study aims to assess and identify pharmacist specific novel communication competencies and behaviors, which may be successfully applied to enhance new patient consultation techniques in Hungarian pharmacies. The evaluative study seems to confirm the upgraded role of pharmacists, the need for their integration into patient therapy and increasing potential of their professional knowledge and communication skills to ensure successful patient medication therapy and improve patient adherence based on the few research data published in English and Hungarian within the last 10 years.

*Keywords: adherence, communication strategies, competency, counseling, medication*

Dénes Neumayer

**Metadiscourse distribution measurement – an experimental case study of a translation**

The term metadiscourse is used for language elements that either aid the organising of a text, or serve the expression of the writer's stance towards the content of the text or towards the reader. Most research done on metadiscourse look at the number and quality of these elements for whole texts, while disregard the examination of the patterns on a lower level. Nevertheless, discovering paragraph-level patterns may not just help understand the metadiscourse structure of texts but could also help us understand better what happens to texts during translation.

To our knowledge, no established methods exist to measure and compare metadiscourse distribution patterns. This paper introduces a method of paragraph-level analysis and comparison and presents the results of a small case study carried out on a textbook excerpt and its translation. The method shown here opens up the possibility to furthering the depth of knowledge about text construction, reader-writer communication and discourse community-specific characteristics and how these features are handled during translation.

*Keywords: metadiscourse, metadiscourse distribution, contrastive rhetorics, distribution measurement*

Margit Skadra

**German dentistry language in third language acquisitions aspect**

The Department for Medical Communication and Translation Studies of the Faculty of Medicine at the University of Szeged has been offering English and German language courses for medical and dentistry students. Last years' experiences have shown that most of the students who enrolled in the German for Medical Purposes course learnt dominantly English as their first foreign language. Most of them learnt German as their second foreign language in primary or secondary school. The main aim of the paper is to present how the students' language background can affect their language learning for special purposes, particularly how their English knowledge bears influence on it. The first part of the paper summarizes the language background of the students participating in the Medical German course in the first semester of the academic year 2019/2020. The data is comprised from responses to questionnaires disseminated to the students. The analysis of the questionnaires reveals the student's language biography, from which we can ascertain their first foreign language, how many languages they speak, where they learnt the languages. The second part of the study focuses on the students' written papers and investigates the students' lexical mistakes. An attempt is also made to explain the reasons for typical mistakes.

*Keywords: German, dentistry German, language acquisition, third language, foreign language*

Zoltán Sturcz

**Kossuth's language knowledge and usage**

Multilingualism was a natural phenomenon with the Hungarian political and social upper class and intellectuals in the first half of the 19th century. This characteristic was brought along partly by the nobiliary or bourgeois family circles, partly by the multinational and at the same time multilingual Hungarian society and partly by the school system. Latin was both the language of education and the one that they taught in school, but it was also the most important language in legal, public or political careers beside German, which was the required language in the Empire. Kossuth, the prominent figure of the Reform Age, the revolution and the War of Independence, was also a member of a multilingual generation, and in the years he spent in emigration he went on adding more languages to the ones he already knew. He used more than ten languages, in which he was familiar with not only the everyday usage but with terminology as well. Among others he was fluent in the language of law, publicism, diplomacy and certain fields of natural sciences. Besides his outstanding rethoric achievements, he was also a conscious developer of his mother tongue. Kossuth's language knowledge can be approached by several aspects of language pedagogy, namely, the aspects of self-educated language learning, the process of natural acquisition of the language, language development, the interaction in being able to speak more languages and language policy. The presentation of the topic is part of a large-scale research project in the history of education and language education in the Reform Age.

Keywords: *multilingualism, terminology, language usage, rethoric, language pedagogy*

Judit Szalay-Szolcsányi

**Strategies in interviewing of patients: linguistic tools for assertive communication and empathy in breaking bad news**

The study is a presentation of a research project that seeks to identify key linguistic tools through the applied linguistic and psychological analysis of doctor-patient interactions, the development of which enhances the doctor's ability to cooperate and empathize with the patient, thus facilitating the recovery. After several weeks of theoretical training and practice, the medical students involved in the study were assigned the task of breaking bad news to the patient acting simulator in a simulated situation. During the observed interactions, the communication process focused on the emergence and development of empathy. To measure this, we used an empathy scale. During the study, following the simulated doctor-patient interaction, the participants playing the role of the patient completed the empathy scale that was designed to measure how empathic a dialogue was in a given communication situation. The original Empathy Scale was developed in English, 'The Patient-Professional Interaction Questionnaire (PPIQ) to Assess Patient Centered Care from

the Patient's Perspective' (Casu – Sommaruga – Gremigni, 2018). Since this test effectively measures empathic communication during doctor-patient interaction and is available in both Hungarian and English, it is very useful for interviewing simulated patients in English and Hungarian courses. This study investigated the interactions of medical students in the English program.

*Keywords: simulated doctor-patient communication, communication and empathy, emotional awareness, emotional intelligence, compassion*

Beáta Szép

### **Technical terminology in translator training**

As an introduction, I set out in the following study to briefly describe the terminology courses available within the MA programme in Translation and Interpreting at the Eszterházy Károly University in Eger. One of the focal areas of our courses in technical translation and technical terminology is the phenomenon of polysemy and synonymy within the professional terminology, with special emphasis on terms in economic and legal texts, as well as the aspects that influence translation decisions, on which I elaborate in more detail. I use a specific example to introduce the terminology analysis used in our course and finally discuss the role of such analyses in developing competences in technical translation.

*Keywords: competences, technical translation, terminology, terms, Translation Studies*

Gabriella Ürmösné Simon – Nóra Barnucz

### **The past and the present activities of the Department of Foreign and Technical Languages and the future perspectives of the Faculty of Law enforcement on the NUPS**

This study is meant to present the work of the Department of Foreign and Technical Languages, going back decades, as well as outlining the current activities and foreseeing the future perspectives of the Department. The establishment of the predecessor institution of the Faculty of Law Enforcement i.e. the Police College is outlined, as well as projects, foundations, language courses, Erasmus mobility, advanced trainings, international connections, developing training materials, researches, publications, workshops, our invited presenters, conferences, as well as the cooperation with the authorities, law enforcement and international agencies (CEPOL, FRONTEX), these are all activities which determine the activities of the Department. The topics related to law enforcement, border and aliens policing taught by the teachers of the Department, the challenges of the present, the application of ICT devices and online platforms, team building, events, the staff of the Department, the accreditation of the law enforcement language exam, the creation of the LforS

ESP exam, the translation of résumés, abstracts, studies, training programmes and technical lexemes are also included in the study. We may also get an answer in the study for the importance of permanent advanced training, and the participation at law enforcement conferences.

Keywords: *Department of Foreign and Technical Languages, international relations, advanced trainings, publications, researches*

Marianna Válóczi

**Improving language learners' awareness and emotional intelligence: mindfulness in the language classroom**

This paper aims to show the key roles emotional intelligence, the language learner's awareness, and self-regulation have in the successful foreign language learning process. Further, it examines the applicability in language learning of the mindfulness-method, which is recognized and widely used by positive psychology. Fresh graduates are increasingly required by employers to possess so-called 21st century skills including assertive communication, critical thinking, creativity, problem solving, self-awareness and self-regulation, and a high level of emotional competencies. Developing emotional intelligence related to soft-skills and autonomy in language learning, consciousness and responsibility can become a key element of innovative methods in teaching foreign languages for special purposes in tertiary education. Following the review of the literature on the subject and definitions, this paper analyses the theory background of mindfulness and its applicability in language learning, and further, to discuss some of the specific mindfulness strategies and techniques that can be used in language classes. Research shows that using mindfulness strategies may positively affect emotional intelligence, emotional regulation, empathic skills and the efficient processing of information relevant for the individual in foreign language learning, too.

Keywords: *mindfulness, emotional intelligence, language learner's awareness, language learner's autonomy, self-regulation strategies*

Éva Katalin Varga – Andrea Barta

**Difficulties of unifying international and Hungarian anatomical names**

Since the first anatomical nomenclature, the Basle Nomina Anatomica was published in 1895, the official anatomical terminology has been a subject of continuous revision. Besides the renewing of obsolete terms (e.g. ramus interventricularis anterior instead of ramus descendens anterior) and the naming of newly defined structures (as ligamentum anterolaterale), for various more reasons, there is a constant need to review the anatomical nomenclature. In favour of coherence and congruity, it is required to correct the mistakenly formed terms to make them

uniform not only with respect to grammar construction but to the other fields of medicine, principally in clinical use. As regards consistency, the latest edition, the Terminologia Anatomica (1998) stands pre-eminent among the previous versions, attempting to harmonize the terminology of different medical fields. Terminologists, linguists, anatomists and even practising doctors together will be able to establish a new comprehensive and interdisciplinary terminology.

*Key words: terminology, medical language, anatomical nomenclature, LSP use, interdisciplinarity*