

Klára Bereczky

**Developing 21st century skills using the case method**

Typical problems in the world of work, are not the schematized, discipline specific problems dominating in the classroom. The majority of work-related problems require the solution of complex, multidisciplinary problems in the face of uncertainty. Case-based teaching originates from the United States in order to practice solving ill-defined problems requiring extensive knowledge not taught at school (Ábrahám et al., 2021, Garvin, 2003). The importance of problem-solving skills to meet the challenges of the labour market has been confirmed by several studies (Ábrahám et al. 2021; Dörner - Funke, 2017; World Economic Forum, 2020). In order to equip our students with practical skills for the world of work, we have launched a Problem Solving Skills Development course in English for the first time at the Faculty of Finance and Accountancy Budapest Business School, University of Applied Sciences. The aim of the course is twofold, the development of problem-solving skills and the further development of foreign language skills of students who already have a high level of English proficiency are equally important. The case method used for skills development allows students to study corporate issues that have occurred in real life to solve complex, open-ended problems (Burke et al, 2013). The article reviews the theoretical background of the method, the structure of the course, the possibilities of measuring student performance, and the lessons of the first course.

**Keywords:** *21st century skills, case method, complex problem solving, learning by doing, skills development*

Balázs Fajt

**Hungarian secondary school EFL teachers' perceptions of their students' individual differences: A validation study**

Besides classroom-based EFL lessons, EFL learners have a plethora of opportunities to learn the language by engaging in out-of-school or in other words extramural English activities. As learners pursue these activities for entertainment purposes, extramural English activities may be closely associated with L2 learning motivation. In addition to motivation, several other individual learner differences, namely L2 anxiety and L2 willingness to communicate are also important in both the school-based and the extramural learning contexts, as motivating and stress-free environments may lead to a decrease in learners' level of L2 anxiety and an increase in the level of their L2 willingness to communicate. Using the quantitative research paradigm, the present pilot study aimed to investigate Hungarian secondary school EFL teachers' perceptions of their students' individual learner differences as well as extramural EFL learning. The preliminary results show that participants demonstrate an overall positive attitude towards extramural EFL learning and considered their students to be relatively motivated to learn English, to be willing to speak English in EFL classes. Finally, participants' responses also show that they do not perceive their students anxious in EFL classes.

**Keywords:** *extramural English activities, individual learner differences, quantitative study, secondary school EFL teachers, validation study*

Dániel Ittész – Mária Szabó – Attila Zalatnai – Katalin Fogarasi  
**Lajos Arányi and post-mortem reports in the 1860s**

Our study examines 50 handwritten post-mortem reports from Semmelweis Egyetem Központi Levéltár [The Central Archives of Semmelweis University] in two main aspects. The first is the relationship between the post-mortem findings written around 1864 (the year Arányi Lajos' book, *A kórbonctan elemei gyógygyakorló és törvényszéki orvosok számára sokratesi modorban tárgyalva* [Elements of Pathology for Medical Practitioners and Forensic Doctors in a Socratic Method] was edited) and the principles and theory Arányi describes in the first Hungarian systematic pathology. Do the post-mortem findings reflect Arányi's book and vice versa: does Arányi reform the practice of writing post-mortem reports in the 2nd half of the 19th century? This question is illustrated through the pathological description of a specific organ, i.e. the lung. Terms describing sensory impressions are collected, and the relationships between the terminologies of Latin post-mortem diagnoses and the detailed Hungarian descriptions of this organ are examined. Finally, we present a short parallel selection from a diachronic database containing the former and the equivalent modern medical terms.

Keywords: *Lajos Arányi, post-mortem reports, terminology of the inner organs, lung, lung diseases*

Zita Hajdu – Ildikó Tar – Tímea Lázár – Mária Czeller – János Farkas  
**The Role of Intercultural Competence in a Business Technical Translation Program**

Apart from a high level of language proficiency, there are other competencies that a good translator needs to possess. Intercultural competence including cultural and sociolinguistic awareness, in-depth knowledge of the relevant cultures, and confident application of associations and connotations, is a highly required skill in the labour market. The two goals of the study are to show the economic and social impact of intercultural skills and how intercultural competence can be incorporated into a professional translation program. The novelty and scientific added value of the study prove why the development of intercultural competence is an important part of the curriculum development of business translation training. To develop students' cultural competence, the Economics and Business Technical Translation training of the Faculty of Economics and Business at Debrecen University offers two courses. The subject called Intercultural Studies provides the would-be translators with cultural background knowledge and focuses on the components and characteristics of English-speaking cultures. The more practical and language-focused Intercultural communication skills course deals with the degree of formality, the differences between British and American wordings, culture-specific words and phrases and their translation strategies. Based on the literature processing, the study also details why teaching the two subjects in a translation program is necessary. The study briefly describes the connections between student autonomy, teachers' responsibility and intercultural competence.

Keywords: *intercultural competence, economic and social benefits, business translation training, syllabus*

Emőke Jámbor

**"How to write a thesis?": a project process at the BME Center for Modern Languages**

In 2018, the BME Centre for Modern Languages (INYK) joined a project process. The project had started several years ago, in which the faculty and students of the Faculty of Economics of BME participate. Instructors prepare BME GTK students for three semesters to write their dissertation. Participation in the project series is obligatory for all students, and depending on the students' specialization and study average they are allocated into so called topic groups. The list of elective subject groups ranges from Ergonomics and Psychology to the Corporate Finance topic group. A total of 19 thematic groups were set up. These include the Economy and Society thematic group, one of the sub-groups of which is intercultural society, which is coordinated by INYK. INYK offers three sophomores a year the opportunity to participate in the project process and prepare for a dissertation. During the multi-semester project process, students are prepared for the implementation of their dissertation, which includes their own research, in the framework of a continuous consultation. In my study, I present what methods we used during the project process, how we motivated students to participate as actively as possible. We conducted a questionnaire survey, the results of which confirm that the applied methods and continuous mentoring significantly help the graduating students to complete the successful dissertation.

Keywords: *project process, topic group, intercultural society, mentoring, questionnaire survey*

Ágnes Koppán – Erika Meiszter

**The role of simulation in medical communication in the time of the lockdown**

The physician's language activity in the process of healing manifests in informing and educating the patient, and in communicating attitudes including empathy and trust. In the present situation, it seems certain that a significant portion of the medical communication may shift to phone or online. Relying on the present online training, we wish to identify the factors that can be most improved through simulation. Education and training at University of Pécs Medical School continued on-line. Students could participate in simulation exercises one by one supported by a communication specialist, a physician and a medical actor-patient. The task in each case was to solve a situation typical during the time of the coronavirus pandemic. The exercises and the students' feedbacks were recorded, evaluated and compared with experiences of the on-site training. The students found the on-line exercises excellent. In the opinion of the participating physicians 90 percent of the students coped with the new situations. In terms of language use, the students' performance was similar to that in the on-site education. Based on the students' feedback and the recordings we can conclude that the simulation exercises were successful in the online format, they could ensure the development of students' communicative competences.

Keywords: *coronavirus pandemic, distance learning, online platform physician – patient communication, simulated medical interactions*

Péter Kövér

**Digital education in higher education during the third wave of COVID-19:  
Students' perceptions**

The switch to digital education as a result of COVID-19 has been examined in a number of studies. The present research seeks to examine the experiences of the correspondence students of the Faculty of Finance and Accounting (FFA) of Budapest Business School (BBS) University of Applied Sciences during the third wave of the corona virus taking place in the spring semester of the 2020/2021 academic year). During this period, lecturers and teachers at BBS held lectures and lessons on a digital education platform called Microsoft Teams in a synchronous manner. In the present study, the home assignments of students studying in the correspondence programme were investigated qualitatively. The home assignments, in which students described their positive and negative experiences with digital education, were taken as a corpus, and the analysis was performed through content analysis. During the analysis, students were grouped based on two main criteria: age and the start date of their university studies (before or after spring 2020). The findings of the study show that students under the age of 40, especially those who began their studies after the spring of 2020, demonstrate a favourable attitude to digital education and find the online environment relatively easy to navigate.

**Keywords:** *COVID-19, digital education, higher education, university students' attitudes, qualitative research*

Rita Kráncz – Anikó Hambuch – Renáta Halász – Lilla Makszin – Anita Sárkányne Lőrinc  
**Linguistic and communicative analysis of teleconsultations between general  
practitioners and specialists**

The COVID-19 pandemic has led to teleconsultation playing a major role in the safe care of patients. In April 2020, a government decree regulated and authorised the use of telemedicine platforms in several specialties. Based on the experience of general practice during the pandemic, nearly 90% of GPs continue to support teleconsultation. Our aim is to present a research method applied in the context of a study conducted at the Faculty of General Medicine of the University of Pécs. In this research, audio recordings are made in general practices and at the departments of rheumatology, dermatology, and gastroenterology with the permission of the Ethics Committee and with the consent of the patients. After the annotation of the audio recordings, the analysis is performed using Sketch Engine, a corpus analysis software. The research corpus of this study consists of 10 teleconsultations with GPs and specialists, with sub-corpora constructed from the individual doctor and patient utterances in the interviews. In the study, the turns of patients' and physicians' speech were aggregated separately for comparative analysis (length and content of turns, vocabulary features). The research is motivated by the current need that our medical students do not (or cannot) have experience with teleconsultation; therefore, our long-term aim is to apply the experience gained from this study – the observed language patterns and communication strategies – to teaching.

**Keywords:** *telemedicine, conversation analysis, Sketch Engine, turns, vocabulary*

Nyina Mágocsi – Éva Katalin Varga  
**The Nomination of Russian Currency Units**

Money has been a part of life ever since it came into being. It serves as a measure of value, a circulating medium, a payer, and a means of hoarding. For long centuries, its function has been replaced by various goods, precious metals and banknotes until recently when money in account was introduced. The study of nomination of currency units provides a true picture of economic processes and networks in different ages. Although, basically, names of currency units are not considered to be a part of ESP for Business and Economy, we can still regard them as the terminologised lexis of flow of goods and cash flow, as they are incorporated in a total of everyday lexical units used by a given community. In our presentation, we offer a survey of the nomination of Russian currency units, juxtaposed to facts and processes in Russian history and economy. An analytical survey of aspects of etymology, historical semantics, economic history and cultural history constitutes a basis for drawing up a potential classification of currency denominations according to names and motivations (e.g. goods, material, processing technology, paronymy, i.e. part and whole relations, colour, number, depiction, geographical names, loanwords and international words, etc.) and the periods of Russian money history are presented until the establishment of national currency.

**Keywords:** *Russian monetary units, nomination, historical and cultural background, etymology, linguocultural analysis*

Judit Mátyás  
**The responsibility of linguists in defining a good corporate brand name**

Linguists play a major role in the success of corporate marketing communications. Of the four elements of the marketing communication mix (advertising, public relations, sales promotion, personal selling), marketing can call on the expertise of linguists to help it craft a linguistically sophisticated advertising message. A good, appropriate message that addresses the target market is an important part of the STP (Segmentation, Targeting, Positioning) strategy, so of the strategic marketing. Positioning means targeting consumers with messages that are remembered and that help the company to express why consumers choose its product, why it is better, and in what way it is better, of higher quality, offers more advantages compared to the products of its competitors in the market. The role of linguists is also important in choosing a good brand name. A good brand name is easy to remember, simple and evokes pleasant associations. The brand name helps to identify the product in terms of quality, price, durability and other attributes that are important to the consumer. There are many secondary sources and research findings on the characteristics of advertising language, but less on the role of linguists in branding, even though linguists play an important role in defining a good brand name and determining successful corporate marketing. In this paper, I aim to demonstrate the important role of linguists and linguistics in the implementation of successful corporate marketing communication and in the choice of a good brand name.

**Keywords:** *marketing communication, STP-strategy, positioning, brand name, linguistics*

Károly Polcz

**The content analysis of venture capitalists' and business angels' questions**

An essential element of the investor pitch as a communication event is the question-and-answer session after the presentation. The answers to the investors' questions can have a significant impact on their willingness to finance a project. While the rhetorical structure of the pitch has been the subject of several studies, the content analysis of investor questions has received little attention in the literature. This research aims to shed light on the questions that venture capitalists are typically interested in after having listened to the pitch. The corpus of the study consists of 50 English-language investor pitches in which a total of 268 questions were asked. The questions have been categorised in database management software according to the main and sub-topics and the concepts and terms associated with them. The results of the investigation show that investors most frequently ask about the competitive environment, company scalability, pricing, financial performance, distribution strategy and target market. The results of this research are of direct use in teaching business English, as students may often find themselves in a situation where they need to convince investors to finance a project.

Keywords: *specialized language teaching, pitch, presentation, content analysis, venture capital*

Barbara Rostoványi

**Hungarian University EFL Learners' Foreign Language Anxiety in an Online Learning Environment**

Due to the Covid-19 pandemic, face-to-face education has been suddenly replaced by the online learning environment: the virus forced schools to move online, and this crisis hit universities and schools unprepared for the sudden shift. Apart from the technical difficulties, Covid-19 has severe effects on mental health as well: the increase in anxiety and the reduced level of motivation to learn are all the consequences of the online learning system. This pilot study seeks to find answers to how foreign language anxiety is present among Hungarian university EFL learners in an online learning environment, as well as to explore the level of motivation when it comes to learning English online. For this reason, a quantitative research was carried out and a questionnaire was created containing 15 scales, completed by 90 students. The results show that although foreign language anxiety is not present at a high level, there are some activities related to speaking in English and oral communication which result in stronger symptoms of anxiety in several students. Contrarily, the level of students' motivation is high, which indicates that the online learning environment has not discouraged them from learning English. In order to explore foreign language anxiety and motivation more deeply in an online learning environment, extensive research is needed to be carried out.

Keywords: *online learning environment, Hungarian university EFL learners, foreign language anxiety, language learning motivation*

Eszter Sándor

**Challenges faced by young business professionals in using English as a language of work: Piloting a long interview guide**

The present study reports on the piloting of an interview study designed as the first phase of an exploratory sequential mixed methods research project (Creswell, 2014). The aim of the project is to explore the difficulties and challenges young business graduates face when they start work in an international environment. The interview study was designed to increase the depth of the analytical categories to be investigated in the quantitative phase. The primary aim of the pilot study is to reveal the weaknesses of the research instrument and the way in which the interviews were conducted so that the quality of the interview guide could be improved. The pilot study also contributes to the development of the researcher's expertise, and since in the qualitative research paradigm the researcher acts as a research instrument (McCracken, 1988), to the trustworthiness of the inquiry (Patton, 2002). The results show that the piloting process contributed to the improvement of the researcher's interview skills regarding the use of planned and floating prompts (McCracken, 1988), as well as the interviewer's ability to manufacture distance (McCracken, 1988). Moreover, the piloting process provided information as to how the interview guide should be modified to elicit the richest possible data.

*Keywords: interview study, piloting, interview guide, data collection, exploratory sequential mixed methods research*

Eszter Valnerné Török

**Language usage habits in the light of integration in the Hungarian diaspora living in Berlin**

Because of the migration processes of the 21st century the questions of integration and assimilation arouse great interest. There is a huge need for fieldwork-based research describing the co-existence of the majority society with ethnic minority groups. Since 2010 mobility has been increasing in Hungarian society and more and more Hungarian families are involved in this process. My research in Berlin seeks to connect to diaspora studies and the focus of the study is the process of assimilation. I investigate the process of emigrants beginning their adaption to another culture's system of relevance. The multicultural atmosphere of Berlin was an important motivating factor for choosing the place for my study. The cultural and language variety of the city makes it a unique island in German society. A crucial question in my Berlin survey was to explore to what extent Hungarians living in Berlin feel themselves to be a part of an ethnic minority group and what categories define this group. My assumption was that language has a very important boundary function in this case. The empirical analysis presents some results of my questionnaire survey in connection with language usage habits.

*Keywords: diaspora studies, ethnic minorities, integration, assimilation, language usage habits*

Éva Katalin Varga– Gábor Gyenes – Katalin Fogarasi

**Terminological characteristics of medical status descriptions**

The status is a part of medical records which describes the results of the physical examination carried out on admission. The description reflects the prescribed order of each examination step (inspection, palpation, percussion, auscultation) and is therefore characterised by a fixed sequence and conventionalised patterns as well as repetitive expressions. In this respect, it is

similar to the genre of the autopsy report. In our study, the status sections of 82 anonymised discharge summaries collected at the clinics of Semmelweis University were examined, thus facilitating a terminological and text-typological analysis of status descriptions consisting of 27211 text words. The discharge summaries comprising the status reports were generated in 10 different specialist fields. The present study aims at revealing the terminological characteristics of anatomical names and conditions specific to this genre (the use of Hungarian or Latin names, acronyms, abbreviations), the characteristic descriptions of different negative and pathological findings (colours, tactile sensations, sound effects specific to certain organs), and the prevalence of terminology detected in the status reports. Frequency, statistical and concordance analyses have been carried out to highlight the patterns and linguistic phrases typical of this genre.

**Key words:** *status, discharge summary, terminology, concordance analysis, phraseological patterns*

Árpád Virág

### **Exploring the linguistic macro-structure of counselling**

In this paper, I will first distinguish between the main manifestations of counselling as a linguistic phenomenon, such as real-time, near-real-time and non-real-time counselling. Advice is the most common form of spoken language phenomenon, and therefore I will investigate such conversations produced in the context of verbal interaction in everyday situations with the method of a conversation analysis. After distinguishing between non-formal (private) and formal (institutional) forms of counselling, I will present the surface structure of counselling with an institutional character, using the example of legal counselling. In these conversations, the parties perform and solve tasks through their conversational acts. From the definition and systematisation of these task complexes, it is possible to construct a schema of action of the conversation, which describes and characterises the type of conversation at a macro level. Finally, I will use the task complexes assigned to the parties involved in the conversation to define the action schema of (legal) advice, which I will use to describe its macro-structure

**Keywords:** *counselling, macro-structure, surface-structure, task complexes, action-scheme*