



PÉCSI TUDOMÁNYEGYETEM  
UNIVERSITY OF PÉCS

# INTERNATIONAL

FUTURE  
EDUCATION  
CREATIVITY  
MUSIC & SOUL

*mv* pécs 2020/1



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## A HAPPY AND SUCCESSFUL **NEW YEAR** TO EVERYONE!

There are times, when it is enough to drift with the current, other times you can only be successful, if you can adapt. Change is always a little uncomfortable: although we can see the problems, we mostly agree that we do not cause any problems; it is always the others, who are at fault...

The reports of the Hungarian Central Statistical Office do not give reason for optimism in this county, or this region. According to its latest publication, Baranya is the weakest concerning the industrial production per capita, the average wages are low, however, the unemployment rate is also low. These last years resulted in the significant decrease of the population as well. Similar trends are also characteristic for Somogy and Tolna counties, although with different proportions. From this point of view, (albeit not a part of this region) Zala county has observed similar changes. On a national level, a couple of decades ago, a West-East oriented economic split was more the case, today a North-South oriented inequality is characteristic. From the perspective of logistics, it is of course understandable, that major Western investors settled in the counties closer to them. Budapest and the surrounding areas attract more and more people. The increasing population density there is proof of this compared to a decrease elsewhere.

The biggest employer of Pécs and Baranya county is the University of Pécs. With its ten faculties, 6700 employees and 20000 students it has significant potential, it is one of the largest higher education institutions of Hungary. At the same time, we cannot forget that fifteen years ago, the number of students was more than 30000, while the number of employees has not even reached 6000. The faculties also deliver different performances, if we compare them to those of similar institutions. The problems become especially obvious, where the reactions to the changes prompted by the 2011 higher education law were not appropriate or they have not even realized the challenge. Concerning the administration, its repeated



*"The aim has always been a more precise adjustment to the changing higher education and administrative environment, rather than a more effective administration."*

reorganization has not fulfilled the expectations. The aim has always been a more precise adjustment to the changing higher education and administrative environment, rather than a more effective administration. The situation has been made worse by the bad publicity surrounding the 2010 cases, and the inspections by the State Audit Office and the Government Control Office.

I would like to summarize the goals of 2020 based on the results that we achieved so far. A beta version of the performance evaluation system is ready; improvements will be done during "operation". We have made a step forward with the consolidation of subjects, which we operate more meticulously than ever before, however, the system is still not perfect. We wish to raise the standard of education through the following two steps. The quality-improvement concerning the permanent academic staff is the most important, which we aim to achieve by additional training, strengthening lecturer discipline (in which student feedback plays an important role). We would like to keep the talented young people here. We support the recruitment of talented teachers and researchers (e.g. resettlement allowance, housing benefit). I think, these goals are universal and continue to be pursued by every university management. We examine those opportunities that could under the right circumstances achieve better results in national and international rankings (e.g. it is very important to correctly report our affiliations, and publishing articles in databases monitored by the ranking experts: Scopus, Web of Science). This leads us to the scientific part.

Although we make efforts to correctly hold and report classes, we do not and cannot expect equal performance from everyone. Those who have fewer classes shall achieve more and perform better in the health care or management tasks. We continue to support the introduction of unique systems for each faculty that would encourage scientific performance. The costs of this should appear in the budget of

each faculty for 2020. Every faculty must have specific regulations for the correct distribution of funds. The scientific, innovation and tender activities should count as basis for evaluation taking the characteristics of departments and faculty into consideration! We plan to reform the research professor system in order to be able to welcome colleagues with a solid background in research into appropriate positions at our University.

It is our firm resolution and expectation to decrease the number of dropouts significantly, to increase student satisfaction by offering more and higher quality services, to spread the eLearning system to all of our faculties, to maintain a closer relationship with secondary schools for a closer cooperation between secondary and higher education.

In the past couple of years, our tender system has not operated smoothly. We expect the new tender management to work with the existing system more effectively and efficiently, and concerning the participants, we expect cooperation! We are of course ready to correct the institutionalized problems that prevent the system from functioning properly. When defining our short- and long-term goals, we have to take the aspirations of the government concerning science and innovations into consideration.

The University offers health care services in a significant volume. We are aware, and the relevant statistics also suggest, that our health care system is underfinanced compared to other European countries. Therefore, it is no surprise, that every year, a significant amount of invoices remain unpaid by most institutions. In this sense, the university clinics are in the most difficult position, because the most severe cases with complications that produce significant expenses are primarily handled here. Although the consolidation

at the end of the year mostly compensates the losses, at least partially, the system is demotivating. In my opinion, if the necessary planned funds would be available, the requirements of a responsible and accountable management of finances could be realized. In the case of university clinics and national institutions, the introduction of progressive financing should be considered.

Our environment in a narrower and broader sense is continuously changing. It is imperative to maintain a balanced, good relationship with the current leaders of the city, the county and the region, with the relevant people of the industry, business and service industry. Taking the situation of the region into account, the only way to convince people that it is worth studying at the University, to convince investors that it is worth to invest here, to convince decision-makers to support us is to join forces and work together. Our debt is substantial in every sense. Some of it is the result of our own fault fully or partially, some is not, however, it is clear, that the university, the city or this county has received undeservedly little support in the past decades.

We are glad to receive balanced criticism considering the right or left orientation of the University. Obviously, we are neither. The various political views of our colleagues are merely personal points of views, and cannot set us back in reaching our goals. At the same time, we would be glad, if the different opinions could be voiced in a diplomatic way, by discussing arguments pro and con, without personal remarks.

Finally, I would like to wish everyone good health, effective and efficient work, and success for 2020!

Dr. Attila Miseta  
Rector

## IMPRINT

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# IMMINENT DIGITAL EDUCATIONAL REVOLUTION – with the University of Pécs as one of the Partners

*The university alliances established in the summer of 2019 will dramatically transform the higher education of Europe. The European Committee has officially launched its new 'European Universities Initiative' programme on 7 November in Brussels, which has increased student and staff mobility and international competitiveness of European higher education on its agenda. From Hungary, the University of Pécs, as a member of the EDUC (European Digital UniverCity) consortium, counting six member-universities, is responsible for the coordination of the international and regional development in the project.*



Éva Harka |  István Tarrósy

## For a more competitive European higher education

The aim is to inspire the universities of the European Union to increase the mobility of students, academic and administrative staff through joint educational programmes, academic and research cooperations. Although the idea might not be completely unprecedented, the new programme would provide an opportunity for the partner universities in these networks to develop new educational methods, create virtual campuses, invite students to new, online edu-

cational platforms with EU funding, thereby enhancing their national and international visibility and renown.

## Different, new approach

The programme is highly transformative and ambitious, and it will revolutionize European higher education: it will influence the future of the continent and of the whole world to a greater extent from this point of view, than the current programmes. The European Commission expects progressive projects from this 3-year pilot phase. It was announced at the conference held in Brussels, that the number of the 17 winner

## EDUC | European Digital UniverCity

university alliances of the first round would be increased by further 24 from 2020.

### The Hungarian contribution, the University of Pécs

The University of Pécs is one of the 5 Hungarian universities, that have been accepted as members of the alliance immediately after the first call for proposals for the 'European Universities Initiative'. Preceding the official launch of the programme on 7 November in Brussels, Dr. József Betlehem, Vice-Rector for Connections and Strategic Affairs, and Dr. István Tarrósy, responsible for the professional implementation of the Pécs proposal, Director of the Centre for Internationalization of the University of Pécs, participated at a lengthy consortium meeting on 6 November, representing the University of Pécs.

As a member of the EDUC alliance, the University of Pécs coordinates the internationalization and regional cooperation development project, creating a Strategic Framework for Internationalization for the six-member consortium by the end of the programme.

### Students for the future

**114** universities participate in the 17 alliances representing 24 countries. The current stu-



dent exchange programmes have a traditional approach, requiring the physical presence of students, adding up to 11% of the total number of students and staff. This will be increased to 50% through a mobility programme with a wider approach in the framework of the project. The current alliances will play a pioneering role in the management of the implementation of these changes.

The pilot-like proposal promotes the establishment of a European knowledge eco-system as well, strengthening the cohesion within Europe and the opportunities in cultural diversity. 25 students participated at the conference as well, defining an opinion on behalf of the younger generation concerning the aforementioned topics. One of the participants was Zoltán Lechner, a PhD student of the Political Sciences Programme of the Interdisciplinary Doctoral School at the Faculty of Humanities, University of Pécs.

However, the recently formed system of European university alliances raises several questions concerning the effectiveness of university education, research, innovation and their role in today's society. These four KPIs, permeating the whole programme, are forming the "knowledge square", which expression is gaining popularity.

## EDUC, THE ACRONYM FOR A FLEXIBLE DIGITAL EDUCATION

*EDUC, the European Digital UniverCity project launched in 2019 will renew European higher education on an unprecedented level. The visions, described by Professor Schweigert, the Vice-President for International Affairs, Alumni and Fundraising at the University of Potsdam, can hopefully be realized in order to create a much more flexible and student-oriented university education based on European values with the help of digital solutions as well as increased mobility opportunities.*

Mariann Tóth |  Szabolcs Csontos

**You mentioned, that the experience of the University of Pécs in internationalization and our connections with Africa establish a good baseline for the future plans of the alliance. What can we expect from EDUC?**

The European Union is investing into 17 European University alliances, with different concepts which are either thematically based or focused on creating new structural foundation. Our concept is to first create innovative structures and enrich these with the specific thematic topics. I am sure, we will emerge as a model for a new educational concept. The EU will watch the alliances, how successfully they can lift things off the ground and implement new pedagogies and innovative exchange models. At the moment we have many plans, we are in the process of creating the most important base, an environment of trust.

**When could we see the first results?**

Like with any plan, you need the structural foundation first. We will decide now, in very rapid steps, what could be the first results. We will see, how we can create summer schools, a shared platform, and what is the easiest way to do that? One of our steps is to open a common Moodle platform, so we can put the digital content in there, and everybody of the Alliance can access it, similar to Neptun in Hungary. To this new platform we will upload our existing digital content



that will be available to all of our partners. Students can also access it from Pécs, of course after logging in. We will also look at how many people are actually using it, based on the logins. This way, we will be able to analyse these data and adapt our strategies accordingly.

The second most accessible point would be common English-speaking master programmes. We will look more into how it could work. It is a challenge, since I have heard that in Hungary, you have to pay for English speaking master programmes, while in Germany they are free.

We will also create summer schools as means of a short-term exchange on a joint platform, so we will advertise them to our students and offer them to participate at summer schools such as in Pécs. We will create priorities in Erasmus, so that our alliance partners will be much more likely to get the scholarship money. We will also create incentives for research cooperation. "Seed-money" will motivate our scientists to start working together and create lasting cooperations supported by third party funding. All these would

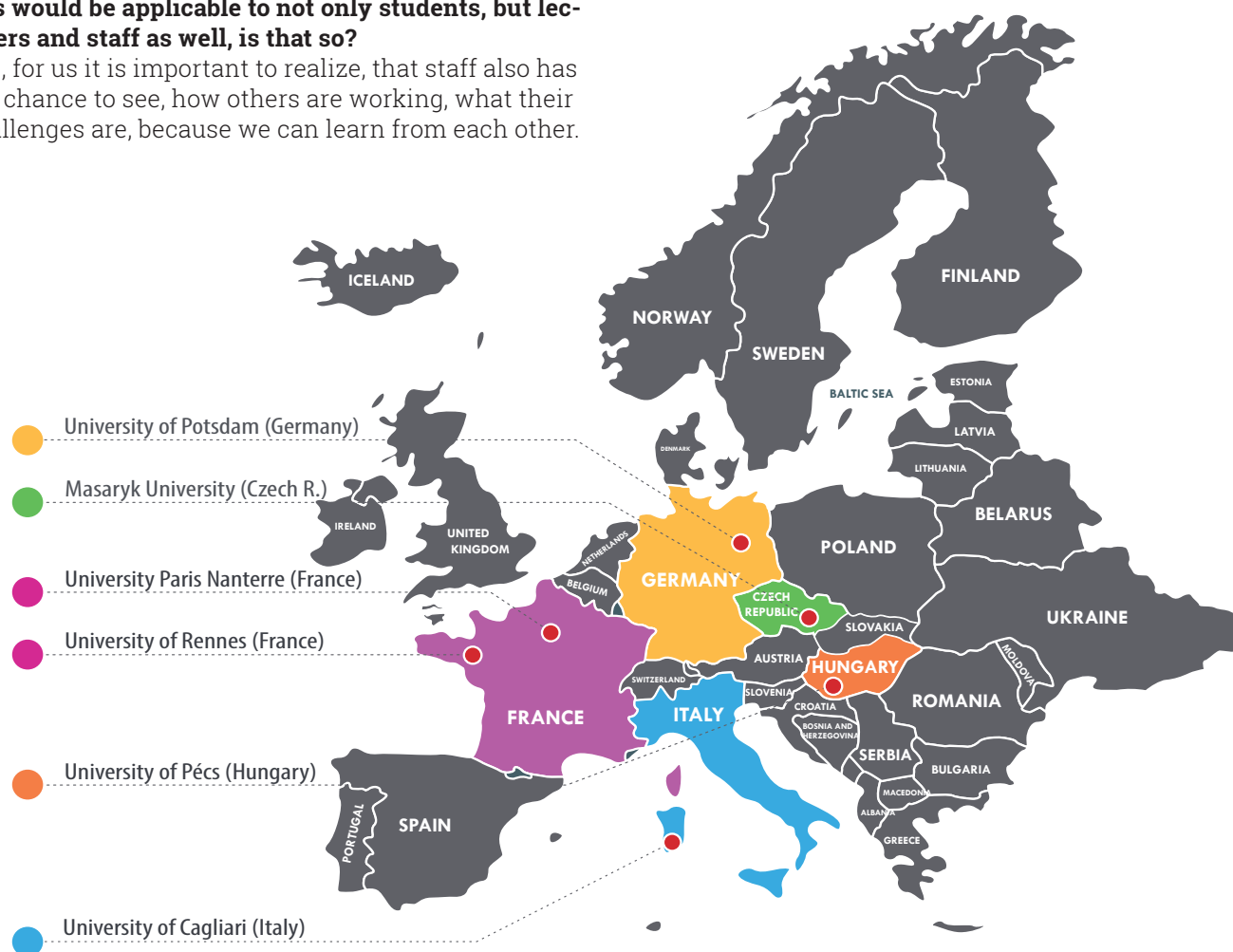


be some of the visible activities in the first year. More abstractly spoken, we will first understand what we have and what we can share, then we will create the opportunities to share what we have and finally we will have a complete student journey which is flexible in time, location and content in our university space.

**István Tarrósy, the director of the Centre for Internationalization and Connections also mentioned, that this would be applicable to not only students, but lecturers and staff as well, is that so?**

Yes, for us it is important to realize, that staff also has the chance to see, how others are working, what their challenges are, because we can learn from each other.

students are the centre of everything, but the lecturers and researchers and administrative staff are equally important. If the staff does not understand the importance of this European university alliance, it will not work. Colleagues in the same areas at each of our partners could meet and share best practices and knowledge. They could do it in person or digitally. These could be the success stories of the first year of EDUC.



HEI MEMBERS OF THE EDUC ALLIANCE  
/ Illustration by UnivPécs /

I think, the European idea is not to equalize everything, but to learn from each other and to get strength out of diversity. The same is true for academics, we can see, what are the good parts, what are the complicated parts, and then we can adjust. We can see that the

**What are your most ambitious plans considering our alliance?**

I do not know if it will be in 15 or 20 years, when we will have students, who will have a degree from the European Digital UniverCity, not from their own alma



mater, but one from the alliance. I am sure, that in a few years we do not have to explain the European Digital UniverCity in Europe and globally. Everybody will know, what it is, and it will be appreciated that EDUC as one of European Universities reshapes the European higher education in a most innovative way.

**Let us meet then in 15 years and see, how it turned out!**

Generally, we have a complete change in our educational system. On the one hand we have a new generation of students adapted to digitalization, mobility and sharing. On the other hand we have a growing number of private, digital education platforms of different quality. Over the years to come we have to adapt to our student needs and we have to increasingly compete with private institutions. The European Digital UniverCity will be able to cope with these challenges. Other than private institutions which only focus on teaching with variable standards, European universities will still be able to offer a highest standard in teaching not only because their identity is deeply rooted in research.

The European Universities give our established universities the chance to experiment with new ideas, new formats, new technologies on a smaller scale than it would be necessary to do by universities themselves. Thus, you can regard the European university alliances as an academic start-up. If the new approaches are successful, they can possibly be implemented at the whole university.

**The University of Potsdam scored very high in different rankings, such as the Times Higher Education ranking. Could you share your ideas in connection with that? What could we do better/ differently?**

The University of Potsdam is a young university, we are 27 years old. Yes, we are in the top 25 of Times Higher Education young universities list. I would say, it is difficult to give general advice because the situation is always very specific, but I can tell you, what we do. We realized that the most important part are the publications. So we had to give an incentive to our scientist to publish in internationally accepted and internationally read English language journals and also in journals with open access. I would say by cooperating in the European university alliance, that in this regard we all will not only improve our teaching but also our research output automatically. This will strengthen all of us in these fields. And with more internationally recognized publications, we will get more citations and this will count for a higher academic recognition. And

recognition will turn into more research money. And more funding will create more and better accepted publications.

Ranking however is also an issue of comparability. In many cases, universities have very different ways of reporting their key figures and in this case the ranking bodies will rely on very unbalanced values in their evaluation. In a recent study by HRK in Germany

it was shown that the correct and adequate reporting of output data can substantially contribute to ranking results. Thus, German universities have realized that they have to invest into the understanding and proper presentation of data for e.g. the Times Higher (THE) ranking. One has to understand the key factors of evaluation. We have one person responsible for ranking in our team. One has to consider this in the Hungarian system as well and rethink how they have to describe their university structure in the context of validation in the ranking system.





# PÉCS, THE GATEWAY TO YOUR FUTURE!

*The university's development projects in the framework of the Modern Cities Programme*

The government of Hungary supports the University of Pécs with 25 billion HUF in the framework of its Modern Cities Programme, the declared aim of which is to make the institution more competitive. The infrastructural developments carried out within the project will enable the First University of Hungary to welcome more international students.



## FINISHED PROJECTS

The **Foreign Language Centre and the International Studies Centre** have moved to a prestigious building in Damjanich Street. In the new environment, dozens of services assist the international students.

Gross cost of investment: 920 million HUF

Thanks to its renovation, the **Damjanich street dormitory**, which can house 100 students, is now able to reach the highest level of comfort category. They offer a wider range of services and there are 4 rooms suitable for disabled students.

Gross cost of investment: 430 million HUF

In the first phase of the development of the **Faculty of Cultural Sciences, Education and Regional Development**, the campus building and dormitory in Szekszárd have been renewed. At the same time, the equipment necessary for the enology and engineering education was delivered.

Gross cost of investment: 268 million HUF

Gross cost of equipment: 290 million HUF

The **Faculty of Music and Visual Arts** was able to buy a world-class Fazioli grand piano. Furthermore, they acquired several high quality instruments and equipment: photo lab equipment, sculpting equipment, octave guitars, music stands, master guitar, percussion instruments, three pianos have been renewed, a Blüthner, a Weinbach and a Förster, and a new organ has been built.

Cost of music instruments and other equipment: 80,64 million HUF

To the building of the **Faculty of Humanities** a new level has been added, where classrooms and a modern laboratory have been established to serve the students studying psychology.

Gross cost of investment: 435 million HUF

The reconstruction of the athletic field of the **Faculty of Sciences** has brought great results. An open-air running track is now also available.

Gross cost of investment for the athletic field: 155 million HUF

Gross cost of the sports hall and laboratory renewal: 270 million HUF

The **Faculty of Engineering and Information Technology** received two steel structure halls covering a total of 1477 m<sup>2</sup> in Boszorkány street. The inside of the existing building has been refurbished and a 3D Centre has been established.

Gross cost of investment: 1.25 billion HUF



## PROJECTS IN PROGRESS

The Szigeti street building of the **Medical School** will receive a new wing covering 12000 m<sup>2</sup>. The "open lab" architecture on each level and the structure of the building is considered a novelty with regards their functions.

Other developments at the Medical School and the clinics:

- › SKILL lab 1600 m<sup>2</sup> / gross 1 bn HUF (Human Resources Development Operational Programme);
- › Animal lab 1200 m<sup>2</sup> / gross 1.7 bn HUF (Human Resources Development Operational Programme);
- › Gross 1.6 bn HUF for equipment development (Modern Cities Programme);
- › From a total of net 113 million HUF a new public pharmacy will be established to serve the clinic and the citizens in that part of the city;
- › From a total of gross 285 million HUF the play garden of the day-care and kindergarten will be renewed, and at the same time the energy system will be upgraded;
- › The acquisition of the building plot and the landscaping of the new Dentistry's Theoretical Building (Modern Cities Programmes), and the construction of the building (Human Resources Development Operational Programme) will be realized from a gross 3.5 bn HUF.

The construction of the new wing of the Medical School continues according to plan.

The Szigeti street main building of the Medical School will receive a new 12000 m<sup>2</sup> wing, which will allow 4 institutes to move in from the old theoretical block. Overall it is not a new idea, but this time, the "open lab" architecture on each level of the building, and the arrangement and function of the building all become new and modern.

In the framework of the programme

- › the areas allocated for education and research will grow by 40%
- › 4 large auditoria and 34 seminar rooms serve

education purposes

› state-of-the-art medical equipment is used in education

› the development of the service infrastructure enables the institution to welcome more international students.

› The 10000 m<sup>2</sup> park on campus is revitalised including the plants, and with the addition of a modern pavement and public furniture, it will be turned into a recreation park.

› 254 parking lots will be built to relieve the parking problems of the whole block

Gross cost of investment: 10,669 bn HUF

The construction contract for the renewal of two emblematic inner city buildings, which will enable the integration of the **Faculty of Health Sciences**, was signed by the university in October 2018. The refurbishment works on the Csorba Győző library building will last 16 months, while the real estate development in Szepessy street will take 15 months. The construction works on the library are going according to plan.

The renewal on the property in Szepessy street continue, the reconstruction is expected to be finished by March 2020.

Gross cost of investment: 1.9 bn HUF

In the framework of the development of the **Faculty of Pharmacy** new laboratories, classrooms, offices and common areas will be established, creating a suitable environment for the Hungarian, the English and the planned German programmes.

The first and second phases of the Rókus street laboratory establishment are complete. The third and fourth phases have started in June 2019, they are expected to be completed by February 2020.

Gross cost of investment: 450 million HUF



The intercultural minifestival  
of the University of Pécs

# International Spring 2020

**For the fourth time  
From March to June  
With more programs than ever before**

Mörk 5 years of the Confucius Institute of Pécs  
The Mabon Davod Republic Day of Ireland  
„Sex in Africa” roundtable discussion  
Tasting of traditional Japanese short drinks  
Los Supersonicos – Exhibition of the Chicano  
Artist Carlos Fresquez (MSU Denver, USA)  
In the Wake of Bhutan’s Happiness  
In focus: the Csángós of Transylvania Törös Collection  
Šuma Striborova – musical of the University of Zagreb

**More information:**  
[facebook.com/InternationalSpringPTE](https://facebook.com/InternationalSpringPTE)





*As the new Stipendium Hungaricum Scholarship holders of the new academic year 2019/2020 arrived, the University of Pécs decided to give them a warm welcome by arranging the Stipendium Gala to acquaint the students with the Hungarian hospitality and to honour their achievement as scholars. The event took place on 27 September at the KPVK Aula of the University of Pécs.*



# **STIPENDIUM HUNGARICUM**

## **GALA 2019**

Fatima Majid Malik | Szabolcs Csontos





The Stipendium Hungaricum Gala has been organized by the Centre for Internationalization and Connections for the fourth time, and it was again a memorable evening. Hundreds of students from all over the world, from Africa, Jordan, Kirgizstan, India, China and Vietnam and many more places participated at the event, many of them decided to wear the traditional formal or semi-formal attires of their nations.

Most of the men wore suits and the women generally chose elegant gowns and some were flattered with compliments for their unique looks. Students were in high spirits, socializing and engaging in conversations, getting to know each other. The first one to greet them officially was the Rector of the University, Dr Attila Miseta and the Director of the Centre of Internationalization and Connections, Dr István Tarrósy. The event started with a surprise performance by the PTE Cheerleaders. To connect with the students at the grass root level, senior Stipendium Hungaricum students from Mexico, Karen Mirelly, Vale Estrada and Clinton Nateras Tello also addressed the newcomers, setting the good mood for the whole evening.

After the traditional group photo and delicious dinner later on, the program continued with exciting performances. Pécs, often referred to as the "Hungarian Seattle" or sometimes the "Hungarian Liverpool" is especially popular for its music. The first band, Eszterlánc Ensemble played Hungarian folk music. The next band was the D.O.G (Delusions of Grandeur), founded in Pécs. They spiced up the night with hip-hop and bits of funk, delta blues, country and even glitch-electro music.

Soon afterwards, the evening continued with the raffle draw. The Stipendium Hungaricum coordinators Sára Novák and Áron Bánáti distributed valuable prizes among the registered participants. The prizes included café vouchers, fitness/spa passes, vine delicacies and an invitation to attend the Hungarian Language and Culture Summer University. The entire room was full of cheers, the fun continued with great music into the night.





# REGIME CHANGE IN HUNGARY FROM AN ETHIOPIAN POINT OF VIEW

*The extent and dynamism of the University of Pécs's African network is unique in our macro region. The relationship with Ethiopia is developing, besides lecturer exchanges, UP experts also help to develop a doctoral program, and an Ethiopian exchange student is coming to Pécs for a master's degree for the second time. During the autumn of 2019, the University was a co-organizer of a special event about the 30th anniversary of the the Hungarian regime change. Dr. István Tarrósy, director of Centre for Internationalization and Connections (CIC) and head of the only Africa Research Centre in Hungary, filled in the details.*

## Where did the idea of the conference come from?

The event was co-organized with the staff of the Hungarian National University of Public Service and the Ethiopian Civil Service University, as well as with the Embassy in Addis Ababa. The conference was about political and economic transitions, and was linked to a series of events celebrating the 30th anniversary of the regime change in Hungary.

## What is the political situation like in Ethiopia today?

The government was formed by Abiy Ahmed, a Nobel Peace Prize winner for his efforts to achieve peace and international cooperation between Ethiopia and Eritrea in 2019. It represents a quite different dynamic compared to the previous governments. The concept of ethnic federalism is not conflict-free, but the new government has undertaken reforms, thus, not for the first time in its history, Ethiopia experiences transitions. We tried to review these processes in Hungarian and Central European relations and compare them in some measurable dimensions.

There was also an exhibition organized by Dr. Balázs Szélinger, Ethiopia expert, who currently works for the Embassy as a Trade Attaché, which introduced the regime change in Hungary and the decades that have passed since.

## How can we make a comparison between the regime change in Hungary and the Ethiopian political changes?

When we were at the discussion section, a colleague

said that it is difficult to see the analogy, we are so different. Indeed, we do have sharp contrast between our ethnic and cultural roots, but there are still comparable periods, with respect to both governmental decisions and structural changes of the economy.

What kind of turns about the Hungarian regime change would Ethiopians like to avoid?

At the moment, they would like to gain a deeper insight into our experiences with the regime change. However, it is certain that our not necessarily success stories about the privatization can serve as a cautionary tale for them. I think the recovery from these, as well as the government's response to it over the past decades, can be useful to Ethiopia and other African societies in transition. It is important not to allow state property to be bargained away.

## What is the next step in the relationship?

We have started a joint comparative research, which is based on the good cooperation between the Hungarian and the Ethiopian public service universities, joined by the University of Pécs. This way, we are expanding the partnership with other Ethiopian higher education institutions. The next step is going to be the 6th International Conference on African Studies in Pécs, 23-24 April.



# MÁRIA ORMOS

(1930–2019)

*After a long illness, Mária Ormos, Széchenyi Award winning historian, member of the Hungarian Academy of Sciences and former rector of the University of Pécs's predecessor in title, passed away at the age of 90.*

She became full-time professor of the Janus Pannonius University in 1982, became professor proper in 1984, and was granted the title of professor emeritus in 2000.

As a University and science promoter and rector, she played a major part in the – internationally acclaimed – development of the University, between 1984 and 1992. She always aimed to create a modern university which has high quality in its focus. As part of this ambition she worked on developing certain disciplines within the university that would ultimately lead to the establishment of the Faculty of Humanities, Faculty of Sciences and the Faculty of Music and Visual Arts.

She worked in the Hungarian Academy of Sciences (HAS) as a historian starting in 1963. In 1968 she achieved the title of doctoral candidate and later in 1980 she became an academic doctor. Between 2002 and 2005 she was the head of the HAS institute of History and Philosophical Research.

As an acknowledgement of her work as a science and university promoter, she was made into a proper member of the HAS and received Széchenyi-, Szent-Györgyi Albert- and Szilárd Leó- Awards, as well as the French Palmes Academiques prize.

Her being so well read – she spoke French, Italian, German and English as well – and her being so well informed about international archives made it possible for her to tackle the murky and difficult problems of the 20th century's history in a way that was equally entertaining and educational for the academic crowd and the general public.



30 monographers, hundreds of studies, articles, TV and radio interviews, and national and international conference presentations stand tribute to her work as a researcher.

She created an established, nationally and internationally acclaimed University. She created a gradatory Historian training and a PhD program. Her pupils can be found all over Hungary, in the neighbouring countries and in lands faraway. She was the consultant for hundreds of BA and MA theses and dozens of PhD theses in the past decade. She also had a great effect on public opinion.

As an academic, a member of the Academic Board of Pécs, – as deputy president for one term – she played a major part in advancing the research of social sciences in Southern Transdanubia, increasing the field and its researcher's prestige.

Mária Ormos – the scientist, the university and science coordinator, the university creator – had a sovereign personality. The foundation for her success was her tireless diligence, talent, perseverance, consistency, and resolve.

She achieved everything a historian could ever dream of, and in her research and her lectures she masterfully blended the notions of international and national historicism.

May we never forget her memory, her work and her devotion towards our University.

*Prof. Attila Miseta*  
Rector



*The Faculty of Business and Economics, University of Pécs (UPFBE) had the **honour to award Doctor Honoris Causa title to Professor Hugh Sherman**, Vice Dean of College of Business, Ohio University (OU) on 7 November 2019 at the Ceremonial Senate Meeting along with Professor Antonino Germano, neurosurgeon and Valéria Csépe, Professor of psychology. The UPFBE officially expressed its gratitude for the dedication and commitment of Professor Sherman towards continuously developing and strengthening the institutional cooperation between OU and UPFBE over the past two decades. I asked him about the relationship of our institutions and his views on the future of higher education.*

## **FLEXIBLE AND PERSONALIZED HIGHER EDUCATION**

Mariann Tóth | 📷 Szabolcs Csontos



**How did the two universities establish contact 28 years ago?**

We had an economics faculty member from Egypt back in 1989, who was very interested in the privatization of the Eastern-European countries. He contacted the US State Department, and they gave him a contact to the predecessor of University of Pécs, Janus Pannonius University. First, two or three of our faculty came over here to visit, then we held a joint research conference and brought master students of business over here to do consulting work with students from Pécs. They worked on projects from the community. Many of the Hungarians, who moved to Cleveland, have become successful businesspeople, and they made financial contributions to help sponsor different programmes with our two universities. They sponsor scholarships for students, who want to pursue an MBA in the States coming from Hungary.

**Was this relationship between your university and the University of Pécs successful?**

Yes, I do! Many partnerships fail after a while, because the original people, who started it, retire, or go away. That is why we have established a joint research programme for younger faculty members; we have ten faculty members from Pécs and ten from Ohio working together on a research paper. As they progress in their careers, and take leadership roles, they can keep the relationship going.

**Could you please tell me more about the Simonyi Summer Program?**

The idea is that innovation and sustainability are crucially important to the future. Both Ohio and Pécs started developing entrepreneurship programmes at the same time and we started working together to exchange information about best practices. In the Simonyi Summer Program, students get the opportunity to work in the summer and do actual consulting work on real life projects with the community. Charles Simonyi was a Hungarian, who was one of the original founders of Microsoft. We made a presentation about this project to him and he wanted to give back, so he helped to establish the programme with a major contribution. I think it is important for the participating students to get practical experience and apply the knowledge that they are learning in the classroom, this makes them more marketable to the companies.

**In your speech at the Ceremonial Senate Meeting, you mentioned some interesting ideas about the higher education of the future. Could you explain them more?**

First, artificial intelligence (AI) developed much faster than we predicted, and it has progressed fast, because the computer power continues to grow exponentially. For example, the development rate of facial recognition software has beaten all the previous predictions. The new prediction is, that within the next ten years, somewhere between 40-60% of all jobs up to 50% of their work will be automated. That is going to create an incredible need for people to switch occupations, because occupations will be eliminated, new occupations will be created. Even if you stay in the same occupation, you are going to have to use artificial intelligence, because it is going to give you the information faster and better. If people want to keep their jobs, they have to learn new skills.

**How fast do you think universities can react to these new needs?**

It is hard for us to adapt quickly. I know, at my university, this is a conversation that we are having, and I find it frustrating, because my faculty might not understand how much it is going to change in the future. The skills that we are still going to need even more than before are critical thinking, oral and written communication, these you can develop at many fields. I think we have to move away from content, because it is going to be less important.

**You also mentioned flexible learning in your speech, how would that work?**

I think one of the major trends is going to be a more personalized learning. At universities every course is fifteen weeks in a semester. Some people could get that done in five weeks, and other people might take longer. For example, if somebody is struggling with math, why should they be failed, simply because they did not learn it in fifteen weeks. If they could be given extra time, they could learn it. It is not divided up in artificial fifteen-week buckets for three credits each. We move away from that system. It is based on mastering the knowledge and the competence, and you take as much or as little time that you need to get that done.

**Do you imagine this flexible learning digitally? What platform would make this possible?**

In the flip classroom concept, the lecture part is broken up into fifteen minutes that is presented to the students outside the classroom. So, when they come to class, they are applying knowledge, and having discussions about what they learned about, what does it mean and how does it relate to other knowledge. They do not need the teacher to lecture on the content. They have got a



textbook, they have got the video that explains the information, that leaves more room for higher level learning in class.

**What is your opinion about universities building closer relationships with companies?**

I think it is important that we try to develop connections between industry and our faculty, because the industry can help us to understand better, what skills they are looking for in the students they hire. In some fields, we have to do a better job of explaining what the outcomes are, that the students are getting.

**Could you tell me more about the start of your career?**

I have a master's in business, and when I graduated, I was interested in marketing, and got a job in that field. It was a great period of my life, but I came to a certain point where I wanted something else. I wanted to start a family and to look for a better job. So, I started to teach locally as an adjunct faculty member, or I would guest lecture, people would ask me to talk about international marketing. That got me excited. I started my own business as well. That helped me to give me a livelihood, an income, so I could go back to school to do a PhD. So, I quit my job, started a business and started a PhD. After I got my PhD, I went to Ohio. My father, who has since passed away, was very

upset with me, when I left the corporate world. I wish he could have seen that it was the right choice for me.

**What advice would you give our students considering the possible changes in the future?**

I think it is important for them to expose themselves to different disciplines. They should focus on building those competencies that we talked about, like oral and written communication, critical thinking, problem solving. Most people are going to need quantitative skill, maths skills and some technology literacy as well. They should be prepared to change what they do over time. They should try to look at what they do during their university years in that sense. For my students I recommend, that they think about it as putting together a portfolio, so that they can show the different things they have accomplished whether it would be consulting with a company, or writing an article, that they have those kinds of skills. Because I do not think that in the future, the degree transcript with the different courses you take is going to mean much.

**What are you plans for the future?**

Firstly, I want to help my university reimagine themselves, so we have set up a university task force, which is fun for me. Secondly, I want to go back to the classroom, and do more teaching.



***Reaching our Honorary Doctors***

In the hope of dynamic relationships, Rector Attila Miseta reached out to the honorary doctors of the University of Pécs in the form of letters. The University of Pécs conferred the prestigious honoris causa title upon more than 120 people from all over the world only in the last two decades. Some of the honorary doctors stay actively in touch with the higher education institution; other relationships fade away a little over time. The rector now asked all of their contribution to a joint project that would help young researchers reach their potential.

## EXPLORING CHINESE LANGUAGE, CULTURE AND TRADITIONAL CHINESE MEDICINE

*The Confucius Institute (CI) at the University of Pécs is soon going to celebrate the fifth anniversary of its establishment. Two directors have been working side by side from the start in order to manage the work of the CI as smoothly as possible. The Hungarian director is Prof. Dr. József Betlehem, vice-rector of the University of Pécs for connections and strategic affairs. The Chinese director of the institute is currently Prof. Dr. Cui Jianmei from the North China University of Science and Technology. We asked her about her work in CI of Traditional Chinese Medicine at the Faculty of Health Sciences.*

Mariann Tóth |  Szabolcs Csontos

### When did you come to Pécs?

I came to Pécs in January 2019, so one year has passed already. I think, our Confucius Institute operates very smoothly. The Hungarian director, Professor Betlehem is a very nice leader and he strongly supports our work and gives us direction and advice. In our team we have several very good professors, one coordinator, and two other secretaries and all of them work hard, so everything goes fine, and I am satisfied. Over the past year, I feel that we have achieved a lot. We got an affiliated Confucius classroom, which has been approved by the CI headquarter last month. This is a very big step for us.

### Where is this classroom?

In Bánki primary school. Here children can learn the Chinese language and receive an introduction to Chinese culture. The primary school also receives financial support from the CI.

In 2019, we also opened the HSK test in Pécs, the Chinese language proficiency test. Twenty of our students who participate in CI courses have attended the test, we will receive their scores the beginning of 2020. One of our students attended level five, which is the highest level of proficiency. Other students have applied for level one and two. If they pass level three,



they can apply for scholarships to study in China by the Chinese government or the CI headquarters. This would give them a great opportunity I think, because the scholarship is high enough for them to live well in China.

During the past year, we also organized various cultural activities in Pécs, for example qi gong, the dragonboat festival, and we made Zongzi with the citizens in Szent István square. Zongzi is a kind of rice dumpling made of sticky rice and filled with jujube.

In June, we held a qi gong month, when our two teachers taught the Bánki students qi gong and tai chi exercises and other health care practices at the primary school, for example about how to protect their eyesight. They really liked it.



### **What is available for university students?**

Every month, there are academic lectures, until now, we have held at least six lectures about topics related to traditional Chinese medicine (TCM). For example in April, two experts have visited from China, we invited them to give lectures for the university students and the citizens of Pécs. One of them was an expert on osteoarthritis. The other experts introduced the use of Chinese herbs, some of which are also edible and used for food, for example goji berries.



This year, the end of May I was invited by the CI of Wrocław University, Poland. They held a Chinese plant year activity, and they invited me to introduce Chinese plants. In the middle of June, we were invited to the Chinese Embassy in Budapest to a very big event, called the China Tourism Year. They invited us to teach citizens qi gong and we gave free diagnosis as well, which was very popular. After that we gave a similar lecture with free diagnosis in Pécs as well to many students and citizens. I was very glad that many people joined our activities.

At the beginning of September, we asked Krisztina Csütörtöki to give a lecture about Chinese tea combined with our mid-autumn festival together. We prepared some mooncake and Chinese tea as well for the audience. Then in October, we co-organized a very big international conference with the Hungarian Rehabilitation

Association for the third time. More than one hundred alternative doctors participated at this conference. They are very interested, most of them also do research on how to use Chinese acupuncture, moxibustion in combination with clinical therapy. They are trying to take even better care of the patients by using Chinese herbs and physiotherapy. They are very interested in this topic; they want to cooperate with Chinese experts of the field. This is certainly a challenge, but it makes me very happy and I am eager to do this all my life.

Next year, we want to apply for some grant and support by the government to do the research about this, which would incorporate experts from the University of Pécs and my university.

### **You offer many Chinese language and cultural courses. What are the plans of the Confucius Institute for the future?**

We have thirteen traditional Chinese related courses, some taught in Hungarian, but the majority taught in English. We also have at least six cultural courses, for example about Chinese calligraphy and tea culture. The Hungarian director, József Betlehem and I are working on establishing an alternative medicine major. This would include TCM and other types of alternative medicine. We will do surveys and establish the requirements for launching this major. If it can be realized here, it will help the development of this area greatly.

In 2020, we will celebrate the fifth anniversary of our Confucius Institute, and we want to deepen the content of our courses. We want to renew the syllabus, to give the students of the University of Pécs new content. We also asked the students in questionnaires what they would like to learn more about from our teachers. We try to adapt to their interests, what to focus on, for example in TCM courses to have some lessons open to demand, so that the participants could define the focus.

### **I heard that every teacher who comes here, has a certain speciality, a cultural or other expertise, what is yours?**

My research field is immunology, immune system diseases. For example, allergic asthma and rheumatoid arthritis (joint problems). In Hungary, in Pécs there are many people suffering from these problems. I know

that there is no very good Western medicine for this problem. The physiotherapy is very important in China. In my clinic, we also combine acupuncture, moxibustion and Chinese herbs to relieve the symptoms as most people cannot work with this joint problem. These methods are very effective. Chinese doctors know that acupuncture and moxibustion are very effective for you, but I also want to explain how and why it works, this is my future's work.

**When you left China, did you know for how long you are going to work in Hungary?**

Yes, I came here for two years. It is unbelievable that one year has already passed!

**Was it difficult to come here?**

For me, not at all! Time flies here! I have so many things to do! I have a feeling, that next year will pass quickly as well!

**Could you stay longer, if you wanted to?**

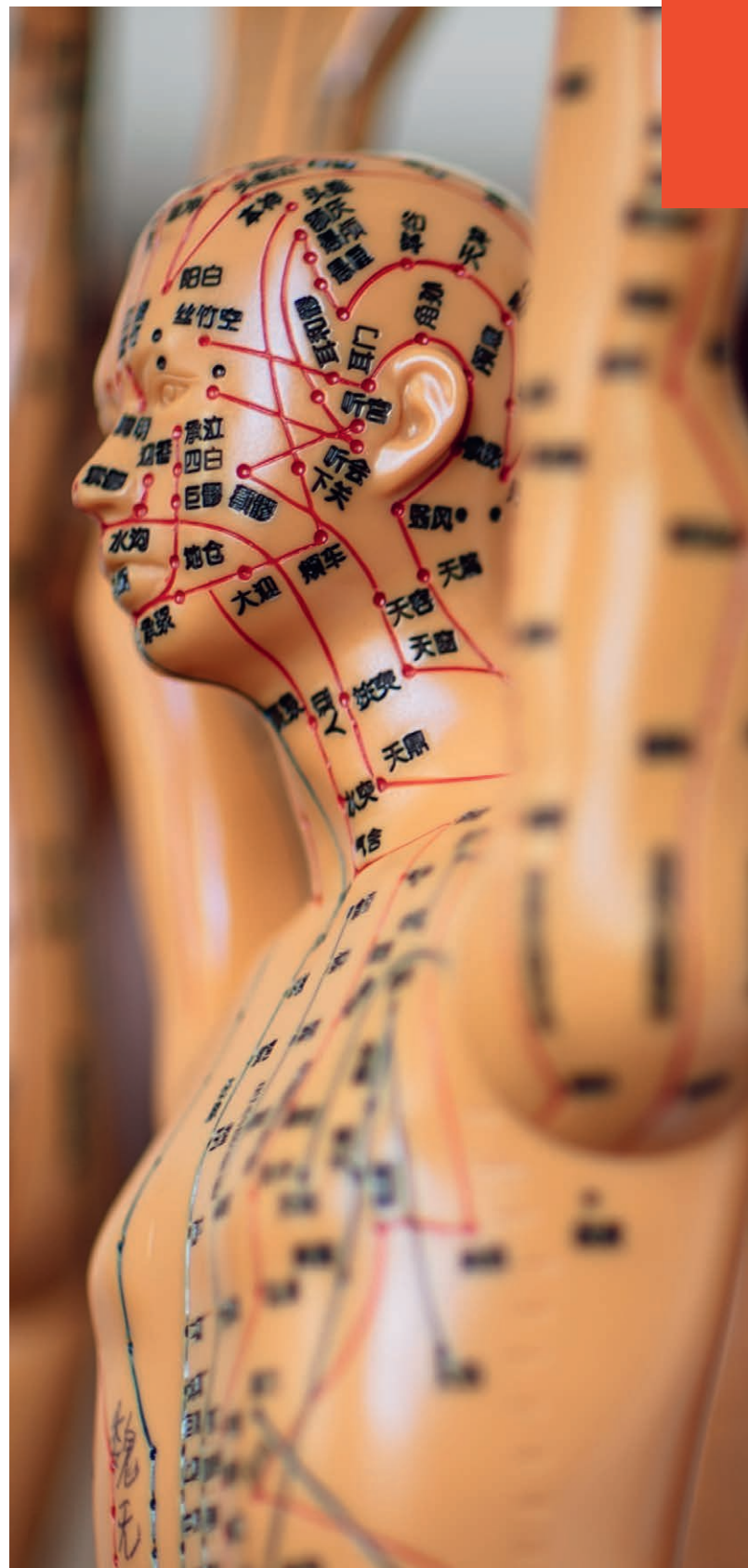
That is up to my university, because I am the vice-dean of the Traditional Chinese Medicine College. I am in charge of so many things, for example undergraduate and postgraduate teaching and scientific research, international cooperation. Here in Pécs, I teach acupuncture and moxibustion.

**What is moxibustion?**

There is a Chinese herb called mugwort, which is used to make a so-called moxa stick. You can find this herb in Pécs as well along riversides. During the late spring season, we pick up the fresh leaves, which we use in a dried and broken form. It is rolled into a cylindrical shape and lit. On the tip, where it is burning, the temperature will be very high. It is a form of heat therapy, where we use the heat to treat diseases. It will stimulate the acupuncture point and make the skin reddish over it, where we use it. It can make the blood circulation smooth. Moxibustion is really very good for rheumatoid arthritis. We want to introduce this to the citizens of Pécs, because if you grasp the key points how it works, you can also use it at home. You can apply it for yourself, even if you are not a doctor, because it is very easy. It can be used not only for treating diseases, but also for preventive health care.

**How do you like living here in Hungary?**

I like it here very much! Here, I have less administrative duties, so I can focus on teaching more. I can figure out how to help students grasp TCM, how to teach them better, more effectively. There are ten colleagues,





and they all cooperate very well, and they form a very united team, which is very good. For me, all the work is very simple. Our office coordinator and other secretaries they help so much with the administration and the cooperation with the university, and of course other issues. As a result, I really enjoy it here! There are not too many people, Pécs is relatively quiet. I really need this to relax myself (laughs). The colleagues here are very nice, they invited me to their home, introduced me to their families. I also tried traditional Hungarian dishes.

**Do you like Hungarian cuisine? Do you have a favourite dish maybe?**

Yes, I like it very much! Yes, for example gulyásleves! It is similar to a Chinese beef soup. There are also other dishes that I like very much, such as the fish soup (halászlé) and rolled cabbage (töltött káposzta). The pies and cakes are also very delicious of course!

**Where do you come from originally?**

My university is located in Tangshan city in Hebei province. It is a seaside city; it takes less than ten minutes to drive to the seaside from my university. It is a very beautiful university with many students. We have fifty thousand fulltime students, plus twenty thousand part time students, adults, etc. It is the biggest university in Hebei province.

**Do you have a favourite tea?**

This is an easy question; I like red tea! This is known in Europe as black tea. You know, in ancient times, tea was first used as medicine. TCM also uses herbs, and tea as well as treatment for some conditions. Red tea is relatively warm, it has warming properties, it can help with digestion, and these properties make red tea

very good for me. It is also very good for wintertime. My mom likes black tea, first of all for its health benefits. She has higher blood fat levels, and black tea (post-fermented tea) can help with that. So different people should choose a tea that suits them.

**Do you have a message for the students of the University of Pécs?**

I often tell my students, that the more open they are, the more opportunities they get for a splendid future. Our traditional Chinese medicine is a natural kind of medicine, and it has thousands of years of history. I am proud to introduce these excellent medical techniques to the whole world, which young people should know. China is a country, that has witnessed rapid development. In China, there are so many people there, and that means that there are so many opportunities. If students are interested to learn about Chinese culture and wish to learn the language in their spare time, they can open a new window, build a new future through this. Our courses are open to every faculty.



## Confucius Institute Course List for Spring Semester 2019/2020

**In English:**

Chinese Language I.  
Chinese Language II.  
Chinese Language III.  
Chinese Language and Culture I. (Kaposvár)  
Chinese Calligraphy  
Qigong-Traditional Health Protection Exercises I.  
Qigong-Traditional Health Protection Exercises II.  
Qigong-Intrinsic Nourishing Exercise  
Traditional Chinese Medicine and Health-Cultivation  
Chinese Medicine and Formulas

TCM Theory and Diagnosis  
Tourism in China  
Meridians and Acupoints  
Chinese Tuina Massage and Clinical Application  
Acupuncture and Moxibustion Techniques  
Chinese Tea Culture

**In Hungarian:**

Hagyományos Kínai Orvoslás a XXI. században I. (K)  
Hagyományos Kínai Orvoslás a XXI. században II. (H)  
Kínai Teakultúra

## BBC RECEIVES PRESS AWARD OF THE UNIVERSITY OF PÉCS



*From 2000 onwards the Senate of the University of Pécs confers the Press Award of the University of Pécs upon journalists whose work enhances its reputation. This year, for the very first time in the history of the institution, the prize was awarded to an international broadcaster, the British Broadcasting Corporation (BBC).*

Gergely Kottász |  Szabolcs Csontos

The Advent Press Salon is a nineteen-years-old tradition at the University of Pécs: it gives the opportunity of the press to have a conversation with the leaders of the university in a more relaxed, direct manner. The guests watched a film by the Universitas Television which summarized the year 2019. Then Professor Attila Miseta, Rector of the University of Pécs evaluated the year.

The winner of this year's Press Award was announced at the Advent Press Salon on 16 December 2019. The Central European correspondent of the BBC, Nick Thorpe regularly reported on the scientific research achievements of the University of Pécs,

especially on the archeological work at Szigetvár. His articles played a significant role in enhancing the reputation of the first Hungarian university worldwide. Nick Thorpe has been living in Hungary since 1986. The reporter found the research about the final resting place of Sultan Suleiman's heart especially fascinating, and he recommended this topic to his editors.

*The editor asked me if my article about this would be interesting for hundreds of thousands readers. To my great pleasure, more than two million people have read my article on this research of the University of Pécs – said Nick Thorpe.*



## CURIOSITY AS A BASIC VALUE

**Nick Thorpe** is a British journalist and documentary filmmaker who has been the Central Europe Correspondent for BBC News, the main newsgathering department of the BBC, since 1996. He is based in Budapest and has over 30 years' experience of reporting for the BBC and United Kingdom newspapers, becoming BBC Budapest Correspondent in 1986. I had the honour to have a conversation with him after the Advent Press Salon on 16 December.

Mariann Tóth | 📷 Szabolcs Csontos

### What do you think could be interesting from Hungary all over the world?

So many things, that I do not even know where to start. I came here in the '80s, when only very few people came here from Western Europe, and they only knew a little about Hungary. Then the Iron Curtain disappeared, Hungary became a member of the EU, and today, it is absolutely part of the European mainstream. Thanks to the cheap flights and the open borders, quite a lot of people come to visit. The scenery is beautiful, and about the people, I can say that there is a certain intelligence, a certain knowledge here, which is very important. At a university, it is definitely important to emphasize knowledge. In addition, there is of course the heavy burden of the past, of history.

I have written about Pécs in the nineties for the first time. I came here to report about the romology major, I have written several times about the gypsy communities of Hungary. Since then I have paid more attention to the research of Norbert Pap in Szigetvár, which is very important from the point of view of the history of the country. It is very exciting, that he created a research team, which focuses on reconstructing what really happened during the siege, with Turkish help. They are researching for example, where the heart of Suleiman the Magnificent has been buried, which is in the end a topic, that connects. Not only Hungarians are involved, because we often think about history as the history of one nation, however, history is international. Suleiman was one of the most important leaders of the Turkish Empire, the most famous, and probably the best as well. This research is of great interest not only to Turkey, but to the whole Islam world, what happened to him and why. These things definitely connect people. Journalists are often famous for spreading only bad news, for example a bus accident, war, a catastrophe, or a conflict. This story was great, as well as the cooperation with the University of Pécs, because it has been an uplifting experience for every-



ne. No matter what conflict there has been between the Catholic and the Muslim world.

### You have been a correspondent for Central Europe for more than three decades. Has it been difficult?

No, not really, my main task is to observe from many perspectives, what is happening. As I mentioned in my speech earlier, I think that it is the task of both journalists and universities to look for the truth. The truth is usually two-, three- or even four-sided, and in this regard, my work has not changed at all from the '80s to this day, and it is not more difficult, than anywhere else. I am a traditional journalist in a very traditional country. If anything changes in the world of media, my job stays the same: to be curious, what is happening and why. In

this sense, I am glad that I came here, and that I am still curious after 34 years.

Nowadays I also teach journalists, and I always tell them that in any country, curiosity is a basic value, the only one, that can make you a good journalist or a good student.



**You mentioned, that whenever you recommend a topic, your editor at BBC asks you, if a hundred thousand people will read it. How can you know this in advance?**

I do not know, this is their job luckily, and not mine (laughs). I am afraid though, that the result will be, that only the largest stories will be written, and told. The danger is, that the small or medium stories, that are overall not that important in the world, but are very important in a village, country town, or a capital, will not be told at all. I am not overjoyed, that you can now measure how many people clicked on an article. The sad truth is that thanks to the development of technology you can now know how many people have read an article. This can produce a good surprise, for example in the case of my article about the heart of

Suleiman, which more than two million people have read. However, sometimes it makes me sad, that I write about something important, and then they tell me, that it has only been read by fifty-five thousand people, so they will not be asking for an article about that topic. Therefore my job is to write about the smallest topic in an interesting way, so that every viewer or listener will find something that resonates with their own life. That makes an article popular. This is difficult though. Nowadays everyone is a journalist in social media. From this perspective, we have lost our weight as journalists. Still, it is important to find a meaningful message, it is important to write about difficult topics. I find it tiresome that everybody is only stating his or her opinion, but never ask.



**Do you have a message for our students?**

The point is to ask and question anything that the current authority states, let that be a professor, the history books, or what the media says, or what you have thought until yesterday. Prepare yourselves, because there is no easy answer.



## "CLIMATE CHANGE IS NOT A FASHION TREND"

*Environment protection and sustainable development are the focus of the research of Prof. **Dr. Nguyen Huu Ninh from Vietnam**, who has won the Nobel Peace Prize as a member of the Intergovernmental Panel on Climate Change in 2007 and became honorary doctor of the University of Pécs in 2009. Upon the invitation of Rector Prof. Dr. Attila Miseta, he visited Pécs with a delegation of seven distinguished members on 24 October in the Rector's Cabinet.*

Mariann Tóth | 📷 Szabolcs Csontos



The visit of the Nobel Peace Prize winner honoris causa doctor of UP can be a great way to continue the connection with our institution, reaching back to more than a decade, which would be beneficial for both parties. Attila Miseta greeted

university in Hungarian, since had studied and lived in Hungary for 12 years, he speaks this unique language quite well.

*The interview with the professor will be available soon, in which Dr. Nguyen talks about his research on climate change. He emphasized that we have to react to climate change, climate crisis now, because it is not just a fashion trend, but the harsh reality. "We have to share the results of research at universities, we have to educate people about a sustainable way of life. Who does not do this, will suffer" – expressed the honorary doctor. He suggests a worldwide cooperation, and he is optimistic about the implementation.*



**We have to reduce our carbon dioxide emission on a global level, and this can only be done in a new business model. We must work together, because there is no "b" option, or we destroy our planet.**

the guests and in his welcome speech, he summarized the last ten years of the University of Pécs. Dr. Nguyen Huu Ninh greeted the management of the

# THE UNIVERSITY OF PÉCS TAKES ACTION AGAINST **PET BOTTLES**

*The University of Pécs is the first among Hungarian higher education institutions to stop purchasing plastic PET bottled water and drinks. Seventy free water filling stations will be installed instead.*

From October 1st, the University of Pécs will purchase water and other soft drinks in reusable bottles instead of those bottled in PET ones. This decision is part of the "Green University" programme, which the University of Pécs has joined four years ago, and its main aim is to promote an environmentally conscious approach, to maintain an open mind and a responsiveness to innovations and new solutions in order to reduce men's footprint on our environment.

The idea "PET Bottle Free Institution" came from the chancellor, project leader of the "Green University" programme, Zoltán Jenei, who emphasized: "In Hungary alone, 1.4 to 1.5 billion PET bottles are sold each year, which is not good news in terms of environmental pollution, as well as the fact that only a fraction, a mere 7-8% of the bottles are recycled and the rest represent a big burden to our environment. By eliminating the purchase and supply of disposable plastic PET



bottled water and soft drinks, we are promoting environmental awareness at the institutional level. In numerous public areas of the University, 70 water fountains will be soon installed, that will function as "water islands": students and employees will have access to them. This will enable them to comfortably fill their bottles with cold or hot water, carbonated or still water, all for free, while decreasing the negative impact on the environment. As far as I know, the University of Pécs is the first university in Hungary to stop the use of disposable plastic bottles," highlighted Zoltán Jenei.

The decision means the "exile" of PET bottled water and soft drinks for the time being. This initiative is intended to start similar eco-friendly campaigns for the use of recyclable compostable plates, cutlery, glasses, boxes in the University's buffet and other catering units and at institution-related events, as well.

*Translated by: Milana Bulatović*



## THE WRITING SECTION OF THE **ECL** EXAM

*Good news for examinees: the number of words required on the writing section of the ECL exam has been reduced for all four levels (A2, B1, B2 and C1). In effect since October 2019, the compositions that students are required to write are now shorter and take less time. The new requirements concerning the new number of words and the time allowed for writing can be found on ECL's website.*

The writing and speaking sections of the exam are language tasks that you can prepare for. These are the so called "productive skills" where the examinee writes a composition and speaks about a topic. The candidate does not have to read a text for the first time or listen to a stranger speak, but writes a required number of words on different topics and in varying genres. As the genres are relevant to the modern digital world we interact in, the compositions are typically e-mails, blog posts, or online comments.

Writing is a skill, meaning that it does not happen immediately but requires regular practice, especially in a foreign language. You should not expect that your composition is going to be a success on a language exam if you haven't practiced. How can you practice this skill?

You can do a quick brainstorm in your head concerning the given topic and then connect your thoughts to the four prompts provided in the task. As far as the set up of the composition is concerned, you may rely on the prompts' sequence since those follow an optimal and logical line of thought. But you may also follow your own line of thoughts different from the order of the bullet points and prompts. However, it is vital that all prompts are elaborated on sufficiently.

It is obvious that proper grammar and correct spelling should be used when expressing yourself in a foreign language. It is also important to use diverse grammatical structures. The higher the level of the exam you take, the more varied the grammatical structures are expected to be. Many students also forget about the typography convention to structure their writing into paragraphs. Paragraphs emphasize conceptual blocks of thought. It is worth starting each paragraph with a topic sentence that can be elaborated on later (e.g. Next I am going to highlight...) and giving examples, reason or thoughts to support the main idea. The logical relationships between the paragraphs should be marked by explicit phrases such as on the one

hand or furthermore, or with phrases that emphasize the interaction and connection between ideas or the writer's attitude (e. g. as far as I see it). Such elements make the composition's coherence transparent and highlight not only its theme but the writer's viewpoint as well.

Another suggestion concerning the vocabulary of the composition is that you should not make a meaningless statement such as something being "good", "bad" or "important" because this can disrupt your flow of thoughts. By using specific words that fit well into context, statements can be more efficient. Our thoughts should be translated into the foreign language with the help of that language's organizational patterns and not with our mother tongue's structures. Of course it is imperative that we use the appropriate structures in the appropriate places.

Reading the target language is a big help for the language learner. Do not forget that you cannot write well in a foreign language unless you can also read well in the language. We encounter good practices while reading; therefore, the more we read the greater the chance that acceptable patterns and structures will come to our minds when we write.

*Katalin Weber*



## Applications to various interactive practical courses and programs provided by the Simonyi BEDC Entrepreneurship Center in the Spring Semester are open now!



**Get a crash course in ideation and idea development!**

14 February 2020.

Application Deadline: 10 February 2020.



**Submit your idea and we'll help you launch your business!**

Application Deadline:  
16 February 2020.

### *SIMONYI* **INCUBATION** *PROGRAM* **2020**

**Develop others' ideas into products or services!**

10 February 2020. – 04 May 2020.

Application Deadline: 16 February 2020.



### **SOCIAL** **ENTREPRENEURSHIP** **PROGRAM 2020** *July 3 – July 24*

**Study with international students and gain experiences of a lifetime!**

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## A PARSON, AN ECONOMIST, THE UP AND A RED VAZ.

***Bodri the dog straggled away – or “auntie Etus’ racing team”***

*The Budapest-Bamako rally is the last great continent-spanning amateur vehicular adventure. The parson of Somogyhárságy, Attila Molnár and a former student of economy at the UP, Gergely Fáth entered this year’s approximately 8300 km long rally. Their chariot for the race will be a red VAZ-2101, which previously belonged to Gergely Fáth’s grandfather.*

Gergely Kottász | 📷 Szabolcs Csontos

As the participation in the rally requires some form of donation to Africa, the racing team asked for the help of the University of Pécs. The UP gladly provided its assistance, and sent school supplies to Africa with the VAZ.

Mr. Attila Lengvárszky, Head of the Rector’s Cabinet and Dr. István Tarrosy, Head of the Centre for Internationalization handed over the UP’s donation to father Attila Molnár and Gergely Fáth on the 9th of December.

The racer’s emphasized that the UP was the first to lend them a hand. To them this rally is something of a pilgrimage, “El Camino by car”, and the true aim of it all is to do something good.

They departed after our last press release of 2019 and they are going to leave Europe on the day



of the first UnivPécs is published in 2020, on the 3rd of February. If everything goes according to plan, by then they will have finished the Slovenian and Hungarian dirt road sections and will be on their

way out of Marrakesh in their VAZ named Bodri, which proudly wears the stickers of The University of Pécs on its sides.

More info on: [www.univpecs.com](http://www.univpecs.com)



## African charity

Alongside Mercedeses, Hondas, Volkswagens, Dacias, Suzukis and Toyotas a Lada, too, will participate in "the rally" whose destination is Freetown (Sierra Leone). This makes the race approximately 8500km long. We thought that entering with an old-timer would suit us well. The two adventurous people include a parson and an economist who come from Hárságy, where the car comes from as well – noted Gergely Fáth on our social media page, then he added: "We have two main goals: besides having the greatest adventure of our life, we want to raise money to have a well dug in Sierra Leone thus creating a source of fresh clean drinking water for hundreds of people". They are in correspondence with the bishop of the Roman Catholic Diocese of Kenema, Henry Aruna, who is also the head of the Pontifical Mission Societies of Ghana. So they want to help improve the infrastructure of education and health care in this small diocese in Eastern-Sierra Leone by donating school and medical equipment. Dr. István Tarrósy, head of the UP Africa Research Centre, mentioned that since there are approximately 400 hundred students from 20 different African countries studying at the University of Pécs at the moment, the



African region plays an important role in the university's internationalization program. Regarding the donations Dr. Tarrósy mentioned that they include school equipment, like stationery because there is a huge shortage on such items in the West-African region where the rally takes place.

## Norbert Michelisz, a former student of The University of Pécs, becomes **WTCR** champion!



*Exciting circuits, sassy weather – an astounding achievement that Norbert Michelisz could win the last WTCR race of 2019.*

*Hyundai's Hungarian pilot won both timekeeper rounds and the first circuit of the last race of 2019 in Malaysia, and then with a dramatic flourish, he won the title of WTCR champion on the 15th of December. "I feel calm mainly because I feel if I drive perfectly and do my best I have a great chance to win the championship in Malaysia. And even if I have to travel so far away, I know that I have to concentrate on myself and I know that I am not alone, and Johanna and everybody else who is cheering me on from home, is with me. I believe that we can do it together – Norbert Michelisz posted in his blog before the race.*

Éva Harka | [https:// Michelisz.hu/](https://Michelisz.hu/)



## MEET **LUKRÉCIA**, OUR NEW MASCOT!

*Rector Attila Miseta emphasized in his opening speech at the adoption ceremony on 10 September in the PécsZoo that this cooperation provides a great opportunity to improve the university's reputation, because every proper university needs a great mascot. He encouraged all ten faculties of the university to find their own animals to adopt. "Collaborations like this benefit everyone involved" – highlighted the rector.*

Péter Aknai | 📷 Szabolcs Csontos





**The University of Pécs has chosen Lukrécia, the Bengal tiger to be its mascot**

**L**ukrécia, and her litter-mate Szekrécia, were born in the Győr Zoo on the 29th of May 2015, and their parents and two siblings still live there. Their caretakers named the females after two characters from a famous Hungarian animated series "Frakk, a macskák réme". The personalities of the siblings, however, are the exact opposite of each other's: Szerénke (shy in Hungarian) is more bold and aggressive while Lukrécia is rather modest and bashful.

**Bonifác, the male seal pup has been adopted by the UP Faculty of Science**

**B**onifác arrived at the PÉCS ZOO not long ago and has quickly become one of most popular attractions there, along with his bride, Donka, who came from the Augsburg ZOO. As far as age is concerned they are a perfect match for each other since they were born the same day on the 16th of July 2016. They are still considered young and will reach their reproductive age in approximately 2 or 3 years. Their love will hopefully bare the fruit of life!

**The UP Medical School has adopted Brutus, the American buffalo**

**B**rutus was born in the Prague ZOO in 2011, and was moved to Pécs a year later. Brutus found love in Avarka, his kennelmate, and ever since he reached his reproductive years he fathered a little calf every year.

**MiMIKe, the raccoon, has been adopted by the UP Faculty of Engineering and Information Technology**

**T**he faculty put up a poll for the name of the raccoon and since the Hungarian acronym for this faculty is MIK, it comes by no surprise that the aptonym MiMIKe won. She is rather shy, but she is accustomed to the presence of humans. However, those who want to see her, need to hurry, because she hibernates for the winter.





## FROM OSAKA TO PÉCS

*Yuka Chimata spent one year abroad teaching Japanese as a Foreign Language, when she arrived in Pécs. The lovely, young teacher graduated from Kansai Gaidai University, Japan. She is not the first Japanese language teacher, who is contributing to the diverse language portfolio offered by the Foreign Language Centre thanks to the good relationship of her alma mater and the University of Pécs. However, last year unfortunately nobody came to teach Japanese in Pécs. Therefore, it has been even more of an honour to announce the Japanese language courses at the beginning of this semester. Two levels have been offered: beginner and advanced. The beginner course got full very fast, thereby underlining the need for the education of this unique language, which is relatively rarely taught in Europe. In the Japanese classes students do not only learn the language, but they also get acquainted with the culture of the land of the rising sun.*

Mariann Tóth | 📷 Szabolcs Csontos

### **When did you arrive in Pécs?**

At the beginning of the semester, on 2 September. Since then I have been learning Hungarian

### **Is it difficult?**

Of course. There are fourteen vowels in Hungarian, it is a little difficult for us to learn how to pronounce them. I think I need to learn the language of this country, since not everybody speaks English. I think I need it though, because there are places, where English-speakers are hard to find. I learnt Spanish a while ago for a couple of years, but most of that is passive knowledge, since I did not use it. Spanish is actually easier to learn for Japanese people, than Hungarian. However, learning Hungarian here is very useful, because I actually need it, and I can also use right after each lesson.



### **Have you always known that you want to be a teacher?**

First, my major was English linguistics.

During my first year, I had the opportunity to go to the USA, I taught Japanese language in an elementary school. The students have learned some Japanese already. Before this experience, I was not really interested in teaching, but when I heard the children speak Japanese, I realized, that teaching is great and I enjoy it very much. When I went back to my university in Japan, I decided to study to become Japanese as a foreign language teacher. This was only available as a double major with English language teaching. So I ended up graduating three majors.

### **In Pécs there is no other opportunity to learn Japanese, so we are very happy to have you!**

Thank you, I am also glad to be here. Although my university decided for us, where we do our teaching practice, I am happy to be assigned to Europe. I think that this way, I can learn even more myself, than in an English-speaking country. During my lessons I also learn about the students, their attitudes, they often have unique, interesting questions and ideas. I still have a lot to learn in my opinion.

### **Sometimes we hear a theory, according to which the Hungarian and the Japanese language are related. What do you think about that?**

The order in which we use our family names and given names is the same in Japan, so first comes the family name followed by the given name. Also, the word for raccoon in Japanese is the mirror-translation of the Hungarian word for it: washing bear. So maybe they are on to something.

## WINNERS OF THE PITCH: **HACKATHON – EIT INNOVATION DAY**



*The Institute of Transdisciplinary Discoveries, University of Pécs with the support of EIT Health organized its HUB Collaborations Innovation Day on 5 November in Pécs, in order to provide real opportunities to establish research, educational and business relations across borders. The aim was to come up with innovative ideas of such institutions that help children who suffer from life-risking and life-shortening diseases. In total there were 5 teams who pitched for the idea of making life easier for children facing severe health issues. All the presentations were very innovative and interesting but of course there is always a winning team. I had some questions for them: a group of three students.*

Fatima Majid Malik |  Szabolcs Csontos

### **Congratulations on your achievement! Would you please introduce yourselves?**

*Hossam:* My name is Hossam Rajab, I am from Palestine. I am doing my PhD at Budapest University of Technology and Economics.

*Sára:* My name is Sára Majdik, I am Hungarian. I am studying Business Administration at the Faculty of Business and Economics, University of Pécs.

*Mamdouh:* Hey there, I am Mamdouh Farwati, I come

from Aleppo, Syria. Currently I am pursuing a Masters in Applied Management at the Faculty of Business and Economics, University of Pécs.

### **What did you present today in front of the jury members and why?**

*Mamdouh:* We basically addressed the issue of Palliative care in Hungary. We came up with an idea to introduce an application that matches the best volunteer or



caregiver according to the patient's requirements and needs. The topic was given to us since it is an innovation competition. We took numerous examples into consideration and finally chose to work on this idea.

**Why did you decide to enter the competition, what inspired you?**

*Hossam:* We decided to enter the competition since it was pretty appealing, unique and it is organized yearly. All of us had a keen eye for innovation. As a bonus we got involved with international students, interacted and brain-stormed together to come up with a great idea in a short time span to cater to humanity in our own unique ways. It gave us a feeling of satisfaction getting a chance to work for humanity and its betterment.

**What is basically your vision and bigger picture to your idea?**

*Mamdouh:* Our main goal was to make palliative care widely and easily accessible, affordable and sustainable.

**What is the most interesting thing about the product that you proposed today?**

The most interesting part for us was the simplicity of the idea. We proposed a matching application which is quite common on multiple forums, but unique for palliative care. On top of that, it would be easy to access and implement since everyone nowadays has a mobile phone.

**Did you face any challenging questions from the jury that puzzled you? Did you have a mentor, if yes then how was your experience?**

*Sara:* We had a great mentor. She helped us visualize our ideas and mentored us upon the technique of selling our product to the jury. The jury liked our way of presenting in a form of a play but also scrutinized the product to make sure we are confident about what we were proposing.

**What was the prize and what are your plans about it?**

We as the winner team were able to attend the Winners Day (in Paris) organized by EIT Health and Imperial College (London) between 30th November and 1st December 2019, where we can represent Hungary with their project in front of international experts and investors. Thanks to the ITD and Doctoral Student Association each of us were given 100,000 HUF which we plan to spend in Paris. We were also given digital watches which will stay with us as a memory of this day.

**How much money you want to make with your business?**

*Sara:* We are not exactly money oriented. We chose the idea so to make life of children easier. The main focus is elevating the lives of the unfortunate especially in Hungary.



**WHO DEFINITION OF PALLIATIVE CARE**

Palliative care is an approach that improves the quality of life of patients and their families facing the problem associated with life-threatening illness, through the prevention and relief of suffering by means of early identification and impeccable assessment and treatment of pain and other problems, physical, psychosocial and spiritual.

## "CRITICAL THINKING IS NOT AN IMPORTANT VALUE FOR ALL OF US"

*Fake news and fact checking – A challenge for the media and journalism education was the title of the presentation organised by the Department of Communication and Media Studies. The third multiplier event of **NEWSREEL** took place in Pécs, Hungary on the 6th of November. We were talking about the project with **Michał Kuś**, lecturer at Wrocław University.*

Péter Aknai |  Szabolcs Csontos

**Fake news and fact checking go usually hand in hand. Can you tell me something about the historical background of that?**

The first fact checking initiatives were focusing on political claims: what did they promise is it true or not, is it based on a real assumptions or not. The development of digital media, especially social media, created a second way of fact checking initiatives.

**Can we say that fact checking is a new phenomenon?**

The appearance of fact checking institutions is a rather new phenomenon. False news is not necessarily. We can remember photos from the Stalin times, when Beria disappeared from the photos. That was a common practice in that time. Anyway, in the so called analogue times false news was published in print media. Since the 18<sup>th</sup> century when the first papers were published we would probably find a lot of invented stories.

**What do we have to know about fact checking initiatives in educational dimension?**

Fact checking initiatives have become very important part of the media environment. Right now media outlets, at least those institutionalized try to control the quality of their content. But there are a lot of non-professional media producers who do not care about it that much. Those who produce false news on purpose obviously do not mind it at all. Some of them are profit oriented, but others just want to spread their controversial and often radical message. It does not depend on political views, as they only care about the impact of their activity.

**What can we do individually?**

First of all, one has to develop critical thinking, but unfortunately it is not an important value for all of us. I think we need well-planned educational activities on different school levels. I would start it already from



the kindergarden. We have to be aware of the fact that kids begin to use media pretty early. Starting education in preschool seem to be reasonable. We really need to teach kids how to deal with news. And without doubt we need to include media education in the program of primary and secondary school. Just as we know that we need physical exercises to train our bodies, we need cognitive exercises to train our brain as well.



Consuming media content has become one of the most important ways of spending free time. Hundred years ago free time activities were completely different. Nowadays we read, we watch, we listen to media content 6–7 hours a day, some people more. This is a new lifestyle. And we really need to know how to behave in this environment.

### **Why does fake news work so effectively?**

First of all, I would say that many of us simply want to believe it. It is easier to believe some fake news which

to read the full descriptions. After 8–10 hours work we do not care about checking the facts that we get. People often read only the first paragraph, but then completely different facts might appear in the next paragraph. An experimental research shows how people read: very few people read the whole texts on news sites.

### **You come from Poland and mentioned some very positive examples. What is the situation over there regarding institutional fact checking initiatives?**

I think there are examples of very positive develop-



somehow matches what we feel. Just an example: someone was hit by Roma person in his or her early childhood and this event was really dramatic for him or her. In this case, such a person can tend to believe that Roma people are very bad and brutal people. Then he or she reads a piece of news with the title e.g. „Gipsies beat people in Serbia“. They may believe it – even if story has been invented - simply because their very singular experience matches with the (fake) news.

Sometimes we are not attentive enough: we just scroll down the news feed and we do not really have time

ments. Some commercial media organisations are able to start their own fact checking platforms and even produce some educational materials in this respect. However, I have some doubt related to that. As many of these initiatives are funded by Google Digital News Initiative (DNI) grant money the question is: is it the real engagement or just the way to prove that money from DNI is spent in a proper way. In my opinion, one or two years should pass until we see if this is a real engagement or just short term engagement and there will be no follow up. The situation in Poland now is not

bad, especially compared to other European countries, as e.g. there is only one fact checking initiative in Hungary. We have to take into account that the Polish market is bigger than the Hungarian, but it does not explain everything. One of the first Polish fact checking organisation called Demagog was built from scratch by people who were really eager to create something like this. Some young people are simply really ambitious and eager to do something valuable. And they have been able to prove that fact checking makes a difference.

**Nowadays real journalism seems to be a very heroic profession. How do you see the situation of the independent media?**

Well, it depends on how we define independent media. When we think about bigger media organisations who are independent from different political actors – their situation is quite difficult. At small scale level it is easier because citizen journalists are not so much profit oriented. It helps them to go on, even though they are not so successful financially. Bigger, professional media outlets, which try to have a real impact on the public debate have a certain costs – they have to maintain newsrooms, they have to pay rental fees and bills, taxes, social security, salaries so it is much more difficult to be sustainable. And advertising market has become more and more difficult for them – especially for print media but even for television. They have to be prepared to convince people that somehow they should pay for the content they produce. This way we skip to the topic of paid content online and other kinds of alternative business models.

**Is donation a keyword?**

I think the system of donations and paid content is rather fragile. You simply need to convince people and then continuously keep them convinced that what you offer is a high quality product, much better than what they get from other news providers. You really need to be able to survive in “war times”.

**Publishing fake news is not a criminal action. But is it possible that it will be a legal issue in the future?**

In some countries it is penalised, but these countries are rather authoritarian states and weaker democracies. There can be some tendencies towards penalising fake news but it would be very selective penalisation which can be even worse.

In more or less democratic countries, where there

are guarantees of the freedom of expression, we observe debates concerning following question: how far should we go and where is the border which we should not cross. Personally, I do not expect fake news to be penalised.

**Since when have you been focusing on this topic?**

Two years ago we started a project related to media and information literacy. The fact checking research is part of that. Before that I was dealing with some issues related to the effects of technological development in the media. I researched e.g. the development of data journalism or different forms of media accountability and transparency in the digital environment. Fact checking is quite close to these topics.



Michał Kuś' presentation was part of **New Skills for the Next Generation** of Journalists program where four European organisations work together: **the project leader is the University of Pécs**, the Erich Brost Institute (Germany), the University of Bucharest (Romania), the University Institute of Lisbon (Portugal).



# THE PEARL OF UP

*The Research Institute for Viticulture and  
Enology is 70 years old*

Éva Harka | 📷 Szabolcs Csontos



*If we had to describe the Research Institute for Viticulture and Enology (RIVE) in a nutshell we could say: large gene bank, even by European standards, innovative and traditional grape varieties and unique wines. However, it would not do it justice if we were so laconic. The institute's archaic building, tightly wrapped in a green coat of vines on Szentmiklósi Hill, can easily be spotted from the main road. But the real magic is what lies behind it, on the mountainside, the magnificent range of grapevines. From egg-shaped to tiny spherical or finger-esque, the grape berries shine in different shades of gold and blue throughout the slopes, every row of vines containing a new adventure of tastes and sights, with their names invoking the memories of great and old adventures. Meanwhile, in the wine cellar on Pázmány Péter Street, whose entrance is so enormous that horse carriages used to be able to fit right through it, the newly made wines, neatly put away in great chrome-steel tanks, wooden barrels and 50 litre glass bottles shining in every shade of white and red, happily chuff away the carbon dioxide that forms during the fermentation process. In places like this one times passed and the come. We talked with of RIVE in the Pázmány And the reason for this celebrated its 70th anni-*

**How and with what goals in mind did the institute get established?**

With the establishment of the Hungarian Royal Central Research Institute for Viticulture and Ampeology to coordinate the defence against phylloxera in 1896, the monarchy laid down the groundwork for the scientific research of viticulture in Hungary. As there was a shift towards large-scale grape farming in the 1950's, specialists had to face new difficulties, which lead to the establishment of research institutes for viticulture and enology. Since wine growing has to be adapted locally, multiple research facilities were established, with the hidden motivation to nationalize and operate the larger private estates.

The nationalization of the bishop's estate in Pécs, and the warm climate made the area perfect for wine growing. Grape is a culture, which requires multiple years to become proper so if the land switches owners regularly or gets destroyed by the weather, restarting the process is rather unfortunate. This is why ever since its establishment one of the main goals of this institute is to protect and preserve those old grape varieties which survived the phylloxera epidemic in the Carpat-



*can feel the greatness of ambitions of times to Dr. Gábor Jakab, leader Péter Street wine cellar. interview? The institute versary last year.*

hian Basin. The first head of RIVE, Márton Németh researched grape varieties, and accepted the job to collect these varieties in order to create a gene bank. By the time he retired in 1972, he left behind a collection of 1000-1100 distinct varieties. The next great wave of growth started because of

Pál Kozma who, as a grape breeder, had to take into account the number of varieties available. If we count every item – the cultivars of grapevine as well –, we have approximately 1800 distinct varieties in our collections today.

**It is well known that genetic diversity is very important. Why is this true in the case of grapes?**

Throughout the course of evolution a lot of different genes evolved in order to react against an environmental effect, however if this effect is eliminated for example because of climate change, these genes can simply disappear because there is no need for them anymore. This is why it is very important to preserve these varieties in our gene bank. There is a great division of opinions among specialists when it comes to estimating how many distinct varieties of grape exist today. If we



talk about only those whose origin can be easily traced back, there are around 12-15000 different types, however if we also take into account those varieties that are local, cultivars, hidden or lost, than the number can reach up to 30000. Grape breeding is often motivated by some kind of challenge: Ferenc Király, for example,

crossbred the Bouvier with the Ezerjó in order to meet the growing demand of large scale grape farming which required a breed that matured earlier. By crossing these two breeds Ferenc Király created the breed now known as Zenit, which has many great advantages as far as farming is concerned. We can usually harvest it as early as august, and its fruit is just as tasty and it has the same acidic qualities as the Ezerjó breed, however it is not liable to rot because of the early harvest. While it still needs to be protected, it is not too weak against downy mildew and brown rot.

#### **Why is it important to preserve these old breeds?**

We have to preserve those gene pools which might be useful in the future. In a sense these breeds had a renaissance after the fall of communism as private smallholdings re-emerged and large-scale farming took a back seat. Soon, these private companies began to demand the expansion of their varieties. This went two ways: some vineyards brought in popular foreign varieties like the Cabernet Franc or Syrah, while others opted to choose varieties from the gene bank; they were looking for old varieties with some distinct properties that could become a

Hungaricum. For example Attila Gere's experts chose 15 varieties to test at their vineyard, and out of those 15, they finally chose a variety called Black Jádovány, which they have been using to make wine up to this date. This special wine may be tasted at their vineyard. Another example could be the case of the Csókaszölő,

an old red grape variety, which has its renaissance as well; it is grown at various vineyards and consumers seem to love it. I have to mention though that these breeds are not suited for this environment and production, which make them liable to be affected by downy mildew and brown rot, so it is quite difficult to make progress with them. It does not come as a surprise that out of hundreds of breeds only a handful could be successfully made into wine.

#### **It must be hard to keep this stock alive and well. I believe that the change of ownership does not help the situation. What did the institute have to go through in this respect? I know that its fate was rather harsh in the past.**

At first we were stationed here as an extension of the central research facility, then the institute's head office moved from Budapest to Kecskemét on the first of January 1977. Later, in the '80s, because of the Kádár regime's economic problems, they decided that the local research institutes should be placed under the control of state-owned companies. This is how we got to Pannonvin in 1982. This turned out to be a terrible solution, since these companies mainly focused on their own profit and neglected the financing of any research projects. Because of the lack of finances we could barely get by, and some institutes, like the ones in Tarcal and Badacsony, were closed down. In 1989 another sudden change brought us some hope when we were integrated into the University of Horticulture and Food Industry. After the fall of the communist regime, the ministry decided to resurrect these research facilities, but then everything was changed again. They established a viticultural and enological research institute network, with Kecskemét as its centrum, under the supervision of the ministry, then in the early 2000s these institutes became independent, being connected directly to the ministry. During the depression of 2006 the ministry decided to stop financing our research once again, as they considered it to be the duty of higher education. This is how our institute got integrated into the University of Pécs on the 15th of March in 2008. In 2010 a new government was elected and their plan was to reintegrate the research institutes into the so called National Centre of Agriculture and Innovation. This posed a major setback on our development since the University didn't want to invest into an institute that was soon to be taken away by the ministry. In 2013, the ministry's network was established, however we did not join it thanks to Chancellor Zoltán Jenei, who stood up for us and declared that the institute was part of UP and it should remain its pearl. After that the university resumed financing us.



The identity of our financier was in question for so long and it did not help our situation at all. I always say we had more lords than the castle of Munkács. The development of our institute would require a large investment which is difficult to acquire. We are waiting for an opportunity, for an investment which would allow for a larger scale reconstruction. Our number has diminished as well; it would be great if we could increase the number of researchers and oenologists at our facility.

### **What are your plans for development?**

Our building on Szentmiklósi Hill is in the worst condition. It was built for economic use, however, in its current state it is unfit to serve its purpose: it has no proper locker rooms and shower rooms for the workers. The upper floor, where the processing serving the research is done, needs to be modernized, too. The plumbing and the electrical wiring is terribly outdated as it was built in the sixties, and we cannot even store our equipment there. Therefore, we always have to return everything to Pázmány Péter Street, 3km away. The vineyards are constantly being altered, however we have some areas which are past bearing and are under constant renovation. The drainage system needs to be upgraded as well, the climate change brings heavy rains and we got multiple complaints about the drainage from surrounding residents. If we could build a containment tank it would reduce the danger of flash floods. On the estate at Pázmány Péter Street we can constantly implement minor developments. Our institute is accredited for different types of soil, leaf and wine analysis, however, we have to do it in this old building, which was not meant to be used as a research facility. We have a half-built laboratory but we do not know where we are going to get the financial means from to finish it.

It would be important for the researchers and the administrative staff to get a proper working environment. The offices are currently established in the stables of the bishop's old estate, where the walls are not isolated, so they are constantly sodden and the roof is just a mess. There are no proper locker rooms and shower rooms here either. We have to operate the bottling procedure and store the finished goods here as well, which makes keeping health regulations rather difficult. We also need new machines too; our "new" tractor is 28 years old.

### **In what direction do you plan on taking research and cultivation?**

From the very beginning our aim has been to aid the work of the wine regions in South-Transdanubia. Most importantly we will need to renew the biological foundations; you can best prepare for hard times with a

better selection of breeds, this is the best way we can fight against climate change. There are two ways we can update our selection. The first one is to create clones of old breeds that can withstand the upcoming difficulties. The best example for this would be Kadarka, which was an answer to the climatic demands of the Szekszárd region: the institute created clones that can withstand the heavy rains of the fall season and thus are more resistant to rot.

The second possible solution would be to create new breeds. During the earlier years of the institutes, the demands of the time urged Ferenc Király to create the breeds called Zenit and Zengő. In 2000 Pál Kozma became the leader of our institute; he worked on creating resistant breeds, which means that he works on creating breeds that are immune to downy mildew and brown rot. This possible route yields results as well, however, this approach takes a long time: the creation of one hybrid breed could take 15-25 years. Ferenc Király began working on Zenit in 1951 and he finished it in 1978.

We currently have new resistant breeds whose creation goes back to Pál Kozma's previous workplace in Kécskemét. These are Jázmin and Sylver, which carry the acidic and aromatic attributes of Traminer but are immune to illnesses. We are continuously working on both red and white grape varieties; we currently have 35 breeds in different stages of development under research. During the breeding process one must think in terms of flavour spectrums; the aim of breeding is to bring out desired flavours like the light, fragrance of Muscatel or the stronger, spicier tannins. However, finding the correct flavour is only half the job, we have to create grapevine breeds that require less protection from diseases or other environmental effects.

**During the scientific conference held in connection**





**with the jubilee I heard that growing grapes heavily strains the environment.**

We have to provide constant protection for the grapes, which means that, depending on the weather, we might have to spray them every ten days. In South-Tirol, where the weather is much harsher, they might spray the grapes 30 times a year in order to protect the

Central-Asia, which he incorporated into his breeds like Kunleány or Kunbarát, which are hybrids of *Vitis Amurensis*. Moreover, he himself discovered a brown rot resistant gene in the Kishmish Georgian breed.

Physiological research is very important as well, especially when we look at the adaptability of a variety in terms of, for example, what temperatures it prefers.



Pinot Noir from downy mildew and brown rot. This obviously harms the environment. Moreover these diseases are most active during rain, when we cannot spray. We are researching integrated protective methods to combat these difficulties, in other words, we are trying to come up with ways to use less and less chemicals.

**What makes it possible to keep the flavour profile but still make a breed resistant? What successes have you had in this field so far?**

In the '50s and '60s American varieties were crossbred to make the new breeds more resistant, but the American grape's resistance depended on multiple genes, which drifted apart during the breeding process thus making them less resistant. One result of these experiments is Bianca, a variety which is the most commonly used white grape breed in Hungary today. Our new breeds that Pál Kozma has been working on gained their resistance from only one gene. This way the protective attribute of the breed does not get lost during crossbreeding. It would be easy to fabricate the genes with genetic engineering, however, in Hungary such procedures are forbidden. Instead we use a method called backcrossing in order to separate the gene responsible for the resistance of the plant. What made this possible is that we incorporated more distant relatives of grapes into the breeding procedure. Pál Kozma, for example, accessed some breeds from

This way we will know what breeds can be planted under what conditions.

**We have not talked about wine so far, even though the research facility has been winning prize over prize in the past couple of years.**

In our facility viniculture was always a greater priority over winery – our goal was mainly to research how effectively the new breeds can be made into wine. This has also changed in the past couple of years. We have looked at how to improve yeast by adding local cultures to it, and we created a bank for the yeast cultures as well. We have been trying out new methods and we have been testing out innovative new breeds. We create around 4-500 different wines in this cellar yearly anywhere between a couple of litre to fifty litres per item.

**When can one taste these wines?**

Just like other vineyards, we hold wine tasting events as well; our prices are available on our website. We provide opportunities for visitors to see the gene bank as well. We receive a growing number of invitations from different institutes to showcase our wines, but we have a webshop as well ([https://szbki.pte.hu/tartalom/borszakuzlet\\_0](https://szbki.pte.hu/tartalom/borszakuzlet_0)). And there is a [borbolt.pte.hu](https://borbolt.pte.hu) web page as well which is accessible within the UP's internal system.



„IT DOESN'T MATTER WHAT OUR  
DIFFERENCES ARE,  
WHAT MATTERS IS OUR  
SIMILARITIES”

We talked to  
Ian O'Sullivan the  
bass player of  
**Mongooz and the  
Magnet.**

József Oberon Váncsodi |  Szabolcs Csontos





**József Oberon Váncsodi:** If we need an excuse for our conversation, we could mention that you have arrived in our city exactly ten years ago. To what extent have you acquired the mentality of the people living in Pécs during the past decade?

**Ian O'Sullivan:** This is a difficult question! But then every time I leave Pest to come back here a peculiar feeling grabs hold of me, because when I see the silhouette of Pécs it's like someone flips a switch inside my head. When I first saw the TV tower though, I thought it was rather lame, but by now it has become a very important symbol for me, there is a "welcome home factor" in it. I can safely say that now I have a special place in my heart for Pécs.

**JOV:** If you think back, what was your first impression of Pécs, besides the "lame TV tower"?

**Ian:** I arrived at the railway station before its renovations began. Back in those days it wasn't the most welcoming sight to say the least. Then I caught a taxi and as I was traveling I thought to myself: "what had I done" I signed a contract for six years in a city I had never been to. This was my first impression. Then the taxi arrived at the city centre and as I got out, I thought it might not be all that bad after all. The sun was shining, many of the buildings looked very different from what you would get used to in Ireland, but they were beautiful none the less. The main square's eclectic harmony was simply breath-taking.

**JOV:** How come you signed the contract without knowing anything about our city?

**Ian:** Even though I had never been to Pécs beforehand, I still knew a lot about the city. I was around 17 when I came to Budapest and applied to three Hungarian universities. All of them accepted my application, but I heard that Pécs had a lot of cultural and musical events and deep down I wanted to live in a smaller, liveable



city. I had seen hundreds of pictures about Pécs which somehow didn't equate with what I saw as I arrived at the train station. You cannot compare Ferencesek street to Verseny street.

**JOV: How different is the capital for you?**

**Ian:** I got used to its rush, to its giant concrete blocks and to the fact that I can't see the sky because of them. I like its tempo and that it provides countless opportunities. But sometimes it feels like as if I was sitting in the middle of a roundabout with millions of cars swirling around me. I like going there for short trips but it exhausts me after a while.

**JOV: You wanted to become a doctor, no question about it, but why did you target our country?**

**Ian:** I went to a university in Ireland and learned biology there, but when I decided that I wanted to become a doctor, my opportunities shrank. My father heard that in terms of price and value the best course of action would be to go to either Hungary or the Czech Republic. In addition, back then I was into competitive rowing and I didn't have time to go to preliminary examinations because of the competitions and training sessions. Moreover I remember how much I liked Hungary when I had been here, and here the universities accepted my BSC degree in place of the prelim.

**JOV: So basically medical school became your master's degree?**

**Ian:** We could say so; I have managed to combine the American and European styles of higher education.

**JOV: The University you attended in Ireland could have easily been the setting for the movie Dead Poets Society, where you played Shakespeare in the doorway. Were you fond of music and arts back then as well?**

**Ian:** Even though I always had multiple interests at once depending on my situation I always knew what to prioritize. And yes, I played music even back then, but it was only fourth or fifth on the list of my priorities. Of course at that time I only played covers and some original songs, but frankly, those were all terrible. But then there was an open mic event at my old university where I performed on stage for the first time; that was the beginning of something great. Two years later I became the organizer of said event... But I was an athlete back then which meant that I went to bed at 10 o'clock, not what you would expect from a rock musician.

**JOV: When do you usually go to bed nowadays?**

**Ian:** Usually between 11 pm and midnight since I have to work a lot in order to finish my PhD, however when we have a concert it is not up to me.

**JOV: After you arrived in Pécs how long did it take for the open mic to get going, and how hard was it to get the students of Pécs to perform?**

**Ian:** Approximately 15 months. And it wasn't hard at all; there is an English saying for situations like this: If you show something there is a lack of it, starts to work. We began something entirely new and it worked. However I didn't jump into it just for my own sake. I got to know quite a lot of people and I found out that if they are in the right mood and there are instruments available, they will always start playing. Their aim was not to make a perfect recording, they simply wanted to have fun together with their audience, however if we don't provide these people with a stage, this magic will never escape the settings of cosy parties. Of course, being a university student is very important, but it helps if you can break away from time to time and think about something else. I didn't know what to expect but the audience loved it and we had a full house on the very first evening. A simple design which was direly needed.

**JOV: How hard is it to keep this going?**

**Ian:** At first it was bumpy, or rather, it was random. There were times when every seat was taken, and there were times when barely anyone came. Later we found out that the randomness was not random at all, and it was caused by exams, so we settled on a fix date every second week and ever since that it has been running smoothly.

**JOV: So basically the open mic events and the university exams have a symbiotic relationship.**

**Ian:** Yes. We decided on this solution after trying out every other possible ones. It couldn't have been made possible without the flexibility of our partner, Trafik. They are great to work with.

**JOV: How come students of the Medical school participate and create so many cultural and musical events?**

**Ian:** There is this multicultural melting pot effect there. My drive was that I really missed the open mic events of Ireland, I'm sure that it is the same with the German students and their Oktoberfest. We live here, and we can only rarely go home. We spend six years here, with relatively much free time,



we can either cry about missing some aspects of our home, or we could create those aspects right here instead.

**JOV: How successful are the Hungarian students in joining the international stage?**

**Ian:** When we started 99% of participants were foreigners and the remaining 1% was the Hungarian barista working there. Nowadays we are closer to fifty-fifty, despite the fact that the composition of the crowd varies greatly from occasion to occasion. I am especially proud of this, since we never wanted to create a segregated foreign community! It doesn't matter what our differences are, what matters is our similarities.

**JOV: It was during an International evening that the Mongooz and the Magnet was formed. Was it fate or was it luck?**

**Ian:** When you look back, you can always find an element of fate whispering that it was meant to be! However, I do believe it was by pure chance, back then I would never have imagined that something like this could happen to us. The band started because we wanted to play together and write songs together. Then we realized that simply giving concerts doesn't make us a band, so we recorded a single. Then, on one morning Radio Petőfi started playing the Number, and all of a sudden we realized that we had become a band. We thought that we couldn't be a band without an album so we recorded an album and completely by chance, we found a manager we were in desperate need of since we wanted to play in Budapest too. However, you cannot learn how to organize a concert with just a couple of Google searches and we had no connections there at all. Back then I played in two bands and with one of them I once played on the big stage in front of 17 people... Later, one of the band members left and joined another band and he got to play in front of a crowd of 15000 people. I became jealous, and this jealousy fuelled me in becoming greater, because I wanted to feel what he felt like being in front of so many people. I thought that I could also achieve it, it just cannot be impossible as I knew someone who had already achieved it. Back then I used to play with all sorts of people, one of whom was Márk Járαι who has also achieved what he had dreamed of. So I thought that if two people I know had achieved it, it could not be an impossible mission, and my inner fire just grew and grew...

**JOV: How does hearing your own song in the radio feel like?**

**Ian:** To be completely honest, I didn't hear our song in Radio Petőfi, I just got messaged about it, and then later I got messaged again and it felt absolutely amazing.

**JOV: Did it change the band's life that you got onto the playlist of a national channel?**

**Ian:** It changed in the sense that after that we were taken a bit more seriously.

**JOV: By now you have reached international waters. This summer you played on the border between North- and South-Korea in front of thousands of people. Was this the feeling you were looking for?**

**Ian:** Possibly... yes, but it is entirely possible that this was just part of a never ending story...

**JOV: What about the times when you touch bottom?**

**Ian:** For example we have switched drummers a lot, this is our third drummer and only now we begin to feel like that we have found the one. So we were looking for a new drummer and this was when Magus became a father so his energy was limited to say the least. We didn't write new songs, we were lagging behind with work and then I thought that I was a doctor, doing my PHD so I should probably do something else with my life... I had a lot of time on my hand, I did a lot of stuff and I had time to think about it all, deep down I felt like the band was essential, vital to me. A band works just like any other relationship, timing is key, and back then everyone had something in their life that could have caused the band to fall apart. However, if you survive periods like this, you will emerge stronger than ever before. The first four or five years of the band's lifespan was built on luck and chance, but this had to change and we had to think about who we were and what we really wanted. We had to realize that if we wanted to become an internationally acclaimed band, we would have to work for it.

**JOV: Has this new period arrived?**

**Ian:** Precisely. And it's very exciting; we planned and prepared a lot for the upcoming next episode of the band's carrier. I wonder what comes to fruition.

**JOV: Last spring you wanted a quiet summer, but instead you performed during the Ördögkatlan festival, you had multiple concerts both abroad and in Pécs and you published a new single. What may your fans expect?**



**Ian:** Writing new songs is always an unpredictable process. It is impossible to predict what remains from the original plans. My expectation is that I have no expectations, but it is important to create something that the whole band can be proud of. We don't want to mindlessly chase after stardom, we would rather create songs that are beautiful, good and hopefully the fans will like them as well.

**JOV: You mentioned already that you are working with a foreign producer, was it a conscious decision on your part?**

**Ian:** Absolutely. A lot of different bands exist in Hungary and more often than not really cool songs get made when the bands are their own producers. Abroad however, it is a tradition that successful bands work with their own producers. We learned a lot in this field as well, because we published our own first single ourselves, and the whole band liked it a whole lot better than the songs we later published with a Hungarian producer. Then it came to our mind: Ok, we need a producer to keep things together, and we found a couple of foreign producers whose works we liked a lot. So we sent a couple of emails, and it turns out that we have found the person who is the most fitting for us.

**JOV: You are a doctor working on your PHD while you are well on the way to become an international star as well. How schizophrenic is this situation?**

**Ian:** On the one hand, it would make my life a whole lot easier if my international carrier were dead. I think there are two opportunities in front of me, for which I am grateful, but it can be rather hard to manage both at the same time. Right now, for example, I feel like I want to focus on my music carrier and nothing else. Perhaps it is better to focus on music while I'm young. I always loved sharing stuff with people, and now that I am a musician, I feel like I can finally express myself. And I am not talking about just the music or the lyrics. It's like I can establish a peculiar but direct link with the audience. I feel content but it is a sort of satisfaction that I can only achieve through music...

**JOV: Your Hungarian has become pretty good with the years, so much so that you are able to translate Radnóti poems. How do you feel about this difficult language?**

**Ian:** It's a bit like horseback riding: You might feel like you are in control but the next second you are on the ground. At first I underestimated it because I didn't

know it well enough; I couldn't have guessed that it was this difficult. I used to think that if a child can learn it, so can I! After 10 years of learning it I can tell you with confidence: it is a tough language. It is a challenge, but I love learning new things. If I have an easy day when I have nothing planned I always make sure to have a language lesson. But it is rather interesting how I learned a lot about my own mother tongue while writing songs. For example, how a word can have a different additional layer of meaning when it gets into context, when colours and textures come together. While in my language you could express the same meaning through four or five different words, you can have twenty or so words for the same thing in Hungarian, this is why this language is rather difficult, but it gives you a far greater spectrum while creating. This is a lifelong challenge for me which just keeps on giving.

**JOV: It is well known that you are drawn to the extravagant; take for example the different furs and sunglasses you wear.**

**Ian:** I think I have always been an extrovert. There was this one time, for example, when I was seven. We got invited to a wedding and everyone had to dress all elegantly, but everyone was wearing boring colours, so I wanted to dress in green and pink. My girlfriend is a fashion designer so you can always find something new and interesting around the house. Fortunately she loves these sorts of things as well, so we can mutually elevate or inspire each other.

**JOV: If we look into the future, is it possible that you are going to become the next Brian May who stands with bass in hand on the stage and has a PHD dissertation at home?**

**Ian:** Deep down I know that one day I am going to work as a doctor, but I don't know when. One day maybe, when I'm in my sixties I will start my residency...





# SPORTS PROGRAMMES OFFERED BY THE SPORTS OFFICE OF THE UP

## *Spring semester*



17 Feb - Intermediate Championships Start (Mix Volleyball, B3x3 Basketball)  
20 Feb - 2nd Employee of UP Pub Sports Afternoon  
24 Feb - 5th Pál Dárdai Futsal League  
26 Feb - 6th Pub Sports Night  
01 Mar - Footrace between Pécs and Harkány  
11-12 Mar - 7th Sports Night  
13 Mar - 5th Employee's Nine-Pin Bowling Party  
17 Mar - UP Night Handball Cup  
24 Mar - Kosztolányi Night Futsal Cup  
26-27 Mar - "Meeting of Sport Offices" Conference  
28 Mar - Sports Event for Youngsters Round 1  
03 Apr - 2nd Employee's Football Cup  
04 Apr - Sports Event for Youngsters Round 2  
07 Apr - National Table Tennis Championship of Hungarian Universities and Colleges (MEFOB)  
10 Apr - UP Easter Bunny Hike  
18 - Apr - 14th Dragon Boat Race  
22 Apr - Football cup among the faculties of the UP  
25 Apr - Sports Event for Youngsters Final  
02 May - Cycling Tour  
09 May - 2nd Hungarian University Dragon Boat Race  
16 May - Aerobics and Dance Day  
27 June - 3rd Water Sport Day for Families  
July - UP Kayak Tour

More information: [egyetemisport@pte.hu](mailto:egyetemisport@pte.hu)





**International and Hungarian students can join** the following summer-time courses organized by the University of Pécs:

#### **Personal Development Training – June 15-17**

Would you like to develop your Personal Brand and land your dream job? Join our Personal Development Training to learn about yourself, about how to identify your strength and values, build and communicate your personal brand.

Program fee: 25,000 HUF\*

Earned credits: 3 ECTS credits

Deadline of application: **April 15**

#### **Debate Crash Training – June 17-18**

If you are struggling with speaking in public, and with formulating and structuring your thoughts in a coherent and persuasive way, this is the course for you! The participants will improve their critical thinking, argumentation, public speaking and debating skills.

Program fee: 25,000 HUF\*

Earned credits: 3 ECTS credits

Deadline of application: **April 15**

#### **Changing Europe – European Changes in 2020 – June 25-July 4**

This course examines the changing intercultural climate within the European Union in light of global challenges and pressures such as the ongoing refugee crisis, transnational terrorism and regional cooperation across Central and Eastern Europe, especially within the Visegrad Four.

Program fee: 30,000 HUF\*

Earned credits: 6 ECTS credits

Deadline of application: **April 15**

#### **The Cultural Heritage of Hungary – July 5-July 19**

The objective of the summer program is to introduce the Hungarian cultural heritage from many different perspectives. Students learn about the history of Hungary, the current political, economic, societal challenges of the country as well as about folk traditions, gastronomy and

the wine culture of the country.

Program fee: 35,000 HUF\*

Earned credits: 6 ECTS credits

Deadline of application: **April 15**

#### **Simonyi Summer Social Entrepreneurship Program – July 4-24**

Participants will provide professional support to social entrepreneurship initiatives that can have real social impact in the region. They will cooperate with culturally and professionally diverse student groups in a practice-oriented, experiential learning context that focuses on real-life projects, collaborating with project owners in the region.

Program fee: 1,650 USD (Scholarship available)

Earned credits: 7 ECTS credits

Deadline of application: **May 29**

#### **XXI. Hungarian Language and Culture Summer University – July 19-August 16**

Would you like to learn Hungarian in an effective, interesting and interactive way? Register for our Hungarian Language and Culture Summer University to learn not only the language, but also Hungarian culture, cuisine, traditions and much more.

Language of instruction: Hungarian, English

Program fee: 2 weeks: 450 EUR (registration 80 EUR);

4 weeks: 720 EUR (registration 80 EUR)

Earned credits: 9 ECTS / 13.5 ECTS credits

Deadline of application: **July 1**

\* A special fee for the student of the University of Pécs

For your application or questions, please, contact us at: [summerschoolpecs@pte.hu](mailto:summerschoolpecs@pte.hu)

**More information:** [summerschool.pte.hu](http://summerschool.pte.hu) or Centre for Internationalization and Connections, Rector's Cabinet (7622 Pécs, Vasvári Pál str. 4.)



# NOT BY

# CHANCE

**O**ut of the 600 competitors from 66 countries four (!) graphic design students of UP Faculty of Music and Visual Art got into the top 50 of the Model Young Package “Unboxing experience” thematic competition: **Anna Boda, Luca Bors, Alexandra Lehóczki** and **Kinga Madari**. Their teachers: Lotte Budai, Péter Bence Simon. As the name suggests, the task involved everyday items and their creative packaging. The students winning designs included matches that open like a folding fan, dental floss for children packed into a shark’s mouth, a packaging for scissors doubled as a cutout and a Mother’s Day gift card that grows into flowers. Read the interview with them at [international.pt.ehu](http://international.pt.ehu) about ideas, inspiration and hard work.



# PROMINENT SCHOLAR'S TALK x PÉCS



Every semester,  
the University of Pécs brings  
prominent scholars from  
around the globe to Pécs.

**Our guests  
of 2019 were:**



**Judith Woodsworth**

/ Professor of Translation Studies, Concordia University

**Paul Embrechts**

/ Professor emeritus of (Insurance) Mathematics, ETH Zurich Risk Center and RiskLab

**Prof. Hans Georg Feichtinger**

/ Professor at the Faculty for Mathematics, University of Vienna

**Prof. Dr. Antonino Germano**

/ Professor and Chairman of the Department of Neurosurgery at the University of Messina

**Prof. Dr. Csépe Valéria**

/ Doctor Honoris Causa of the University of Pécs, member of the Hungarian Academy of Sciences



Come and listen to the most influential  
thinkers of your discipline and shoot  
your questions at them personally.

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