

University of Debrecen
Centre of Agronomics
Department of Agriculture
Institution of Land Utilization, Technical and Regional Development

INTERDISCIPLINARY DOCTOR SCHOOL FOR SCIENCES AND AGRICULTURE

Leader of the Doctor School
Prof. dr. János Nagy
Doctor of the Hungarian National Academy (MTA)

Instructor:
Dr. habil Béla Baranyi CSc

Doctoral Theses

**THE ANALYSIS OF THE SOCIAL JUDGEMENT ON AGRICULTURE WITH THE MEANS
OF MASS MEDIA CONTENT ANALYSIS BETWEEN 1957-2005**

Written by:
Marianna Móri
Doctoral Candidate

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1. AIMS OF THE RESEARCH

We meet a lot of examples of the mass media's effects every day: we dress according to the things we hear in the weather forecast, we buy things because of commercials, we talk about the news, the media events. We think about what we read in the papers, what we see in the television, what we hear in the radio. Although it is far from our personal life sphere, we get informed about the agricultural areas and issues.

Nowadays, there is hardly any weeks that would pass by without news about the agriculture, the quantity and quality of crops, the weather that influences the agriculture, the subsidies and the demonstrations of the farmers in the last years. The news give information about the agriculture: by talking about the situation of the people living on agriculture, the importance of expertise, by associating the hardness of the agriculture and politics, the agricultural contents of the people's relationship, the supply of the goods and the changes of the consumer prices. These facts, happenings and actions known by the people who read magazines are drawn by the media. The way the media botches the details, we make sense of it and we confront these things with our own experiences.

The contents in the media which are shown in great quantities and very often are over emphasized: they seem to be more important, more noteworthy than the contents which are not shown in great quantities, consequently the individuals living in a social-cultural context's attention are drawn much more to these topics. According to the up-to-date effect theories, the influencing power of the mass media can be owed to the fact that the quantity of the information becomes the audience's cultural environment. From this cultural environment preserved by the media, the individual can not get out, although he does not have to accept the contents, his attitudes, opinions are measured to these things. By scheduling the different kinds of topics, the media voluntarily or involuntarily makes a sequence of the problems and cultural issues.

The aim of the media research that is the object of my paper is to determine what kind of role the media is playing in formulating the opinion of the people about the agriculture and in choosing between the different happenings, results and topics of agriculture. I am looking for an answer to how often and in what relationship do the questions occur in the researched media products. The questions are the following: what kind of personal factors are there and what kinds of categories occur. My aim is to characterize the information context with content indicators through the schedules and importance hierarchies. From this it concludes that my

analysis' aim is to discover: how do the means of communication present an agricultural topic, what kind of problems and issues are kept on the schedule and to what current issues do they draw attention.

2. THE PRECEDENTS OF THE RESEARCH

As the media-adviser of the University, my task was making the public review: reading the national and local press regularly, collecting and analyzing the articles about the University from them. I made the analysis from 2002 by using the services of the *Observer Press-observation*. In the first years after the integration I only made comparative analysis with frequency account when I examined the press appearances of the University of Debrecen: I have been searching for the answer for the question that how often appeared the faculties and other units of the University in the mass communication media.

The mathematical comparison gave an opportunity to work out a strategy in order to reach a balanced media coverage. After 2004 I also analyzed the context in which the departments and institutions were presented. Through the contingency analysis, I analyzed the picture that could be formulated in the readers. I used an intensity scale with seven positive-negative points. As the PR officer (!) of the university I worked with some of the outstanding people from the agricultural centre and I also had the chance to meet the representatives of the region's agricultural world. I got to know and I understood their daily problems. The members of the agricultural intelligentsia angrily criticized the media for not dealing with the real values and problems. A lot of them said that the journalists are responsible for the image of the agriculture. Their thoughts and expectations had an effect on me too, I researched the media according to new aspects. I was looking for the relation between the articles of the newspaper and the critique. My research was backed up in 2001 by *Tamás Terestyéni's* article in the *Sociological Journal (Szociológia Szemle)*. The author used the method of content analysis, his paper entitled *Hungary and the European Union in the Mirror of the Press (Magyarország és az Európai Unió a sajtó tükrében)* dealt with the definitive local and national papers of Hungary. He analyzed the articles dealing with the EU and the Hungarian accession. There was only a minor part dealing with agriculture, however it was the most important for me. According to the author *the writings dealing with agriculture drew a dark image of our relationships*. Agriculture was not the core topic of that article, it only

touched upon it, but contrasting these things and what I did as a PR officer, I thought that the topic needed much more research. People supported and reassured me at the labour-science department of the agriculture centre where I studied as an HR manager. My thesis entitled: *Tendencies of Mass Communication in the issues of Hajdú Bihar megyei Daily Newspaper between 1957-2005*. I analyzed 275 articles about agriculture and I concluded to the nature of the tendencies. The main element of the content analysis is the existence of category dictionaries. Contents are categorized into the following catalogues: psycho-social, political, value, individualist and physiological. However there is no such categorization for agricultural topics, so this fact confined my area of research.

3. METHODS OF RESEARCH

3.1. Theoretical basis of the research

Content analysis is the latest, most up-to-date method of communication research. Communication research deals with its characteristics (what, how and to whom it was told) and its effects (what kind of effects did it have on the readers). It has been found out that if there are enough texts available, we can count some certain elements of it, and we can sensibly compare them. There are certain elements that occur continually. From the characteristics of these occurrences we can conclude to things that have not been said. Although it can be read from the structure and coding of the text, we can also verify them by using other means and through analyzing data.

Content analysis is an inter-disciplinary method that is very important in the social-sciences. It's not an interfering method it accepts inarticulate symbolic communications as data. It can analyze a circle of phenomena through their data mediator. The result is a new text and it may have another meaning as opposed to the source material. All of the sampling methods can be used in content-analysis which are used in the social-science. Random sampling, systematic sampling, stratified and group sampling might as well be used. The unity of analysis and the relevant observations are essential to decide between the sampling method. In case of written material the possible levels of sampling are: words, expressions, sentences, indentations, sub-chapters and the relevant context.

3.2. The research material

I analyzed a wide choice of the Hungarian press: *Népszabadság*, a *Hajdú-Bihar megyei Napló* and *Magyar Mezőgazdaság*. The first is a quality daily, the second is a regional, county paper and the last one deals only with agriculture. I analyzed these press products because I wanted to deal with lexical content and it also had to be referred in the party documents. I analyzed the papers between the years 1956 and 2005. These are altogether 49 years, so it would be a much too large analysis of messages, so I used systematic sampling which means that every k -th element could be put into the list (when k is a number). Since the MSZMP's (Hungarian Social Labour Party) principles of mass communication formulated only after 1956, I had to choose 1957 as the first year as a K_6 value. I analyzed every sixth years material in the following years after 1957. So the analyzed years are 1957, 1963, 1969, 1975, 1981, 1987, 1993, 1999, 2005. The *Népszabadság* and the *Hajdú-Bihar megyei Napló* are dailies that had issues in every one of the analyzed years. There were about 300 issues per year. The *Magyar Mezőgazdaság* (*Hungarian Agriculture*) was issued every two weeks in 1957 and after that it was issued every week. So there was 52 of that paper every year. I chose the relevant parts with considerations because of the huge amount of data. Having been a journalist myself, I knew that dealing with the topic of agriculture are connected to the current issues. Because of that, I narrowed down the data in a way that I chose the articles about harvesting and reaping. These articles were printed between 1st June and 31st October. As a coding unity I chose the idea of "topic", which is meant in a narrower way than in the common speech. So topic is an appraising statement about something.

3.3. The code-system of the research

The main element of the content analysis is the existence of category dictionaries. Contents are categorized into the following catalogues: psycho-social, political, value, individualist and physiological. However there is no such categorization for agricultural topics, so this fact confined my area of research. The pre-defined categories: categories about quantity, quality, productivity and about weather conditions. Having looked at the literary review of mass communication, we can conclude that there should be a stand-alone category of the contents concerning the connection between politics and agriculture. I am especially interested in searching for contents concerning the connection between agriculture and science. With this search I wanted to explore when and in what measurement do the ideas of science connect to the concepts in agriculture. Could these two things be on the schedule on the same

time? After contemplating on these things, I drew up my categorization. The qualitative content analysis' categories can change even in the process of analysis, so this defined the workflow of coding. A part of the analyzed mass communication contents had to be read first, to create a valid coding system. After having read articles, I let the text have its effects and then I chose the following categories:

In the compiled analysis material, there were the following contents in connection with agriculture.

- low income, low pension, change in quantity, crop quality, drought, glut, merchandise supply, shortage of goods, selection of goods, flood
- internal water, safe incomes and living, exchange holiday, saleable product, enough, protracted payment, export opportunities, saleable, marketable
- consumer prices, excess, used up reserves, information, the state of a machine park and his development, type choice, economicality, weed control, profit, efficiency, hectare crop, long winter
- pests, there is compensation, there is no compensation, favorable weather, demand, supply, there is lag, high fumigant prices, suitable pension, quality work, wage, working morale, work organization, work competition, work productivity, manpower shortage, working conditions, workforce need, does not provide living, there is no support, there is no deficiency, there is not lag, there are not enough, there is not a credit, plant protection, profit, watering, incentive waging, the support of party organisations, politics, politician, premium, press conference
- storage, stands for a provision, much rain, diligence, manuring, talent, expertise, extreme climate, dryness, education of experts
- support, production construction, onto his produce there is not a customer, plan fulfillment, there is a credit, oversupply, produces loss, competitiveness, defending against pests.

In order to form a straightforward and clean-cut picture of the contents present in the agricultural messages and the tendencies, I categorized the ideas into 12 general categories. They each characterize an aspect of agriculture.

1. Contents about quantity = **Quantity**: the change of quantity, plan fulfillment, crop per hectare, storage, excess

2. Contents about quality = **Quality**: the quality of the crop, qualitative work, the state of a machine park and his development, competitiveness
3. Contents about economicality and productivity = **Economicality**: saleable, marketable, economicalness, kind choice, efficiency, profit, defending against pests, watering, manuring, plant protection
4. Contents about labour, workforce = **Workforce**: work organization, working morale, work competition, work performance, manpower shortage, working conditions, workforce need, diligence, talent, expertise, education of experts, education, wage, qualitative work, incentive waging
5. Contents about weather = **Weather**: drought, much rain, flood, internal water, long winter, pests, favorable weather, long winter, extreme climate, dryness
6. Contents about the connection between science and agriculture = **Science**: university researches, results, calculations, experiments
7. Contents about the connection between politics and agriculture = **Politics**: the support of party organisations, information, politics, politician, press conference
8. Positive contents about the situation of people living on agriculture = **Positive life situation**: safe incomes and living, support, exchange holiday, suitable pension
9. Negative contents about the situation of people living on agriculture = **Negative life situation**: low incomes, does not provide living, used up reserves, produces loss, there is not a support, low pension, onto his produce there is not a customer.
10. Contents about the personal relationship of the people = **People**: merchandise supply, shortage of goods, selection of goods, demand, supply, consumer prices
11. Contents about abundance = **Abundance**: enough, stands for a provision, there is not deficiency, there is not lag, glut, excess, oversupply, excess
12. Contents about shortage = **Shortage**: there is not enough, shortage of goods, lag

After having compiled the category dictionary, the second phase of the content analysis was to read the articles thoroughly. This was the second reading. I used the help of the dictionary to decide whether the messages touch upon one of the categories or not. I characterized the content of the messages with one or more of the twelve labels. This means that one could have two or three labels at the same time. If there is an article about the bad weather

condition, and because of the weather condition there was a need to postpone the beginning of harvesting, they needed new machines, otherwise they would not be able to finish the job, the work was much easier because of the new machines and the collective farm pays for the lunch of the workers, there is a need to organize the work in a good way to finish the job in time, the categories are the following: quality, workforce, weather. After having analyzed the samples' every messages, I totalized the categories in each period of time. I draw conclusions from the compared numbers and I was looking for rules. In this phase I analyzed and explained the data gathered in the first phase, I was trying to set up some rules. A lack of something became a content indicator at this phase. If there is no such a symbol in a document where it should be, you can draw certain conclusions. There was a chance to register the change of numbers in the annual analysis and draw conclusions about tendencies. I read 700 articles from the three above mentioned newspapers the *Népszabadság*, the *Hajdú-Bihar megyei Napló* and the *Magyar Mezőgazdaság (Hungarian Agriculture)*. I chose 200 articles randomly, read them for the first time and wrote down the concepts that could be associated. I read through the difficult system of words and I made the categorization. After that was the actual coding. I counted the texts in the chosen articles and according to this; I pasted them into one of the categories and then I counted them altogether. Using the total numbers on a computer I got the frequency. The early issues of the Hungarian Agriculture (1957, 1963, 1969) was only available in Budapest, because the papers kept in Debrecen were not in good condition enough to do research on them. I coded the other two papers in Debrecen, at the local university's two libraries. I went on holiday without payment from my workplace and I did my research for a whole month from 8 in the morning till 4 in the evening. I got a clear view of the messages, the findings mirror the knowledge of the messages sent by the contents. I did a quality research while reading the articles one by one. I could place the messages in the social, economical and political situation of the relevant year using this method.

4. THE MAIN ESTABLISHMENTS OF THE ANALYSIS

4.1. The number of the articles

The publication of chosen newspapers' articles about harvest and gathering are between the period 1st of June and 31st of October of the given year.

1. chart: **Number of the articles (p) in the analyzed organs**

	<i>Hungarian Agriculture</i>	<i>Népszabadság</i>	<i>Napló</i>	Σ
1957	15	27	36	78
1963	23	37	54	114
1969	24	36	21	81
1975	36	37	33	106
1981	7	35	39	81
1987	33	22	37	92
1993	3	18	17	38
1999	11	20	20	51
2005	19	22	18	59
Σ	171	254	275	700

Source: according to own examination

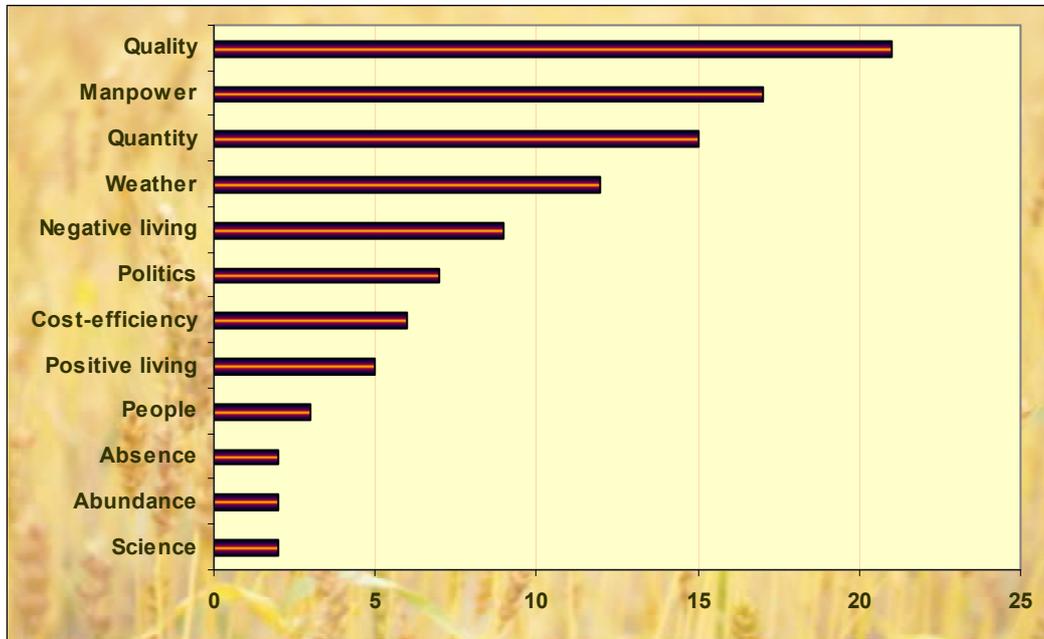
Between 1957 and 2005, I found 700 articles in the three examined organs in connection with harvest and gathering. Most of that articles can be found in the *Napló*, the less of that are in the *Magyar Mezőgazdaság*. Most bulletins concerned was published in 1963, I analysed altogether 114 articles. Less articles in the mentioned newspapers about harvest and gathering can be read in 1993, I read only 38 analyzable bulletins. The high number of the bulletins have a connection with the expectations of the propaganda and the expansive representation about the results of collective farm movement. In 1957, the *Magyar Mezőgazdaság* was published only once in two weeks, which affected the number of the analysable articles. There is no coherence in the number of the articles about harvest and gathering as time passes by. In the average of the first five years of the examined period, the number of the bulletins is higher than in the second period, the interest of the mass communication media turns away from the agriculture.

4.2. The content-analysis of the examined period's bulletins

I am examining through the content-analysis of the 700 published articles about harvest and gathering, how often the newspapers attend to the basic areas of the agriculture and the connected social effects in the years of the analyzed period. From the predominance, we can evolve the how important and significant are each predicaments for the analysed information sources, how long hold they them on agenda and determine through it the public interest.

The predicaments defined in the category-dictionary fall out with the predominance illustrated in Picture 1.

Picture 1.: The predominance (%) of the analysed contents in the mass communication media (1957-2005)



Source: according to own examination

The high predominance is typical from the 12 predicaments for the predicaments of the quality, labour-power, amount and weather in the whole examined period. In the articles about harvest and gathering the predicament of the negative walk of live of the people living on agriculture and the predicament of politics have also high predominance. Examining the whole period, the analysed organs give few significance for the predicaments of science, abundance, absence and personal relations.

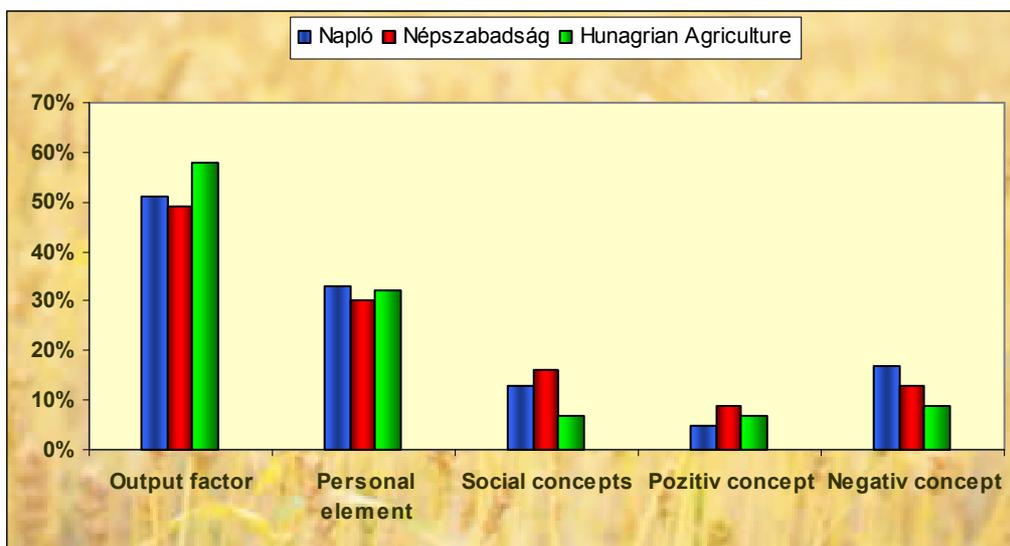
I divided my category system into five conceptual units for the collective analysis of the examined mass communication media:

- the unit in connection with the description of raising: the predicament of amount, quality, economy and weather
- the unit in connection with the personal relations in agriculture: the predicament of labour-power, negative walk of life and positive walk of life
- the unit in connection with social situation in agriculture: the predicament of personal relations, politics and science

- the unit of positive definitions: the predicament of positive walk of life and abundance
- the unit of negative definitions: the predicament of negative walk of life and absence.

I am searching the answer with this systematization for the question if the examined organs illustrate an organic or a disparate picture about my predicaments (Picture 2).

Picture 2: **The predominance (%) of the unity of the predicaments in the examined organs**



Source: according to own examination

The three examined organs essentially show an organic picture in connection with the predominance of the units, the differences in more cases are inside the margin of error. The analyzed newspapers diverge by the published predicaments according to their specialities. The *Magyar Mezőgazdaság* as a learned journal, shows higher value in accordance with describing the raising and less in accordance with the social situation like the other newspapers. The *Népszabadság* as a public life and politic organ, features the unit of social situation more times than the others. In the *Napló*, the unit of negative definitions is significant, as a local daily journal, here can we read the most bulletins about the hard manual labour of the people living on agriculture and the difficulty of the farmers after the change of the regime. We can notice in all of the three newspapers the predominance of the bulletins about the description of raising. It is partly natural collateral of the content diminution described in the chapter about my method. The issue of the harvest and gathering give the

opportunity to the factual bulletins and the bulletins about the weather reflect one of the favourite attitudes of the journalists, the emotion of incalculableness. The predicaments appear more often seem more important, than the other bulletins and in this analysis, I encoded the issue of the harvest and gathering from nearly a half years' organs. According to the action theory, the readers can not balk themselves, their attitudes under the method of presentation and the type of the bulletins published by the newspapers, they will compare it with their opinions. The predominance of the unit suggests the reader, that the agriculture is mainly an amount category and its social discretionary's natural incident is to appraise its achievements. The action theories attest that the impressions of the readers are appraisable.

The three examined organs shows the same about the predominance of the predicament of the walk of life of the people living on agriculture. The difference between the predominance of the positive and negative contents is conspicuous. In the *Napló* there are three times more negative contents than positive (17% and 5%). The less division is in the *Magyar Mezőgazdaság*, but during the valuation of the data, we must consider that because of the special type of that newspaper, the incidence of the predicament of personal relations is the lowest, the predicament of labour-power extends the predominance here. After the organic analysis, we can state that according to the impressions of the readers the people living on agriculture lived rather worse than well, they often had problems and difficulties, the mention of the negative predicaments have an affect on their work and walk of life.

The low predominance of the social predicaments is conspicuous on the picture. Confronting these data with Picture 1 we can see, that the predicament of politics is emphatic for the science and personal relations. The mass communication media give less significance to the issues that the public is most interested in (prices, selection, request, offer, shop price). The effacement of these issues is remarkable because of two aspects. The analyzed articles go about harvest and gathering, which without analysis presumes the high predominance of the bulletins about shop prices and alimentation. In virtue of this, we might think, that newspapers regard it important to inform the readers about these themes which help them understand the process of the formation of prices. In the other hand, the low predominance is striking, because the market condition and the demand play a very emphatic role in the everyday life of the people and in the common talk, the journalists must only attend an extent claim. These questions appear in everyday communication even if the mass communication media do not hold them on agenda. The effect of the scientific achievements on agricultural production appears low predominance in the examined mass communication media. The few

bulletins in the gazettes rather join to the interesting and photogenic experiments, the editorial staffs partly do not know about; partly don not regard important to publish these achievements. Holding the theme out of agenda results, that research, experiments and the achievements in connection with agriculture will not be the subject of common talk.

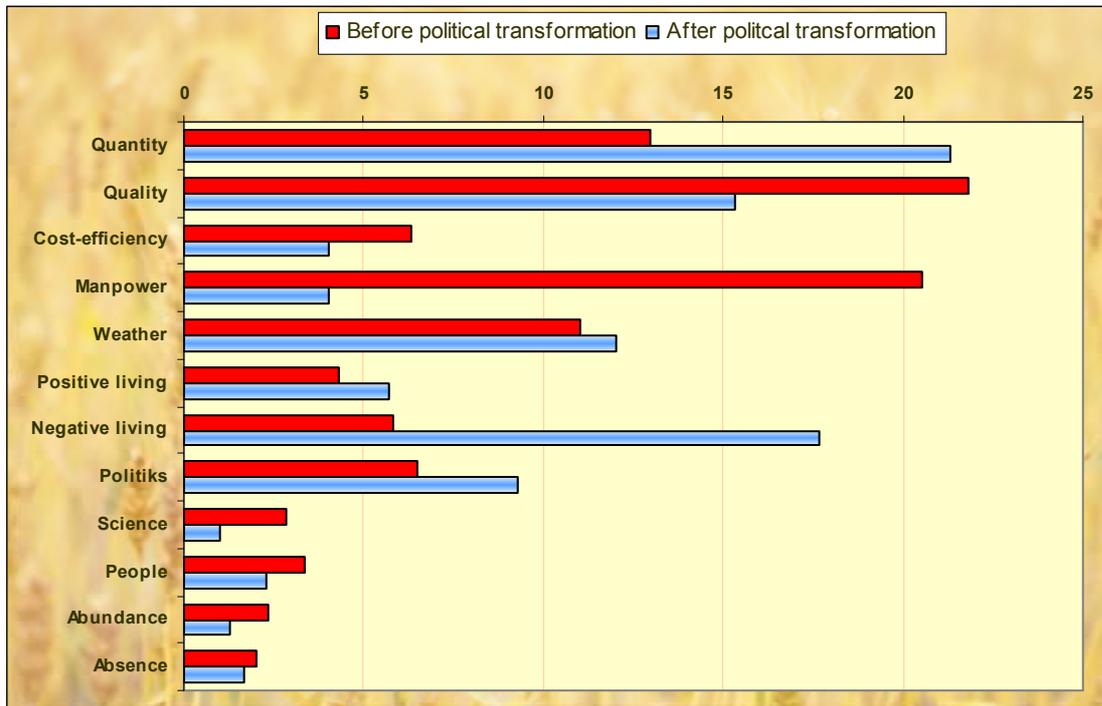
After examining the predominance I draw the inference that during the whole fifty year period we can observe differences between the data of the years before the change of the regime and after it both in connection with the appearances of the predicaments and the journalists' work. From the comparative analysis of the periods before and after 1993, we can find out which predicaments were affected by the change of the regime and which shows the same tendency during the examined fifty years. Analyzing the predominance of the predicaments before the change of the regime and after it, the following statements can be laid down:

- appears with the same predominance before and after he change of the regime: weather, positive walk of life of the people living on agriculture, personal relations, abundance and absence
- appears with higher predominance before the change of the regime: quality, economy, labour-power and science
- appears with higher predominance after the change of the regime: amount, negative walk of life of the people living on agriculture and politics.

During the socialism, the alignment with the mass communication principles and serving the expectations of the propaganda dictated the theme and the style for the journalists. In the first half of the examined period – until 1987 – the analyzed mass communication media hold primarily on agenda the predicaments of labour-power, quality, amount and weather. On the background of the high value of the predicament of quality are the bulletins mentioning the state of the machinery. The bulletins about describing the collective work, the organisation of work, the provision of the farmers and the circumstances of work play a role in the 20 percent predominance of the predicament of labour-power.

I present the predominance on Picture 3.

Picture 3: The predominance of the predicaments before and after the change of the regime (%)



Source: according to own examination

From the bulletins about the walk of life of the people living on agriculture the positive content has lower predominance. In the bulletins with negative content rarely appear the real problems of the collective farmers, only the difficulties of the manual labour gives the predominance of this predicament. The editorial staff did not attach significance to the economy, science, abundance, absence and personal relations in connection with the agriculture. In connection with the procedure of agriculture they wrote by choice about the results: they emphasize primarily economic successes, the importance of machinery and the quantitative increase. The bulletins made in the terms of the success-propaganda reported without mentioning the economic-efficiency aspects about the execution of plans.

Because of the political affect of the journalist work in the period of before the change of the regime without analysing the bulletins we can suppose that the predominance of the predicament of politics is higher in the first half of the examined period. The numeric results present the inverse of this. After the change of the regime, the communication teams started to work in the environment of the politicians. One reason for the high number of these bulletins are the regular press conferences. The politicians regard the press a tool to pass information rapidly to the public, they select intentionally the theme of the bulletins.

In the years after the change of the regime the predominance of the predicament of amount is prominently high. After reading through these bulletins we can state beyond the numbers, that before the change of the regime the publishing about the successes appeared in the articles and after the change of the regime the work of the communication specialists and PR officers is detectable in the background of the predominance. The communication staffs respond and prep with registries and data for the press inquiry and press conferences, they in a sense, simplify the journalist work. The non-specialist journalists most easily understand and report the quantitative data from the charts. Beyond publishing the numeric results, the editorial staff, do not care about managing and interpreting the coherency of the inputs, market conditions and scientific achievements infiltrating to the agriculture.

5. THE RESEARCH'S NEW AND NEW-LIKE RESULTS

My 6 year periods content analysis between 1957 and 2005 concentrated on the changes through time and the tendencies. I researched how the three newspapers the *Magyar Mezőgazdaság*, the *Napló* and the *Népszabadság* how often dealt with some of the fields and phases of agriculture. After having done my research I reached the following conclusions, results:

1. I was the first person to create a category dictionary needed for the content analysis of the topics concerning agriculture.
2. After thoroughly analyzing these three kinds of newspapers I reached the following conclusions about the agriculture's socio-economical judgement:
 - There is a high frequency of contents concerning quality, quantity, weather and the situation of people living on agriculture (usually negative contents).
 - There is a low frequency of contents concerning the connection between agriculture and science and the contents reflecting on the people's personal relationship
3. Negative contents dominate the field on the whole
4. Having looked at the yearly distribution I concluded that there was difference between the messages after the change of political system.
 - Before the change, there were more contents about quality, economicality, workforce and science
 - After the change, the following contents tend to dominate the messages: quantity, the situation of people living on agriculture (usually negative contents), political categories
5. I compared the effect studies with my own research and I reached the conclusion that the mass media's judgment on the situation of agriculture can lead a role in sustaining the people's own negative judgment.

6. THE PRACTICAL USAGE OF THE RESULTS

The analysis of the mass media's tendencies was started in Hungary by the *Mass Media Research Center (Tömegkommunikációs Kutatóközpont)* in the late 1980's. The first great volume paper was written by Ildikó Kovács entitled *The Questions of Ecology in the Press („Az ökológia kérdései a sajtóban”)*. The first analysis dealing with the topic of farming was also published by the *Mass Media Research Cente*. This method has been used for analyzing political communication in the recent years, because content analysis is such a method that we can conclude from the data to the context. This is also true when the historians are trying to conclude to actions, historical events when they are using this method and they put it into the relevant historical context. Content analysis is good for the description and comparison of the media products it is also good for the description and comparison of the sociological situation and the messages. The main element of the content analysis method is the existence of category dictionaries or the so-called category dictionaries, these define what kind of higher categories can be the words put into. There was no such categorization relevant to agricultural issues, so I had to make my own. I draw up a category dictionary of 12 points. The frequency and the quantity of the kind of messages let the researcher see the connections. We search for connections between the contents and the change of economy. However we could also find connections between the economy and the personal factors. The lack of something may also be a content indicator, we may get to conclusions which are not overtly said in the text, but we can read it from the structure and coding of the text. These findings may be backed up and verified by results gained from other sources.

7. PUBLICATIONS ON THE TOPIC OF THE DISSERTATION

Lectures in Hungary:

- Questions of purpose motivation among leaders. Conference of European Challenges. Szeged 2005. CD. Co-author: Csilla Juhász
- Questions of the Leader's Expectations. Conference of European Challenges. Szeged 2005. CD. Co-author: Csilla Juhász
- Human and Economical Factors when Taking out an Insurance Policy. Conference of European Challenges. Szeged 2005. CD. Co-author: Csilla Juhász
- The Role of Organization and Communication in the Functioning of the Insurance Market. Conference of European Challenges. Szeged 2005. CD. Co-author: Csilla Juhász
- The Analysis of the Situation of People Living on Agriculture between 1957 and 2005 through Content Analysis. XLVIII. Georgikon Days, Keszthely 2006. CD
- The Introduction of Methodology of Agricultural Texts' Content Analysis. XXXI. Óvár Conference Days Mosonmagyaróvár 2006.
- The Analysis of the Hajdú Bihari Napló's articles between 1957 and 2005 concerning the Life Situation of People Living on Agriculture and their Working Conditions. Debrecen, AVA3 2007.

Posters in Hungary:

- Contents Concerning the People Living on Agriculture, and Political Contents in the issues of Hungarian Agriculture between 1957 and 2005. XLVIII. Georgikon Days Keszthely 2006.
- The analysis of the articles in 2005 Concerning Harvesting in the issues of Hungarian Agriculture XXXI. Óvári Conference Days Mosonmagyaróvár, 2006.

Scientific Conference in foreign language:

- The Mass Communication the Hungarian Socialist Worker's Party into the Resolution and Document between 1956 and 1989 microCad 2006. International Scientific Conference Miskolc.

Book fragments in Hungarian:

- Agricultural Researches in the Regional Science Center of Debrecen. New Inventory. Nyíregyháza 2005.
- The Relationship of the Means of Mass Communication and Politics in Hungary. Teacher's Studies. DE HPFK 2007. Being published.
- The Way of Understanding the Media. Selected Studies. DE HPFK 2007. Being published.

Book fragments in foreign language:

- Analyzing the thematic structure of a Hungarian agricultural journal with the method of content analysis. II. Ferenc Rákóczi Kárpátalja Hungarian College 2007.

Institutional publishing in foreign language:

- The historical roots and the present educational structure of the University of Debrecen. Debreceni Egyetem 2005.

Institutional publishing in Hungarian:

- The History and Training Structure of the University of Debrecen. University of Debrecen 2005.