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English-language Translation

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Journalistic Translation in the Selected Czech Press

Master’s Diploma Thesis


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I declare that I have worked on this thesis independently, using only the primary and secondary sources listed in the bibliography.

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I would like to thank my supervisor Ing. Mgr. Jiří Rambousek for his helpful advice and comments.
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1 Introduction

Journalistic translation is often seen as something relatively straightforward, as bread and butter compared to the jam and cream of literary translation.

(Davies 2)

The present work is devoted to exploring the nature of journalistic translation with focus on three Czech journals of economic/political character where translations are carried out on a regular basis – namely Hospodářské noviny, Respekt, and Ekonom. Despite the fact that print media and their online versions have a power to reach an immense number of readers every day – and, as Bani rightly points out, certainly larger than that of translated literature or drama (35) – journalistic translation has been rather neglected and marginalized by Translation Studies given the focus of non-literary translation in the last two decades. However, if we bear in mind the range of topics and genres that newspapers and magazines publish (not to mention the language pitfalls themselves), it is indeed an interesting object of study for a translation trainee as well as a challenging task for a “real” translator.

With these concerns in mind, the aim of this thesis is to contribute to the understanding of journalistic translation both as a type of non-literary translation and a product. First, the attention is devoted to investigating the journalistic translation as a type of non-literary translation, trying to capture its development, main areas of interest as well as major features. A rather theoretical framework is then completed with providing a review of translation theories and approaches central to studying this type of translation. Second, the focus is narrowed down to exploring the journalistic translation as a product. At this stage, an analysis of English-Czech translations collected from the
three journals mentioned above is carried out, with special attention being paid to investigating translation strategies reflecting the journals’ sensitivity towards the prospective reader. The conclusion then sums up the main findings.

The present work is a combination of qualitative and quantitative approaches – the qualitative data obtained in the first part of the thesis is used as a basis for the subsequent analysis of a rather quantitative character. It needs to be stressed that the intention behind this work is not to carry out a detailed analysis of translation phenomena such as translation strategies, but to use such phenomena to convey insights into the field of journalistic translation, and, in effect, to make up for the lack of systematic work devoted to this topic.
2 Journalistic Translation

In this section, I would like to shed light on the journalistic translation as a type of non-literary translation from both global as well as local perspectives. First, the relationship between journalism and translation is explored, followed by a more detailed analysis of journalistic translation in terms of its name, scope, and features. Since the channel central to this thesis is, as its title suggests, the press, the development of translation in the print media will be tracked as well.

2.1 Journalism and Translation

Before approaching the phenomenon of journalistic translation itself, it is worth looking at the two otherwise distant fields beyond such a translation from a unifying point of view. Most importantly, both journalism and translation play an indispensable role in the Age of Information. Not only do they inform the reader, but they also facilitate the flow of information itself. In terms of “how one field can benefit the other”, there is a certain degree of reciprocity involved – in order to carry out a translation, one needs to search for information; and to achieve some information, one needs to translate as well. When it comes to the use of language, it seems important to realize what influence both activities have over their reader’s; that is why journalists and translators are often ascribed an enormous manipulative power.

To offer a different perspective, let us compare the two domains in terms of the status they have in the English and non-English speaking countries. While journalism is perceived as a high-profile activity regardless of a country or a continent, translation has traditionally been a vital activity mainly in the so-called “translating cultures”, i.e. cultures outside of the dominant English-speaking countries whose motivation to translate is two-fold:
1) to import the culture (books, drama, magazines, films, games etc.) of dominant countries

2) to diffuse their “minor” language in order to have an international impact

(Dollerup 2)

Notwithstanding its minor status, translation has eventually proved essential to many dominant countries when trying to expand their journalistic activities to foreign markets. In Translation in Global News, proceedings on the Translation in Global News conference held at the University of Warwick in 2006 as a part of a three-year project to investigate translation in global media, Gambier (16) mentions that there are today different localised versions of various newspapers and magazines, such as Newsweek in Polish, Le Monde Diplomatique in Greek or Serbian, Financial Times in German, or National Geography, Elle, Cosmopolitan etc. in plenty of languages. Such an effort of minor cultures to import the dominant newspapers and magazines in fact makes it possible for the big brands to go global very easily. In the past several years, the dominant news websites such as BBC or CNN have nevertheless pursued the opposite, trying to export themselves into minor cultures by means of obtaining more multi-language journalists (Gambier 12). However, these attempts have been rather unsuccessful as the texts tended to reflect the perspective of the source culture towards controversial issues (ibid). Put simply, it is not only the world of press where the presence of translation is needed; even news websites strive to disseminate (or obtain) material quickly and efficiently, not to mention the significance of translation for the existence of global and local news agencies.

Observing the interlinks between journalism and translation suggests that the position of translation within journalism is very specific, and as Gambier remarks, “a large field of investigation is opening up here” (13). However, the interest for studying
the role of translation within journalism is according to Doorslaer relatively new and was probably triggered by the aforementioned Warwick project on “Translation in Global News” (180). Therefore, the purpose of the following sections is to explore the interaction between journalism and translation more thoroughly, trying to provide a more detailed look at what “journalistic translation” means.

2.2 Journalistic Translation: Global Perspective

2.2.1 Name and Scope

The first and foremost issue to examine is the name and the scope of the field of journalistic translation (JT) itself. Since its emergence as the object of academic study, translation scholars as well as media experts have been rather inconsistent in their designation of the field as this type of translation is actually very broad in its scope. In terms of the channel, JT can take three different forms: print, online, and broadcast. The translated texts can also appear in different lengths – from the shortest item of news to the whole localised versions of different periodicals. Additionally, we have to bear in mind the wide range of topics the media cover – from science or economy to culture and lifestyle, and last but not least, there are also different genres to translate (news, analyses, editorials, feature articles, columns etc.).

And still, as it is mostly the term “news translation” which has been adopted and used by many scholars as a proper designation of the activity as well as the field studying the practices of translation in print, online and broadcast media itself. The reason behind this might stem from the aforementioned “Translation in Global News” project – initiated by University of Warwick in 2003 and completed six years later by publishing the Translation in Global News monograph by Bielsa and Bassnett – where the translation of news in news agencies had been of central interest. News translation
has also received a great deal of attention in the work of Darwish, probably the first
author who seriously and consistently examined the role of translation in news
production. News, in a journalistic sense of the word, is an objective piece of
information reporting on current events, or as Darwish puts it, “a timely account of a
recent, interesting and significant event” (Kreshner qtd. in Darwish 61). Seen from this
perspective, “news translation” is then a perfect name for a kind of translation
facilitating the timely supply of factual pieces of writing to public. Nevertheless,
journalism does not only offer news but also reserves a significant amount of space for
commentaries, analyses, columns and other genres of opinion journalism whose aim is
to report on events from a writer’s point of view. The term “news translation” therefore
tells only half of the story. Some scholars that have contributed to the Translation in
Global News conference proceedings stuck to the oft-used “news translation” or simply
“news” (translated news, translation of news etc.) even if they had had broader concepts
in mind than that of news translation. To illustrate this point, Gambier speaks of
“translated newspapers/magazines” (9) or “translated press” (10), implying that there
are certainly other genres available for translation than just “news”. Other scholars were
somewhat resistant to use the term at all, opting for more general words like
“journalistic translation” in the case of Gutiérrez (31) and Bani (36), and “press
translation” in the case of Bani (35). In this thesis, the Guerrero’s distinction as outlined
in her Traducción y periodismo (translation and journalism) will be adopted, where the
term “la traducción periodística” (journalistic translation) is used as an umbrella term
for the two following subfields: “la traducción de noticias” (news translation) and “la
traducción en la sección de Opinión” (translation in the opinion section).

At the same time, I am fully aware of the defects inherent to this terminological
choice as one would argue there is no such a thing as journalistic translation, or more
precisely, a journalistic text in general; in his *Traducción periodística* (journalistic translation), Gisbert assumes that this designation might be confused for any type of a text that found in a newspaper or magazine (e.g. advice or letters), but he furthermore remarks that even if we reserved the term for the traditional journalistic writing only, we would still have hard time finding a set of common discourse elements of the text in question (Gisbert 17). Admittedly, the *National Geographic*’s writing can hardly coincide in style and tone with articles found in *The Economist* or *Cosmopolitan*, however simplistic this may sound. In light of all this, Hatim and Mason have criticised the existing text typologies either based on the field (e.g. journalistic, religious) or function (e.g. literary, didactic) for being “so broad as to have no predictive value” (138). Furthermore, they epitomize this issue as following:

> The problem is that, however the typology is set up, any real text will display the features of more than one type. This **multifunctionality** is the rule rather than the exception, and any useful typology of texts will have to accommodate such diversity. (ibid)

Thus, in the line with the issue of “broadness” of text types, as well as in the interest of clarity, the adopted term “journalistic translation” will in this thesis refer mainly to translation of news and genres of opinion journalism in newspapers and newsmagazines.
2.2.2 Translation in News Agencies

As already stated, journalistic translation is a very diverse phenomenon that can occur in various channels and forms, and the final form of the translation itself is usually preceded by a complex and substantially different set of journalistic practices depending on the “tastes” and “needs” of a given media. Take, for instance, the complexity of news production in a newsroom, let alone the ever-growing number and ever-changing face of news websites on the Internet; therefore, it is beyond the scope of this thesis to cover all these forms thoroughly as the highest attention will be paid to the nature of JT in the press. The only exception will be made to global news agencies, whose top-of-the-pyramid status in production and distribution of news can hardly be overlooked.

Let us begin with the very definition of a news agency as described by Shrivastava:

News agency, also called press agency, press association, wire service, or news service, can be defined as an organization or business that gathers, writes and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcaster, government agencies, and other users. They have been invisible wholesalers of news and information products to most media consumers – who usually ignore the credit lines in the corner of television screens [...] or at the beginning or end of the print news stories. (1)

The “invisibility” of global news agencies in facilitating the transnational flow of news almost evokes the sense that news can circulate unaltered from country to country (Guerrero 15), leaving the reader unaware of the existence of a source language from which the news might have been translated. On the one hand, the global news agencies like Agence France-Presse (AFP), Associated Press (AP), Reuters or Bloomberg produce news in the major European languages (with a recent addition of Arabic) and
translation is thus of the utmost importance in the agencies’ day-to-day work (Bielsa and Bassnett 56-57). On the other hand, Salzberg draws attention to the fact that despite its pivotal role in facilitating the flow of global news, translation has traditionally occupied a background position in international media (Bani qtd. in Salzberg, par. 1). As he observes, this is in large part due to the fact that translation in news agencies is incorporated in the journalistic tasks of writing and editing (Salzberg, par. 1) and thus is not conceived as a separate journalistic practice. Consequently, translation is ruled by the same requirements of genre and style that govern journalistic writing in general (Bielsa and Bassnett 57). Building on this approach, news agencies tend to employ “journalists rather than translators because only the former has the specific skills needed for the job: an experience of journalistic work and precise knowledge of journalistic genres and style” (ibid). In this respect, Bielsa and Bassnett compare the work of such a journalist to the task of interpreting because the interpreter like the journalist-translator “works in real time, has to synthesize material very rapidly, and may not have a clearly definable single source” (16). Understandably, such a complexity of news production almost rules out the possibility that this task could be handled by a “mere” translator – until provided with a necessary training. The question whether to leave the task of translation to a translator or a journalist seems to be also dependent upon the amount of time allotted for the production of news: in Chapter 5 of their book, Bielsa and Bassnett contrast the practices of a dominant news agency – AFP – with Inter Press Service (IPS), which was established as an “alternative” news agency to western-like way of news making. Unlike AFP, following the western model of spot news, i.e. the latest news which needs to be reported immediately, IPS produces more in-depth reports and analyses and hence more time is allotted for the translation itself. As a result, IPS does
employ translators as well (Bielsa and Bassnett 74-95). The issue of the “translator’s identity” is dealt with in more detail in section 2.4.2.

In her “Journalism and the Language Divide” contribution to the Translation in Global News conference proceedings, Miren Gutiérrez, Editor-in-Chief of the above discussed IPS news agency, provides the reader with a valuable insight into the business of journalistic translation¹ from an insider’s point of view. At IPS, reporting of the developing countries seen through their eyes is central; this “giving voice to voiceless” (Gutiérrez 30) policy could not be achieved without providing the news features in a wide variety of languages. As she notes, the original texts are written in English, Spanish and French. Subsequently, the selected stories are translated into sixteen languages: Arabic, German, Japanese, Dutch, Finnish, Swedish, Portuguese, Swahili, Thai, Hindi, Tamil, Chinese, Khmer, Nepali, Indonesian and Italian (ibid). Unavoidably, a great understanding of cultural differences and reality has to be deeply embedded in the translator’s day-to-day work. However, Gutiérrez adds that the translator is often faced with “recurring challenges” (32) in a form of political correctness (e.g. how to denote ethnic groups), correct gender-specific pronouns, translating from a culture “where imprecision is considered elegant into a more fastidious language” (ibid) and a lot more. She stresses that there are often internal disagreements about translations, making a point of the “official touchiness” case when Japanese official complained about Japanese translations that added loaded adjectives to the original text in English (ibid). Nor is it desirable to pack the news with too culture-specific allusions or metaphors as the text has to be acceptable everywhere and accessible to all (Gambier 13-14).

¹ A term adopted in her paper that seems to be more appropriate than “news translation” given the nature of the IPS’s work described earlier in this chapter.
In conclusion, Bielsa and Bassnett describe news agencies as “vast translation agencies, structurally designed to achieve fast and reliable translations of large amounts of information” (56). They explain that such information is not only translated in the interlingual sense, but also necessitates editing, reshaping and transforming for the consumption of a new audience (16-17). Nevertheless, Darwish argues that this is what usually happens to translation of any kind as he does not know a translation that would be intended for the same readership, in the same language (82). He certainly makes a point claiming that any translation has to be tailored (to a greater or lesser extent) to suit the needs of the target audience; however, in the case of translation in news agencies, the changes that the text undergoes are somewhat more radical.

2.3 Translation in the Print Media

Generally put, translation in the print media can be discussed from two principal viewpoints; to borrow Guerrero’s terms, we speak of “translated press” and “translation in the press” (15). The former consists of total or partial translation of foreign newspapers and magazines while the latter is concerned with those newspapers and magazines which create their own content along with a few articles taken over from foreign sources (16). Nonetheless, there is one issue surrounding translation in the press in general - sometimes it is not made clear enough that the text is in fact a translation (unless the source is mentioned or the translation is “advertised”\(^2\)). Guerrero expresses the idea in the following way: “the presence of translation in the press is less evident and less visible, so much as hidden to a certain extent” (22, my translation). This issue is discussed in more detail in section 2.3.1.

\(^2\) Some newspapers and magazines see translation from well-known and dominant sources as a way of attracting more readers; for this purpose, it is advertised properly on the front page, website etc.
It is assumed that the largest amount of translation in the print media is performed in the already discussed translating cultures. They both create their own mutations of well-known newspapers and magazines (where usually 80 per cent accounts for the actual translation and 20 per cent is devoted to local content), as well as enrich the local press with topics translated from foreign periodicals. As Bani points out, there are also newspapers which are made up almost exclusively of translations taken from various foreign sources – such as *Le Courier International* in France or *Internazionale* in Italy (Bani 36). At this point, it is worth looking at the development of translated press from the Second World War onwards, leaving the issue of translation in the press to be discussed in the context of Czech media only.

As Guerrero claims, the emergence of translated press was initiated by magazines. In all probability, it was the Second World War that triggered the demand for the presence of American newsmagazines such as *Newsweek* and *Time* on the international stage. *Time*, the world’s largest weekly newsmagazine in terms of its audience (Timeinc.com), had at that time 14 international editions. By contrast, *Newsweek*, the second-largest newsmagazine in the U.S., supplied only 5 of them. No matter what the number of editions was, the working language was still English; it was *Reader’s Digest* that tried to make a difference, starting to publish the local language editions, where the content was diversified according to the needs of a given location (Guerrero 16). Since the 1960s, other magazines such as *Scientific American*, *Cosmopolitan*, or *Family* sought their international audiences following the established system of franchising. As Guerrero explains, the right to use the title was conditioned by paying royalties as well as adhering to specific rules. Once the franchise was obtained, the local editions became members of a network providing them with a pool of articles, names of advertisers as well as ideas how to balance the local with the
global. Moreover, national editions were subject to regular controls of the content to ensure that the concept is preserved (Guerrero 16-17). Later on, the phenomenon of translating the press has spread throughout the world of print media; for instance, the mid-1980s saw the launch of the first local language edition (U.S.) of originally French Elle as well as Newsweek’s edition in Japanese. By 1995, National Geographic had been ready to bring out its Japanese edition as well.

**Translation and the Czech Press**

In this section, the development of translation in the Czech press between the 1950s and the 1990s will be outlined and subsequently, the most significant occurrences of translation in today’s newspapers and magazines in terms of both translated press and translation in the press will be discussed. It must be also noted here that the development of translation in the Czech Republic has to be studied with regard to the situation before and after the fall of communism so as to reflect the changing nature of media, which, before 1989, constituted a powerful tool in promoting the regime’s ideology. Moreover, in line with the issue of “invisibility” of translation in the press described earlier in this section, it is all the more palpable when trying to reflect the development of translation in the press during the communist era.

**The Period of 1950’s-1990’s**

The first, rather inconsistent efforts to publish translations in the Czech press can be traced back to the 1950s. In her MA thesis “Czech Mutations of New Scientist and National Geographic”, Krystýnková explains that the translation bits and pieces of various types (translation of fiction, poems or news) were already found in some magazines and newspapers of that time (Krystýnková 8). Dikobraz, a humour and satire
magazine, was for the most part translating fiction, poems, or aphorisms. In addition to translation of literary works, *Literární noviny*, a cultural-political weekly, translated interviews with significant writers, poets or politicians of foreign origin until the magazine was banned in 1969 (in *Slovník české literatury po roce 1945*). Concerning translation in periodicals of technical nature, the popular-scientific magazines such as *Věda a technika mládeži (VTM)* and *ABC* did the breakthrough in publishing translations on a more regular basis. As for the *VTM* magazine, Krytýnková draws a special attention to the section called “Ze všech koutů světa” which used to appear in the magazine in the 1960s (Krystýnková 8). As she puts it, this section “informed its readership about interesting events from abroad” (ibid), stressing that these pieces of information “must have had a foreign source” (9), but its existence was not indicated anywhere. As she furthermore adds, the situation changed in the 1970s when a new section “Četli jsme” was added to the magazine’s content. These short pieces of writing informing the reader about news from abroad included the source from which the story had been taken over; the most common were *Popular Science, Stern, Scientific American, Sovětský tisk, Die Bauwirtschaft* and *Rapid Computer News*. However, Krystýnková notes that this section disappeared in the 1980s (9) and we can only speculate if this had something to do with the regime’s censorship policy. Among other magazines drawing on foreign content belonged *100+1 Zahraniční zajímavost*, which was valued for its intriguing articles on a variety of topics as well as translations from reputed European and American sources – above all, Krystýnková mentions the following: *Time* (New York), *Newsweek* (New York), *New Scientist* (London), *Le Figaro Magazine* (Milan), *Panorama* (Milan), *Geo* (Madrid), *Focus* (London), and *Natur & Kosmos* (Munich) (19). It can be concluded then that thanks to its foreign
content, *100+1 Zahraniční zajímavost* was one of the most sought-after magazines in the period of 1970s and 1980s.

**The Present**

It was not until the 1990s when the market witnessed a sudden arrival of foreign newspapers and magazines. The most famous ones that had traditionally sought foreign audiences through publishing the local language editions could finally expand to countries of the former Soviet bloc. The very first Czech language edition of a foreign periodical was the 1993 issue of *Reader’s Digest*, a general-interest family magazine that originated in the U.S. in 1922. As for its content, there are several “obligatory” articles that have to be translated by all foreign language editions along with “local” articles written in the local language and devoted to issues that reflect the needs and tastes of a local reader (Basch 3). The Czech version of *Reader’s Digest* was soon after followed by localizing the so-called “lifestyle magazines” targeted mainly at women – the Czech *Elle* was launched in 1994, succeeded by *Cosmopolitan* in 1997. Unlike the Czech version of *Reader’s Digest*, the content of localized women’s magazine is not strictly divided into “translations” and “local articles”. In this respect, it is the overall concept (design, tone, content line) that matters and needs to be preserved. In 2002, the Czech editions of widely-read popular-scientific magazines – *National Geographic* and *Scientific American* – were introduced. Regarding the ratio of publishing obligatory articles to local ones, both magazines have to adhere to the oft-used 80/20 rule. To our knowledge, *Scientific American* is also allowed to translate articles from other foreign language editions. The most recent domestic edition of a foreign periodical that has seized the media’s attention was the 2011 launch of Czech *Forbes*, a localized version
of prestigious American business magazine, with 60% of the content devoted to Czech issues and remaining 40% taken over from other world editions. Taking account of the market size as well as the readership potential, the biweekly frequency of American Forbes was expanded to a monthly one.

Speaking of translation in the press, its presence is not as clear and straightforward as journalists often find inspiration in foreign sources and the “final product” might be of a multi-source origin or a result of employing multiple methods (writing, translating, adapting, quoting etc.). Conway expresses the idea in a similar way when she claims that journalists are inclined to incorporate bits and pieces of translated texts into their own stories, “since the journalist’s real goal is the production of a news story (i.e. a totally new story) and not the presentation of a target text in its own right” (Orengo qtd. in Conway 1). Similarly, Doorslaer asserts the following: “In journalistic text production, translating and writing are brought together in one process that is both creative and re-creative at the same time. In most cases it is impossible to distinguish the two activities involved in this integrated process” (20). It goes without saying then that the line drawn between original texts and translations can never be clear-cut and the only clue to the identification of a top-to-bottom translation (with varying degrees of modifications) is the journal’s licence with respective media stated at the end of an article. One way to illustrate the covert presence of translations in the press is to look at the editorial policy of 100+1 Zahraniční zajímavost from 2005 onwards, which, in essence, admits finding inspiration in a plenty of foreign sources but at the same time denies translating any piece of information. However, Krystýnková’s conclusion to her diploma thesis proved differently, drawing attention to the fact that the magazine’s decision not to mention their sources anymore might be linked to the issue of paying copyright fees (Krystýnková 77).
Nevertheless, there is no shortage of newspapers and magazines that license the content of foreign periodicals and then publish their articles on a regular basis. This phenomenon mostly permeates the world of economic and political press, a key genre for my analysis too. Above all, it concerns the following journals: economic weeklies such as *Ekonom*, *Euro* or *Profit*, a weekly newsmagazine *Respekt*, or an economic daily *Hospodářské noviny*. While *Ekonom* and *Respekt* focus on articles published in the weekly international newspaper *The Economist*, *Hospodářské noviny* translates articles from the British daily *Financial Times*. Given the reputation of these sources, the published translations are undoubtedly seen as a sort of prestige, giving the journal a competitive advantage over other media. Moreover, to quote *Financial Times*, “news does not stop at national borders” (Financialtimes.net 2012) and the emergence of journalistic translation can be thus seen as a logical outcome of today’s globalized world.

### 2.4 Journalistic Translation: Central Issues

#### 2.4.1 Features

Before discussing the actual features of JT, let us consider the broader picture. The first important point that could be raised is that the definition of translation should not be delineated as isolated from the environment or field in which a particular translation occurs as the principles governing such a field are aplenty; let alone their influence on the final form of the translation itself. Audio-visual translation, for instance, seems to be miles away from legal translation, and therefore, as Vuorinen contends, “the mythical translation proper is regarded as an operation responding first and foremost to the
source text, irrespective of the functional qualities of the result” (Vuorinen 170). He furthermore questions the existence of such a “pure translation” in the professional settings at all (ibid), stressing the fact that the narrow definition of translation “is in danger of being applicable only to very few, well-selected cases, and of being unsuitable for a description of most actual facts” (Delabastita qtd. in Vuorinen 170). In journalistic translation, one must realize that the narrow notion of translation does not suffice to reflect upon the multitude of factors operating beyond a target text production, and that the perceived “deviations” from the traditional notion of translation (summarizing, re-organization etc.) should be in this case seen as “standards”. After all, it is the nature of each journal (i.e. its editorial policy and readership in particular) that dictates the choices and decisions made by the journalist/translator.

Seen from this perspective, let us specify the major features and concerns that are central to journalistic translation and which influence as well as limit the primary objective of transmitting information: these are mainly the limitations of time and space, the strive to produce readable texts, media’s general tendency towards manipulation, and their by-product – textual modifications.

2.4.1.1 Limitations of Time and Space

Unavoidably, journalists/translators are often subject to considerable time and space constraints. As Bani points out, translations must be carried out within a short of time, which is in the case of dailies a matter of few hours, but she notes that deadlines are also tight for weekly and monthly publications (37). Nevertheless, working under time constraints does not have to be necessarily a bad thing as the factor of time pressure

3 Similarly, translation proper is, in Nord’s view, a phenomenon that “is frequently associated with word-for-word fidelity to the source text, even though the result may not be considered appropriate for the intended purpose” (4).
might rouse one’s performance to better results. Let us take an illustrative look at the amount of time allotted for translating in the journals chosen for the analysis: Hospodářské noviny, Respekt, and Ekonom. Of course, the shortest time interval between publishing the source text and the respective target version has been detected in Hospodářské noviny given its daily frequency of publishing. In almost half of the cases, there was 1-2 day interval before the translation came out, with the remaining half published after 5-8 days on average. However, in one case, the gap between publishing the source text and its translation amounted to almost 3 months. As The Economist – the source media for both Respekt and Ekonom – appears on newsstands every Thursday, there are usually 4 days for Respekt (coming out on Mondays) and 7 days for Ekonom (coming out on Thursdays) to bring their translations to a publishable stage. It is not a common practice neither in Respekt nor Ekonom to draw their articles on older issues.

As newspapers and magazines are also limited in terms of space, it is not uncommon that translations have to undergo several modifications, such as cutting lengthy paragraphs, omitting words and sentences, or summarizing.

2.4.1.2 Readability

The commonly shared opinion among scholars posits that journalistic translation necessitates the immediate comprehension on the part of the reader. It is argued that newspapers and magazines are to be consumed very quickly and that the reader’s attention should not be distracted by idiosyncrasies of any kind. For that reason, readability seems to be the favoured and vital concept lying behind the act of translating. However, as Bani observes, the issues of “readability and speed often end up meaning simply textual and cultural domestication” (Venuti in Bani 37) and it is her
view that the journalist-translator should make such choices that would guarantee both respect for other cultures as well as the needs of the target readership (37). This opinion is in contrast with that of Bielsa’s and Bassnett’s who call for the absolute domestication (10) since the main objective of news translation is “to bring the message in a clear, concise and comprehensible way” (16). The meeting point of these two views, however, seems to lie in reflecting the needs of the target audience (quick comprehension in particular); Bani goes so far as to suggest that reading the press should neither require an effort from the reader nor deep thinking so as to make him/her feel at ease (42). These conclusions seem to be rather generalizing as they do not take into account the wide spectrum of newspapers and magazines (both on the part of the source and target culture) ranging from the less demanding to more specialized ones. Moreover, the journalistic writing often engages in using play on words, intertextuality, neologisms, and other eye and mind-catching tools that might require some effort on the reader’s part but do not necessarily need to be removed or made more palatable, so as to, to borrow Bani’s words, “simplify the reader’s task” (ibid).

2.4.1.3 Manipulation

Given that the press (or media in general) is regarded as an important opinion-former, it seems appropriate to point to the forms of manipulation4 (either deliberate or not) included in the process of a target text production. In fact, it could be argued that the first occurrence of manipulation starts with the selection of material to be translated; every day, there are a number of events and opinions presented in the source journal but only one or two will appear in the target media. But this is what happens in journalism in general as both source and target readership is the “recipient of selected information

4 the term „manipulation“ is intended here as “distortion of meaning”
only” (Reah quoted in Nordlund 6). The choice of the texts to be translated might be, among others, driven by ideological reasons, political sympathies, or even by the reputation of the author so that the article “is interesting from a commercial point of view” (Bani 39). Once the text is selected, the manipulation can be integrated into the process of translation in three different forms: linguistic, textual, and extra-textual. As for the linguistic manipulation, there are plenty of ways how to distort the intended message – above all, Gambier highlights the use of hyperbole and understatement (10) and Nordlund draws attention to techniques such as simplification, concretisation, permutation, shifts in modality of verbs, changing the emotional loading of words, and so forth (8-11). Textual manipulation refers to when a text is re-organized or some information is omitted or added. Moreover, Bani observes that it is the title that embodies the most evident (and, undoubtedly, also the most powerful) type of textual manipulation (41). The use of extra-textual manipulation lies in inserting visual components or highlighting particular words or passages inside of the text.

To illustrate the presence of manipulation in the translated journalistic texts, let us take a closer look at a translation that appeared in Respekt 7/2010 titled “Úřad šitý na míru”. Obviously, the original article that came out in The Economist on February 11th 2010 was written with the intention to express doubts over Catherine Ashton’s suitability for the post of EU High Representative for Foreign Affairs and Security Policy, concluding that in spite of her vague performance, it was EU leaders appointing her into the office who were to blame. The very first indication of manipulation was tracked in the title itself; the interrogative form, which, if anything else, leaves some space for discussion, was replaced with a mere fact:
Shrinking the job to fit the woman?

The second and at the same time most striking example of distorting the original meaning was encountered in the lead; the decision to remove the second statement might in fact enhance the reader’s grudge against Ashton:

<table>
<thead>
<tr>
<th>The European Union's new foreign-policy chief is causing grumbles.</th>
<th>Nová ministryně zahraničí Evropské unie se stává terčem nespokojenosti</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blame those who chose her</td>
<td></td>
</tr>
</tbody>
</table>

In further discussion of reasons lying behind Lady Ashton’s appointment into the office, the Czech translation draws most attention to the fact that it was a female who was preferred for the job:

| She unexpectedly got the foreign-policy job late last year, when Europe’s cogwheels clicked, turned and aligned to favour a High Rep who was British, from the centre-left and a woman. | Na konci loňského roku nečekaně získala post euroministryně zahraničí, když se evropské soukolí pootočilo a zaklaplo ve prospěch vysokého představitele, který by pocházel z Británie, byl středolevé orientace a navíc ženského pohlaví. |

Finally, the last paragraph, which, similarly as the lead, stresses the fact who is to blame, is completely removed from the Czech version:

| “She is a quick learner,” says one well-placed official. “She is never going to be a great strategic thinker.” Is Lady Ashton the wrong woman for her job? Ask EU leaders: they picked her. She is a symptom of Europe’s shrinking ambitions, not the cause. | „Rychle se učí,“ říká jeden dobře informovaný úředník. „Ale nějaký hlubokomyslný stratég z ní nikdy nebude.“ |

22
Moreover, concluding the whole article with “Ale nějaký hlubokomyslný stratèg z ní nikdy nebude” (She is never going to be a great strategic thinker) gives the Czech reader a more negative impression on Lady Ashton’s abilities and work.

2.4.1.4 Textual Modifications

As has been discussed at several places earlier, the source text can be subjected to numerous modifications which appear to be necessary for various reasons. The process of translation along with pursuing modifications is commonly referred to as transediting, a term coined by Karen Stetting, who defines the editing task as changing, adding, and removing information present in the ST (378). The most frequent textual modifications have been summarized by Bielsa and Bassnett (63); for illustration, they are provided with examples taken over from the corpus compiled for the purpose of the analysis:

1) Change of title and lead

Titles and leads (informative subtitles, also denoted as subheadings) are often modified or substituted for new ones so as to better suit the needs of the target reader:

<table>
<thead>
<tr>
<th>Addicted? Really?</th>
<th>Chyken v sítí, nemocní webem</th>
</tr>
</thead>
<tbody>
<tr>
<td>The internet: Mental-health</td>
<td>Je brouzdání po internetu užitečný</td>
</tr>
<tr>
<td>specialists disagree over whether to</td>
<td>zvyk, nebo nebezpečná neřest, u které</td>
</tr>
<tr>
<td>classify compulsive online behaviour</td>
<td>hrozí závislost?</td>
</tr>
<tr>
<td>as addiction — and how to treat it</td>
<td></td>
</tr>
</tbody>
</table>
2) **Elimination of unnecessary information**

Information can become redundant; this ranges from exclusion of individual words to complete paragraph omission:

| A further tightening is expected when its 2010 budget is announced on December 9th, though uncertainty about the public cost of bailing out its banks remains. | V rozpočtu na rok 2010 se očekávají další restrikce, i když nejistota ohledně veřejných nákladů na pomoc irským bankám zůstává. |

3) **Addition of important background information**

Used for tackling unfamiliar concepts and clarification:

| While the UN banned luxury goods exports to North Korea, member nations have been allowed to compile their own sanctions lists, which critics say created loopholes. | OSN zakázalo v rámci nedávného zpřísnění pravidel pro diktátorský režim vyvážet do Severní Koreje luxusní zboží. |

4) **Change in the order of paragraphs**

Refocusing the information; the order of individual sentences can be changed as well:

| Allegations of false accounting at these firms have been serious. Any suspension from trading shows that regulators believe there are questions that need to be answered. But it is worth stepping back from specific allegations — denied by the three companies above — to consider the wider trend. | Obvinění z falešného účetnictví, která ovšem všechny společnosti popřely, byla vážná. Jakékoliv pozastavení obchodování akcií ukazuje na to, že regulátoři mají jasno. |
5) **Summarizing information:**

Used to reduce lengthy paragraphs and enhancing readability:

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<table>
<thead>
<tr>
<th>Back in 2000, the traditional consumers accounted for more than 60 per cent of global demand, estimated then at 105.5m bags. But in 2010, after a decade of strong demand in emerging and producing countries, the share of the US, western Europe and Japan fell to less than 53 per cent of the 134m bags consumed globally. If the current consumption trends persist, as most of the industry expects, by the middle of the decade the traditional consumers will represents less than half of the market for the first time.</th>
</tr>
</thead>
</table>

A tak zatímco v roce 2000 vypili "tradiční" (sic) konzumenti 60 procent kávy z celkové světové spotřeby, loni už to bylo jen 53 %. Pokud současný trend vydrží, v roce 2015 se tento poměr dostane pod hranici padesáti procent. |

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In his “Shifting Readership in Journalistic Translation”, Davies explains that discussions of translation procedures seem to imply that strategies like these are often perceived as “incompatible with the goal of fidelity” (84). According to him, the strategy of omitting information “has often been referred to as some kind of weakness or failing on the translator’s part”, linking this view to that of Landers’s, who claims that “omission is the equivalent of unconditional surrender, an admission that a certain word, phrase or construction is beyond the translator’s ability to render” (Landers qtd. in Davies 84). Additionally, he draws attention to Berman’s consideration of expansion (i.e. addition of information not present in the ST) as one of the twelve “deforming tendencies found in translations” (Berman qtd. in Davies 84). However, Davies takes an opposing standpoint suggesting that “both omission and expansion may be necessary and effective translation strategies”, claiming that “elements [...] whose presence might constitute and obstacle to its communicative success can be justifiably omitted” (84).
Similarly, Aktan and Nohl consider addition of background information to be one of the “basic techniques to ensure comprehensibility of a text” (In *Journal of Intercultural Communication* 2010). It goes without saying then that transediting constitutes a powerful tool how to guarantee the article’s readability and the overall communicative success when presented to a new and substantially different readership.

### 2.4.2 Translator’s Identity

One of the issues that concerns the debate on journalistic translation but is still in its infancy is who actually translates the texts. However, in the sake of providing a whole picture, let us first reflect upon the ideal candidate for the job. Given the fact that journalistic translation does not necessitate a sterile rendering of text A into text B, but often pursues modifications and adjustments of several different kinds (changing the title, summarizing, adding extra/background information etc.), it seems preferable that this task should be assigned to somebody with experience in journalistic writing on the one hand, and with proper language skills on the other hand. Put simply, a bilingual journalist having the status of an insider to the job should be naturally preferred to hiring an external translator or translation agency. Another satisfactory alternative lies in obtaining an in-house translator(s) who would be trained to acquire specific skills needed for rendering such a translation. Finally, the undisputed ideal would of course be to hire someone with background both in journalism and translation.

But the question is: which of the above-suggested ideas conform to reality? As a matter of fact, this area of investigation has received some attention only in relation to translation in news agencies. As has been already described in section 2.2.2, news agencies do not tend to employ translators as such since translation is deeply embedded in journalist’s day-to-day work, and it is a journalist rather than translator who has the
knowledge of journalistic genre and style. The debate on the role of journalists when rendering an item of foreign news has also revealed that journalists “do not seem to perceive their work as translation but rather editing or production of [...] stories based on foreign items” (Vuorinen 169), and, as a result, they are somewhat resistant to call themselves translators at all (Bassnett 2006, 5). Moreover, Vuorinen stresses that this is partly connected with the question of prestige – perceiving editing as “a process that involves active decision-making process and creativity, whereas translation is seen as passive or slavish imitation” (ibid).5

As has been suggested earlier in this chapter, it is a journalist rather than translator who is more in-the-know in the field of journalistic writing, and thus perceived more suitable for elaboration of journalistic translation as well. For illustration, in a study dealing with journalistic translation in Hon Kong, where, thanks to its bilingual character, a lot of translation degree programs are offered, the major attention was paid to the unpreparedness of translation trainees for the world of professional translation even after taking specialized courses such as mass media translation, journalistic translation, translation for advertising etc. The author contends that one of the reasons might be the separation of institutional translator training from the real translation practice as the teaching of these courses has been generally focused on direct complete translations only. However, as the study furthermore illustrates, it is the selective transadaptation rather than complete translation that dominates the handling of journalistic translation in the selected newspapers (Li 611-612).

5 The trouble with downgrading translation in comparison to writing is that writers, unlike translators, are free to formulate their ideas, using words and expression they are familiar and comfortable with, while translators have to be able to understand and reformulate other people’s ideas, using already chosen words and expressions which might be quite often beyond them. It is nevertheless intriguing to look at translation through other than translator’s eyes, who, unlike the lay public, typically think of their work in more active and creative terms.
As is frequently the case in the print media (and elsewhere), the name of the person who translated the text is rarely (if at all) mentioned. It is the author’s name that matters the most and is immediately specified at the beginning of the article. Thus, it is sometimes impossible to trace the translator’s identity without submitting this question straight to the editorial staff itself. In attempt to elucidate the issue of who performs the task of journalistic translation in the three journals central to my analysis, it has been observed that each of them opts for a different strategy; more precisely, Respekt, publishing its translations since 2007, used to commission the translations to Babylonia translation agency before it resorted to hiring 3 external translators (Pavla Horáková, Viktor Janiš, Lucie Mikolajková) whose names have been since then stated in the imprint. To continue with, translations in Ekonom (as it is made clear in the imprint again) are carried out by Edline translation agency. Conversely, Hospodářské noviny makes the existence of their translators invisible as their names are not indicated anywhere in the paper. In order to gather some data on HN’s editorial practice as well, I have established contact with Václav Lavička, one of its editors, who provided me with the information that the task of translating is handled by their young female editors, adding that there is also a possibility to assign the translation to their external translator, which has not been the case in the past few months though.

6 Václav Lavička: “V současné době překládáme vybrané texty z Financial Times vlastními silami. Tohoto úkolu se újmají naše mladé redaktorky. Existuje také možnost zadat překlad externí překladatelce, ale v posledních měsících jsme ji nevyužívali.” (e-mail communication 2011)
3 Review of Theoretical Approaches in Relation to Journalistic Translation

3.1 Functionalist Approach to Translation

In the previous chapters, the view of translation as an operation ruled by a simple principle encapsulated in Nord’s “different situations call for different renderings” definition (4) has been touched upon very briefly and on a rather intuitive basis. Hence, the interrelated terms and issues such as “function” or “purpose” of translation, “target reader’s situation”, “adequacy of translation”, or “ideal translation” need proper theoretical groundings.

Broadly speaking, the ever-present disputes over the most “appropriate” translation method (often discussed in terms of the two extreme ends of one scale – literal vs. free, linguistic vs. pragmatic etc.) was formally settled by developing a functionalist view of translation, i.e. an approach where the intended function of a given translation decides what the relationship between the source and target text should be.

In other words, to cite Schäffner’s entry in Routledge Encyclopaedia of Translation Studies, the functionalist approach looks at translation as a “purposeful transcultural activity” whose “linguistic form is determined by the purpose it is meant to fulfil” (115). She furthermore adds that this approach draws inspiration from action theory, communication theory and cultural theory and was pioneered by Katharina Reiss and her functionalist translation criticism and, most importantly, Hans J. Vermeer’s Skopos theory (ibid), which was further extended in cooperation with Reiss.

Originating in 1970’s, this general translation theory named after Skopos, a Greek name for “purpose”, is often given credit for shifting the translation paradigm
from linguistic concept of translation to a more functionally and socioculturally oriented one (116). In this respect, Vermeer states that “to translate means to produce a text in a target setting, for a target purpose and target addressees in target circumstances” (Vermeer qtd. in Schäffner 117). As is clear from the definitions provided earlier, the fundamental principle lying behind any translation is the “Skopos rule”, which states that “a translational action is determined by its Skopos” (Nord 27), that is, put differently, “the end justifies the means” (Reiss and Vermeer qtd. in Nord ibid). As Nord furthermore explains, “the Skopos of the translation determines the form of equivalence required for an adequate translation” (ibid), implying that an adequate translation is a translation that is faithful to its Skopos:

[The Skopos] rule is intended to solve the eternal dilemmas of free vs. faithful translation, dynamic vs. formal equivalence […], and so on. It means that the Skopos of a particular translation task may require a “free” or a “faithful” translation, or anything between these two extremes, depending on the purpose for which the translation is needed. (ibid)

The above-mentioned definition was in all probability formulated with the intention to shed light on the common misunderstanding associated with the Skopos theory; firstly, it is the belief that “a good translation should ipso facto conform or adapt to target-culture behaviour or expectations” (ibid), and secondly, that it “strictly excludes philological or literal or even word-for-word translation” (ibid). In principle, that is to say that all types of translation may be considered appropriate in particular situations, or as Chesterman puts it, that an ideal or “perfect translation” is an optimal in a given situation (141).

Now that the relation between the Skopos and equivalence has been clarified, let us turn the attention to what determines the Skopos itself and, subsequently, to outline
the secondary rules (apart from the primary “Skopos rule”) of the theory in question. According to Nord, the crucial factor determining the target-text Skopos is the addressee of the text (27). But does this imply (with respect to the central “motto” about dethroning the source text) that the original text is lost from sight? In Reiss and Vermeer’s terms, the source text remains present in the whole translational action in the sense that it represents an offer of information serving as a basis for a new offer of information formulated by the translator (Reiss and Vermeer in Nord 32). Processing new offer information (i.e. the target text) has to conform to two basic rules: “coherence rule” and “fidelity rule”. Nord explains that the “coherence rule” is based on intratextual coherence, meaning that “a translation should be acceptable in a sense that it is coherent with the receiver’s situation” (Reiss and Vermeer qtd. in ibid). Put simply, the text should make sense in the situation and culture in which it is received (Nord 32). The “fidelity rule”, unlike the coherence rule, turns our attention back to the source text and is described as follows: “[...]since a translation is an offer of information about a preceding offer of information, it is expected to bear some kind of relationship with the corresponding source text” (ibid). This means that this rule prescribes the existence of intertextual coherence between translation and its source text (ibid).

As is apparent from other works and papers consulted during elaboration of this thesis, the functionalist approach to translation provides theoretical framework for a vast number of scholars looking into various (non-literary) translation types. As an instance, Davies and his previously mentioned study dealing with shifting readership in journalistic translation draws on the following assumption:

With the change of readership may come a change of perspective which causes certain elements to become less relevant or crucial in the translation than that might have been for the original audience, while other elements almost taken for
granted in the source text may need more emphasis and attention in the translation. (84)

Similarly, Daraghmeh, throwing light on translation of politically sensitive texts, maintains that:

[...] in practice, the translation entails the judicious blending of formal and dynamic equivalence. At certain points, translator adopts formal equivalence, while at others, s/he resorts to a more dynamic approach. This is determined by the context, the translation commission, the ideological meanings in the source text, and the ideology of the translator himself/herself. (17)

The fact that different types of equivalence are called for at different parts of a text is another important principle of the Skopos theory, which Nord defines as follows: “most translational actions allow a variety of Skopoi” (27), explaining that “the Skopos or sub-Skopos of smaller units may be different from that of other segments or the text as a whole” (ibid).

3.2 The Concept of “Readability”

As already discussed in the section 2.4.1.2, the context in which the journalistic translation is used (target-culture expectations, the needs of the readership as well as the requirements laid on the journalistic writing in general) calls for adopting such strategies that will ensure the readability of the target text, which is defined as “the ease of understanding or comprehension due to the style of writing (Karen qtd. in DuBay 3) or in a slightly different manner as “the degree to which a given class of people find certain reading matter compelling and comprehensible” (McLaughlin qtd. in ibid). Although readability is often regarded here as a superordinate term to that of
comprehensibility, they can be overlapping as well as contradictory in nature (i.e. the aim at maximum comprehensibility can sometimes result in clumsy formulations that collide with the aim of readability). However, as the media’s main aim is towards immediate, not maximum comprehensibility, I will maintain that readability is a hypernym to the following hyponyms: the ease with which one can read the text and the ease with which one can understand it. As is apparent from the definitions of readability provided above, it is also the reading matter, or say, the topic of the text, that contributes to its overall readability; and in case of selection of material for journalistic translation, it is the topic indeed that comes into play first. As a point of departure, let us first reflect upon the concept of readability from the Translation Studies’ perspective, making this issue more journalism-oriented later on.

The adherence to fluent and readable translations has long been a symptomatic approach of both translation practice and translation criticism. In The Translator’s Invisibility, Venuti epitomized this issue as following:

A translated text, whether prose or poetry, fiction or non-fiction, is judged acceptable by most publishers, reviewers, and readers when it reads fluently, when the absence of any linguistic or stylistic peculiarities makes it seem transparent [...], giving the appearance [...] that the translation is not in fact a translation, but original. (1)

This “illusion of transparency” as he furthermore calls it is an effect of the translator’s effort to ensure “easy readability” (1), creating a text that is “intelligible, familiarised, domesticated”, and “not disconcerting[ly] foreign” [...]” (5). His pointing as well as opposing to the canonization of fluency and domestication in Anglo-American

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7 Contrary to this definition, there are also non-literary types of translation, such as legal translation, where readability must be sacrificed for accuracy.
translation tradition (by which he clearly sought to offer an alternative way of thinking about translation to break up its homogeneity and to fight ethnocentrism) has in effect laid slightly negative connotations on the strategy of domestication as opposed to that of foreignization. In his view, domestication represents the “ethnocentric violence of translation” (20), erasing the cultural otherness, while foreignization results in a translation where the cultural otherness is manifested (ibid). Again, this extreme polarization of strategies almost gives the impression that in translation, it is always one way or the other; literal vs. free; formal vs. dynamic. Nevertheless, these dichotomies are obviously applied for the sake of clarity rather than excluding the possibility that they can exist in varying degrees or combined. Therefore, let us presume that even if the overall (i.e. prevailing) translation method chosen for a particular translation is, say, domestication, it is still possible to foreignize certain elements or to use a combination of the two if the sub-skopos decides so. Moreover, to make this issue more journalism-specific, Bani suggests that it is so much as desirable “to keep together the two sides of press translation: readability and respect for the other culture” (44).

In the world of press, the readability is in need mainly for two reasons: it is an effective way how to prevent the reader from getting distracted or “ploughing” to the end of the text. Paradoxically enough, the news readability is said to be decreasing, making it all the more pressing for the translator to deprive the text of the “low-readability” label. What follows is a brief account of the “news readability problem” (Dalecki et al.) along with pointing to several strategies which are believed to contribute to the text’s readability.

As is frequently the case with Anglo-American as well as continental Europe model of journalistic writing (news writing in particular), the journalists tend to adopt a “tight style that seeks to include the maximum amount of information in a limited
space” (Economist.com 2012). Despite this “condensed” style, it is the very nature of journals in almost every country to make their writing engaging, readable and “readily understandable” (ibid). However, Dalecki et al. are concerned with the fact that “news stories tend to be harder to read than other types of prose” (1), stressing that “the newspaper’s decreasing readability has been found to be due largely to increases in its vocabulary burden” (2). For that reason, an overview of linguistic measures enhancing readability is provided; the overriding principle is to reduce either the grammatical burden or the vocabulary overload of a text. These two basic rules are furthermore elaborated as follows:

- short grammatical structures are easier to follow
- short words and phrases sound more familiar
- the ease with which one can read also depends on writer’s ability to simplify words and sentences (Dalecki et al. 1)

Drawing on the set of rules developed with “original” writing in mind and apply them on translation can be justified in a sense that journalistic translation, as indicated earlier, is ruled by the same requirements of genre and style that govern journalistic writing in general (Bielsa and Bassnett 57). Among other ways how to ensure easy readability belongs the following:

- using familiar words
- using simple sentences, active voice, and present tense
- using direct quotations
- inserting subheadings (DuBay 1-5)
Furthermore, in relation to insuring readability in translations, Venuti mentions the following:

- adhering to current usage
- maintaining continuous syntax
- fixing a precise meaning

Thus, in looking at the strategies lying behind any readable text, the following could be recognized as particularly useful for the journalistic translation *per se*; above all, it is *simplification, explicitation* and various strategies that are subsumed under *transediting*. In terms of dealing with culture-specific items, both *domestication* and *foreignization* have their merits (in certain parts of the text, it is crucial to get the message over, while in others it might be illuminating for the reader to retain something of the foreignness). Therefore, it is to these translation strategies that I now turn.

### 3.3 Simplification

Simplification is a linguistic phenomenon that has been studied and discussed mostly in the context of descriptive translation studies and in effect has been generally recognized as belonging to the group of “translation universals”, i.e. “features that typically occur in translated texts rather than original utterances and which are not the result of interference from specific linguistic systems” (Baker qtd. in Laviosa 535). Occurrences of these phenomena are interpreted both as subconscious as well as conscious\(^8\) tendencies, regularities or generalities present in the translations “regardless of which

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\(^8\) As Becher points out, the vaguely-formulated and controversial nature of translation universals is among others reflected in the dilemma whether to classify these processes as subconscious tendencies or conscious or both (2010, 8).
(...) text types are involved” (Hopkinson 10) and resulting from the process of translation itself. As for simplification in particular, Laviosa notes that it is “conceived as the idea that translators subconsciously simplify the language or message or both” (ibid, my emphasis).

However, a question could be raised to what extent is the presence of translation universal such as simplification a subconscious tendency, or conversely, a conscious strategy; this is of some interest to me as I attempt to convey insights into the journalistic translation product in terms of the strategies that reflect the media’s sensitivity towards the prospective reader. But how can one distinguish between a tendency and a strategy? In my opinion, it is more often a subconscious tendency when the translator is left with no clue in what context the translation will be used (which seems to be the most extreme case), or when the context of usage can be anticipated but a proper translation brief has not been provided. By contrast, it is more often a conscious strategy when elaborating the translation for a well-specified purpose (e.g. in audio-visual translation aimed at both young as well as adult viewers). This is however not to say that in the latter case, the translation shifts can be attributed to the application of conscious strategies only; it is merely to suggest that they might be more in evidence than in the former case, and vice versa.

Laviosa notes that simplification can occur on three levels: lexical, syntactic and stylistic. As for the lexical simplification, it is defined as “the process and/or a result of making do with less words” (Blum-Kulka and Levenston in Laviosa 533). It includes the following linguistic aids: use of superordinate terms, approximation of the concepts in the source text, use of “common-level” or “familiar” synonyms (Laviosa 1995, 155) and so forth. Syntactic simplification is realized when complex syntax is made easier by

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9 A “tendency” and a “strategy” are put into contrast here just for the sake of illustrating the issue of subconscious and conscious processes; it is by no means to claim that the former always connotes the” subconscious” quality and the latter the “conscious” one.
replacing non-finite clauses with finite ones, and stylistic simplification lies in breaking up long sentences, reducing or omitting repetitions and redundant information or leaving out modifying phrases and words (Laviosa 533).

3.4 Explicitation

Explicitation, a language-pair specific phenomenon as well as a widely accepted translation universal present in translated texts, is referred to as the “process of introducing information into the target language which is present only implicitly in the source language, but which can be derived from the context or the situation” (Vinay and Dalbernet qtd. in Klaudy 80). Furthermore, Klaudy proposes the categorization of explicitation into obligatory, optional, pragmatic and translation-inherent (82). In her view, obligatory explicitation is “dictated by differences in the syntactic and semantic structure of languages” (82-83) and optional explicitation is necessitated by “differences in text-building strategies and stylistic preferences between languages” (83). This type is optional in the sense that without its application, the sentence would be grammatical but clumsy and unnatural (ibid). Pragmatic explicitation occurs when the differences between cultures arise (ibid) while translation-inherent explicitation, also denoted as the “explicitation proper”, comes about because of the nature of the translation process itself, namely “the necessity to formulate ideas in the target language that were originally conceived in the source language” (ibid). Moreover, the translation-inherent type can be subdivided according to the Hallidayan metafunctions of language into experiential, logical, textual and interpersonal explicitation (Kamenická 2007b, 118). As Kamenická remarks, her typology might be revealing especially with respect to translator style (ibid).
The complementary phenomenon to explicitation – implicitation – is defined as “the process of allowing the target language situation or context to define certain details which were explicit in the source language” (Klaudy 80). However, Dimitrova draws attention to the fact that this operation “seems to be a less frequent procedure” (39) and this is furthermore supported by a widely-tested hypothesis that “the tendency towards explicitation is always stronger than the tendency toward implicitation” (Klaudy 84).

An inseparable process surrounding the concepts of explicitation and implicitation is that they are often discussed in relation to addition and omission (Klaudy 80). Various explanations of their linkage have been offered, which could be encapsulated into the following: both explicitation and addition (implicitation and omission) are either treated as superordinate terms to each other, or they are interpreted as synonyms. However, for the sake of clarity, it is necessary to establish some boundaries between the instances of explicitation (implicitation) on the one hand and addition (omission) on the other hand. This refined stance towards treating these concepts was first adopted by Kamenická (2007a), who put forward the following:

The distinction between the two pairs of terms is closely related to the concept of retrievability from the context: we speak of implicitation or omission depending on whether the information that marks the locus of the translation shift in the ST surface structure can or cannot be retrieved from the TT context respectively, and similarly, we speak of explicitation or addition depending on whether the information that marks the locus of the translation shift in the TT surface structure can or cannot be retrieved from the ST context respectively. (51)
However, it is clear that these boundaries do not have to be always that neat and clear-cut as explicitation and addition and implicitation and omission are placed on the ends of a single scale, and the fuzzy boundaries arising somewhere in the middle might be brought about by the question of “how much co-text is allowed for a shift to qualify as explicitation/implicitation” (ibid). For the subsequent analysis, it is nevertheless essential to distinguish between these pairs of terms as the strategies of *addition* and *omission* are subsumed under the term *transediting*, while *explicitation* (*implicitation*) is considered as a strategy on its own.

Another important point about explicitation is that it usually improves the comprehensibility of the translated text (Dukāte 102). Similarly, Larson claims that explicitation techniques such as replacing pronouns with proper names, completing ellipses, and adding conjunctions increases its overall readability (218). However, several scholars problematize these assumptions, raising the following question:

> If translations are more explicit than non-translations why is it often more difficult to read translation? Explicitation may increase redundancy, but increased redundancy does not always help processing. (Heltai qtd. in Klaudy 108)

In other words, the positive influence of explicitation on the readability of a text might well lie in opting for either a *more specific* or a *more general* word.
3.5 Domestication and Foreignization

First and foremost, what is needed is to highlight that domestication and foreignization can either refer to the overall translation method chosen for a particular translation, or a translation strategy used for rendering culture-specific items. Distinguishing between methods and strategies (also denoted as procedures or techniques) draws on the Newmark’s approach which was put forward as following: “While translation methods relate to the whole text, translation procedures are used for sentences and other smaller units of language” (Newmark 81).

As Yang remarks, domestication is a designation for “the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for target language readers” (Shuttleworth & Cowie in Yang 77), while foreignization is referred to “when a target text is produced which deliberately breaks target conventions by retaining something of the foreignness of the original” (ibid). The foreignness of the original is embodied in the text in the form of *culture-specific items* (CSs), which are defined as “objects and concepts that are specific to the original sociocultural context” (Olk qtd. in Kolebáčová 27). In order to have a clear idea what CSs involve, the following classification proposed by Newmark (95) is provided:

<table>
<thead>
<tr>
<th>Classification of Culture-Specific Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Ecology (flora, fauna, winds etc.)</td>
</tr>
<tr>
<td>2) Material culture (food, clothes, houses and towns, transport)</td>
</tr>
<tr>
<td>3) Social culture (work and leisure)</td>
</tr>
<tr>
<td>4) Organizations, customs, activities, concepts (political and administrative, religious, artistic)</td>
</tr>
<tr>
<td>5) Gestures and habits</td>
</tr>
</tbody>
</table>

*Table 1: Classification of culture-specific items*
It is presumable that CSs could be also classified according to the level of familiarity they convey in a particular culture or geographical region. Accordingly, Kolebáčová (ibid) proposes the following categorization:

<table>
<thead>
<tr>
<th>Classification of Culture-Specific Items</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International CSs</strong> (i.e. shared across cultures, intercultural)</td>
</tr>
<tr>
<td><strong>CSs from the Anglo-American tradition</strong></td>
</tr>
<tr>
<td><strong>CSs with a partially restricted understanding</strong> (i.e. more culturally specific, usually understood only by educated audiences)</td>
</tr>
<tr>
<td><strong>CSs with a restricted understanding</strong> (i.e. particularly infrequent CSs)</td>
</tr>
</tbody>
</table>

*Table 2: Classification of culture-specific items (based on the level of familiarity)*

Despite its slightly overlapping nature, this categorization serves as a useful guideline for determining whether a certain CS present in the target text should be categorized as an instance of foreignization or not.

The final step towards a thorough understanding of the two phenomena is to provide an overview of *domesticating* and *foreignizing translation strategies* (TSs). Since the existing typologies of domesticating and foreignizing TSs (if divided in this way at all) do not seem to be exhaustive enough to provide a solid basis for the subsequent analysis (let alone the terminology discrepancies in labelling the same concepts), I have decided to elaborate the following typology on the basis of Newmark’s (81-93) and Baker’s (26-42) classification of TSs. Note that the “couplets” category stands for the combination of domesticating and foreignizing strategies:
Let us now provide a brief overview of what these strategies entail:

**Domesticating TSs**

**Cultural equivalent** – represents an “approximate translation where a SL cultural word is translated by a TL cultural word” (Newmark 82-83).

**Functional equivalent** – this strategy “requires the use of culture-free word sometimes with a new specific term” (Newmark 83).

**Descriptive equivalent** – the meaning of the CS is explained in other words (ibid).

**Neutralization** – this strategy includes translation by a more general word (superordinate)

**Omission** – translation by omission is used when “a particular item is not vital to the development of the text” (Baker 40).

**Couplets** – also triplets and quadruplets “combine two, three or four strategies for dealing with a single problem” (Newmark 91).
Foreignizing TSs

Transference - denotes “the process of transferring a SL word to a TL text” (Newmark 81) in its original form.

Naturalization – this strategy “succeeds transference and adapts the SL word first to the normal pronunciation, then to normal morphology of the TL” (Newmark 82).

Through-translation – Newmark defines it as “the literal translation of common collocations, names of organizations, the components of compounds” (84); also known as calque.
4 Analysis

4.1 The Subject of the Analysis

In accordance with the aims outlined at the beginning of this thesis, the present analysis is intended as a contribution to the understanding of journalistic translation as a product. To this end, three journals have been selected – Hospodářské noviny, Respekt, and Ekonom – where translations from foreign periodicals are published on a regular basis. Namely, Hospodářské noviny translates articles from the British daily Financial Times, while Respekt and Ekonom draw on articles being published in the weekly international newspaper The Economist. Subsequently, a parallel corpus has been compiled consisting of an even number of translations per each journal concerned. What I aim at in particular is to unveil what translation strategies are adopted by press at a global level (i.e. for a text as a whole) and subsequently, to identify the dominant translation strategies reflecting the media’s sensitivity towards the prospective reader at a local level (i.e. at smaller units of a text). Supposing that the strive to produce readable texts (as outlined in the previous chapters) is a feature common to journalistic media in general, looking into translation strategies will help to determine whether the journals’ aim is towards immediate readability, or readability while retaining something of the “foreignness”. Moreover, the fact that the texts have been collected from three different sources enables me to compare and contrast how these distinct media handle the task of journalistic translation.

The decision to approach the analysis in terms of looking into translation strategies the media adopt was motivated by Chesterman’s statement that strategies “have to do with how the translator manipulates the linguistic material in order to produce an appropriate target text” (92). Strategies are therefore observable phenomena
which might be revealing with respect to what kind of translation is considered “appropriate” for particular media. Furthermore, the distinguishing between global and local strategies is derived from Chesterman’s distinction which was further elaborated in Gambier and Doorslaer (413-416). **Global strategies** are in their view governed by the translation brief, which specifies what the appropriate relation between the source and target text should be. Decisions made at this level have to take into account a number of factors, ranging from economic and cultural aspects to technical constraints (416). The following strategies are enumerated:

The choice is on a spectrum between non-translation and complete rewriting, or between full and summarized translation, or between literal and free translation, or between adequacy (source-oriented) and acceptability (target-oriented), fluency (domesticating) and exoticism (foreignizing), and between formal and dynamic equivalence. (ibid)

**Local strategies** refer to decisions made at smaller units of a text, some of which are denoted as “in-text” (e.g. explicitation, addition, omission) and others as “out-of-text” (e.g. adding headings or footnotes) (ibid).
4.2 Introducing the Journals

The following section introduces all journals in terms of their general description, content, readership and any other information relevant concerning the focus of this analysis.

The Economist

Dating back to 1843, this originally British weekly news publication has established itself as being one of the world’s most respected and prominent source of business and political affairs. Although having lot of features in common with news magazines (weekly publishing, glossy paper, magazine format), the tradition has it that The Economist refers to itself as a newspaper. This stance might ascribed to the publication’s sense of tradition, coming out in the newspaper format till 1930s when it started to be redesigned to the magazine format, as well as featuring similarities in content with traditional newspapers. As The Economist’s official website says, the paper has always looked abroad for subjects to write about as well as circulation, seeking to look at the world through global eyes (Economist.com 2012). Nowadays, it is simultaneously published in six countries, having the status of an international publication rather than a British one.

There are several things The Economist believes in. First, it is free market, globalization and social liberalism. Among the paper’s enemies, as its official website states, belong privilege, pomposity, ignorance, and dishonesty (ibid). Second, and at the same time the most distinctive factor is the paper’s “language policy” – to be more specific, The Economist terms it a “plain language”: 
Walter Bagehot, our most famous 19th-century editor, tried to be conversational, to put things in the most direct and picturesque manner, as people would talk to each other in common speech, to remember and use expressive colloquialisms. That remains the style of the paper today (ibid).

Last feature which, say, stands out from the crowd, is the journalists’ anonymity. It is a common practice that the articles are not signed, which is based on the belief that “what is written is more important than who writes it” (ibid). Additionally, the paper also argues that there are lot of hands involved in the process of creating an article and hence giving more weight to collectivity than individuality.

As for the content, The Economist runs five main “topic” sections under which reporting, commentaries, opinions, analyses or columns are organized. World Politics, Business and Finance, and Economics are said to be the sections of a primary focus, while Science and Technology, and Culture are regarded as secondary ones. The Economist’s opinion columns (often labelled as “best in the business”) are named after important people, places or things for a given geographical area – e.g. Charlemagne (opinion column focused on Europe), Lexington (United States), Baobab (Africa & Middle East) and so forth.

When it comes to readership, it is generally agreed that it is targeted at educated minds, or better to say, people interested in business, political or world affairs. Its recent editor, Rupert Pennant-Rea, puts it this way:

A Friday viewspaper, where the readers, with higher than average incomes, better than average minds but with less than average time, can test their opinions against ours. We try to tell the world about the world, to persuade the expert and reach the amateur, with an injection of opinion and argument. (ibid)
It is needless to say that *The Economist* is widely read by the world’s business and political leaders.

**Respekt**

*Respekt* is a prestigious weekly newsmagazine founded in November 1989 by a group of samizdat journalists, who in fact established one of the first post-communist independent periodicals in the Czech Republic. After its relaunch in 2007 from a political newspaper to a classic colourful newsmagazine, *Respekt* has turned into a modern, award-winning media of the 21st century. In spite of the remarkable design changes as well as several novelties in content, *Respekt* has remained loyal to its principles of independent, liberal and quality reporting. In the overview of the Czech Press scene released by BBC, *Respekt* has been described as “the Czech Republic's leading independent political weekly [...] and an influential opinion former” (News.bbc.co.uk 2012).

Regarding the content, it covers “national and international affairs with deep analysis, opinion pieces, and reports” (Respekt.ihned.cz 2012). The topic variety ranges from politics and business to technology and culture and each issue is enriched with one or two translations from *The Economist* (dealing mainly with business and political issues). Besides this, the magazine’s exclusivity is also enhanced by ingenious front cover drawings, and the magazine’s overall witicism is certainly an element that connects *Respekt* with *The Economist*.

Concerning the readership, *Respekt* itself claims to be a newsmagazine “of first choice for educated readers” (ibid). My view is that both the scope and the tone of the magazine make it accessible for simply anybody who is well-read.
Ekonom

Ekonom, a widely-read economic weekly providing valuable and essential information for business minded people like middle and top managers, investors, or shareholders, was originally meant as a newspaper supplement coming out in Hospodářské noviny in the period 1990-1991. Since 1991, it has been published as a separate weekly, replacing its original name Týdeník Hospodářských novin with Ekonom. Over the past two decades, its graphical layout has been subjected to several changes, but it was no sooner than in 2011 when the magazine was transformed more thoroughly; this relaunch has brought great deal of novelties concerning the magazine’s format (now having the size of The Economist or Time), front page, logo, layout and content. The reason lying behind this relaunch was to make the magazine more “compact and elegant” (Mediaguru.cz 2012).

The core of the magazine’s activity lies in publishing in-depth analyses, commentaries, and reportages. In the interest of clarity, the original fourteen sections have been recently reduced to the following five: “Zoom” (analyzing the most important events of the global as well as Czech economy), “Top” (commented overview of the latest events in domestic as well as foreign business, plus a special section dealing with news in the world of law, technology, and society), “Politika a Byznys” (Politics and Business; a section devoted to special information and analyses), “Téma” (Topic; offering extensive material like analytical reportages, and interviews), “Inspirace” (Inspiration; focused on architecture, modern technologies, gastronomy, travelling, lifestyle etc.) (Mediaguru.cz). Besides publishing one or two translations from The Economist on a weekly basis, the magazine has also translated The Economist’s almanac World in 2012 (Svět 2012).
As for its readership, it is primarily aimed at the target audience of managers, businessman, politicians, as well as institutions like public administration bodies or universities. According to its publishing house, the magazine is generally read by people with university education and above-average incomes (Economia.ihneda.cz 2012).

**Financial Times**

The *Financial Times* (also referred to as *FT*) is an international business newspaper founded in 1888 in the UK. Exaggerated as it may sound, the *Financial Times* is to businessman what water is to fish. It specializes in business and financial news, offering daily reports on the development of stock exchanges as well as world markets. With four international editions printed in 23 locations worldwide, *FT* aspires to the highest reputed source of business and financial news in the world.

There are three core values *FT* places a high premium on – it is accuracy, authority and the quality of journalists. From the political point of view, the paper favours economic interventionism, social liberalism and is pro-European Union. However, its comment pages do not incline to offer just one ideological perspective, as it publishes arguments from all perspectives (Financialtimes.net 2012).

The content of *FT* “goes far beyond other business newspapers” (ibid). Its highly specialized nature revolves around business, finance, companies, markets, including special features like daily reporting on the London Stock Exchange and financial market indices. Moreover, thanks to its extensive network of journalists based in all political and commercial centres of Europe, *FT* “is widely regarded to be the authority on the European Union, the Euro, and European corporate news” (ibid). The paper also runs a distinctive opinion column called Lex, which has been stealing attention from other
business and finance columns of its kind for its great investment tips written in “sharp, yet humorous voice” (ibid).

Not for nothing is FT called the “stockbroker’s Bible”. The core of the paper’s readership is made up of business minded people like investors, stockbrokers, shareholders as well as the world’s business and political leaders, who are in want of key issues affecting their work.

**Hospodářské noviny**

*Hospodářské noviny (HN)*, a modern daily newspaper focusing on economics and politics, is often regarded as “the Czech equivalent of Britain’s *Financial Times*” (News.bbc.co.uk 2012). It was established after 1989 as one of the first privatised daily papers and over the years it grew into being one of the most serious dailies of its kind in the Czech Republic. Besides the seriousness, it is also valued for its comprehensive analyses and commentaries as well as strong opinion columns (Economia.ihned.cz 2012). Politically speaking, the paper favours conservatism, aligning more with right-wing values.

As for the content, the paper deals with a vast variety of topics divided into two sections; the first one comprises news from home and abroad, opinions and commentaries, culture and sport. The other section, called Companies and Markets (Podniky a trhy), includes business-only info focused on the Czech and world economic news, financial markets, human resources, personal finance and investments, and so forth. It also enables the reader to “peek into the *Financial Times*’ kitchen” by translating several articles a week into Czech. Obviously, it is a matter of prestige as well as “scoring points” at the expense of the rival dailies.
As the HN’s readership profile reveals, every other reader has got a university degree (Economia.ihned.cz 2012), bringing us to the same conclusion as in the previous cases – the paper is predominantly read by educated people with a high living standard.

4.3 Corpus

For the purpose of the analysis, an English-Czech parallel corpus has been created to compare translations with their source texts. The total number of translations chosen for the analysis was 39, amounting to analyzing 78 texts altogether. The total size of the collection is 73,094 words, with an average of 937 words per each text. The corpus consists of three sub-corpora, with 13 pairs of texts per each pair of publications. As the analysis focuses on newspapers and newsmagazines of economic/political nature only, the corpus homogeneity had to be furthermore ensured by virtue of selecting translations produced in the same time span. Moreover, each sub-corpus was designed in a way to 1) represent a sample of topics across the journal’s body of translations as well as to 2) make sure that these topics would be comparable with other texts in other sub-corpora. This led to the selection of target texts listed in the tables below; the comparability criterion was satisfied to a greater or lesser degree, which means that texts dealing with the same topic can be found either in each sub-corpus (e.g. no. 13, 26, 39) or in two of them (e.g. no. 12, 37), with the remainder dealing with more or less similar issues. Among the main topics belong the following: business and politics, management of companies, Asian technologies and innovations, commodities, and media. To account for the temporal parameter, the time span was limited in a way that all journals started to publish their translations in different years (between 2007-2009). Hence the time spans overlapped in the period of 2009-2012\(^\text{10}\). Therefore, all the

\(^{10}\) the year this Thesis was published
translations singled out for the analysis were published between January 2009 and January 2012. What is needed to be stressed is that in this period, the overall focus of the press was dominated by the global economic crisis. The tables listing source and target texts for each sub-corpus are provided below:

<table>
<thead>
<tr>
<th>ST</th>
<th>Financial Times</th>
<th>Word count</th>
<th>TT</th>
<th>Hospodářské noviny</th>
<th>Word count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Indian innovators target nation’s high demand</td>
<td>1,118</td>
<td>Indovace, inovace po indicku dobývá svět</td>
<td>792</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Banks concede reform is inevitable</td>
<td>919</td>
<td>Amerika a Evropa se přou o regulaci bank</td>
<td>811</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>North Korea draws on tobacco to generate hard cash</td>
<td>950</td>
<td>Kim Čong-il &quot;veksluje&quot; s cigaretami</td>
<td>867</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>South Korea: into position</td>
<td>1,077</td>
<td>Korea řeší spor mezi Čínou a USA o juan</td>
<td>1,075</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>State of bankruptcy</td>
<td>2,177</td>
<td>Svět řeší, co s bankrotujícími státy</td>
<td>1,038</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Family still has a role to play</td>
<td>1,189</td>
<td>Klany dál vládnou asijským trhům</td>
<td>774</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Lessons of a banking collapse, in Lehman’s terms</td>
<td>846</td>
<td>Dva příběhy jednoho krachu aneb poučné desatero podle banky Lehman Brothers</td>
<td>604</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>US business working with an unknown in Tea Party</td>
<td>673</td>
<td>Američtí byznysmeni koketují s Tea Party</td>
<td>510</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Eastern Europe: An uplift under way</td>
<td>2,070</td>
<td>Střední a východní Evropa opět ožívá</td>
<td>1,392</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Coffee producers chase the high</td>
<td>812</td>
<td>Trh s kávou kvete. Kofein dobývá Čínu i Brazílii</td>
<td>583</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Is China bubble now an anti-China bubble?</td>
<td>616</td>
<td>Po obdivu přišlo podezření aneb Čínské frimy na burze</td>
<td>529</td>
<td></td>
</tr>
</tbody>
</table>
Table 4: Sub-corpus 1 – The Financial Times/Hospodářské noviny

<table>
<thead>
<tr>
<th>ST</th>
<th>Word count</th>
<th>TT</th>
<th>Word count</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>The euro crisis, Italy and its playful premier</td>
<td>908</td>
<td>Dluhová krize, Itálie a její rozpuštěný premiér</td>
</tr>
<tr>
<td>13</td>
<td>Digital revenues set to offset CD’s fall</td>
<td>615</td>
<td>Příjmy z digitální hudby kompenzují úpadek CD</td>
</tr>
</tbody>
</table>

Words total | 13,970 | Words total | 9,962 |

Table 5: Sub-corpus 2 – The Economist/Respekt

<table>
<thead>
<tr>
<th>ST</th>
<th>Word count</th>
<th>TT</th>
<th>Word count</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Talking-shop-on-Thames</td>
<td>1,004</td>
<td>Jednání nad Temží</td>
</tr>
<tr>
<td>15</td>
<td>Default lines</td>
<td>1,071</td>
<td>Dubaj, a teď Evropa?</td>
</tr>
<tr>
<td>16</td>
<td>Flowers for a funeral</td>
<td>1,134</td>
<td>Květiny na pohřeb</td>
</tr>
<tr>
<td>17</td>
<td>Shrinking the job to fit the woman?</td>
<td>1,013</td>
<td>Úřad šitý na míru</td>
</tr>
<tr>
<td>18</td>
<td>Let the Greeks ruin themselves</td>
<td>887</td>
<td>Nechte je, ať se zničí</td>
</tr>
<tr>
<td>19</td>
<td>Central Questions</td>
<td>630</td>
<td>Visegrádská spojka</td>
</tr>
<tr>
<td>20</td>
<td>Colour Revolution</td>
<td>674</td>
<td>Barevná revoluce</td>
</tr>
<tr>
<td>21</td>
<td>Who pays the bill?</td>
<td>887</td>
<td>Kdo to zaplatí?</td>
</tr>
<tr>
<td>22</td>
<td>Europe’s need for e-freedom</td>
<td>983</td>
<td>E-svoboda pro Evropu</td>
</tr>
<tr>
<td>23</td>
<td>Angry America</td>
<td>1,053</td>
<td>Naštvaná Amerika</td>
</tr>
<tr>
<td>24</td>
<td>Back to the coffee house</td>
<td>997</td>
<td>Zpátky do kavárny</td>
</tr>
<tr>
<td>25</td>
<td>Curiouser</td>
<td>667</td>
<td>Zvědaví jako opičky</td>
</tr>
<tr>
<td>26</td>
<td>Spotting the pirates</td>
<td>1,247</td>
<td>Zaostřeno na piráty</td>
</tr>
</tbody>
</table>

Words total | 12,247 | Words total | 11,538 |
<table>
<thead>
<tr>
<th>ST</th>
<th>Word count</th>
<th>TT</th>
<th>Word count</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Thriving on adversity</td>
<td>964</td>
<td>Prosperita zrozená z bidy</td>
</tr>
<tr>
<td>28</td>
<td>Brazil takes off</td>
<td>1,035</td>
<td>Brazílie – země na vzestupu</td>
</tr>
<tr>
<td>29</td>
<td>Hybrid vigour</td>
<td>958</td>
<td>Nadějný asijský hybrid</td>
</tr>
<tr>
<td>30</td>
<td>Don’t do it</td>
<td>1,004</td>
<td>Kolik času ještě zbývá euru?</td>
</tr>
<tr>
<td>31</td>
<td>The debate over universal values</td>
<td>1,116</td>
<td>Velký svár ve velké Číně</td>
</tr>
<tr>
<td>32</td>
<td>Addicted? Really?</td>
<td>897</td>
<td>Chycení v síti, nemocni webem</td>
</tr>
<tr>
<td>33</td>
<td>Beautiful game, ugly politics</td>
<td>1,144</td>
<td>Fotbal je pěkná hra, volba nového předsedy FIFA ošklivá politika</td>
</tr>
<tr>
<td>34</td>
<td>A question of maturity</td>
<td>997</td>
<td>Půjčí ještě někdo Řecku?</td>
</tr>
<tr>
<td>35</td>
<td>Some calm amid storms</td>
<td>914</td>
<td>Trocha klidu uprostřed bouře</td>
</tr>
<tr>
<td>36</td>
<td>One more push</td>
<td>1,028</td>
<td>Indie musí zabrat ještě jednou</td>
</tr>
<tr>
<td>37</td>
<td>Slipping into darkness</td>
<td>795</td>
<td>Italský propad do temnot</td>
</tr>
<tr>
<td>38</td>
<td>Angst for the educated</td>
<td>952</td>
<td>Diplom už nestačí</td>
</tr>
<tr>
<td>39</td>
<td>Rights and wronged</td>
<td>1,074</td>
<td>Nová válka proti internetovým pirátům</td>
</tr>
</tbody>
</table>

| Words total | 12,878 | Words total | 12,499 |

*Table 6: Sub-corpus 3 – The Economist/Ekonom*
4.4 Methodology

The texts comprising the corpus were in most cases downloaded from online archives of the respective journals. The two target texts that were obtained in print form (and where no electronic version existed) were scanned and then converted into Microsoft Word using OCR tools. Once the corpus was designed, the material was sorted manually – the texts were analyzed paragraph by paragraph and features relevant to this analysis were categorized and then counted. The present analysis therefore draws on quantitative data which are properly interpreted and explained. The predominant mode of research is descriptive, although it is ocassionally substituted with a prescriptive one so as to point to areas where improvements or corrections are needed.

4.5 Results

4.5.1 Global strategies

As far as the global strategies are concerned, I have looked into what kind of relation exists between the source and target texts in terms of the choice on a spectrum between complete translation and adaptation. The analysis revealed that there are three main global strategies the publications adopt; namely, these are complete translation, selective translation and selective transadaptation. Let us describe them in more detail:

1) Complete translation – as its label indicates, this strategy lies in preserving the original form and content to the highest degree possible; it keeps the original order of information, sentences, paragraphs etc. Addition and omission of information occurs only marginally, if at all. Sometimes the translation is complete even in the sense that
the translation adheres to the original title, which is otherwise a less common practice for the translation of journalistic texts.

2) **Selective translation** – by and large, this could be denoted as a fairly common strategy adopted when translating a journalistic text. Only selected parts are translated, while others are excluded. Usually, the excluded part ranges from few sentences to whole paragraphs. It needs to be noted that a mere omission of a word does not signal that the translation is selective; omissions of sentences and paragraphs do.

3) **Selective transadaptation** – this situation occurs when the translator resorts to making considerable changes to the content and form of the source text. Not only are certain parts excluded and others added, but the order of information and sentences is adjusted, certain parts may be rendered by summarizing translation or paraphrased. A provisional label could go as “half translation, half adaptation”.

The distribution of the above-described strategies in the individual journals is provided in the table below:

<table>
<thead>
<tr>
<th></th>
<th>Complete translation</th>
<th>Selective translation</th>
<th>Selective transadaptation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HN</td>
<td>0</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Respekt</td>
<td>9</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Ekonóm</td>
<td>5</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>20</td>
<td>5</td>
</tr>
</tbody>
</table>

*Table 7: Distribution of global strategies in the individual journals*

As the table indicates, *Hospodářské noviny* sees their role in performing journalistic translation quite differently from *Respekt* and *Ekonóm* as it reshapes the original form and content to the highest degree. Adopting complete translation as a global strategy is virtually non-existent; its “end-product” is target-situation oriented and manipulated towards the journal’s ends. In broad terms, *Ekonóm* produces both complete and
selective translations, leaning more toward the selective translation practice. Unlike the previous two publications, where the strategy of selective translation is given high priority, Respekt's translation practice is more inclined to keeping a rather close relation between the pair of texts involved. In this respect, the source text's form and content is respected to a relatively high degree and is modified only gently.

4.5.2 Local Strategies

The next step was to examine the dominant translation strategies reflecting the media’s sensitivity towards the prospective reader at the local level. Those strategies that have been pinpointed as particularly revealing with respect to readability were focused on. As the analysis has shown, transediting and explicitation turned out to be the two most dominant strategies in each of the journals analyzed, though occurring in different frequencies. Concerning the former, it was the strategy of omission that scored the highest regardless of the journal. As for the latter, it was the translation-inherent type that appeared far more frequently than optional and pragmatic explicitation; their applicability is obviously limited in terms of their dependence on the occurrence of respective linguistic and cultural phenomena. Nevertheless, they have been taken into account as well because unlike obligatory explicitation, which has to be performed in any case, optional and pragmatic explicitation are both optional in a sense that without their application, grammatically correct versions can be constructed. Hence their presence should not be taken for granted. In any case, as this analysis is not intended as any extensive research into the explicitation phenomenon, but quite on the contrary - the explicitation (and other) phenomena merely serve as a tool how to convey insights into the phenomenon of journalistic translation – suffice it to say then that the explicitation
phenomenon shapes the target texts to a considerable degree and in majority of cases does contribute to the text’s readability.

Moreover, I have looked into the ways the press deal with the presence of culture-specifics; this turned out to be a tricky business as vast majority of these items are present in the form of names of organizations and institutions that are commonly replaced with a “recognized” (i.e. the official) or “provisional” translation, or they are transferred and provided with a classifier (which was counted as an instance of pragmatic explicitation anyway). Let alone the fact that neutralizing or omitting these items would certainly defeat the object of press in general. In light of all this, I have kept track of CSs other than those mentioned above as well as those cases where 1) the possibility for recognized translation of a less familiar item existed but was not resorted to, or where 2) rather unusual borrowings were detected in the target text, or conversely, where 3) a commonly used borrowing was replaced with a Czech expression.

The number of occurrences of local strategies in each journal is provided in the table below; results for each journal will be discussed separately in the following sections.

<table>
<thead>
<tr>
<th></th>
<th>TR-ED</th>
<th>EXPL/IMPL</th>
<th>SIMPL</th>
<th>DOM</th>
<th>COUPL</th>
<th>FOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>HN</td>
<td>169</td>
<td>140</td>
<td>16</td>
<td>79</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Respekt</td>
<td>19</td>
<td>80</td>
<td>6</td>
<td>15</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Ekonom</td>
<td>61</td>
<td>96</td>
<td>10</td>
<td>42</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

*Table 8: Local strategies and their occurrences in the individual journals*
4.5.3 Discussing the Individual Journals

4.5.3.1 Hospodářské noviny

It is more than evident that Hospodářské noviny has been pursuing “the end justifies the means” kind of strategy since its translation liaison was originated in 2009. Compared to the other two publications included in this study, its translations are far from being regarded as complete ones, which is an observation that was expected to be a common feature present in journalistic translation in general; however, there seems to be a lot of variables that play their part in deciding what the appropriate strategy should be and the way the translation is handled – above all, it seems crucial who is assigned the task of translating, what language and writing policy the journal adopts, and perhaps most importantly, what stance the journal takes in relation to the source text – whether it is perceived as a mere offer of information that can be adjusted on as-needed basis, or as a text that needs to be respected given the prestige it brings; the third possibility, and perhaps the safest one, is of course the middle way. To come to the point, the circumstances under which translations in Hospodářské noviny are carried out – time constraints and the journalist adopting the role of a translator in particular – account for its rather low adherence to the source text. Aside of these considerations, another determinant is the translation’s function – which in this case dictates the readability quality at the expense of the information load present in the source text. However, the concepts such as culture-specifics or more elaborated terms tend to be preserved in their original form rather than subordinated to the readability ends, which has certainly to do with the newspaper’s specialized nature.

As is apparent from Table 8, it is transediting that turned out to be the dominant local strategy, with explicitation in a tow. Let us now discuss each of the strategies in detail along with pointing to the recurring instances throughout the corpus.
4.5.3.1.1 Transediting

In terms of transediting, it was made clear to me by HN’s editor that no modifications but making the text a bit shorter are allowed. More precisely, adding information or changing formulations is strictly forbidden\(^{11}\). Nevertheless, as it is apparent from the table above, the changes might be somewhat greater than previously announced.

The very first modifications can be observed at the level of the title and the lead. In part, the changes can be ascribed to the different set of journalistic practices used when writing the article’s opening; obviously, the Anglo-American model prefers rather implicit titles followed by a short or no lead at all. In part, it is due to the fact that even following the same model of writing does not prevent the journal from pursuing its own practices and strategies. It was observed that there are two main types of titles: 1) direct titles, where the subject matter is put rather explicitly, and 2) indirect titles, which provides only part of the information in belief that it will make the reader to find out more in the article. In this respect, both Financial Times and Hospodářské noviny tend to be rather direct in their stating of the subject matter, albeit the level of explicitness still differs; therefore, Hospodářské noviny tries to bridge the explicitness gap where necessary. There are two ways how to do it – the title is either made more explicit than the original one, or substituted for a new one. The overview of strategies used for rendering titles along with number of occurrences is provided in the table below.

\(^{11}\) To quote Václav Lavička: „Text lze mírně zkrátit, což se občas děje, samozřejmě citlivě. Nelze ale v žádném případě přidávat text, nebo upravovat formulace.“ (e-mail communication 2011)
The same title | More explicit title | New title
--- | --- | ---
4 (pair no. 12, 3, 8, 12, 13) | 5 (pair no. 1, 2, 6, 7, 9) | 4 (pair no. 4, 5, 10, 11)

*Table 10: The overview of strategies used for rendering titles in HN*

Besides providing a clear title, the reader’s understanding is further enhanced by means of inserting an extra lead and subheadings as these summarizing points are usually avoided in *Financial Times*’ texts.

By and large, it is the strategy of *omission* that is pursued most often. 105 occurrences have been detected in the corpus, ranging from a word to a whole paragraph omission. Among the phenomena that are commonly omitted belong the redundant details in the form of currency recounts, dates, or even names, as well as various “hyphenated” comments or comments in brackets. Additionally, the intention behind a sentence or a whole paragraph omission is to reduce the lengthy passages, letting the important information stand out. Here are several examples of omission:

<table>
<thead>
<tr>
<th>The title of C.K. Prahalad’s book <em>The Fortune at the Bottom of the Pyramid</em> has entered the lexicon of modern India as a business mantra.</th>
<th>Obchodnickou mantrou se pro místní podnikatele stala kniha <em>The Fortune at the Bottom of the Pyramid</em>.</th>
</tr>
</thead>
<tbody>
<tr>
<td>It symbolised the stoicism of citizens across central and eastern Europe and highlighted the importance of timely global assistance – albeit with tough strings attached – that averted the economic meltdown feared 18 months ago.</td>
<td>Znovu ukázaly na stoický postoj obyvatel napříč celou střední a východní Evropou a podtrhly důležitost včasné mezinárodní pomoci, která skutečně nakonec odvrátila ekonomické zhroucení hrozící před 18 měsíci.</td>
</tr>
</tbody>
</table>

*Summarizing* is another way to reduce overlong portions of text, resulting in paragraphs that are concise and to the point:

| There is, however, a more optimistic take, which was put to me by another senior Italian businessman. Italy has | Optimisté naopak věří, že Itálii potůže nehrozí. Země sice dluží, kam se podívá, ale většinu jejího dluhu nakoupili sami |

12 see the sub-corpus 1
The strategy of *addition* is adopted when the reader’s understanding needs to be enhanced by inserting background information or when the original information is felt incomplete; this can range from a single word to a whole sentence:

<table>
<thead>
<tr>
<th>high debts but it also has high private savings. Most Italian debt is still bought domestically. Italian banks have been much more prudent than their German or British counterparts. The Italian budget deficit is relatively moderate at just over 4 per cent of GDP and Italy has managed a high level of government debt for decades.</th>
<th>Italové. Navíc má Itálie relativně nízký deficit státního rozpočtu - 4,3 procenta HDP a je zvyklá zacházet s vysokým zadlužením desítky let.</th>
</tr>
</thead>
</table>

One might argue that the third example could be seen as an instance of pragmatic explicitation as well; however, my view is that pragmatic explicitation would occur in the opposite situation, i.e. when the name of the political party was spelled out and the classifier (i.e. political party) was added. Moreover, the strategy of addition is also used when new facts arise until the translation goes to press:
The least frequent type of transediting turned out to be the strategy of reorganization, which is employed to re-arrange the original order of information in a more logical way or to make certain passages foregrounded.

4.5.3.1.2 Explicitation

<table>
<thead>
<tr>
<th>Explicitation/Implicitation</th>
<th>Optional</th>
<th>Pragmatic</th>
<th>Translation-inherent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22/4</td>
<td>15/1</td>
<td>103/11</td>
</tr>
</tbody>
</table>

*Table 11: Types of E/I and their occurrences*

The most frequent type of explicitation is the translation-inherent one, which, from the reader’s point of view, appears to be desirable for several reasons. First, it improves or strengthens the cohesion of the text:

*Nowhere did the global recession bite as hard as in the Baltic republic of Latvia.*

*Na žádnou evropskou zemi nedopadla světová finanční krize tak tvrdě jako na Lotyšsko.*

Second, it mediates the logical links between sentences:

*As credit and trade froze after US investment bank Lehman Brothers collapsed in September 2008, households were left struggling to finance big debts. Often in euros or Swiss francs, they grew harder to service as local currencies weakened.*

*Jakmile došlo po pádu americké investiční banky Lehman Brothers v září 2008 ke zmrazení úvěrů a investic, byly domácnosti ponechány svému osudu s ohromnými dluhy. Situaci ještě zhoršil fakt, že velké množství dluhů bylo vedeno v eurech či ve švýcarských francích a kvůli slábnoucím domácím měnám bylo nad síly dlužníků závazky splácet.*
Third, it helps the reader to decode the concepts and processes which are expressed in a slightly oblique manner; this type proved to be particularly frequent:

<table>
<thead>
<tr>
<th>But national customs authorities target counterfeits rather than so-called “diverted real product”.</th>
<th>Problémem ale je, že národní celní úřady se zaměřují spíše na odhalování padělků, takže kontroly cílových destinací zboží zůstávají často bez povšimnutí.</th>
</tr>
</thead>
</table>

Moreover, in terms of facilitating the reader’s understanding, the translator goes so far that s/he specifies the outcome of a given action:

<table>
<thead>
<tr>
<th>A pro-Russian party that sought to play on disillusionment with the western-leaning elite and pro-market policies made only muted gains.</th>
<th>Proruská strana Za lidská práva ve sjednoceném Lotyšsku, která při kampani hrála na notu zklamání z elity tíhnoucí k Západu a z tržní ekonomiky, už není v parlamentu.</th>
</tr>
</thead>
</table>

Last, it is undisputed fact that the text’s overall attractivity and readability can also benefit from the adition of amplifiers and attitudinal markers:

<table>
<thead>
<tr>
<th>A century on, in a year when it holds the presidency of the Group of 20 leading economies, South Korea is putting history behind it.</th>
<th>Dnes, o celé století později, kdy Jižní Korea předsedá skupině dvaceti nejvyspělejších ekonomik světa, může země konečně s lehkostí hodit minulost za hlavu.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Germany’s “cash for clunkers” car scrappage scheme boosted sales not of domestically made executive saloons but of cheap hatchbacks put together in Poland, the Czech Republic and Slovakia.</th>
<th>Německý plán šrotovného nakopl prodeje, ale ne domácích limuzín, jak se čekalo, nýbrz levných hatchbacků vyráběných v Polsku, Česku a na Slovensku.</th>
</tr>
</thead>
</table>
Optional explicitation is no less significant strategy as it is crucial for the text to sound natural:

| There are at least four competing ideas under discussion among regulators, politicians and bankers. | V diskusi mezi regulačními orgány, politiky a bankéři existují nejméně čtyři různé názory, jak zabránit problémům v bankovnictví. |

Pragmatic explicitation takes place when certain difficulties in the understanding of culture-related phenomena are anticipated; in the following example, pragmatic explicitation was realized through generalization:

| [...]and add that it can use the G20 as a forum in which to help soothe the increasingly bitter dispute over the value of the renminbi. | Kromě toho by Jižní Korea mohla využít své současné role v G20 k diskusím směřujícím k uklidnění stále palčivějšího problému s hodnotou čínské měny. |

However, several cases where the over-reliance on the explicitation strategy resulted in clumsiness have been observed as well:

| “It would have helped if creditors had been made to look at Greece more carefully before they lent,” Prof. Krueger says. Greece was able to borrow for nearly a decade at rates close to those of the German government because the market regarded Berlin as a guarantor for Athens. | “Mohlo by pomoci, kdyby investoři bedlivě zkoumali Řecko, než mu půjčili peníze,” míní profesorka Kruegerová. Probálem bylo, že si Řecko mohlo téměř celé desetiletí půjčovat za stejnou sazbu jako německá vláda. Důvodem bylo, že se trhy dlouho divaly na Berlin jako na garanta Athén a investoři neměli z řeckých dluhopisů žádné obavy. |

Similarly, the implicitation of causal relations can hinder the reader’s understanding:

| As the former Soviet state subjected itself to Europe’s toughest austerity programme – to keep its currency pegged to the euro and preserve hopes of joining the single currency – its economy shrank 18 per cent last year. | Bývalá sovětská republika sama přistoupila k nejprísnějšímu programu škrtů ze všech evropských států, aby udržela inflaci v rozumných mezích a zachovala si naději na připojení k jednotné evropské měně. V loňském roce se lotyšská ekonomika propadla o 18 procent. |
4.5.3.1.3 Simplification

| Simplification |  
|----------------|---|
| **Lexical** | 51 |
| **Syntactic** | 11 |
| **Stylistic** | 17 |

Table 12: Types of simplification and their occurrences

The strategy of simplification scored the highest at the lexical level. Quite clearly, it is applied for the sake of diluting information-heavy paragraphs:

<table>
<thead>
<tr>
<th>A private equity arm of Morgan Stanley invested $50m this week in Yongye International, a Chinese agricultural nutrient company that had also suffered on Nasdaq under the weight of short sellers.</th>
<th>Pobočka banky Morgan Stanley, která se specializuje na akciový trh, minulý týden investovala 50 milionů dolarů do čínské zemědělské a potravinářské společnosti Jung-jie International, již se na Nasdaqu v poslední době také moc nedařilo.</th>
</tr>
</thead>
</table>

The cases where all three types of simplification have been spotted in one paragraph are plentiful; in the following passage, a long sentence is broken up into several shorter ones, non-finite clauses are replaced with finite ones and the overall vocabulary burden is simplified in a blunt manner:

<table>
<thead>
<tr>
<th>It was a far cry from the sardine-packed lumbering coaches that ply Delhi’s streets among armadas of motorcycles and small cars, engines roaring, axles wobbling, filled with cramped, exhausted-looking passengers on Rs15 ($0.33, €0.23, £0.19) inner city journeys.</th>
<th>Vůz z dílny Tata Motors je totiž úplně něčím jiným, než na co jsou Indové zvyklí. Ulicemi Dillí v současnosti projíždí autobusy, ve kterých jsou cestující namačkaní jako sardinky. Za jízdu po městě zaplatí patnáct rupií. Na přeplněných silnicích se proplétají malá auta a motocykly. Motory řvou a cestující bývají z cesty vyčerpaní.</th>
</tr>
</thead>
</table>
4.5.3.1.4 CSs and Others

<table>
<thead>
<tr>
<th>Domestication</th>
<th>Couplets</th>
<th>Foreignization</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

*Table 13: TSs for CSs and others and their occurrences*

An interesting case of *domestication* has been observed in the following paragraph, where a neutral word is replaced with a CS:

Enter a small shop anywhere in India and hung on the wall will be tiny sachets of soap powder, *dishwashing liquid* and shampoo. Their price is a few rupees.

Both *couplets* and *foreignization* are strategies that retain something of the foreignness present in the source text, though couplets seem to be less obtrusive:

Waves of consumption are driven by the Hindu festival of Diwali and weddings.

The following cases have been marked as instances of foreignization as for both items, there is either recognized (*Americký institut pro podnikání a výzkum politiky*) or provisional (*hnutí „čajových dýchánků“*) translation available:

Norm Ornstein, a political scientist at the American Enterprise Institute, says that while corporate America and the *Tea Party* will stand together on some issues, big business could be disappointed by the ripple effects of electing politicians whose priority is limiting government size.

Norm Ornstein, politolog z American Enterprise Institute, varuje, že přestože se korporátní Amerika na některých otázkách s Tea Party shodne, mohl by být vysoký byzyns paradoxně zklamán zvolením politiků, jejichž hlavní prioritou je snížení role státu.
We can only speculate whether they are transferred into the target text on purpose, to give the reader the sense of the foreignness, or whether it is a mere consequence of time constraints laid on the translator.

4.5.3.1.5 Miscellaneous

An interesting point to be noticed about *HN*’s translations is that *approximate* numbers and figures are replaced with exact ones:

<table>
<thead>
<tr>
<th>The Italian budget deficit is relatively moderate at just over 4 per cent of GDP and Italy has managed a high level of government debt for decades.</th>
<th>Navic má Itálie relativně nízký deficit státního rozpočtu - 4,3 procenta HDP a je zvyklá zacházet s vysokým zadlužením desítky let.</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of the most celebrated Indovations is the Nano car, launched by Ratan Tata, chairman of the Tata Group, as the world’s cheapest car. The Nano, which is expected to have a production run of 250,000 units a year, turned heads worldwide for its starting price of $2,000.</td>
<td>Jednou z nejvíce oslavovaných &quot;indovací&quot; je model Nano od Tata Motors, který je nejlevnějším autem na světě. Cena vozu začíná na 2450 dolarech a v současnosti v Indii jezdí přes 17 tisíc těchto malých aut.</td>
</tr>
</tbody>
</table>

It is rather unfortunate that such a prestigious daily that *Hospodářské noviny* certainly is features numerous mistranslations that are hard to believe to slip the translator’s attention:

| It has, for example, recently obtained upstream rights in Kazakhstan, and added 50,000 barrels of daily oil and gas production with a C$4.1bn (US$4bn, £2.7bn, €2.9bn) purchase of Harvest Energy Trust, a Canadian producer. | Nedávno například země získala práva na suroviny v Kazachstánu a k tomu dalších 50 tisíc barelů oleje denně a dodávky plynu díky koupi kanadského podniku Harvest Energy Trust za 4 miliardy dolarů. |

70
Like many economists, Thomas Wieser, chair of the EU committee that prepares economic and financial policy for ministers, believes the EU’s eastern members will experience annual growth about 2 percentage points lower than before the crisis.

Thomas Wieser, člen Komise EU, který připravuje ekonomické a finanční podklady pro ministry, věří, že východní země EU zaznamenají roční růst o dvě procenta nižší, než vykazovaly před krizí.

### 4.5.3.2 Respekt

Despite carrying out the same type of translation, it is intriguing how much are Respekt’s end-products different from what has been noted about Hospodářské noviny; again, it needs to be stressed that lot of factors are at work here – there is obviously less time pressure given the Respekt’s weekly frequency, the translator, as opposed to journalist, might perceive his role in performing translation quite differently, and most importantly, it is the different nature of each publication (the style of writing in particular) which accounts for developing a different set of requirements laid on the translation “end-product” as well. On the whole, the strive to make the texts readable is most evident at the level of explicitation. Other interventions into the texts’ form and content are rather gentle but still essential for the successful reception of the text in the target situation.

#### 4.5.3.2.1 Transediting

<table>
<thead>
<tr>
<th>Transediting</th>
<th>Change of title</th>
<th>Change of lead</th>
<th>Addition</th>
<th>Omission</th>
<th>Summarizing</th>
<th>Reorganization</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1</td>
<td>2</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Table 14: Types of transediting and their occurrences*
Unlike *Financial Times*, *The Economist* clearly prefers using indirect titles to direct ones, presupposing that the curiosity will make the audience read further. This is where no major changes are needed as *Respekt* favours the same kind of strategy. Only two cases occurred when the original title was substituted with a new, more explicit one (15, 19\(^\text{13}\)), such as in this case where the domesticating strategy is applied: “Central Questions”/“Visegrádská spojka”. Moreover, two titles are actually more implicit than the original ones (17, 18). As for the translation of leads and subheadlines, the original ones are usually adhered to. Occasionally, extra subheadlines have to be added when there are no present in the source text. As has been already said, the changes that the texts undergo are only negligible compared to *Hospodářské noviny*, but they concern the same elements. In the following passage, redundant information is filtered out while relevant one is added:

Google’s “new approach to China”, as the company’s chief legal officer, David Drummond, called it on January 12th on the company’s official blog, will certainly infuriate China’s government. 

„Nový přístup k Číně“, jak tento obrat nazval hlavní právník Googlu David Drummond na oficiálním firemním blogu, rozhodně popudí čínskou vládu. (Podle vyjádření z konce minulého týdne nehodlá kvůli Googlu cenzuru uvolnit - pozn. Respektu.)

4.5.3.2.2 Explicitation/Implicitation

<table>
<thead>
<tr>
<th>Explicitation/Implicitation</th>
<th>Optional</th>
<th>Pragmatic</th>
<th>Translation-inherent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/2</td>
<td>9/0</td>
<td>53/4</td>
<td></td>
</tr>
</tbody>
</table>

*Table 15: Types of E/I and their occurrences*

In terms of explicitation, the text’s readability is enhanced in several ways; as journalistic writing features a heavy use of reporting verbs, the implicit nature of English verbs have

\(^{13}\) see the sub-corpus 2
to be addressed properly; hence the presence of optional explicitation in the following example:

| The government says it will cut the deficit to 9.1% of GDP next year. | Vláda slibuje, že příští rok sníží deficit na 9,1 procenta HDP. |

Optional explicitation also takes place when contrastive links between sentences need to be emphasized; besides this, the following section exemplifies the use of translation-inherent explicitation to communicate certain attitude:

| She is a quick learner,” says one well-placed official. “She is never going to be a great strategic thinker.” | „Rychle se učí,“ říká jeden dobře informovaný úředník. „Ale nějaký hlubokomyslný stratég z ní nikdy nebude.“ |

Intensification of the original utterance has the same profound effect on the article’s overall attractivity:

| He said he had wanted to come sooner, but had been on his sick-bed for 11 days—Chinese leaders’ health problems are almost never disclosed. The mystery deepened when it turned out that Mr Wen had met delegations in Beijing while he was supposedly laid up. | Chtěl přijet již dříve, ale prý byl po jedenáct dni upoután na lůžko (o zdravotních potížích čínských vůdců se přitom takřka nikdy neinformuje). Což je záhada nad záhady, neboť jak se později ukázalo, zatímco premiér Wen údajně ležel v posteli, přijímal v Pekingu delegace. |

Days after the crash, many continue to gripe openly about the government’s response, and to doubt anything officials say.

Translation-inherent explicitation also provides the reader with a much better idea of the processes that do not seem to be sufficiently clear:
Pragmatic explicitation makes up for the absence of culture-related or world knowledge:

| Shoppers usually travel only a few kilometres from home or work to compare prices. | Zákazníci mají obvykle přehled o cenách v kamenných obchodech jen v okruhu několika málo kilometrů od domova či práce. |

His outburst, in turn, annoyed Ms Merkel. “I can’t explain to someone on Hartz IV that we can’t give him a single cent more but that a Greek gets to retire at 63”, said Michael Fuchs, a CDU leader in the Bundestag.

| Lady Ashton never expected to become EU High Representative, a gigantic job created by the Lisbon Treaty. | Catherine Ashtonová se věru nenadála, že se stane vysokou představitelkou EU pro zahraniční a bezpečnostní politiku, což je významná funkce zavedená Lisabonskou smlouvou. |

Generally, explicitation has greatly outnumbered implicitation, suggesting that the translators do not much rely on the immediate context or the reader’s knowledge of the world. This is one of those rare occasions where implicitation takes place:

| Some economists (mainly non-German ones) say Germany can contribute to a longer-term solution by stimulating domestic consumption, which would help the Mediterranean miscreants grow out of their problems. | Někteří ekonomové (převážně jiné než německé národnosti) tvrdí, že nejlepším dlouhodobějším řešením bude, když Německo podpoří vlastní domácí spotřebu – zároveň tím pomůže středozemským hříšníkům. |
4.5.3.2.3 Simplification

<table>
<thead>
<tr>
<th>Simplification</th>
<th>Lexical</th>
<th>Syntactic</th>
<th>Stylistic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 16: Types of simplification and their occurrences

As opposed to Hospodářské noviny, where numerous instances of simplification have been detected, only handful of cases has been observed in Respekt; the processing effort of the reader is mainly reduced at the level of lexis, where a more familiar or general word is given priority:

Among the tens of millions in China who now share their thoughts on the nation’s microblogging outlets are many who suspect the toll is even higher.

Celebrity a světoví vůdci včetně Baracka Obamy a Huga Cháveze komunikují prostřednictvím sociálních sítí; mnohé země dnes zpřístupňují surová data v rámci iniciativ transparentního vládnutí.

4.5.3.2.4 CSs and Others

<table>
<thead>
<tr>
<th>CSs and Others</th>
<th>Domestication</th>
<th>Couplets</th>
<th>Foreignization</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 17: TSs for CSs and others and their occurrences

Recalling the HN’s treatment of culture-specific and other items, neither publication is prone to adopting one strategy or the other. Obviously, the characteristics of the
readership (university background, professionals) provides some wiggle room when deciding which strategy to opt for. Exposing the reader to foreign items should not in this case create any major obstacles to his/her understanding; if needed, the item is coupled with an explanation, descriptive translation or, possibly, a through-translation:

<table>
<thead>
<tr>
<th>“FORD to City: Drop Dead.” That famous headline from the Daily News ran after President Gerald Ford refused to bail out New York City in October 1975, when the city was close to bankruptcy.</th>
<th>Když v říjnu roku 1975 americký prezident Gerald Ford odmítl finanční pomoc městu New York, které se nacházelo na pokraji bankrotu, informoval o tom newyorský deník Daily News v článku s později slavným nadpisem „Ford to City: Drop Dead“ (Prezident Ford městu: „Chcípni“).</th>
</tr>
</thead>
</table>

The following sentence illustrates the use of transference, presupposing the reader’s ability to infer what *Houston Chronicle* refers to:

<table>
<thead>
<tr>
<th>A Texan who once had to rely on the <em>Houston Chronicle</em> to interpret the world can now collect information from myriad different sources</th>
<th>Texasan, který se při interpretaci světa musel spoléhat na <em>Houston Chronicle</em>, si dnes může posílat informace z bezpočtu jiných zdrojů.</th>
</tr>
</thead>
</table>

*Respekt*’s translations are also distinct in a way that unusual borrowings are adopted here and there:

| In Silicon Valley, its home, Google’s change of tack in China was widely applauded. But some were asking whether it was “more about business than thwarting evil” to quote TechCrunch, a widely read website. | V Silicon Valley, kde je firma Google doma, byla změna kurzu vůči Číně přivítána s nadšením. Zazněly ovšem i názory, zda při tomto obratu nejde „více o byznys než o boj se zlem“, abychom citovali populární website TechCrunch. |
On the other hand, some borrowings that have almost entered the common language use are replaced with the Czech expression:

| Sony Music has launched “The Secret Garden”, a music-heavy TV show, and used it to tout new singles. Warner Music Group has signed JYJ, a Korean boy band, and is exporting its schmaltzy pop to the rest of Asia. | Sony Music spustila hudební televizní pořad Tajná zahrada, v němž propaguje nové singly. Warner Music Group podepsala smlouvu s korejskou chlapeckou kapelou JYJ a vyváží její přeslaný pop do zbytku Asie. |

All in all, domestication might provide a refuge when trying to avoid items where some explanation would be needed:

| When Charlemagne hesitates over the beer, Lady Ashton says cheerily: “If you don’t have one, I can’t.” | Když se autor článku zdráhal napít spolu s ní, lady Ashtonová zvesela prohodila: „Když si nedáte vy, nemůžu ani já.“ |

4.5.3.2.5 Miscellaneous

Although it has been suggested many times that translators try to “play safe” in their use of language and tend to be more conservative than authors of original texts (Becher 11), the translators in Respekt sometimes decide to follow the “common language policy” adopted by The Economist:

| The web has allowed new providers of news, from individual bloggers to sites such as the Huffington Post, to rise to prominence in a very short space of time. | Díky netu získali noví poskytovatelé zpráv od individuálních blogerů až po stránky jako The Huffington Post velmi brzy význačné postavení. |
4.5.3.3 Ekonom

Having dealt with various aspects of local strategies adopted by Hospodářské noviny and Respekt, I can now move on to discussing the way the translation is approached by Ekonom. To return to the figures presented in the section 4.5.2, it turns out that Ekonom offers yet a different perspective on the way the journalistic translation is handled; compared to the other two journals, the number of modifications and shifts is neither radical nor gentle, suggesting that Ekonom’s translation practice follows the proverbial “middle way”. Interestingly, the fact that Ekonom draws on the same source of texts as Respekt does not make it any closer to Respekt’s practice (and vice versa), suggesting that it is the set of journalistic practices in each journal that has most bearing on the final form of the translation product.

4.5.3.3.1 Transediting

<table>
<thead>
<tr>
<th>Change of title</th>
<th>Change of lead</th>
<th>Addition</th>
<th>Omission</th>
<th>Summarizing</th>
<th>Reorganization</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>3</td>
<td>6</td>
<td>45</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 18: Types of transediting and their occurrences

As opposed to The Economist, Ekonom prefers using rather direct titles which accounts for the changes made at this level. As the following table illustrates, the titles adhered to the original ones in three cases, with the remainder being rendered in a more explicit way or substituted with a new title:

<table>
<thead>
<tr>
<th>The same title</th>
<th>More explicit title</th>
<th>New title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 (pair no.14 27, 28, 35)</td>
<td>4 (pair no. 29, 33, 36, 37)</td>
<td>6 (pair no. 30, 31, 32, 34, 38, 39)</td>
</tr>
</tbody>
</table>

Table 19: The overview of strategies used for rendering titles in Ekonom

14 see section 4.3, sub-corpus 3
Concerning the leads, *Ekonom* follows the original ones but in almost half of the cases the level of explicitness was higher. Similarly to *Respekt*, *Ekonom* supplies its translations with extra subheadlines when there are no present in the source text. The most frequent type of transediting – *omission* – is (as the previous cases have shown) used in order to deprive the text of irrelevant details (certain figures, dates, abbreviations, comments etc.):

<table>
<thead>
<tr>
<th>BOND markets have scorned the €85 billion ($113 billion) bail-out offered to Ireland on November 28th.</th>
<th>Trhy s dluhopisy nemají valné mínění o nabídce záchranného balíčku ve výši 85 miliard eur, kterou 28. listopadu dostalo Irsko.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Here’s hoping his audience was paying attention, because recessions—particularly gut-wrenching slumps like this one—provide as many opportunities for business people as they do for politicians.</td>
<td>Snad jeho posluchači dávali dobrý pozor. Recese skýtají lidem v podnikatelské sféře právě tolik příležitostí jako politikům.</td>
</tr>
</tbody>
</table>

*Addition* of information occurs only marginally; it usually takes the form of inserting relevant details that make the information complete:

| Italy’s prime minister took a more serious hit on September 20th when Standard & Poor’s, a ratings agency, downgraded Italy and expressed grave doubts about the government’s ability to respond effectively to the crisis in the euro zone. | Ještě větší ránu mu však 20. září zasadila ratingová agentura Standard & Poor’s, když Itálii snížila hodnocení úvěrové spolehlivosti z úrovně A+ na A a vyjádřila závažné pochybnosti o schopnosti italské vlády účinně reagovat na krizi v eurozóně. |

Similarly to *Hospodářské noviny* and *Respekt*, the strategy of addition is resorted to when a new twist to the situation occurs:

| FIFA’s ethics committee is due to examine the claims on May 29th. The accused deny wrongdoing. | Etická komise vyšetřující korupci Hammáma s Warnerem dočasně suspendovala a Katařan se následně vzdal kandidatury, přestože jakékoli provinění popírá. |
It is common that two or three strategies are combined in one sentence, which makes the task of setting boundaries between them all the more difficult; what follows is a sentence where an omission, addition and simplification take place:

| Besieged by scandal, his government has squandered precious time staying off inquiries and defending indefensible ministers, two of whom have now resigned in disgrace. | Jeho vláda, kterou sužovaly skandály, promarnila drahocenný čas. Má dost svých starostí kvůli korupčnímu skandálu s udělováním telekomunikačních licencí v roce 2008, který už připravil o křesla dva ministry. |

4.5.3.3.2 Explicitation/Implicitation

<table>
<thead>
<tr>
<th>Explicitation/Implicitation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Optional</strong></td>
</tr>
<tr>
<td>17/4</td>
</tr>
</tbody>
</table>

*Table 20: Types of E/I and their occurrences*

The level of explicitness is very close to that of *Respekt* where almost the same amount of translation-inherent explicitation has been detected. Besides more or less regular cases of optional explicitation (specification of reporting verbs, enhancing cohesive ties, contrastive links and the like), the *Ekonom’s* strive to “improve” the texts was also evident at the level of pragmatic explicitation. The potential gap in the reader’s knowledge was bridged by means of adding classifiers, writing out abbreviations, or opting for a more specific word:

| The most successful are no longer huge but little-known contract manufacturers, such as Quanta or Hon Hai, in the news this week because of workers’ suicides. | Těmi nejúspěšnějšími z tchajwanských společností dnes nejsou žádní giganti, nýbrž málo známá jména. Třeba firmy jako Quanta nebo Foxconn Technology Group, které dodávají součástky či výrobky jiným společnostem. |
By 2025 São Paulo will be its fifth-wealthiest city, according to PwC, a consultancy.

The opposite strategy – pragmatic implicitation – can be also a viable solution for well-known items such as this:

Old hands are likely to pick CeBIT in Hanover, Germany.

As in the previous two journals, explicitation is also employed in the interest of raising the overall attractiveness and intensity of the original utterance:

But Taiwan is adapting.

Resorting to more familiar expressions can also have a positive impact on the reader:

Like an indigent household pawning the family jewels, its central bank was forced to airlift 47 tonnes of gold to the Bank of England as collateral for a loan, while it waited for more help from the IMF.

Moreover, translation-inherent explicitation significantly enhances the reader’s understanding of vaguely-formulated economic concepts like these:

Podle poradenské společnosti PricewaterhouseCoopers bude São Paulo do roku 2025 pátým nejbohatším městem na světě.

Veteráni oboru nejspíše vyberou hannoverský CeBIT.

Tento ústav, založený v roce 1973, nejen dovážel technologie ze zahraničí a investoval do výzkumu a vývoje doma, nýbrž také školil inženýry a zakládal nové firmy. Za vydatné pomoci institutu vznikl i momentálně největší světový výrobce čipů, Taiwan Semiconductor Manufacturing Company (TSMC).

Podobně jako nuzná rodina, která odnáší šperky po babičce do zastavárny, byla indická centrální banka nucena odvézt 47 tun zlata do Bank of England jako záruku za půjčku a mezitím čekala na další pomoc od MMF.
These companies are reaping rewards from investors who are skittish about shakier rivals.

Tyto společnosti nyní sklizejí úrodu od investorů, kteří neměli tu kuráž, aby vložili prostředky do konkurenčních firem s chatrnější kondici.

But many of them are stuck in a “commodity trap”, cautions Dieter Ernst of the East-West Centre, a think-tank in Honolulu.

Řada z tamních společností je však v pasti, protože jsou považovány jen za dodavatele komodity.

4.5.3.3.3 Simplification

<table>
<thead>
<tr>
<th>Simplification</th>
<th>Lexical</th>
<th>Syntactic</th>
<th>Stylistic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17</td>
<td>4</td>
<td>21</td>
</tr>
</tbody>
</table>

*Table 21: Types of simplification and their occurrences*

As opposed to Respekt, both Hospodářské noviny and Ekonom have proved the preference for the use of short sentences and simplified vocabulary:

China may be leading the world economy out of recession but Brazil is also on a roll.

Světovému hospodářství možná pomůže z receze Čína. Ovšem ani Brazílie není mimo hru.

ON JULY 24th 1991 Manmohan Singh, then India’s finance minister, presented a budget to India’s parliament that would change his country and the world.

In the following example, the attempt to reduce the reader’s processing effort is evident as the term in question is repeated several times throughout the article:

CRAIG SMALLWOOD, a disabled American war veteran, spent more than 20,000 hours over five years playing an online role-playing game called “Lineage II”.

Postižený americký válečný veterán Craig Smallwood strávil během pěti let přes 20 tisíc hodin hraním on-line hry »Lineage II«.

Again, it needs to be stressed that multiple strategies are often employed in a single segment; the following one exemplifies the combination of omission and simplification:

There are good reasons for thinking that old patterns are about to change—and that the current recession-driven downturn in the demand for Western graduates will morph into something structural. The gale of creative destruction that has shaken so many blue-collar workers over the past few decades is beginning to shake the cognitive elite as well.

Důvodů, proč by ke změně zavedených vzorů mělo dojít, je dost. Stejně tak je opodstatněné očekávat, že současný pokles poptávky po absolventech ze Západu způsobený ekonomickou krizí nabude strukturálního významu. Nad vystudovanou elitou se začínají stahovat mračna.

4.5.3.3.4 CSs and Others

<table>
<thead>
<tr>
<th>CSs and Others</th>
<th>Domestication</th>
<th>Couplets</th>
<th>Foreignization</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

*Table 22: TSs for CSs and others and their occurrences*

On the whole, culture-specific and other items receive a similar kind of treatment as in the previous two journals – the strategies made by the translator move on a spectrum from domestication to foreignization. The following example illustrates the use of an unusual borrowing in the target text:
Again, there would be bank runs in Europe as depositors fled weaker countries, leading to the reintroduction of capital controls.

Where a difficulty in understanding is anticipated, the culture-specific might be coupled with a descriptive equivalent:

Procter & Gamble (P&G) invested so heavily in radio advertising that it created a new artistic form, the soap opera.

In the following sentence, domestication is realized through employing a more general and neutral expression:

The mahout’s last ride. Poslední jízda na slonu.

4.5.3.3.5 Miscellaneous

In terms of numbers and figures, Ekonom features the same practice as Hospodářské noviny – approximate data is replaced with exact one:

Forecasts vary, but sometime in the decade after 2014—rather sooner than Goldman Sachs envisaged—Brazil is likely to become the world’s fifth-largest economy, overtaking Britain and France.
Several mistranslations or “too literal” translations have been spotted as well:

<table>
<thead>
<tr>
<th>English</th>
<th>Czech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yields have risen not just for Ireland but for Portugal, Spain, Italy and even Belgium. The euro has fallen—again.</td>
<td>Výnosy vzrostly nejen pro Irsko, ale také pro Portugalsko, Španělsko, Itálii a dokonce Belgii. Euro se - opět- propadlo.</td>
</tr>
</tbody>
</table>

4.5.3.4 Further Comparison

In this section, I would like to further compare and contrast the journals in terms of the strategies they adopted for rendering the same elements and expressions. The first set of strategies concerns the term “music labels”:

*Hospodářské noviny:*

<table>
<thead>
<tr>
<th>English</th>
<th>Czech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal, along with the other leading labels, owns a stake in Spotify but as its rivals Rhapsody and Deezer expand internationally, labels and artists stand to benefit because they are paid every time a track is listened to.</td>
<td>S tím, jak se služby Spotify, Rhapsody nebo Deezer celosvětově rozšiřují, vydavatelství a umělci profitují. Jsou totiž placeni za každý poslech své nahrávky.</td>
</tr>
</tbody>
</table>

*Respekt:*

<table>
<thead>
<tr>
<th>English</th>
<th>Czech</th>
</tr>
</thead>
<tbody>
<tr>
<td>The result is that big labels have pruned their Spanish operations.</td>
<td>Kvůli tomu také velké labely omezily svůj provoz ve Španělsku.</td>
</tr>
</tbody>
</table>

*Ekonom:*

<table>
<thead>
<tr>
<th>English</th>
<th>Czech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two mighty coalitions have formed around SOPA. Supporting the bill are not only film studios and music labels.</td>
<td>Kolem zákona SOPA se zformovaly dvě silné skupiny. K jeho příznivcům patří nejen filmová studia a nahrávací společnosti […]</td>
</tr>
</tbody>
</table>
Hospodářské noviny and Ekonom clearly favoured a more transparent translation of the term in question, seeking to prevent any difficulty in understanding on the part of the reader. However, Respekt opted for a different strategy, preferring the foreignizing translation\(^{15}\) which points to the journal’s general liking for transferring unusual borrowings into the target text. To continue with the media topic, let us take a closer look at the way Respekt and Ekonom rendered the expression “peer-to-peer file-sharing sites”:

**Respekt:**

| Since 2000, when the file-sharing service Napster first became popular, digital piracy has dogged the media industry. Over time piracy has become more diverse and sophisticated. In some countries, rather than swapping files on peer-to-peer networks. | Digitální pirátství trápi mediální společnosti od roku 2000, kdy se proslavila p2p služba Napster. Pirátství se postupně rozšířilo a získalo na rafinovanosti. V některých zemích už dnes lidé nestahují soubory přes p2p síť [...]. |

**Ekonom:**

| With great effort, courts have closed or hampered some big “peer-to-peer” file-sharing sites (these allow users to swap files without going via a central computer). | Soudy stálo nemalé úsilí, aby ukončily nebo omezily činnost některých velkých síť umožňujících sdílení souborů na tzv. "peer-to-peer" principu (uživatelé si mohou soubory vyměňovat, aniž by k tomu museli použít centrální počítač). |

Again, it is Ekonom rather than Respekt that supplied a more transparent translation in terms of improving the reader’s understanding. It seems that when it comes to special terms like this, Respekt does not seek to simplify the reader’s task at all costs but rather treats the reader as an expert in that particular field. Let us now move on to the topic of US politics and contrast the translation of the term “midterm elections” that appeared in Hospodářské noviny and Respekt:

\(^{15}\) However, it must be noted that the term is relatively known among the people in the music industry.
**Hospodářské noviny:**

| In this year’s congressional midterm elections, big business in America is – for the most part – rallying for a sweeping Republican victory. | Před bližícími se volbami do amerického Kongresu se většina lidí z vrcholného byznysu zasazuje o drtivé vítězství Republikánské strany. |

**Respekt:**

| It looks as though an angry America is about to exact its revenge, giving Mr Obama’s Democrats a painful kicking in the mid-terms on November 2nd. | Vypadá to, že naštvaná Amerika se nejspíš pomstí a druhého listopadu udělí Obamovým demokratům při volbách v polovině funkčního období citelnou lekci. |

_Hospodářské noviny_ chose to simplify (domesticate) the term at the expense of providing the reader with only part of the information. Presumably, preserving the whole meaning is not considered important – while the _readability_ certainly is. Conversely, _Respekt_ strives to be as accurate as possible and generally avoids simplifying the terms of this kind. The following pair of texts shows two different strategies for rendering the name of an American political movement called “Tea Party”:

**Hospodářské noviny:**

| US business working with an unknown in _Tea Party_ | Američtí byznysmeni koketují s _Tea Party_ |

**Respekt:**

| Mr Obama seems curiously unable to perceive, let alone respond to, the grievances of middle America, and has a dangerous habit of dismissing _tea-partiers_. | Je zvláštní, že prezident Obama zjevně nedokáže naslouchat stížnostem americké střední třídy, natož aby její problémy řešil. Navíc má nebezpečný sklon ignorovat hnutí „čajových dýchánků”. |
*Hospodářské noviny* decided to transfer the term unchanged despite the existence of a provisional label “hnutí čajových dýchánků” that was used in *Respekt*’s translation. This is mainly to illustrate that no journal takes a definite stance when it comes to rendering CSs and other expressions and does not always attempt at making it “accessible” to the reader.

### 4.5.4 Summary

Let us now summarize the results of the analysis so as to point to the dominant global and local strategies adopted by each journal as well as highlight other important aspects related to them.

#### Global strategies

<table>
<thead>
<tr>
<th></th>
<th>Complete translation</th>
<th>Selective translation</th>
<th>Selective transadaptation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HN</td>
<td>0</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Respekt</td>
<td>9</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Ekonom</td>
<td>5</td>
<td>8</td>
<td>0</td>
</tr>
</tbody>
</table>

*Table 23: Distribution of global strategies in the individual journals*

Concerning the global strategies, it has been observed that *Hospodářské noviny* changes the source offer of information significantly – the dominant strategy usually moves on a spectrum from selective translation to selective transadaptation. This is in sharp contrast with *Respekt*’s practice which clearly favours the strategy of complete translation while leaning towards the selective translation as well. As for *Ekonom*’s translation practice, it usually moves on a spectrum from complete to selective translation, with the latter being more dominant.
Local strategies

<table>
<thead>
<tr>
<th></th>
<th>TR-ED</th>
<th>EXPL/IMPL</th>
<th>SIMPL</th>
<th>DOM</th>
<th>COUPL</th>
<th>FOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>HN</td>
<td>169</td>
<td>140</td>
<td>16</td>
<td>79</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Respekt</td>
<td>19</td>
<td>80</td>
<td>6</td>
<td>15</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Ekonom</td>
<td>61</td>
<td>96</td>
<td>10</td>
<td>42</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

*Table 24: Local strategies and their occurrences in the individual journals*

As far as local strategies are concerned, the analysis has shown that there are two dominant translation strategies reflecting the sensitivity towards the prospective reader, namely transediting and explicitation. Both scored the highest regardless of the journal, though their frequencies vary significantly. Concerning the HN’s translations, exploiting simplification in order to produce readable translations is non-negligible too.

Transediting

<table>
<thead>
<tr>
<th></th>
<th>Change of title</th>
<th>Change of lead</th>
<th>Addition</th>
<th>Omission</th>
<th>Summary</th>
<th>Reorg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>HN</td>
<td>4</td>
<td>13</td>
<td>24</td>
<td>105</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Respekt</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>13</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ekonom</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>45</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

*Table 25: Types of transediting and their occurrences in the individual journals*

The strategy of omission represents the most frequent type of transediting in all three journals. The amount of other changes made corresponds with the journal’s dominant global strategies provided in Table 23. All in all, transediting represents a significant tool when trying to carry out translations that are well-arranged, readable and to the point.
The strive to produce reader-friendly texts resulted in frequent resorting to the explicitation strategy mainly in the situations where some difficulty in the reader’s understanding was anticipated. Explicitation also proved helpful when trying to make the texts sound natural and attractive, while the cases were the effort to make the texts readable led to the overall clumsiness were only negligible. The opposite phenomenon – implicitation – did not turn out to be a significant strategy. It needs to be stressed that the frequency of translation-inherent explicitation in HN was almost twice as high as in Respekt and Ekonom, suggesting that the author’s identity (a journalist vs. a translator) might have some bearing on the way the journalistic translation is approached.

### Simplification

<table>
<thead>
<tr>
<th></th>
<th>Lexical</th>
<th>Syntactic</th>
<th>Stylistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>HN</td>
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<td>17</td>
</tr>
<tr>
<td>Respekt</td>
<td>10</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Ekonom</td>
<td>17</td>
<td>4</td>
<td>21</td>
</tr>
</tbody>
</table>

*Table 27: Types of simplification and their occurrences in the individual journals*
for a more general/neutral/familiar expression not only in information-heavy paragraphs but simply anywhere where the presence of simplification was deemed necessary.

### CSs and others

<table>
<thead>
<tr>
<th></th>
<th>Domestication</th>
<th>Couplets</th>
<th>Foreignization</th>
</tr>
</thead>
<tbody>
<tr>
<td>HN</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Respekt</td>
<td>5</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Ekonom</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

*Table 28: TSs for CSs and others and their occurrences in the individual journals*

As it is apparent from the table above, neither journal is prone to using one strategy or the other, bringing us to the conclusion that the journals’ aim is towards *readability while retaining something of the foreignness* rather than the type of readability denoted as “immediate”.

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5 Conclusion

The present thesis was intended as a contribution to the understanding of journalistic translation both as a type of non-literary translation and a product with focus on translation in the press. Conducting such research was motivated by the relative absence of works and studies devoted specifically to this field of translation. First, I have sought to put together a more comprehensive picture of journalistic translation as a type of non-literary translation in terms of its name, scope, main areas of interests as well as major features. It was observed that journalistic translation is a very diverse phenomenon that can occur in different channels – print, online, and broadcast, forms – from the shortest items of news to the whole localized versions of foreign newspapers and magazines, genres – news and opinion journalism in particular, let alone the vast number of topics being at the media’s disposal. Such a wide coverage of spheres and domains accounts for the general inconsistencies in denoting the field of journalistic translation itself; some opt for designating the field according to the channel in which it occurs – e.g. press translation, others prefer the genre-related label such as news translation, and so on and so forth. Moreover, exploring the translation of news in global news agencies was identified as one of the most dominant directions in this field of research. Drawing on the findings and observations made by Bielsa and Bassnett as well as others who have contributed to the “Translation in Global News” project, the set of major features and concerns unique to journalistic translation was put together and further discussed; more precisely, these were the limitations of time and space, the strive to produce readable texts, the presence of manipulation and its forms, and the strategy of transediting. Aside of other theoretical considerations related to the field of journalistic translation (functionalist approach in particular), it was the concept of “readability” that was found central to the field in question and hence explored in greater detail.
This provided a solid basis for the subsequent analysis which was aimed at revealing what translation strategies are adopted by the three selected journals – Hospodářské noviny, Respekt, and Ekonom – at a global and a local level of a text. At the global level, I looked into what kinds of strategies are adopted by the journals on a spectrum from complete translation to transadaptation. The analysis revealed that there are three main global strategies the journals adopt, namely complete translation, selective translation, and selective transadaptation. As far as the individual journals are concerned, each of them leans towards utilizing a different strategy; the most radical changes made to the content and form of the source text have been detected in Hospodářské noviny, where the dominant global strategy usually ranges from selective translation to selective transadaptation. Conversely, Respekt tends to adhere to the source text to a relatively high degree – the majority of translations could be denoted as “complete”, with a handful of cases where the strategy of selective translation was resorted to. In comparison with these two journals, Ekonom usually follows the middle way; it was the selective translation that was pursued most often along with carrying out a few complete translations. The next step was to identify the dominant local strategies reflecting the journals’ sensitivity towards the prospective reader; this sensitivity, as it was observed, lies mainly in the strive to produce texts that are readable, i.e. that can be read and understood easily. In addition, I attempted at finding out whether the journals’ aim is towards immediate readability, or readability while retaining something of the foreignness. As the analysis revealed, all three journals tend to “improve” the texts’ readability mainly by means of employing the strategies of transediting and explicitation. As for the treatment of culture-specific and other special items, they are not necessarily made more palatable to reduce the reader’s processing effort; they are both domesticated and foreignized, as well as rendered with the help of a couplet. It can
be concluded then that the selected journals do aim at producing translations that are readable, but their specialized nature makes it so much as desirable to occasionally retain something of the foreignness in the texts. Last but not least, it should be stressed again that it is the existence of specific journalistic practices in each of the journals (the style of writing, tone, the author of a translation etc.) that have most bearing on the final form of their translation product. Put simply, the translation is manipulated towards the journalism’s ends in a similar way, but to a different extent.

In conclusion, it needs to be noted here that these findings are relevant only to a specific type of journalistic translation as my analysis was restricted to studying the nature of journalistic translation in the Czech press. Therefore, research on other types such as translation in news agencies or news websites could bring more insights into the field.
6 Bibliography

Primary Sources

Respekt/The Economist


Ekonom/The Economist


Hospodářské noviny/Financial Times


**Secondary Sources**


7 Summary

The aim of this thesis is to contribute to the understanding of journalistic translation both as a type of non-literary translation and a product with focus on translations in the press. Concerning the former, the work seeks to put together a more comprehensive picture of journalistic translation in terms of its name, scope, main areas of interests as well as major features. Drawing on the findings and observations made by other researchers into the field, the set of major features and concerns unique to journalistic translation is put together and further discussed. A rather theoretical framework is then completed with providing a review of translation theories and approaches central to studying this type of translation. Subsequently, the focus is narrowed down to exploring the journalistic translation as a product. At this stage, an analysis of English-Czech translations collected from Hospodářské noviny, Ekonom, and Respekt is carried out, with special attention being paid to investigating translation strategies made at a global and a local level of a text. The analysis revealed that there are three main global strategies the journals adopt, namely complete translation, selective translation, and selective transadaptation. Concerning the local strategies, all three journals tend to “improve” the texts’ readability mainly by means of utilizing transediting and explicitation.
Tato práce si klade za cíl přispět k lepšímu porozumění žurnalistického překladu ze dvou různých hledisek – jednak jako druhu neliterárního překladu a jednak jako produktu se zaměřením na překlady v tištěných médiích. V části věnované žurnalistickému překladu jako druhu neliterárního překladu se snažíme sestavit komplexnější obraz tohoto typu překladu v rámci zkoumání jeho názvu, rozsahu, hlavních oblastí zájmu a v neposlední řadě také hlavních rysů. Při sestavování uceleného přehledu hlavních rysů a klíčových oblastí čerpáme z různých zjištění a závěrů, které byly v tomto oboru dosud provedeny. Tento poněkud teoreticky zaměřený rámec práce je posléze doplněn o přehled těch překladových teorií a přístupů, které se zdají být pro zkoumání žurnalistického překladu klíčovými. V další části práce se dostáváme ke zkoumání žurnalistického překladu jako produktu. Za tímto účelem je provedena analýza překladů, které byly čerpány ze tří periodik – Hospodářských novin, Respektu a Ekonomu. Je třeba zmínit, že se jedná se o překlady z angličtiny do češtiny. V této části je naše pozornost zaměřena především na zkoumání globálních a lokálních překladových strategií. Analýza přináší následující zjištění: k textu jako celku přistupují zmiňovaná periodika třemi různými způsoby; konkrétně se jedná o kompletní překlad, selektivní překlad a selektivní transadaptaci. Na nižších úrovních textu je patrná snaha zlepšit čtivost textů původních, a tím je přiblížit více ke čtenáři. Tohoto záměru je dosaženo zejména prostřednictvím uplatňování strategie „transeditace“ a explicitace.
9 Appendix

The whole corpus is included on the enclosed CD.