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Bakalářská práce

**Contrastive Analysis – Translation of a Sample
Czech and English Newspaper Advertisement
(Including Draft Translation, Commentary and
Glossary)**

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Plzeň 2016

Prohlašuji, že jsem práci zpracoval(a) samostatně a použil(a) jen uvedených pramenů a literatury.

Plzeň, duben 2016

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Poděkování

Tímto bych chtěla poděkovat vedoucí své bakalářské práce, PhDr. Evě Raisové za její pomoc, ochotu a veškerý čas, který mně i mé práci věnovala.

Table of Content

1	INTRODUCTION	1
2	THE THEORY OF TRANSLATING.....	3
2.1	Understanding the Pattern	5
2.2	Types of Translations	6
2.2.1	Technical (Scientific) Translation	6
2.2.2	Artistic Translation	6
2.3	Poetry and Advertisement as an Art	7
2.4	Translation of sayings and idioms	8
3	THE ADVERTISEMENT.....	8
3.1	Advertisement on the Internet	9
3.1.1	Beginning of Commercialism.....	10
3.1.2	Aim of the Advertisement	11
3.1.2.1	Business Systems.....	11
3.1.2.1.1	How much for the Click?	13
3.1.3	Targeting of the Advertisement	13
3.1.4	The Advertisement on Internet Being Blocked by Users.....	14
4	PRACTICAL PART	16
4.1	English Advertisements from Printed Sources	16
4.1.1	Canon	16
4.1.1.1	Suggestion of the Translation	17
4.1.1.2	Commentary	17
4.1.1.2.1	Source and Brand	17
4.1.1.2.2	Content and Design	17
4.1.1.2.3	Translation Problems	18
4.1.1.2.4	Aim	18
4.1.2	OLYMPUS	18

4.1.2.1	Suggestion of Translation	19
4.1.2.2	Commentary	19
4.1.2.2.1	Source and Brand	19
4.1.2.2.2	Content and Design	19
4.1.2.2.3	Translation Problems	20
4.1.2.2.4	Aim	20
4.1.3	Olay	20
4.1.3.1	Suggestion of Translation	21
4.1.3.2	Commentary	21
4.1.3.2.1	Source and Brand	21
4.1.3.2.2	Content and Design	22
4.1.3.2.3	Translating Problems	22
4.1.3.2.4	Aim	22
4.1.4	Rolex	22
4.1.4.1	Suggestion of Translation	23
4.1.4.2	Commentary	23
4.1.4.2.1	Source and Brand	23
4.1.4.2.2	Content and Design	23
4.1.4.2.3	Translating Problems	24
4.1.4.2.4	Aim	24
4.1.5	Travelex.....	24
4.1.5.1.1	Suggestion of Translation	25
4.1.5.2	Commentary	27
4.1.5.2.1	Source and Brand	27
4.1.5.2.2	Content and Design	27
4.1.5.2.3	Translation problems.....	27
4.1.5.2.4	Aim	27
4.1.6	USA TODAY	28

4.1.6.1	Suggestion of Translation	28
4.1.6.2	Commentary	28
4.1.6.2.1	Source and Brand	28
4.1.6.2.2	Content and Design	28
4.1.6.2.3	Translating Problems	28
4.1.6.2.4	Aim	29
4.2	English Advertisements from Online Sources	29
4.2.1	Vimeo	29
4.2.1.1	Suggestion of Translation	29
4.2.1.2	Commentary	29
4.2.1.2.1	Source and Brand	29
4.2.1.2.2	Content and Design	29
4.2.1.2.3	Translation Problems	30
4.2.1.2.4	Aim	30
4.2.2	Healthy mama	30
4.2.2.1	Suggestion of Translation	30
4.2.2.2	Commentary	30
4.2.2.2.1	Source and Brand	30
4.2.2.2.2	Content and Design	31
4.2.2.2.3	Translation Problems	31
4.2.2.2.4	Aim	31
4.3	Czech Advertisements	32
4.3.1	EY	32
4.3.1.1	Suggestion of Translation	33
4.3.1.2	Commentary	34
4.3.1.2.1	Source and Brand	34
4.3.1.2.2	Content and Design	34
4.3.1.2.3	Translation Problems	34

4.3.1.2.4	Aim	35
4.3.2	J&T Bank	35
4.3.2.1	Suggestion of Translation	35
4.3.2.2	Commentary	35
4.3.2.2.1	Source and Brand	35
4.3.2.2.2	Content and Design	35
4.3.2.2.3	Translation problems.....	36
4.3.2.2.4	Aim	36
5	GLOSSARY.....	37
5.1	Advertisement terms	37
6	CONCLUSION.....	40
7	ENDNOTES.....	42
8	BIBLIOGRAPHY	44
8.1	Print Sources	44
8.2	Internet Sources	45
9	ABSTRACT	46
10	RESUMÉ	47
11	APPENDIXES.....	48
11.1	Appendix 1 to the practical part.....	48
11.2	Appendix 2 to the practical part.....	49
11.3	Appendix 3 to the practical part.....	50
11.4	Appendix 4 to the practical part.....	51
11.5	Appendix 5 to the practical part.....	52
11.6	Appendix 6 to the practical part.....	53
11.7	Appendix 7 to the practical part.....	54
11.8	Appendix 8 to the practical part.....	55
11.9	Appendix 9 to the practical part.....	56
11.10	Appendix 10 to the practical part.....	57

1 INTRODUCTION

From painted posters in Pompeii to electric billboards in Berlin, advertising has a long history and continues to have a strong impact on our society. Advertising remains highly relevant to today's world and has adapted and evolved over time to meet the needs of the users and receivers. I am interested in the area of translation and advertisement and I have enjoyed studying them both at university and thus I chose them to expand my knowledge further.

In the thesis I will deal with the areas of translation and advertisement itself and its translation from the English language to Czech and visa versa. It may seem that these two topics do not really belong to each other, yet they are more related than one may at first think. At present the world is more globalised than ever. The business world has spread worldwide and thanks to modern technology in particular the internet, we can communicate easily with people even on the other side of the hemisphere. Indeed many successful products are advertised in countless languages and countries. We might not think of it, but someone has to translate it for us, even though we take it as a natural thing. This person must be familiar with both the spheres of translation and advertisement.

The theoretical part is divided into two main chapters – *translation and advertisement*. I will describe the basic rules of translating, what methods must be used when translating, what types of translations we have and how they are connected. The chapter *advertisement* primarily deals with the online advertisement as it has become very popular in last few years. In the practical part I shall analyse ten advertisements; eight of them are English advertisements, two of them are Czech advertisements.

I will suggest translations of them and comment on the content, design, and the problems I faced whilst translating them. I will say a few sentences about the source, where it comes from as well as about the promoted brand or company. At the end of the practical part, I will attach a glossary with basic terms of language of advertisement.

The aim of the Bachelor thesis is to show an analysis of the differences and common features of advertisements, especially between printed and online versions. I want to use different sources to compare, what types of advertisement are being placed in there, who it is aimed at, how informative it is and what size was used. Afterwards, I will evaluate all of the gained findings.

2 THE THEORY OF TRANSLATING

Everyday we read translated texts. Translating is as old as human culture itself and it has been explored and studied many times. It involves not only working with the target language, but also with the mother tongue. [1] From the second half of the twentieth century a lot of books have been published on the topic *the theory of translation* and different approaches to it. A central question has come to the forefront of these discussions, namely whether the source text should be translated as an equivalent, thus whether all information from the text of the source language should be translated to the target language, even though there is a different grammar of languages that it concerns. J. Catford (a linguist, specialized in the theory of translation) came up with the idea, that “the units of the target language and the source language do not have to mean the same in a linguistic kind of way, but they can function in the same situation“. [2] ¹

The theory of translation confronts with a specialization, where is needed a detailed research of different aspects and orientations and categorization of the gained results to wider cultural context. However, they are oftentimes explained uncertain and ambiguous. Interpreters, technical translators and translators of literary texts deal with common problems, which arise from a dissimilarity of both languages, when translating. All of them endeavour to create the most trustworthy and the most accurate translation, but in the case of the forementioned categories (interpreting, technical translating and literal translating), translation of each is solved differently as all of them have a different goal. The interpreter creates immediately usable notes and comments, on the other hand, the translator's point is to find equivalents, which have as many as

¹ Translated by the author of the bachelor thesis from Czech original to English.

possible common words. That implies, that the interpreter's goal is not to literally translate the text, but to express the translating information as a meaningful whole, where is allowed to use various indirect expressions, periphrases, or synonymous phrases. In contrast to it, the translator must state all of the details and tries to find literal translations and the most suitable collocations. [3]

Opinions and theories of translation differ; someone claim that in an interpretation of text from a completely different culture it would be illogical to translate it literally. The translation would be unclear and incomprehensible for a reader. Contrary to it, a free translation would not express it all properly. So one solution could be the translation with a commentary, where the key facts of the general culture of the source language are explained and clarified.

E. A. Nida (one of the founders of modern translatology) held the view, that it is important to focus on the word's deep meaning, which does not only belong to a superficial text level. It is necessary to find out, what does it mean as a broad term, in which contexts is the word usable and first then we can express it in a basic superficial level. [4] When translating, there are easy rules to apply, that the translator must know:

- “1. the language, that he translates from,
2. the language, that he translates into,
3. the material content of the translating text (i.e. period and local facts, diverse unusualness of the author and his life, alternatively relevant domain of the technical literature).“ [5] ²

² Translated by the author of the bachelor thesis from Czech original to English.

There are certain requirements assigned to the translator; firstly he must understand the pattern, secondly he must interpret the pattern and last of all it is needed to reword and change the style of the pattern and adapt it to the target language. It is necessary to comply with the overall language culture, the context and the readers, that is the translated text meant for. The translator tries to interpret the text to the reader also based on his experience and knowledge about the culture of the source and target language. He must take into consideration what role plays the history, the way of life or the economy when translating, and in case there are no equivalents available, he endeavours to interpret them the most accurately based on the above mentioned factors. They might be for example names of magazines, companies, food, streets, organizations, political parties or geographical names. [6]

2.1 Understanding the Pattern

“A good translator has to be primarily a good reader.” [7]³

A translator's task is not only to understand words and terms, but also to comprehend the deeper meaning of the text. The translator must assess how the original author of the text perceives reality and expresses it in his work. If the work itself is difficult to understand in the source language, it is unlikely the translator will understand the work – and that is exactly his task. The translator's understanding and penetration into the text can be divided into two subcategories: Firstly, it is important to understand the text, what it is about and what it deals with. There is no need for special skills, it is more about the knowledge of technical terms, various fields and the practice. Secondly, correct reading of the text and empathizing with it; that provides the reader, what atmosphere and mood it is written in. If it is ironical, humorous, aggressive or serious. Most of the time the average reader does not realize, what connotations of the

³ Translated by the author of the bachelor thesis from Czech original to English.

language the author uses, nevertheless, the translator should be able to recognize them to properly put them into his translations. [8]

2.2 Types of Translations

We distinguish types of translation. Two basic categories of translation are *technical (scientific) translation* and *artistic translation*.

2.2.1 Technical (Scientific) Translation

Various types of text belong to this category, for instance, manuals, business correspondence, reports, commentaries or news. It is very important to translate these precisely and to keep them up to date (especially when translating international agreements etc). This type of translation is usually perceived as an easier form of translating than the artistic translation, it never was underestimated though. It is sure that it can be very problematic, not only because of many technical terms, but also because of more complicated and complex sentences, that definitely occurs more often than in belles-lettres.

2.2.2 Artistic Translation

Fundamental division of this type of translation are poetry, prose and drama which follow the traditional sorts of artistic texts – lyrical, epic and dramatic. The very favourite part, when translating art, is translating of the title. Those who read sometimes in a foreign language will certainly confirm, that the name of a book is often completely different in a target language than in the original one. We often ask ourselves: why did the translator completely change the title? And we self-confidently claim that we would do it differently. But when we have a think about it, we realise, that it is not that easy as it might seem and word-for-word translation is not always the best solution. [9]

2.3 Poetry and Advertisement as an Art

“The translation is like a woman, either faithful or pretty.” [10]⁴

The poetry represents the most difficult type of translating and is considered as the height of translating art and there is of course a risk that it is significantly deflected from the original. [11] When translating the poetry, it is important to make use of the freedom of translating. The language means of two languages are not equivalent and thus cannot be translated mechanically. The translator has to be able to use his imagination and adjust the piece of work to the target language, but still express the substance, the humour, the ambiguousness or the rhymes of the source language. That is what makes the translation so difficult. In this case the translator can either use *a reproducing norm* where it is focused on accuracy and exactness and the translator's aim is the accurate reproduction of the pattern. Those who want the translation to be beautiful and artistic, use *a norm of the art* and thus use the free translation. [12]

The language of advertisement is seemingly simple and often uses colloquial expressions but it is not always a rule. It uses simple sentences in general and avoids long-winded complex sentences, it rather uses short phrases divided into more simple sentences. Another key thing to remember is that a passive form is not that common and vocabulary is mostly ordinary. Frequently used is also present tense in comparison with past tenses. It might seem that translating of advertisement should cause almost no problem, however exactly the simplicity of source language can be difficult to render into target language. English is specific in using curtness and briefness whereas in Czech it is not possible to use them to such extent. It is recommended to leave out some pieces of information,

⁴ Translated by the author of the bachelor thesis from Czech original to English

having said that, in some cases there are demanded additional information and commentaries, otherwise the czech reader would have troubles with understanding the text. That applies not only to the Czech language but in general. [13]

2.4 Translation of sayings and idioms

When translating means of language such as sayings or idioms, we have to be very careful and mostly translate them as a whole and look for similiar wisdoms in the target language. To give an illustration of what i mean, let's look at the case of the saying: *no bees no honey, no work no money*, which is in Czech: *bez práce nejsou koláče*. As we can see, these two sentences do not contain identical words (instead of it, there are bees, honey, money, cakes), but both sayings express the same meaning that is that we have to make an effort to make money and only then to be awarded. We could translate it word for word and it still would be understandable, but why would we do that, when the one with cakes knows every little child in Czech Republic and on the other hand, the one with bees know every little child in english speaking countries. Moreover, preservation of traditional sayings is important. Similiar can be translating of advertisements, where is often used an allusion to saying or idiom that might be obvious for readers in original language but not for the ones from different culture. In this case, the translator is forced to change completely the translating text in order to express the same idea. [14]

3 THE ADVERTISEMENT

The advertisment is all around us. Whether we want to or not, we are influenced by it every single day; when opening the news and there is a huge alluring advertisment extended over a whole page, when driving the car and we pass huge billboards over and over again so it is definitely hard to miss it, when watching the television where we can hardly

overhear what the advertisement says (and the advertisement is always a lot louder than what we just watch). We cannot miss it even when we sit down at work and open the internet browser and the advertisement literally jumps on us. It is everywhere. [15]

“Using the advertisement are not only selling the goods and the services, it also offers such values as education, the advertisement is also used by fields such as human activities, like health care, science, culture, by advertisement is promoted and built a political persuasion. Nowadays, the advertisement is used to influence ethical, social, national and civil attitude, and to form the economical and ecologic claims.” [16]⁵ Undoubtedly, in the advertisement plays a role connection between various factors; colourful, original, noticeable design and catchy titel. Design and titel are often more important than the text itself, as it is the first what reader sees. [17] Often the advertisement raises emotions or shock and it is not a goal to promote some product or service, but only to point out difficulties of today’s world, they want to get to the heart of our mind and they force us to have a think about our attitude and feelings. This kind of advertisement is used mainly by political parties and governmental organizations. However, most of the advertisements want to make us laugh, smile and to feel a piece of mind. The advertising makers rely on it that they connect with potential customers by humour. [18]

3.1 Advertisement on the Internet

In this day and age, people have countless possibilities how to get information about actual events at home or worldwide, about classified ads, products, services, history or future. We can buy the news at the nearest newsstand, in every supermarket or we can just easily use our

⁵ Translated by the author of the bachelor thesis from Czech original to English.

phones to browse the internet for example while waiting on a bus stop. Notwithstanding this fact, the press is not sold as much as before due to growing usage of internet on computers as well as on phones or tablets. And so the advertisement on the internet, that inseperable belongs to the news, becomes more common than ever. In the same way as the advertisement is used in the press and the magazines, the advertisement appears on the internet. Advertising seems absolutely normal and ordinary to us so we do not even perceive it, anyhow, it affects and influences us without our consciousness.

3.1.1 Beginning of Commercialism

It is not easy to establish the exact point of the beginning of the World-Wide-Web journalism and its commercialization. The internet was initially supposed to serve as a space that would enable to share the information from an academic area where it is customary that information are for free. The internet simply was not intended to be a commercial medium. Gradually, as the internet has developed, the existing conventional media as well as the traditional electronic ones (the TV or radio) were induced to transfer their activity to the internet too. With this came up a question: How to profit from it? There is no exact statistic that would state how are funded certain WWW media, probably the most significant is the selling of the advertisement within the internet server. The very first genre that demanded money for the provided content from the users was pornographic industry. Several options how to pay for the internet content were developed; by means of the fixed telephone line with special charging or by using the payment cards. From the beginning was clear though that users do not intend to pay for the content. It has been discussed many times why the useres are not willing to pay for the content on the internet and despite all the efforts by the experts, who tried

to impose a charge on the content by a variety of ways and methods, the internet space stays (with few exceptions) free of charge. [19]

3.1.2 Aim of the Advertisement

“The aim of the advertisement is to make the receiver to respond.“ [20]⁶ The advertiser wants to make himself known, to be seen and the internet is one of the options for him how to achieve that. Often is promoted the brand, the product or there is a service presented. In certain cases is the advertisement effective only by displaying it to the consumer. The advertisement seeps into the consumer’s consciousness and when seeing the advertisement over and over again, the consumer will remember the name of the product, the service or the brand and that is what the advertisers consider as a success.

The advertiser wants to achieve, that the consumer actively reacts in some kind of way. When the user is interested in the advertisement, he clicks on it, and in the best possible way, he buys the product or the service. So the advertiser obtains the economic profit.

3.1.2.1 Business Systems

According to Bednář and his book *The Internet journalism*, the following terms belongs to the basic advertising vocabulary:

Impression = the displaying of the advertisement. The amount of impressions states the data, how many times was the advertisement displayed (not how many people was it displayed to).

⁶ Translated by the author of the bachelor thesis from Czech original to English.

Click-through = the reaction of the user to the advertisement – the click can mean also another activity in case of interactive advertising format.

Conversion = the execution of certain activity by user on the grounds of the displayed advertisement. It can typically be a making of purchase of goods or services, the displaying of concrete web page etc. The conversion is the aim of the advertiser. To the aims of the advertisement mentioned above refer these basic model situations that are basically focused on the sale of the impressions, the sale of the clicks through and the sale of the conversions.

In the first case the point is that the advertiser purchase a certain quantity of the displaying his advertisement, no matter if and how much will the users react. The advertiser pays for a fixed fee of the quantity of displaying (most often used when propagating the brand). It is not usually focused on a specific target groups. This business system is called PPV – Pay Per View (where the name depict the situation precisely).

In the second case, so in the case of the sale of the clicks-through, is an essential part how many times is the advertisement displayed to the users and what reactions arise with it. This type of advertisement is already aimed at certain group of people and must be aimed well, because the advertiser pays for that how many times is clicked on the advertisement. Thus, the prices are not firmly defined, but they are haggled individually. When haggling over the prices of the advertisement, there is as well importance of other factors, for instance, to what extent is the advertisement specified, the choice and the quantity of key words, the time and the server of displaying or the rival companies. This system is called PPC – Pay Per Click, so the sale of the clicks through. The

advantage of this system is, that the advertiser does not pay, when the advertisement displays only, but there does not take place demanded reaction – thus the click on it. For such respond must be paid and sometimes really a lot. Therefore this system is not suitable for big campaigns.

Last but not least, there is system which is called the sale of the conversions. The main principle is that the provider receives the payment in form of share from the agreed business. This system is not as much used as the previous one, because of the risk that the sale will not succeed, and that is also the reason why it is more expensive. Mostly it is not advantageous either for the advertiser or the provider. This system might be suitable for companies that offer expensive goods with a high acquisition price and a high extent of value added.

3.1.2.1.1 How much for the Click?

The price of the click-through differs and depends on many factors and conditions. The click-through of the advertisement itself does not mean that the selling of a product or a service is guaranteed, however, it still must be paid for it. Sometimes less, sometimes more, although, the prices can be around a few cents or dozens of pounds. [21]

3.1.3 Targeting of the Advertisement

The advertisements on internet, that daily display to us, are not based on random. The advertiser demand from the advertisements to be targeted and directed according to given context. For instance, if there is going on a conversation via e-mail and the subject is about something from gastronomy, it will show an advertisement of restaurants in surrounding area or well-known restaurants. If it is related to travelling, it will probably show an advertisement of travel agency. This intentional targeting of the advertisement operates on the principle that in the

advertisement is not only the text or animation itself, but also a list of suitable and unsuitable key words. So that specifies the advertisement and the parameters that define where it could be placed.

The advertisement is integral to social media too. The today's most favorite and the most used Facebook is a groundbreaker of an advertising system, where user has got even a chance to select if he likes the advertisement or not and what kind of advertisements he wants to be displayed. The system automatically collects advertisements that are similar based. The popularity and unpopularity then determines the price for the advertisement.

3.1.4 The Advertisement on Internet Being Blocked by Users

As introduced in the previous paragraph the user can easily define what type of advertisement he wants to be shown, moreover, he can actually completely block it. According to a research SPIR⁷ the application that blocks advertisements have installed around 12% of the users which meant loss of 1,2 billion czech crowns for the web operators last year. The users realised that they are being watched surfing on the internet and it contributed to gradual increase of the ad-block programmes. "They noticed, that when they visit a webpage with cameras, next three weeks they see just an advertisement with cameras." [22]⁸

The adblocking programmes have appeared relatively a short time ago, but they are more common every day. The adblockers and their activity is considered as some kind of attack, because the publishers of the advertisements are losing their profits. People using adblocking programmes do not realise, that the content on the internet is for free and they should appreciate it. They should learn to perceive the

⁷ Sdružení pro internetový rozvoj – Association for internet development

⁸ Translated by the author of the bachelor thesis from Czech original to English.

advertisement as an essential part of the internet and kind of ignore it but not block it. [23]

In some cases the internet website does not even let the user to see its content, when using the adblock. They explain, that thanks to advertisement and the income from provision of the advertising spots, is possible to realize the website and the users have to possibility to read it for free and they ask them to turn off the Adblock, in order to make the content accessible again.

4 PRACTICAL PART

I chose 10 advertisements that will be analysed in this part of the thesis. At first, I focused on advertisements that are from printed sources, such as newspaper (USA Today, International New York Times) or magazines (National Geographic, New Scientist or Vanity Fair). The 8 of them are translated from English into Czech, the 2 of them from Czech into English. I will show on the examples that the advertisement can have various forms and shapes and that especially printed and online advertisements differ mainly in extent.

At first, the advertisements are rewritten from the original sources and then commented and analysed. Copies of the full-advertisements are enclosed as appendices.

4.1 English Advertisements from Printed Sources

4.1.1 Canon

WILDLIFE AS CANON SEES IT

Family ties. The mouflon is closely related to domestic sheep, and still lives in the areas from which its cousins radiated into central Europe and Africa. Males and females separate into unrelated foraging groups and graze on grasses, grains and leaves, coming together only during breeding season. But populations have suffered major declines in the past few generations as mouflon habitat shrinks and poachers go after meat that is very similar to that of domestic sheep. In this case, a family resemblance is proving deadly.

As Canon sees it, images have the power to raise awareness of the threats facing endangered species and the natural environment, helping us make the world a better place. [24]

4.1.1.1 Suggestion of the Translation

DIVOČINA PODLE CANONU

Rodinné vazby. Muflon je blízkým příbuzným domácím ovce a stále žije v oblastech, odkud se jeho bratraci a sestřenice rozprchly do střední Evropy a do Afriky. Samci a samice se rozdělují na náhodně uspořádané skupiny, hledají potravu a pasou se trávou, obilím a listy. Všichni dohromady se setkávají pouze během rozmnožovacího období. Za poslední generace ale populace utrpěla významný pokles, protože místa výskytu muflonů se zmenšují a pytláci usilují o jejich maso, které je velmi podobné tomu ovčímu. V tomto případě se rodová podobnost stává smrtící.

Podle Canonu mají snímky tu moc, aby zvýšily povědomí o životním prostředí a o hrozbách, kterým čelí ohrožené druhy, a pomáhají nám vytvořit svět, který bude lepším místem.

4.1.1.2 Commentary

4.1.1.2.1 Source and Brand

This advertisement was chosen from a printed magazine National Geographic that contains articles about geography, history and world culture and is monthly published. The magazine is available in printed version as well as online. [25] The advertising company is a Japanese brand Canon, that is a world's manufacturer of cameras, printers and copy machines.

4.1.1.2.2 Content and Design

We can notice that the chosen advertisement is rather unobtrusive and informative. There are interconnected two parts; a part that informs us about the animal mouflon and its lower and lower occurrence and the part where is promoted the brand. There is no concrete model promoted, but the brand in general.

Design of this advertisement is not extraordinary; there is a photo of mouflon and underneath an informative paragraph about it. There is also a logo of the brand and a picture of photographic equipment. Overall, the type of advertisement is well chosen as the content and picture are in line with the type of content in National Geographic.

4.1.1.2.3 Translation Problems

As I was translating the advertisement, I had a problem with the word *gross*. I did not know it and could not immediately find the required meaning in a dictionary because there is few of them. After a while, I found out that *gross* means in Czech *veletucet* – a unit that refers to a group of 144 items, but I had to search not only in a vocabulary, but also on the internet itself. However, I was told to rephrase this part of text and do not use the word *gross* at all. Furthermore, I was deciding quite a long time, what title would be the best for the advertisement. I was choosing from 3 options: *Divočina jak ji vidí Canon* or *Jak vidí divočinu Canon* or *Divočina podle Canonu*. After all, I found the third option as the best one.

4.1.1.2.4 Aim

This advertisement is intended for adults or students, that are interested in the topic of nature and its current issues, moreover, the creators of the advertisement count on the fact that these people appreciate the beauty of the nature and so they would want to acquire a high-quality camera which Canon can definitely provide.

4.1.2 OLYMPUS

OLYMPUS

Your Vision, Our Future

Olympus Medical Systems

A new perspective.

What has continued to motivate us over the years? Outstanding innovation that generates new perspectives and new possibilities. In the early detection of intestinal cancer, Olympus endoscopes help doctors perform colonoscopy more gently and effectively: the very latest medical technology honed by the visionary power and expertise of a world market leader.

Discover more: anewperspective.olympus.co.uk [26]

4.1.2.1 Suggestion of Translation

OLYMPUS

Vaše vize, naše budoucnost

Zdravotní systém Olympus

Nová perspektiva.

Co nás v průběhu let nepřestává motivovat? Mimořádné inovace, které vytvářejí nové náhledy a možnosti. Při včasném zjištění rakoviny střeva pomáhají doktorům endoskopy Olympus provést kolonoskopii mírněji a efektivněji: nejnovější lékařské technologie jsou zdokonalovány silou vize a odbornými znalostmi světové jedničky na trhu.

Pro více informací: anewperspective.olympus.co.uk

4.1.2.2 Commentary

4.1.2.2.1 Source and Brand

This advertisement comes from the magazine *New Scientist* and its content is again related to the overall subject matter of the magazine. The brand Olympus, that is promoted here, is Japanese company that specializes not only in cameras (what is probably the most known in the world) but also in medical equipment, such as endoscopes which is in the advertisement referred to.

4.1.2.2.2 Content and Design

The advertisement is straightforward and clear and it uses the term *intestinal cancer* that attracts the attention as negative topics do. The

reader might not know, that Olympus is also specialized in the medical equipment so it can make him visit their website.

To the advertisement belongs one whole page where the most noticeable is a photo of man who is obviously a doctor. That can already reveal the meaning of the advertisement.

4.1.2.2.3 Translation Problems

During the translation I had a problem with the second sentence of the paragraph. It is a long sentence full of nouns and I had to organize the word order to make it understandable and to make it sound 'czech'.

4.1.2.2.4 Aim

I think, the aim of the advertisement is more about raising brand awareness in general. As normal readers will not have sufficient funds to purchase this product, therefore this advertising is not going to return much economic profit, it is to raise brand awareness. It could interest readers that alternatively suffer from intestinal cancer or are for some reason interested in this topic.

4.1.3 Olay

Olay REGENERIST
YOUR BEST BEAUTIFUL

PRESENTING A PRESTIGE INSPIRED NIGHT CREAM.
WITHOUT THE PRESTIGE PRICE.

Dramatically newer skin is revealed night after night.

WORLD'S No.1 female facial skincare brand.

Olay Regenerist 3 Point Night Cream is formulated to provide deep hydration when you most need it – overnight. During the night skin can lose moisture as your metabolism slows down, but it's also the optimum

recovery time for your skin. Olay Skin Energising Technology penetrates 10 surface layer deep, to start re-energising your skin while you sleep. So you can awake to **dramatically younger looking skin.** [27]

4.1.3.1 Suggestion of Translation

Olay REGENERIST
BUĎTE JEŠTĚ KRÁSNĚJŠÍ

PŘEDSTAVUJEME NOČNÍ KRÉM INSPIROVANÝ LUXUSEM.
ZA LUXUSNÍ CENU.

Každé ráno objevíte dramaticky mladší pleť.

Světová jednička v péči o pleť

Olay Regenerist 3 Point noční krém byl vytvořen, aby Vám poskytl hlubokou hydrataci, když to nejvíce potřebujete – v noci. Během noci ztrácí pokožka vlhkost kvůli zpomalení metabolismu, zároveň je to ale optimální čas na regeneraci Vaší pokožky. Olay Skin Energising Technology umožní proniknutí až do 10 vrstev a dodávají Vaší pokožce energii, zatímco spíte. Vzbudíte se s pleť **vypadající dramaticky mladší.**

4.1.3.2 Commentary

4.1.3.2.1 Source and Brand

The advertisement was chosen from a printed magazine Vanity Fair, which is an american magazine dealing with the topics of fashion, current affairs or popular culture. [28] When I was choosing this advertisement, I noticed that there is about 160 pages, from which almost 20 % cover advertisements, mostly promoting luxury goods such as perfumes, watch or clothes by brands like Guess, Ralph Lauren or Dior. Most of the advertisement were placed on the first pages of the magazine. The brand Olay promoted here a night creme.

4.1.3.2.2 Content and Design

The advertisement is aiming women and that is why the phrase *dramatically younger looking skin* is written in bold print, because especially women want to look young and beautiful and are likely to pay attention. The makers know that the potential female customers seek after a reasonable price, therefore in the title is applied a play on words, namely *prestige*. They want to point out that it is a quality product for a good price. The placement of the advertisement is strategic as the magazine read predominantly women.

The advertisement is also extended on one whole page and uses a black background and thus shows the product to good advantage. The picture of the product is very big and is placed in the middle.

4.1.3.2.3 Translating Problems

Here was difficult to translate the word *prestige*. It appears twice in two sentences and it is a play on words as mentioned in previous paragraph. I wanted to use the Czech equivalent *prestiž/prestižní* but it sounded strangely to me. So I decided to translate it as *luxus/luxusní* in order to dismiss the negation (skipping the word *without*) in the second sentence.

4.1.3.2.4 Aim

This advert is meant for young women as well as the middle-aged ones who look for cosmetics which helps the skin to look healthy and young.

4.1.4 Rolex

ROLEX – OFFICIAL WATCH OF THE ROYAL OPERA HOUSE
WHEN YOUR MAGNIFICENCE ENDURES FOR AGES, YOU'VE
MADE HISTORY.

This watch is a witness to the timeless performances at the Royal Opera House. Worn by those who continue its traditions, started three centuries ago from a patent awarded by Charles II. It doesn't just tell time. It tells history. [29]

4.1.4.1 Suggestion of Translation

ROLEX – OFICIÁLNÍ HODINKY ROYAL OPERA HOUSE
KDYŽ VAŠE VELKOLEPOST TRVÁ VĚČNĚ, JSTE SOUČÁSTÍ
HISTORIE.

Tyto hodinky jsou svědkem nestárnoucích představení v Royal Opera House. Nošené těmi, kteří pokračují v tradicích, jejichž počátky sahají až do doby před třemi stoletími a vytvořeny na základě patentu, který byl oceněn Charlesem II. Neudávají pouze čas, udávají historii.

4.1.4.2 Commentary

4.1.4.2.1 Source and Brand

I have chosen this advertisement from the newspaper International New York Times. It relates to an article published in the newspaper. The article is about an upcoming performance in Royal Opera House, and as I found out, the Rolex is official watch of this place. It was placed nearby the article as it is connected together. There is presented one concrete model, nevertheless the advertisement contains more general slogan that is not primarily focused on the new model which is photographed here.

4.1.4.2.2 Content and Design

The advertisement is rather short and it adverts to an old tradition and history that definitely is related to the brand. It definitely refers to the Royal Opera House as well by using the phrase *a witness to the timeless performances at the Royal Opera House*.

The advert is placed in the middle of two-page article so it is practically highly visible. Interesting is that the watch in this case are

depicted in a small format and bigger space belongs to the photos of Royal Opera House.

4.1.4.2.3 Translating Problems

A problem in this translation was the opening title *Rolex – official watch of the Royal Opera House*. At first I did not know whether to translate the official name into Czech or use the original English name. I searched a little bit and found the English name also in Czech articles so that I decided. In the main paragraph I struggled with the second sentence (*Worn by those who ...*), where it is simply expressed by passive form which was not possible to be used in Czech as well. I added some words to make the meaning clear. In the last sentence was used the word *tell* twice which expresses two meanings in Czech – to state the time and to say a story. It was not possible to translate it word for word, thus I tried to find a similar word which would fulfil the same intention as in English.

4.1.4.2.4 Aim

The aim is to encourage the people to buy watch of course and also to visit the Royal Opera House. It is intended for everyone, although this brand is not available for everyone because of its prices.

4.1.5 Travelex

Travelex worldwide money

It goes without saying that exploring all of the monuments as well as enjoying indigenous cuisine can become 'costly'. By when paying for small items or admission tickets by card, mean having to pay transaction charges. We've put together a guide to the cost of the top attractions and indulgence at Rouen. Don't be a tourist, be prepared as a local!

ATTRACTION

Cathédrale Notre-Dame - FREE

In the heart of the old town, this cathedral is one of the largest and most impressive Gothic cathedrals in France.

Musée des Beaux-Arts - €20/ person This museum ranks among the most important art museums in France.

Tour Jeanne d'Arc - €9.50/ person

When Joan of Arc was brought to trial in 1431, she was taken to the dungeon of this tower to stand before her judges.

TIPPING IN FRANCE

In France it's considered flashy to tip for no good reason. In restaurants you will see the phrase 'service compris' on your bill. This is the 15% service charge required by French law for taxation purposes.

AVERAGE COSTS

Meal for 2 - €80

2 glasses wine - €15

Local transport (1 way) - €1.60

Taxi - €1.55 (per km)

EXCLUSIVE CURRENCY OFFER

Simply show this brochure at Travelex store on board and get 0% commission on all exchanges over £150. [30]

4.1.5.1.1 Suggestion of Translation

Travelex – světové peníze

Všichni víme, že navštěvování památek a ochutnávání domácí kuchyně vyjde draho. Při placení menších položek a vstupenek kartou, musíme platit také za extra poplatky. Dali jsme dohromady příručku

s výdaji na nejlepší atrakce a zážitky v Rouenu. Nebuďte jen turisté, buďte připraveni jako místní!

ATRAKCE

Cathédrale Notre-Dame (Katedrála Nanebevzetí Panny Marie) -

VSTUP ZDARMA

V srdci starého města se nachází jedna z největších a nejpůsobivějších gotických katedrál ve Francii.

Musée des Beaux-Arts (Muzeum umění) - 20€/os

Toto muzeum patří k nejvýznamějším muzeím Francie.

Tour Jeanne d'Arc (Věž Jany z Arku) - €9.50/os

Když byla Jana z Arku postavena před soud v roce 1431, byla poslána do žaláře této věže a čekala na rozsudek.

SPROPITNÉ VE FRANCII

Ve Francii je považováno za nevhodné dát spropitné bez dobrého důvodu. V restauracích uvidíte na účtence položku 'služby zaměstnanců', která tvoří 15 % a je požadována francouzským daňovým právem.

PRŮMĚRNÉ CENY

Oběd/večeře pro 2 osoby – 80 €

2 sklenky vína – 15 €

Místní doprava (1 jízda) – 1,60 €

Taxi – 1,55 €/km

EXLUSIVNÍ MĚNOVÁ NABÍDKA

Ukažte tento magazín v obchodu Travelex na palubě lodi a při směně peněz nad 150 £ nemusíte platit poplatek.

4.1.5.2 Commentary

4.1.5.2.1 Source and Brand

This handbill is sourced from an advertising magazine Traversee which is produced by DFDS (Northern Europe's largest shipping and logistic company and is for free handed out on all of their ships. All of its content is focused on one destination and some of the advertisers such as Travelex take an advantage of it and adjust their advertisements to it. More than 50 % of the magazine give space to the retailers on board of these ships to promote their products and attract passengers to purchase from them while traveling.

4.1.5.2.2 Content and Design

This text gives a brief summary about attractions in the French city Rouen, about prices of some services and it is in line with the theme of the whole magazine so it fits nicely. The voucher at the bottom is call to action and it hopefully makes those passengers transact with Travelex as they get their currency commission free.

4.1.5.2.3 Translation problems

I was not sure whether to use the original French names as it was in the original advert or translate them into Czech because if the tourist would not know the French name he could have troubles finding the place. I have determined to leave the initial version.

4.1.5.2.4 Aim

The purpose of this add is to make passengers of DFDS ships (from Dover to France/ Belgium) double check whether they actually have enough foreign Currency (Euros in this case). Travelex has currency exchange stores on every ship.

4.1.6 USA TODAY

USA TODAY SPORTS

BE THE FAN YOU WERE BORN TO BE!

sports.usatoday.com

Smarter. Faster. More Colorful. [31]

4.1.6.1 Suggestion of Translation

USA TODAY – SPORT

Buď tím fanouškem, kterým jsi se narodil!

sports.usatoday.com

Chytřejší. Rychlejší. Barevnější.

4.1.6.2 Commentary

4.1.6.2.1 Source and Brand

This advertisement is sourced from the american newspaper USA TODAY. It is closely related to the news because it refers to its online sport section.

4.1.6.2.2 Content and Design

The extent of the advertisement is short and concise. It only contains the reference to the website of the news and the official slogan of USA TODAY, namely 'Smarter. Faster. More Colorful'.

There is one picture with a person that obviously is a fan of sport because of a wig, painted face and shouting face. The advertisement is placed on the last page at the bottom.

4.1.6.2.3 Translating Problems

There were no big problems with translation as the text here is very short.

4.1.6.2.4 Aim

The role of this advert is to attract not only tenacious sport fans to visit the online version of the news on internet. When opening the link, a lot of sport articles, photos and videos are displayed.

4.2 English Advertisements from Online Sources

4.2.1 Vimeo

TRUSTED BY FILMMAKER AROUND THE WORLD.

Showcase videos in our custom HD player, with zero ads.

vimeoPRO

JOIN NOW [32]

4.2.1.1 Suggestion of Translation

OSVĚDČENO FILMOVÝMI PRODUCENTY PO CELEM SVĚTĚ.

Ukaž svoje videa v naší klasické HD kvalitě. Bez reklam.

vimeoPRO

PŘIDEJ SE K NÁM

4.2.1.2 Commentary

4.2.1.2.1 Source and Brand

This advertisement comes from the online version of British national daily newspaper The Guardian. Quite on top of the site is space for banners where are the advertisements displayed. They usually depend on last browsing on internet and can change after every refreshing the site. There was promoted Vimeo which is a Web project created for sharing videos. Vimeo uses artistic community thereby it greatly varies from Youtube which is focused on mass community.

4.2.1.2.2 Content and Design

The content itself is not extensive, there are just two simple sentences that clear express the advertisement. By using the phrase

around the world, the makers want to emphasize that Vimeo is world-wide known website.

The design is simple, there is one picture on the right (a woman with cameras which shows what the advertisement is about) and the slogan on the left.

4.2.1.2.3 Translation Problems

I translated this advertisement without bigger difficulties.

4.2.1.2.4 Aim

This advertisement is intended to everyone who surf on internet and either those who would like to register at Vimeo and upload own videos or those who are just interested in watching various videos and appreciate HD formats.

4.2.2 Healthy mama

Healthy mama

We got you, mama.

The only burn you should feel is from doing the downward dog.

Heartburn relief. [33]

4.2.2.1 Suggestion of Translation

Zdravá maminka

Dostali jsme tě, mami?

Jediné co by Vás mělo pálit, jsou stehna při protahování se v pozici střechy.

Úleva od pálení žáhy.

4.2.2.2 Commentary

4.2.2.2.1 Source and Brand

The advertisement is again from an online source, namely from a newsletter Healthy Women which is put out by the organization of the

same name. The organization gather informations about wide range issues of women's health and tries to raise the awarness of them. [34] There is promoted Healthy mama brand and a user who clicks on the banner is redirected to its website. On this website is selled a lot of products for pregnancy, nursing etc. Specificaly in this advertisement is promoted a product for heartburn.

4.2.2.2.2 Content and Design

The content relates to the current article '*The best yoga poses for pregnant women*' and the translated advertisement is placed there even twice; once on the top and once on the side of the site. The phrase *downward dog* proves the connection between the advertisement and the article, since *downward dog* is a yoga pose.

Both pictures of the advertisement look almost the same, with the difference of few left out words. They are quite colorful, mainly pink and there is a logo, slogan and a name of the product included.

4.2.2.2.3 Translation Problems

I was not sure how to translate the word *burn* which appears twice. Once in the meaning of what one feels when working out and once in the meaning of health problem. I used the czech word-for-word equivalent after all, but I am not 100 % sure if it fits. Also, it might be problematic to translate *downward dog*, as it is name of a yoga pose and not everyone knows the terms in the area of yoga. There is a little research needed.

4.2.2.2.4 Aim

The aim is to make women/mothers to visit the website with remedies and preferably make them buy the products or at least read and comment the published articles.

4.3 Czech Advertisements

4.3.1 EY

LEADERSHIP ACADEMY

PRO STUDENTY BAKALÁŘSKÝCH ROČNÍKŮ

OBJEV V SOBĚ LÍDRA!

Ti nejlepší lídři a manažeři mají neobvyklé dovednosti.

Umí výborně prezetnovat, komunikovat s lidmi, zaujmout a přesvědčit je. Pracují skvěle s emoční inteligencí. Někteří se s tím darem narodili, většina se k němu dopracovala tréninkem. Nyní máš šanci i ty.

Připravili jsme pro tebe modul workshopů.

Pod vedením našich zkušených lektorů získáš postupně ty nejdůležitější manažerské dovednosti, na kterých staví opravdoví mistři. Po absolvování získáš certifikát.

1. část 14. - 15.4 2016

- efektivní komunikace
- prezentační dovednosti podle Steva Jobse

2. část 14. 10. 2016

- práce s emoční inteligencí
- leadership

Akce je určena studentům 1. – 3. ročníků vysokých škol.

Přihlásit se na ni můžeš na www.ey.com/CZ/cs/Careers/Students

Uzávěrka přihlášek je 4. 4. 2016

EY - Bulding a better working world [35]

4.3.1.1 Suggestion of Translation

LEADERSHIP ACADEMY FOR BACHELOR-YEAR STUDENTS

DISCOVER THE LEADER IN YOURSELF!

The best leaders and managers have extraordinary skills.

They can have an excellent presentation, communicate with people, interest them and persuade them. They can work with emotional intelligence. Some of them were born with a gift, most of them worked hard to get it. It is your chance now.

We have prepared a modul of workshops for you. You will gain the most important managerial skills step by step under the tutelage of our experienced lectors. On these experiences build real masters. You will obtain certificate after participation.

First part 14th and 15th April 2016

- effective communication
- presentation skills according to Steve Jobs

Second part 14th October 2016

- emotional intelligence
- leadership

The event is intended for first/second/third-year students at university

You can sign up for it at www.ey.com/CZ/cs/Careers/Students

Closing date is on 4th April 2016

EY – Building a better working world

4.3.1.2 Commentary

4.3.1.2.1 Source and Brand

Studenta is the most extended printed student magazine in Czech Republic which operates an online website as well. They publish articles about wide range of topics, for instance, studying abroad, business (especially beginnings), sport, travelling, tips for effective learning, student art or diverse researches. [36] This advertisement is promoted by a company called EY, it is an international firm, which provides assurance, financial audit, consulting and advisory services and has subsidiaries in over 150 countries. [37]

4.3.1.2.2 Content and Design

The Czech subsidiary propagates in Studenta magazine an invitation to a leadership workshop, which is focused on effective communication, presentation skills or using an emotional intelligence. It is placed on one whole page of the magazine and it is very informative. It contains information such as who it is intended for, what is a content of the workshop, what can you learn or the date of meeting. The biggest emphasis is put on the headline *Objev v sobě lídra* which is written very big. The whole invitation is accompanied by a picture of sitting man with 6 arms, which represents a multitasking leader.

4.3.1.2.3 Translation Problems

EY is an international organization focused on business and consultancy which makes the translation easier, since we can find in business vocabulary few loanwords such as *lídr*, *leadership*, *lektor*, *komunikace*, *inteligence*, *emoční* etc. There were no big troubles with translating of this advertisement.

4.3.1.2.4 Aim

It is intended to students since it is published in a student magazine, specifically then to bachelor-year students which is even written on the leaflet.

4.3.2 J&T Bank

J&T Bank

Trochu tepla.

Trochu zimy.

Dohromady 5,02 % ročně.*

*od založení k 11. 4. 2016 [38]

4.3.2.1 Suggestion of Translation

J&T Bank

A bit of warmth.

A bit of coolness.

Altogether 5,02 % per year.*

*since the establishment till 11th April 2016

4.3.2.2 Commentary

4.3.2.2.1 Source and Brand

The advertisement comes from newspaper Lidovky which is an online version of printed newspaper Lidové noviny. It has a long tradition and a lot of famous people were writing articles for them, for instance, Karel Čapek, Josef Čapek or presidents Tomáš Garrigue Masaryk and Edvard Beneš. [39]. Here is promoted a special offer by the company J&T Bank, which is a bank acting in Czech Republic aimed at clients and businessmen who need a very individual approach.

4.3.2.2.2 Content and Design

The text itself is not so extensive, nevertheless the space which covers the whole advertisement is big. As we can see, the background of

the page belongs to it so when scrolling down, the advertisement moves as well thus we can see their offer all the time. Creators used a dark color of the background and neutral colors of the writing so it all impresses serious and solid.

4.3.2.2.3 Translation problems

I was struggling with the phrase *od založení k 11. 4. 2016*. I was looking for a Czech equivalent in similar articles or advertisement and found the option *since establishment*. However, the Czech preposition *k* was difficult to find, so I decided to use the word *till*, which should fulfill its meaning.

4.3.2.2.4 Aim

The purpose is to let know about this bank and to show that it is different and specialized in very individual approach which is detectable on their website that is a user redirected to right after clicking on the advertisement. They want to attract potential investors.

5 GLOSSARY

5.1 Advertisement terms

Advertisement

A paid notification which occurs in printed media and its purpose is to promote particular product, service or idea and win wide audience over.

Advertising agency

A company which provides advertising services. Agencies that offer complex services in area of creative processing, production, market research, strategies etc, are called advertising agencies.

Advertising effectiveness

An ability of consumers to remember advertising message and its persuasiveness. The advertising effectiveness can be tested before launching of a campaign as well as after its finishing.

Animation

A process, in which is created an activity of inanimate objects. It is usually a collection of pictures that are screened very quickly so it gives them an illusion of movement. Animation is often used in television advertisement. It costs a lot of money to make animation.

Banner ad

A standard advertising format sold on websites. They are usually measured in pixels and a typical size is 468x 60 pixels. Banner ads take on almost all of the publishers of websites.

Billboard

Billboard is an outside advertising medium; it is mostly a huge poster that is placed to highly visible spots.

Brand name

A part of brand that is possible to pronounce - name of a product or its slogan. To be known on the market is highly important.

Campaign

A series of promoting messages with common topic that are released during particular period of time. Campaigns can include advertisement, PR activities, support of marketing etc.

Competition

All possible alternatives for a consumer. It provides him that he can choose from various options.

Consumer

A person who really uses the product or service, the buyer is not always the consumer, for example when a dad buys a bike for his son, the son becomes a real consumer.

E-commerce

A term that mean active marketing and selling of products on internet. Companies are connected by an electronic business. Most of the companies with electronic business want to sell products world-wide and are available 24/7.

Global marketing

A sale of product in foreign countries that uses a social, cultural and economical factors in these countries. Global marketing demands a different planning unlike domestic marketing. Companies that deal with it have to take into consideration economics, political and cultural aspects.

Handbill

An advertisement that informs about selling a products or special offers. Handbills are mostly available in shop at cashier's desk or are handed out in the streets.

Media

Various communication channels for distributing information. Media secure news, fun and specIALIZED or technical information. Within promotion are medie divided in 4 groups: press (newspaper, magazines, handbills), electronical media (television, radio), media outside (billboards, posters), mail order media (catalogues, other printed media delivered by mail)

Slogan

A phrase summarizing theme or central idea gave out by advertising campaign that is repeated in advertisements. The slogan is very well memorable and defines in short a characteristics of promoted product or service.

Target audience

A part of population what the advertisement or other marketing communications are targeted to.

6 CONCLUSION

The aim of this Bachelor thesis was to make the reader familiar with the topics translation and advertisement. These two topics might at first seem unrelated but on further inspection are firmly interlinked. In today's world advertising and translating play an invaluable role in the rise of products and brands and thousands of translators specialized in this type of translating are needed.

In the theoretical part I dealt with the areas of translation and advertisement and I described the foundational constituents of both topics. Following that, the practical part involved detailed analysis of 10 advertisements. I suggested a translation for each of them and commented on brand, content, design, aim and the problems encountered whilst translating. I mentioned where the advertisements came from as it is an important fact that helps to understand what type of advertisement is placed into particular type of media.

One problem that I encountered was that many advertisements on English websites were in Czech. Nevertheless after further research I was able to find a sufficient number in English.

Readers of newspapers, magazines and websites mainly ignore advertisements or at least think that they ignore them. However they do not realise the sub-conscious effects of and how non-violently the advertisement affects him and how the process of picking suitable advertisements to a relevant medium is elaborated. As the analysis in the practical part of the thesis shows, all of the advertisements were closely related to major field of the medium. The online magazine for women contained a promo with a product for pregnant women, the student magazine contained a workshop for young people who could be

alternatively interested in business, leadership and improving their communication skills and the magazine about nature advertises a brand of camera, as it presumes, that travellers and nature lovers could take interest in photographing.

Printed advertisements are usually more flexible in terms of sizing. They are often placed on one or two whole pages and can afford to provide more information or bigger pictures and headlines, thus they can catch the reader's attention. A disadvantage might be the fact, that when referring to a website, the reader does not have to note a name of the website and easily forgets it and probably throws away the newspaper or magazine. Having said that, the online advertisement enables to immediately click on it within one second and the user can continue exploring it and possibly buy the promoted product. However, there is limited space for online advertisements and they usually do not contain as much information (even though it is not a rule that printed advertisements take advantage of the offered space and in fact they tend to prioritise a large font).

The topics translating and advertisement are both very extensive and I have simply provided an introduction of the discussion. However, I very much enjoyed writing this thesis and have grown in my interest of these topics, in particular for translating. It showed me that there are so many things to learn and explore and I would like to extend my knowledge in future.

7 ENDNOTES

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2. KNITTLOVÁ, Dagmar. *K teorii i praxi překladu*, op. cit., p. 6
3. LEVÝ, Jiří. *Umění překladu*
4. KNITTLOVÁ, Dagmar. *K teorii i praxi překladu*
5. LEVÝ, Jiří. *Umění překladu*, op. cit., p. 14
6. KNITTLOVÁ, Dagmar. *K teorii i praxi překladu*
7. LEVÝ, Jiří. *Umění překladu*, op. cit., p. 50
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16. Ibid, op.cit., p. 11
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23. Ibid.
24. *National Geographic*
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26. *New Scientist*
27. *Vanity Fair*

28. *Vanity Fair* - Wikipedia, the free encyclopedia [online]
29. *International New York Times*
30. *Traverse*
31. *USA TODAY*
32. *Theguardian* [online]
33. *Healthy Women* [online]
34. Ibid.
35. *Studenta*
36. *Studenta* [online]
37. *EY Building a better working world* [online]
38. *Lidovky.cz* [online]
39. Ibid.

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9 ABSTRACT

The bachelor thesis is focused on the theory of translation and advertisement and its aim is to create a translation of ten advertisements chosen from various sources, for instance from newspapers, magazines or websites. Source texts are in Czech as well as in English.

The thesis is divided into theoretical part and practical part where the theoretical part is dedicated to the basics of translation and advertisement. The theory of advertisement is focused more on its activity on internet since it is highly used and modern way of advertisement. The practical part contains ten advertisements and each of them is translated by the author of th thesis. Moreover, all advertisements are enriched by short analysis where content, source and also design is commented and where difficulties of translation are described.

10 RESUMÉ

Bakalářská práce se zaměřuje na teorii překladu a reklamy a jejím cílem je vytvořit překlad deseti vybraných reklam z různých zdrojů, jako například z novin, magazínů či internetových stránek. Původní texty reklam jsou jak v jazyce českém, tak v jazyce anglickém.

Práce je rozdělena na teoretickou a praktickou část, přičemž teoretická část je věnována základům teorie překladu a reklamy. Teorie reklamy je zaměřena spíše na její působení na internetu, vzhledem k tomu, že to je velice využívaný a moderní způsob reklamy. Praktická část obsahuje deset reklam a každá z nich je přeložena autorkou této bakalářské práce. Kromě toho jsou všechny reklamy obohaceny o stručnou analýzu, kde autorka komentuje a porovnává obsah, zdroj i vzhled reklamy a popisuje úskalí při překládání těchto reklam.

11 APPENDICES

11.1 Appendix 1 to the practical part

Mouflon (*Ovis orientalis*)
Size: Body length, 110 - 145 cm Weight: 25 - 87 kg Habitat: Grasslands, agricultural fields and woodlands Surviving number: Unknown; populations declining

Photographed by Ingo Arndt

WILDLIFE AS CANON SEES IT

Family ties. The mouflon is closely related to domestic sheep, and still lives in the areas from which its cousins radiated into central Europe and Africa. Males and females separate into unrelated foraging groups and graze on grasses, grains and leaves, coming together only during breeding season. But populations have suffered major declines in the past few

generations as mouflon habitat shrinks and poachers go after meat that is very similar to that of domestic sheep. In this case, a family resemblance is proving deadly.

As Canon sees it, images have the power to raise awareness of the threats facing endangered species and the natural environment, helping us make the world a better place.

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EOS System

Flies swarm the head and mat the chest of this Rüppell's vulture, photographed in the Serengeti National Park in Tanzania.

70 **Blood**
Vultures
By Elizabeth

24

This Land Is Your Land

As America's national park system turns 100, we celebrate and reflect with a yearlong series.

By David Quammen
Photographs by Stephen Wilkes

138 **Proof | Kingdom of Gi**

Young women in a matrilineal society preserve an old tradition
By Jeremy Berlin Photographed

OFFICE

11.2 Appendix 2 to the practical part



OLYMPUS
Your Vision. Our Future

Olympus Medical Systems
A new perspective.

What has continued to motivate us over the years? Outstanding innovation that generates new perspectives and new possibilities. In the early detection of intestinal cancer, Olympus endoscopes help doctors perform colonoscopy more gently and effectively: the very latest medical technology honed by the visionary power and expertise of a world market leader.

Discover more: anewperspective.olympus.co.uk

LOC
UK
110 H
Lond
Tel +4
Fax +4

AUST
Towe
Chatt
Tel +6
Fax +6

USA
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Waltr
Tel +1
Fax +1

SUBS
Forou
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Pictu
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Dispi
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recru
UK N
Tel +4
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Infom
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11.3 Appendix 3 to the practical part

PRESENTING A PRESTIGE INSPIRED
NIGHT CREAM.
WITHOUT THE PRESTIGE PRICE.

Dramatically newer skin is revealed night after night.**



OLAY
REGENERIST
3 point age-defying cream
NIGHT

WORLD'S No. 1
FEMALE FACIAL SKINCARE BRAND*

*Olay Regenerist 3 Point Night Cream is formulated to provide deep hydration when you most need it - overnight. During the night skin can lose moisture as your metabolism slows down, but it's also the optimum recovery time for your skin. Olay Skin Everlasting Technology penetrates 10 surface layers deep, to start re-energising your skin while you sleep. So you can awake to **dramatically younger looking skin**.*

Your best beautiful begins at Olay.co.uk.

*Based on mass market facial moisturiser and cleanser value sales for the past 10 months ending December 2014.
**Skin surface renewal is accelerated based on surface cell exfoliation.



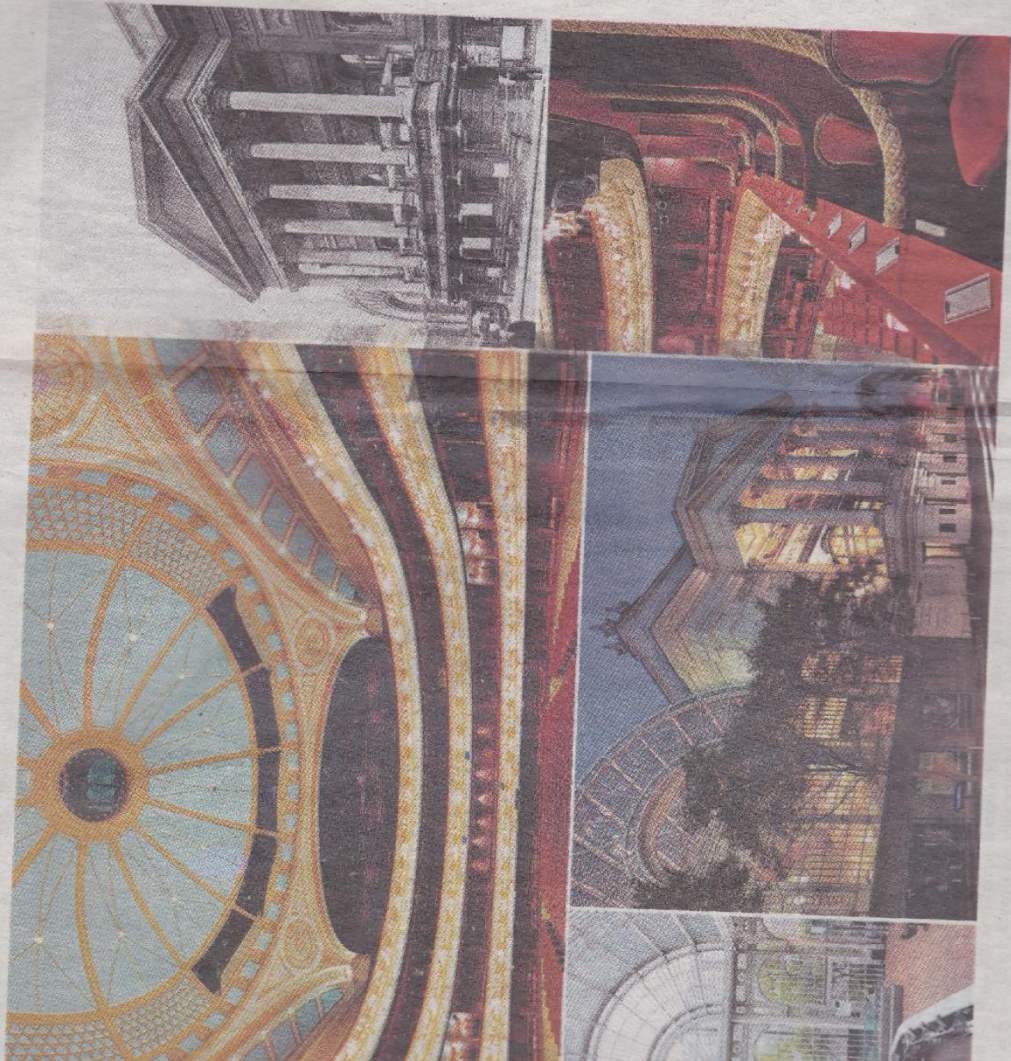
OLAY
REGENERIST
YOUR BEST BEAUTIFUL™

PHOTOGRAPHY BY [unreadable]
HAIR BY [unreadable]
MAKEUP BY [unreadable]
STYLING BY [unreadable]
SET DESIGN BY [unreadable]
PRODUCTION BY [unreadable]

11.4 Appendix 4 to the practical part

**WHEN YOUR
MAGNIFICENCE
ENDURES FOR
AGES, YOU'VE
MADE HISTORY.**

This watch is a witness to the timeless performances at the Royal Opera House. Worn by those who continue its traditions, started three centuries ago from a patent awarded by Charles II. It doesn't just tell time. It tells history.



11.5 Appendix 5 to the practical part

Travelling to Rouen?

It goes without saying that exploring all of the monuments as well as enjoying indigenous cuisine can become 'costly'. By when paying for small items or admission tickets by card, mean having to pay transaction charges. We've put together a guide to the cost of the top attractions and indulgence at Rouen. Don't be a tourist, be prepared as a local!

ATTRACTIONS

Cathédrale Notre-Dame - FREE

In the heart of the old town, this cathedral is one of the largest and most impressive Gothic cathedrals in France.

Musée des Beaux-Arts - €20/ person

This museum ranks among the most important art museums in France.

Tour Jeanne d'Arc - €9.50/ person

When Joan of Arc was brought to trial in 1431, she was taken to the dungeon of this tower to stand before her judges.

TIPPING IN FRANCE

In France it's considered flashy to tip for no good reason. In restaurants you will see the phrase 'service compris' on your bill. This is the 15% service charge required by French law for taxation purposes.

AVERAGE COSTS

Meal for 2	€80
2 glasses wine	€15
Local transport (1 way)	€1.60
Taxi	€1.55 (per km)



EXCLUSIVE CURRENCY OFFER

Simply show this brochure at Travelex store on board and get 0% commission on all exchanges over £150.*



All prices shown are estimates and are to be used as a guide only. Minimum *T's & C's apply. spend applies. Travelex reserves the right to withdraw or amend this offer at any time and without prior notification. Offer available at Travelex DFDS Ships only. One voucher per transaction. Travelex UK Limited. Registered Office: 4th Floor, Kings Place, 90 York Way, N1 9AG. Registered in England and Wales under number 01985596.

11.7 Appendix 7 to the practical part

Advertisement

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AROUND THE WORLD.
Showcase videos in our custom HD player, with zero ads.

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UK world sport football opinion culture business lifestyle fashion environment tech travel

home > UK education media society law scotland wales northernireland

UK news

Revealed: England faces shortfall of

Two 14-year-olds charged after mother and daughter found dead

Elizabeth Edwards and her 13-year-old daughter Katie found dead in Spalding, Lincolnshire, on Friday

Health / Doctors fear 'super-gonorrhoea' will spread across UK

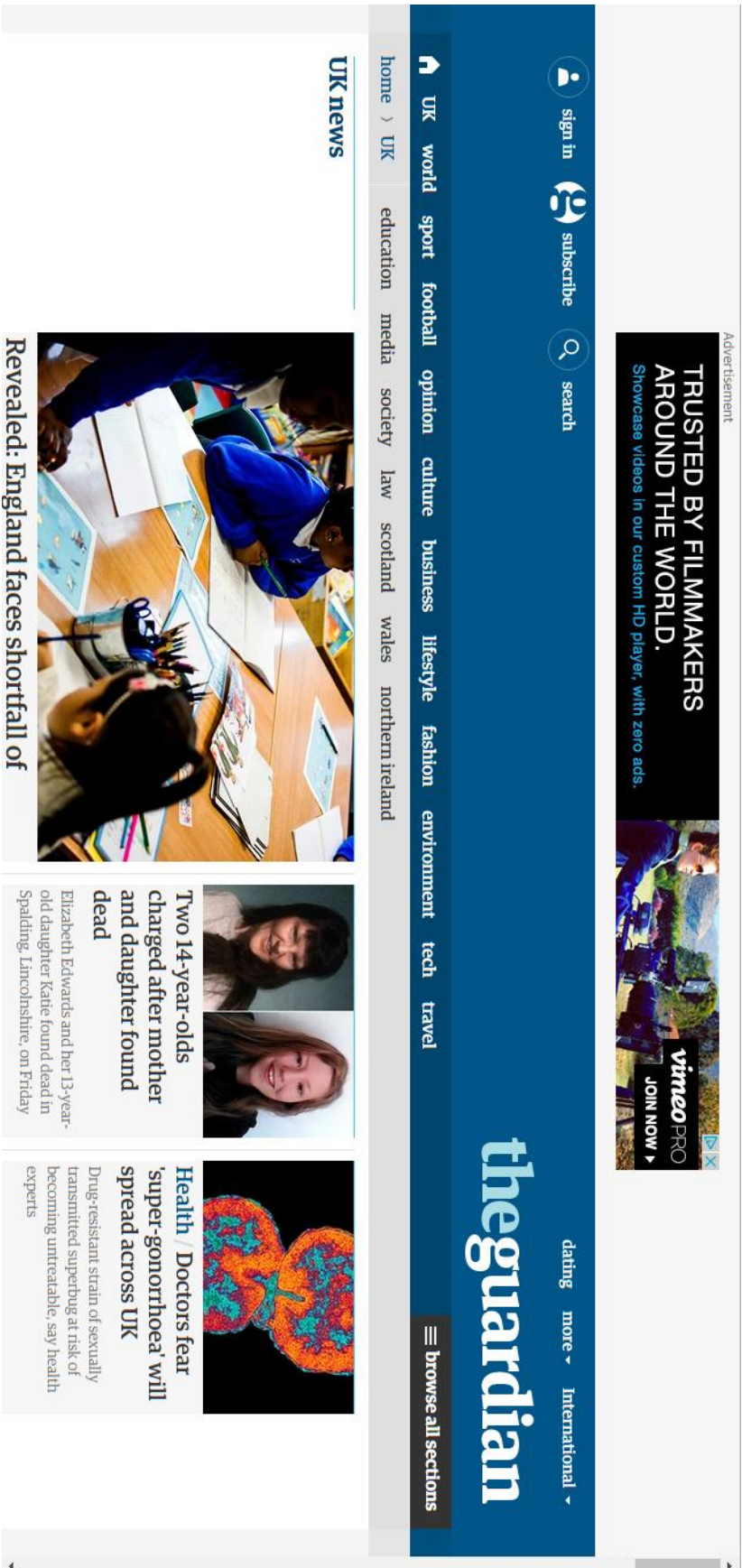
Drug-resistant strain of sexually transmitted superbug at risk of becoming untreatable, say health experts

dating more International

the guardian

browse all sections

vimeo pro JOIN NOW



11.8 Appendix 8 to the practical part

The screenshot displays the 'healthy women' website. At the top, the logo reads 'healthy women informed, empowered.' Below the logo is a navigation menu with links for 'health topics', 'healthy living', 'pregnancy & parenting', 'midlife & beyond', 'womenTALK', and 'community'. A search bar is located on the right side of the navigation bar. The main content area features a large article titled 'The Best Yoga Poses for Pregnant Women' with a sub-headline: 'The gentle movements of yoga and slow breathing can provide stress relief. Give these moves a try.' Below the article is a 'Read More' link. To the right of the article is a sidebar with links for 'home', 'donate', 'publications', 'advertising', 'partnerships', 'news & media', 'for professionals', 'rss feed', 'sign up for free newsletters', and 'print'. Below the article is a red advertisement for 'healthy mama' Heartburn Relief, featuring the text 'The only burn you should feel is from doing the downward dog.' and a 'LEARN MORE' button. The advertisement also includes the text '06/07/16 Recommended' and 'Remedies for pregnancy & nursing'. At the bottom of the page, there are three red buttons: 'cervical cancer toolkit', 'latest stories', and 'most read', followed by a 'top rated' button.

11.9 Appendix 9 to the practical part

**LEADERSHIP ACADEMY
PRO STUDENTY
BAKALÁŘSKÝCH
ROČNÍKŮ**



Objev v sobě lídra!

Ti nejlepší lídři a manažeři mají neobvyklé dovednosti.

Umí výborně prezentovat, komunikovat s lidmi, zaujmout a přesvědčit je. Pracují skvěle s emoční inteligencí. Někteří se s tím darem narodili, většina se k němu dopracovala tréninkem. Nyní máš šanci i ty.

Připravili jsme pro tebe modul workshopů.

Pod vedením našich zkušených lektorů získáš postupně ty nejdůležitější manažerské dovednosti, na kterých staví opravdoví mistři. Po absolvování získáš certifikát.

1. část | 14. – 15. 4. 2016

- efektivní komunikace
- prezentační dovednosti podle Steva Jobse

2. část | 14. 10. 2016

- práce s emoční inteligencí
- leadership

Akce je určena studentům 1. – 3. ročníků vysokých škol.

Přihlásit se na ni můžeš na

www.ey.com/CZ/cs/Careers/Students

Uzávěrka přihlášek je 4. 4. 2016



11.10 Appendix 10 to the practical part

ROČNÍ VÝNOS
5,02 %
od založení k 11. 4. 2016
ZJIŠTĚNÍ VÍCE

Trochu tepla.
Trochu zimy.
Dohromady 5,02 % ročně.*
*od založení k 11. 4. 2016

PODÍLOVÝ FOND
J&T MONEY CZK
J&T BANKA

STŘEDA 20. DUBNA 2016 | SVÁTEK MÁ MARCELA | 12 °C | PŘEDPŘÍVĚ LN

DOMOV SVĚT BYZNYS SPORT KULTURA CESTOVÁNÍ RELAX DESIGN DOBRÁ CHUŤ NÁZORY LIDÉ VIDEO

Sledujte nový seriál Domáci mazlíčci
Vše o vašem psu a vaší kočce, soužáze, tipy, rady nejen od zkušeného veterináře. Čtěte v nové rubrice **Domáci mazlíčci** na serveru Lidovky.cz.

Cesty do Česka už se nedočkali. Křesťané v Iráku nemají práci a čekají na milodary

5:00 | PŮVODNÍ ZPRÁVA
Majetek v Iráku rozprodali, děti odhánějí ze škol a se spalnými

ROČNÍ VÝNOS
5,02 %
od založení k 11. 4. 2016
ZJIŠTĚNÍ VÍCE

PODÍLOVÝ FOND
J&T MONEY CZK
J&T BANKA