

Translators and Translation Agencies in the Czech Market

Darina Kolaříková

Bachelor Thesis
2010



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav anglistiky a amerikanistiky
akademický rok: 2009/2010

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Darina KOLAŘÍKOVÁ**
Studijní program: **B 7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**

Téma práce: **Překladaelé a překladatelské agentury na českém trhu**

Zásady pro vypracování:

Studium z různých zdrojů odborné literatury
Vzájemné porovnání různých zdrojů odborné literatury
Formulace hypotézy
Sestavení dotazníku a distribuce k dotazovanému objektu
Vyhodnocení dotazníku
Analýza odpovědí
Potvrzení, vyvrácení hypotézy

Rozsah práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Samuelsson-Brown, Geoffrey. Managing Translation Services. 2006.

Baker, Mona. In other words. 1992.

Krijtová, Olga. Pozvání k překladatelské praxi. Praha: Karolinum, 1996.

Hrala, Milan, and Šárka Belisová. Kapitoly z dějin českého překladu. Praha: Karolinum, 2002.

McKay, Corinne. How to Succeed as a Freelance Translator . Two Rat Press, 2006.

Vedoucí bakalářské práce:

PhDr. Katarína Nemčoková

Ústav anglistiky a amerikanistiky

Datum zadání bakalářské práce:

8. ledna 2010

Termín odevzdání bakalářské práce:

7. května 2010

Ve Zlíně dne 8. ledna 2010



prof. PhDr. Vlastimil Švec, CSc.
děkan



doc. Ing. Anežka Lengálová, Ph.D.
vedoucí katedry

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby ¹⁾;
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 ²⁾;
- podle § 60 ³⁾ odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 ³⁾ odst. 2 a 3 mohu užit své dílo – bakalářskou práci - nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že

- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval samostatně a použitou literaturu jsem citoval. V případě publikace výsledků budu uveden jako spoluautor.

Ve Zlíně 16. 2. 2010



.....

¹⁾ zákon č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, § 47b Zveřejňování závěrečných prací;

⁽¹⁾ Vysoká škola nevydělečně zveřejňuje disertační, diplomové, bakalářské a rigorózní práce, u kterých proběhla obhajoba, včetně posudků oponentů a výsledku obhajoby prostřednictvím databáze kvalifikačních prací, kterou spravuje. Způsob zveřejnění stanoví vnitřní předpis vysoké školy.

2) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 35 odst. 3:

(3) Do práva autorského také nezasahuje škola nebo školské či vzdělávací zařízení, užije-li nikoli za účelem přímého nebo nepřímého hospodářského nebo obchodního prospěchu k výuce nebo k vlastní potřebě dílo vytvořené žákem nebo studentem ke splnění školních nebo studijních povinností vyplývajících z jeho právního vztahu ke škole nebo školskému či vzdělávacímu zařízení (školní dílo).

3) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 60 Školní dílo:

(1) Škola nebo školské či vzdělávací zařízení mají za obvyklých podmínek právo na uzavření licenční smlouvy o užití školního díla (§ 35 odst.

3). Odpírá-li autor takového díla udělit svolení bez vážného důvodu, mohou se tyto osoby domáhat nahrazení chybějícího projevu jeho vůle u soudu. Ustanovení § 35 odst. 3 zůstává nedotčeno.

(2) Není-li sjednáno jinak, může autor školního díla své dílo užit či poskytnout jinému licenci, není-li to v rozporu s oprávněnými zájmy školy nebo školského či vzdělávacího zařízení.

(3) Škola nebo školské či vzdělávací zařízení jsou oprávněny požadovat, aby jim autor školního díla z výdělku jím dosaženého v souvislosti s užitím díla či poskytnutím licence podle odstavce 2 přiměřeně přispěl na úhradu nákladů, které na vytvoření díla vynaložily, a to podle okolností až do jejich skutečné výše; přitom se přihlédá k výši výdělku dosaženého školou nebo školským či vzdělávacím zařízením z užití školního díla podle odstavce 1.

ABSTRAKT

Tato práce se zabývá p ekladatelskými agenturami a p ekladateli na eském trhu. Hlaním cílem bylo využití asto kladených otázek v dotazíku, který byl zaslán jednotlivým agenturám. Na základ odpov dí byly získány užite né informace jak pro klienty, tak pro možné budoucí zam stnance. Výzkum probíhal v agenturách a také mezi fyzickými osobami pracující na živnostenský list.

Klí ová slova:

P eklad, p ekladatel, p ekladatelská agentura, historie, jazyková korektura, CAT aplikace, soudní ov ení p ekladu, výzkum, grafické vyhodnocení

ABSTRACT

This thesis deals with translation agencies and translators in the Czech Market. The main objective was usage FAQs in the form of the questionnaire and through this to determine useful information for future clients and for potential employees. The research proceeded in the agencies as well as between freelancers working in our market.

Keywords:

Translation, translator, translation agency, history, proofreading, CAT tools, official translation, research, graphical evaluation

ACKNOWLEDGEMENTS

At the very first place I want to thank my parents for support during my university studies, PhDr. Nem oková for valuable information and assistance in writing Bachelor Thesis, and Petr Muziká for final correction of the thesis.

CONTENTS

| | |
|--|-----------|
| INTRODUCTION | 9 |
| I THEORY | 11 |
| 1 TRANSLATION IN GENERAL | 12 |
| 1.1 History of translation | 12 |
| 1.2 Theory of translation..... | 14 |
| <i>Borrowing</i> | 16 |
| <i>Literal Translation</i> | 16 |
| <i>Calque</i> | 16 |
| <i>Equivalence</i> | 16 |
| <i>Adaptation</i> | 16 |
| <i>Modulation</i> | 16 |
| 2 TRANSLATION AGENCIES IN OUR COUNTRY AND TRANSLATION PROCEDURE | 17 |
| 3 WHO IS THE TRANSLATOR? | 18 |
| 4 PROOFREADING AND HOW DOES IT WORK | 19 |
| 4.1 Results of proofreading..... | 20 |
| 5 OFFICIAL TRANSLATIONS AND CAT TOOLS | 21 |
| 5.1 Official translations | 21 |
| 5.2 CAT tools | 21 |
| II ANALYSIS | 22 |
| 6 QUESTIONNAIRE AND PROCESS OF THE RESEARCH | 23 |
| 7 GRAPHICAL EVALUATION OF THE RESULTS | 24 |
| 7.1 Tables, graphs and comments | 25 |
| CONCLUSION | 36 |
| BIBLIOGRAPHY | 38 |
| APPENDICES | 39 |

INTRODUCTION

As the topic of my bachelor thesis I have chosen Translators and Translation Agencies in the Czech Market. It was not one of the officially offered topics. However, I find this topic very interesting so I suggested adding it to the list of topics at Tomas Bata University. Since the translation industry tends to be searched quite often I found it useful to work on research about translators and translation agencies in our country. The reason which brought me to this research was the idea about my future carrier after graduation the university. Work as a translator could be one of the possibilities for person who studies languages and really enjoys them.

My work is separated into two parts. First part is theoretical. Here I explain the development of translation industry in our country, history of a translation and mention a few basic concepts in translation as a science. Other parts of the theoretical work are focused on specific terms from praxis and explanations like who is a translator and what is a proofreading, which is related to the research I did.

Second part of my bachelor thesis is devoted to research. I had prepared a questionnaire which I have sent to translators and translation agencies. I was very surprised that most of my questionnaires have been returned with so many comments, positive reactions and offers of help and cooperation. The research was implemented from twenty completed questionnaires. Their answers were quite sufficient and in many cases extended to other information which I mention in some commentaries under each of graphs. The questionnaire consists of questions which may be interesting to the clients as well as to the potential employees.

The questionnaire has 16 questions. Some are evaluated by graphs; the others are managed by commentary. Few questions let responders express their thoughts, because they didn't have possibilities to choose from and the range of answers is very wide. To my surprise, some interviewees asked me for the results of this research. They also wanted to know more information about the translation industry in the Czech market which I was asking in the questionnaire about. Due to high competition in this kind of industry they found useful to know more information about the situation in the market. Therefore, I

will be very happy if this work contributes to expand information about translation business.

The goal of my thesis was to investigate the situation in the translation market and to provide basic information that could be interesting for potential clients as well as for person who is contemplating about working as a translator. Lengthy process proceeded before meeting the objective. I have read literature about translation studies which is the main pillar of theoretical part of my work. Then I was working on the analysis. First it was necessary to find more information about translation agencies. I have read websites of the individual agencies and FAQs were the inspiration during creating the questionnaire. Then I have visited the manager of one of the biggest translation agencies. We discussed the facts that were not clear to me and we proposed questions for the questionnaire. The final version of the questionnaire was already under the leadership of PhDr. N m oková. Whole research was created on the basis of the questionnaire. Final draft of whole work has been read by Czech proofreader Mr. Petr Muziká . He helped me with some stylistic mistakes in the work and explained me concepts that were not entirely clear to me. The analysis therefore shows current situation of the translation industry.

THEORY

1 TRANSLATION IN GENERAL

In this time nations and their cultures tend to influence. The importance of translators is increasingly growing. In my opinion the reason can be found in the expansion of technology. Mobile phones and computers have become part of everyday life. Many of us cannot even imagine a life without them. We work on a computer with different programs in different languages, and visit foreign websites. Television is becoming our companion in life every day. Thanks to satellite or cable TV we can watch both Czech and foreign TV channels.

Translators do not only play an important role in the literature, but now their significant translation benefits are broadly in the film and audiovisual industry in general. The role of translators is not easy, but it is very important today. Not only he or she must have perfect knowledge of both languages, translator must also have foreknowledge about cultural and historical overview about the foreign language. Moreover, the accuracy of translated text is not the only thing that the translators must maintain; they must also handle its original form. Translation is not only a transfer from the source text into the target language, but also a transmission of thoughts of the author from the source text. Each translation shows translators personality and his relationship to foreign language.

1.1 History of translation

In the history of English literature the status of translation in some periods is considerably highlighted. Somebody might think that the first phase of revival was from the historical point of view at the translation extraordinary rich. As Jiří Levý described, the continuity of the development was interrupted. (Levý, 1996, 25)

Causes of expansion of translation at that time were of domestic origin, rather than that they reflect the general European developments. Translation has had to fulfill the functions of a very serious nature, which often far exceeded the framework of its specific mission, as we understand it today. (Levý, 1996, 25)

Milan Hrala in his *Sou asnost um leckého p ekladu* claims that translation was an important mean for the development of language culture. It was created especially in

written language, which also served as proofs that the Czech language is equal to other European languages. At the same time the high artistic and philosophical works were made. Further translation was used as a means of rapprochement of Slav nations. Translation also replaced the lack of literary production of a species, such as the so-called oath of knighthood and the overall fiction story of an aristocratic environment, which was in considerable interest. However in Czech literature in those times could not be developed. And finally, translation was an important means for the dissemination of the broad layers of the population. It was removing the language barrier. Thanks to this it served as an access to education and tried to bring the intellectual and cultural values. (Hrala, 1987, 13, 14)

Levý deals with the interpretation of the history of English translation until J. Vrchlický period. The criteria and the period were specific to the history of Czech literature. Next periods were able to be explained more generally. Translation went on its routes and occasionally conformed to the routes of the literature. (Levý, 1996)

Translation leaders did not forget translation and its functional role. Usually it is not used only by translators, but first and foremost writers, men of letters in the broad sense, thinkers and political leaders. From this perspective, translation was seen mainly as a mean to achieve certain objectives, particularly political and cultural. Once the objective has been achieved; however if there were better and more appropriate means of this method it was quickly abandoned as inadequate and obsolete and hadn't been further developed. (Hrala, 1987, 65)

Olga Krijtová adds to the diffusion of translation that on the one hand, translation tended to be more independent, on the other hand, begun to be near with other linguistic disciplines. This only underlined the specific problems of translation work. At the same time, it began to clarify its position and began to excel more functions. Translation started to interfere into other types of artistic activities, so it is necessary to emphasize its cultural importance.

Translation and translating now involved into disciplines where they have very important role, however its function is still complementary. Important in the sense that

now you can hardly imagine any field that is able to work without the "auxiliary" discipline. Translation is now an important field with great importance. (Krijtová, 1996, 54)

1.2 Theory of translation

Theory of translation is very nicely described in Jeremy Munday's *Introducing Translation Studies*. He refers to the works of earlier authors and mentions some of their theories. The reason is that the concept of translation can have several meanings.

"Translation is a reflection of translated text and it can be seen as a process of making translation itself." (Munday, 2001, 5)

Translation process means to change the original written text to the text written in another language. Roman Jakobson in his essay *On linguistic aspects of translation* defined this process as Interlingual Translation which is divided into the three categories:

1. ***Intralingual translation***, also called "rewording" is an interpretation of verbal signs by means of other signs in the same language.
2. ***Interlingual translation***, also called "translation proper" is an interpretation of verbal signs by means of some other language.
3. ***Intersemiotic translation***, also called "transmutation" is an interpretation of verbal signs by means of signs of non-verbal sign systems.

(Munday, 2001, 5)

According to Eugene Nida, translation is understood as an achieving the equivalent response. Nida divided translation into the four major standards; making sense, conveying the spirit and manner of the original, producing a similar response, having a natural and easy form of expression. (Munday, 2001, 27)

Levý says that translation must be a reference to a work of art. Translation here is characterized by type of display: the length and difficultness. It is not always easy to give the text as a source into the text as an objective. Levý in his *The Art of Translation* shows main rules that have become the "commandments" of all translators:

- a. The translator must reproduce the words of the original text.
- b. The translator must reproduce the ideas of the original text.
- c. The translation should be read as the original text.
- d. The translation should be read as a translation.
- e. The translation should reflect the style of the original text.
- f. The translation should show the translator's style.
- g. The translation should be read as a text which belongs to the period of the original text.
- h. The translation should be read as a text which belongs to the translator's time period.
- i. The translator can add something or omit something from the original text.
- j. The translation of verse should be translated in prose.
- k. The verse should be translated in verse.

(Levý, 1998, 33)

Canadian linguists Vinay and Darbelnet, who are also mentioned in Munday's book, came up with two general strategies for translation: direct translation and indirect translation. (Munday, 2001, 56-58)

Indirect translation has 7 procedures. These procedures are more widely described in the works of authors Jeremy Munday, Dagmar Knittlová and Dušan Žváček. They are described briefly with some examples below for the reader who, thanks to this, could understand at least the nature of individual procedures.

Borrowing

One language borrows the word freely from another. It happens in situations of introducing something new (thing, process, phrases) and where the language has no description for it; the new word is borrowed from another language (e.g. *petanque*, *armagnac* or *bastide* in a tourist brochure about France).

Literal Translation

A literal translation is a translation that follows closely the form of the source language. It is also known as a word-for-word translation. It is very common in languages of the same family and culture.

Calque

This is the most often way how to enrich the vocabulary. Although it is an artificial word or phrase, some of them may be taken in normal use.

Equivalence

Equivalence refers to a situation in which languages describe the same thing, but other stylistics or structural funds. (E.g. *Sly as a fox: mazaný jako liška*)

Adaptation

In the adaptation we have to change the cultural reference, which is described in the source text, but is absent in the culture of the target language

Transposition

In this case, we are changing grammatical structures due to differences between the original and target language

Modulation

Modulation corresponds to a specific change in terms from source language to the target languages.

(Munday, 2001, 27, 56-58; Knittlová, 1995, 9-10; Žvá ek, 1998, 14-16)

2 TRANSLATION AGENCIES IN OUR COUNTRY AND TRANSLATION PROCEDURE

According to the websites www.alfacz-preklady.cz their brief essay about translation agencies and discussion with proofreader Petr Muziká we learn that today there are about ten large agencies, dozens of medium-sized, hundreds of small translation agencies and several thousand registered translators from/into various languages offering their services in the Czech Republic. Substantial expansion of translation agencies are registered especially since the falling of totalitarian regime in 1989.

The process of translation is not so easy. In most cases, translation agencies sign the contracts with external translators and interpreters, who must meet a number of conditions. Some of them are university-educated people with years of experience in translation and interpreting. It is not mandatory condition. Sometimes certificates and passed translation test are enough. The level of the quality of the translation or interpretation may vary from agency to agency because these tests as well as criteria for evaluation are set by translation agencies themselves. The translation agency worker (project manager) sends the order to the translator with appropriate expertise. If at this stage of processing contracts an error occurs, sometimes the results of translation agencies are not ideal for the customer. Then the customer has the rule to claim all the work or require repairing the parts which did not suite to his wishes. Translation agencies must ensure the monitoring of translation or interpreting by the other person, not only the newly recruited translators. Translators must be announced as early as possible about every inaccuracy to prevent make the same mistake again. This can prove that the translation agency is a reliable partner for a client.

(alfacz-preklady)

3 WHO IS THE TRANSLATOR?

“Translation is a specific creative activity which needs certain knowledge and skills, translator must be able to show his talent and develop.” (Hrala)

Milan Hrala in his book *Sou asnost um leckého p ekladu* deals among others with translator as a person. He states that the translator must have very well controlled initial and target language (a foreign and parent), but also a thorough knowledge of literature, cultural and political history of the country, which translation comes from. He or she must also know the historical and present culture of the home language, especially in literature. This is then related to the ability of reflection on the suitability, functionality and importance of the work, which the translator chose to translate and thanks to this is the final result appropriately closer to the current domestic readers. In addition, a translator should have the ability to search and find the best translation solution. He or she should be able to work with this solution so that the result effects of high quality translation. Do not forget that he or she must have a certain amount of talent. Translation and its art foundations are necessary to learn. Considerable talent without proper training can be hardly developed. (Hrala, 1987, 67)

Training is not a simple matter, as we can experience from seminars devoted to the analysis of translations.

4 PROOFREADING AND HOW DOES IT WORK

According to a web sites www.proofreading.cz, www.scienceworld.cz and discussion with proofreader Petr Muziká , below is an explanation of proofreading, its process in translation agency and why we use this kind of service.

In almost any text we can find some errors. Proofreading is a comprehensive system of care for your text to ensure readability, linguistic accuracy and a high level of stylistics. A competent worker (proofreader) is chosen for each translation. He or she should ask a customer what purpose is the work served for. If the translation is not intended only for internal or private communications, it's a good idea to perform a subsequent language (even stylistic) proofreading by native speakers (the majority of translation agencies provide it for a supplementary charge). After this "refining", the text is more readable, because the translator will focus particularly on the stylistic and grammatical correctness of the translation. The proofreader can play with sentences and phrases more than translator himself. Proofreading by the native speakers is recommended especially for the translation of websites, translation of promotional materials and presentations. After proofreading the text will be more readable for customers. (scienceworld)

Web site www.proofreading.cz recommends proofreading as a standard procedure in the preparation of all documents which are intended for publication. Specifically, for example, the following types of texts:

- Texts for web pages.
- Information and promotional materials.
- Manuals.
- Press releases.
- Annual reports.
- Company magazines.

(proofreading)

4.1 Results of proofreading

At the very first place it saves your time. Proofreading will enhance the overall value of your communications, to promote a balance of all components of the text. After the proofreading you can be sure that your text is high quality. It achieves the purposes for which the text was written. Text is clear, readable, has a value. Text has quality graphical appearance. Thanks to this it makes nice first impression on the readers of your texts and starts to build a positive image of you and your company. Thanks to proofreading you get a security and self-confidence; you can be confident that your texts are correct.

(proofreading)

5 OFFICIAL TRANSLATIONS AND CAT TOOLS

5.1 Official translations

The explanation of principles of official translation can be less comprehensible for no specialists in this area. In my opinion the best definition of official translation offers web site www.tlumoceni-preklady.cz which explains official translation as the verification, which certifies that a verbatim translation of the text matches with the original document. It meets the requirements and demands of state authorities. It is used in the case of communication between companies or private persons, to guarantee the accuracy of the translation of foreign language documents in the mother language, which is important e.g. for the legally binding nature of contractual documents. (tlumoceni-preklady)

5.2 CAT tools

CAT- Computer Aided Translation is useful translation helper. These systems operate on the basis of the computer database of expressions which were translated before. They are used mainly for larger orders from regular customers, for example for translation of manuals. In the situation that agencies translate manuals for products in, for example, of a class higher, many function remains the same. These systems ensure that the sentence in new manual will be translated equally as in the older one, although it will be translated by another translator. Work on such translations is easier and the same usage of vocabulary from a specific in field is guaranteed. Although initial investment into this system is expensive, its usage saves agencies time but the multiple costs return is guaranteed.

Petr Muziká , e-mail message to author, April 15, 2009

ANALYSIS

6 QUESTIONNAIRE AND PROCESS OF THE RESEARCH

Appendix shows the English and Czech version of the questionnaire. For the purpose of research, I sent only Czech version of the questionnaire to the agencies. The range of respondents included freelancers as well as translation agencies, (legal entities). The questionnaire is composed of useful questions for customers, but also for potential employees. There are questions with the possibility of more answers, the “Yes or No” answers and also questions, which answers had to be completed by the interviewees themselves. Many respondents added their own experiences or notices to every issue which will be mentioned in subsequent comments above the charts.

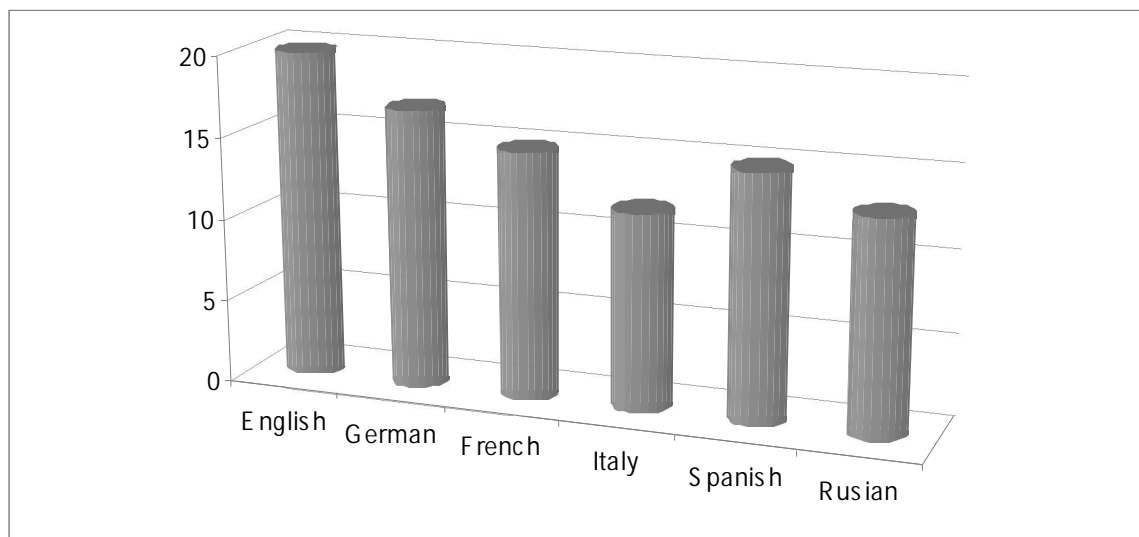
7 GRAPHICAL EVALUATION OF THE RESULTS

In this part, the graphical evaluation of individual issues in the questionnaire can be observed. For each question I have created a table with the answers possibilities. Alongside each answer is a number. This number is an indicator of how many times each response was checked. There are questions which offer multiple choices of the answers. Interviewees had the opportunity to circle multiple answers in the issues.

I have prepared also graphs for individual issues. Each column means one answer. Its height corresponds to the number of checks. Issues on which respondents answered yes / no are highlighted in red color. Questions with multiple options are highlighted in gray.

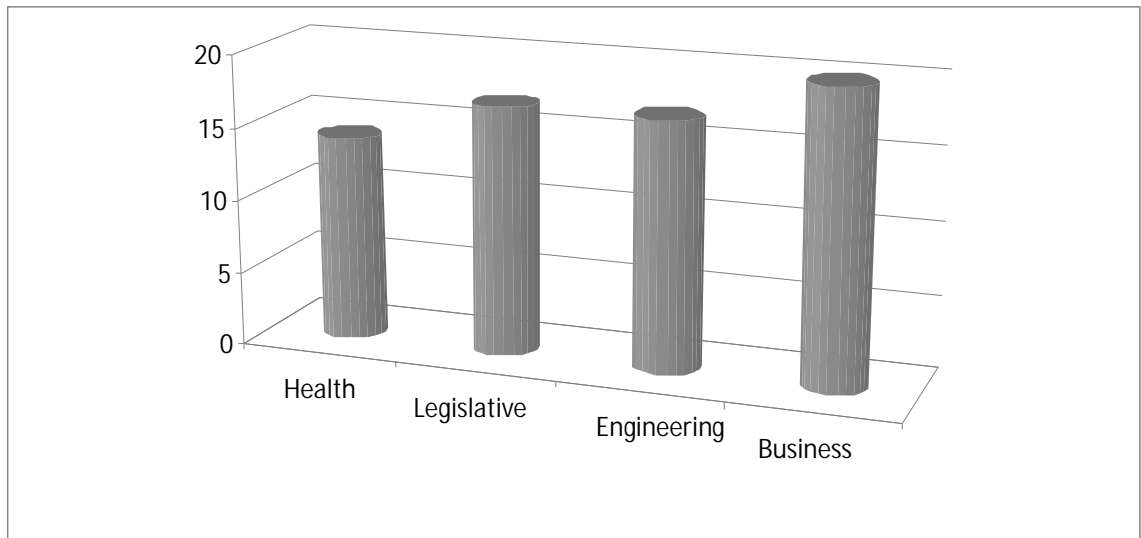
7.1 Tables, graphs and comments

| 1. Which languages do you translate into? | |
|---|----|
| English | 20 |
| German | 17 |
| French | 15 |
| Italy | 12 |
| Spanish | 15 |
| Russian | 13 |



1. First question is focused on the most common languages in the Czech market. The research found that all interviewees translate documents from and into English. Other very frequent languages are German, French, Italian, Spanish and Russian. In situations where respondents were self-employed, there have been circled from two to three of the possible answers. Translation agencies added a lot more languages e.g. Polish, Turkish, Bulgarian, Greek, Japanese, Lithuanian, Estonian and other. Some agencies answered that they are able to provide translation in any international language for good clients.

| 2. What is the subject matter of the text you translate? | |
|--|----|
| Health | 14 |
| Legislative | 17 |
| Engineering | 17 |
| Business | 20 |

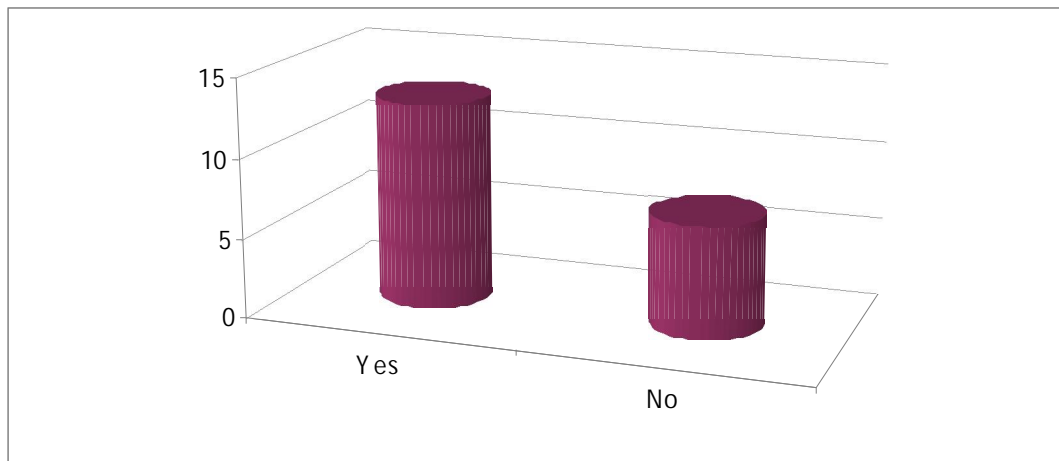


2. Second issue deals with the most common subject matter in the Czech market. Research has found that all interviewees translate in business area and the vast majority addresses the areas of medicine, law and engineering. Some agencies complete answers on energy and education. Also in this issue, however dominate motto "Our customer, our lord."

| 3. How long does the translation usually take? | |
|--|----|
| 24 hours | |
| 2 - 5 days | 13 |
| 5 - 14 days | |
| more | |

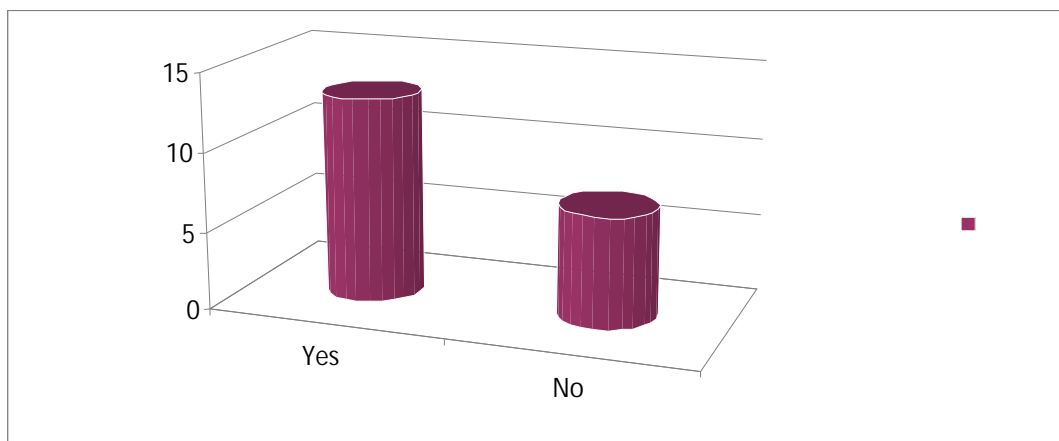
3. This issue studies the standard turnaround time for translation. However, it is not graphically evaluated. The reason is controversial answers. The delivery period depends on the scope of translated text. Interviewed seek to meet the customers expectations. Average translator is able to translate around 8 standard pages per day.

| 4. Do you provide any discount? | |
|---------------------------------|----|
| Yes | 13 |
| No | 7 |



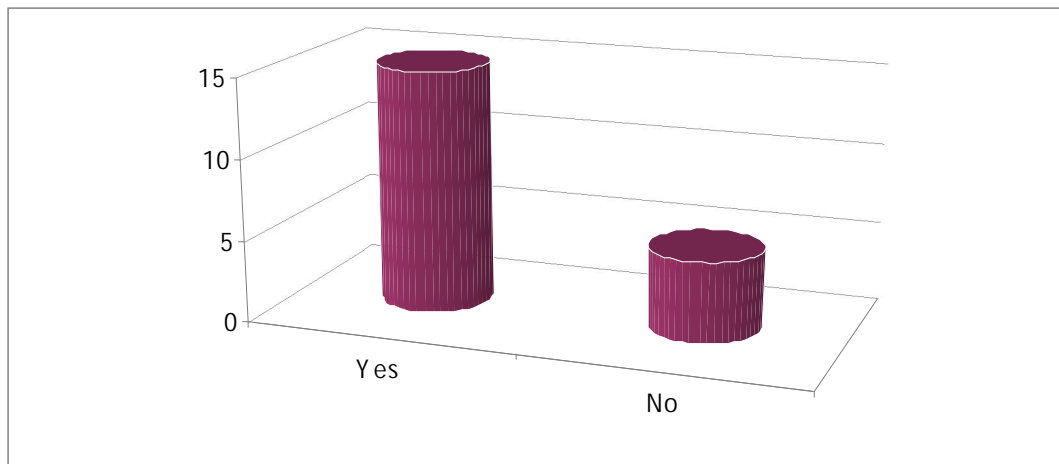
4. This issue examines discounting. More than half of respondents are able to provide a discount. Some of the interviewed added that they offer quantitative discount or discount for permanent customers.

| 5. Do you provide official translations? | |
|--|----|
| Yes | 13 |
| No | 7 |



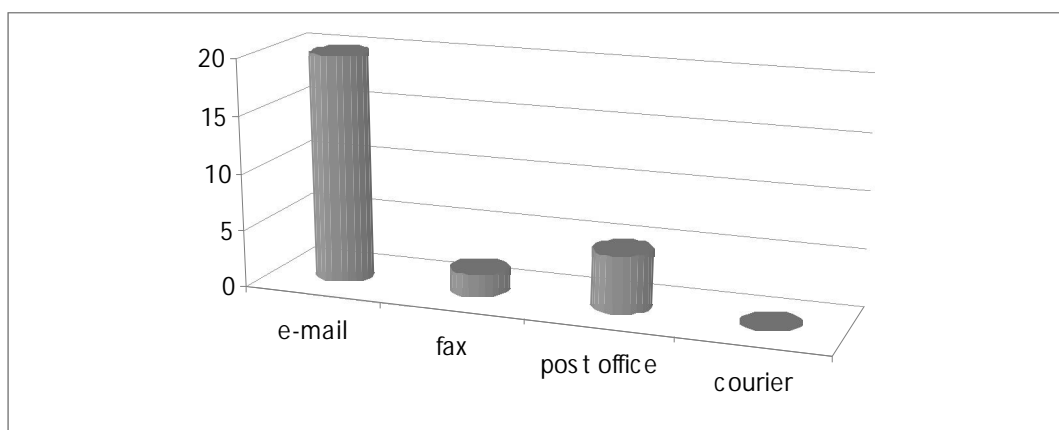
5. This issue is focused on providing the official translations. More than half of respondents are able to provide the official translations.

| 6. Do you provide DTP services? | |
|---------------------------------|----|
| Yes | 15 |
| No | 5 |



6. This issue is focused on offering graphical design of the translated text. 75% interviewed offer graphical design of the text.

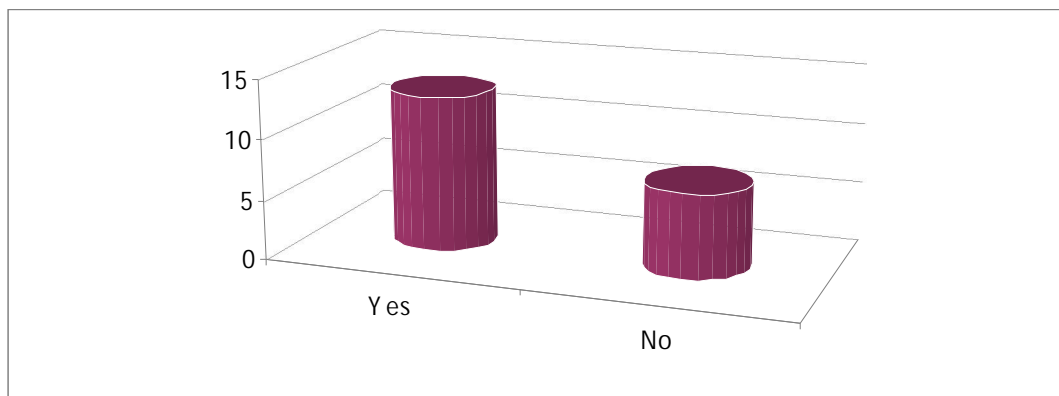
| 7. How do you hand back the final files? | |
|--|----|
| e-mail | 20 |
| fax | 2 |
| post office | 5 |
| courier | 0 |



7. Seventh issue is focused on handing the target translation back to their customers. All interviewees are able to send translated texts via e-mail. E-mail communication is cheaper for both sites and it saves the time too. Problem occurs when internet

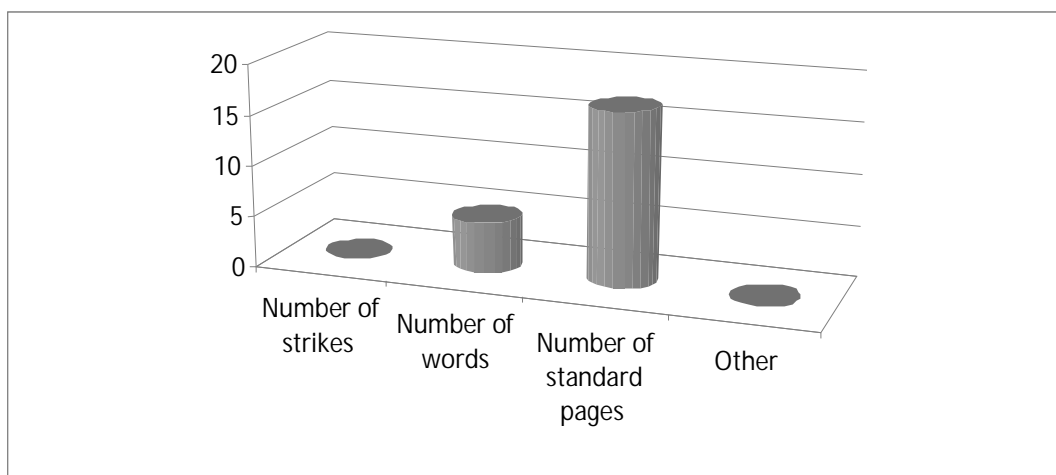
connection fails. In this case, the agency steers replacement alternatives such as post or fax. If the customer needs other means of delivery, the agency seeks to meet his needs.

| 8. Do you work with CAT tools? | |
|--------------------------------|----|
| Yes | 13 |
| No | 7 |



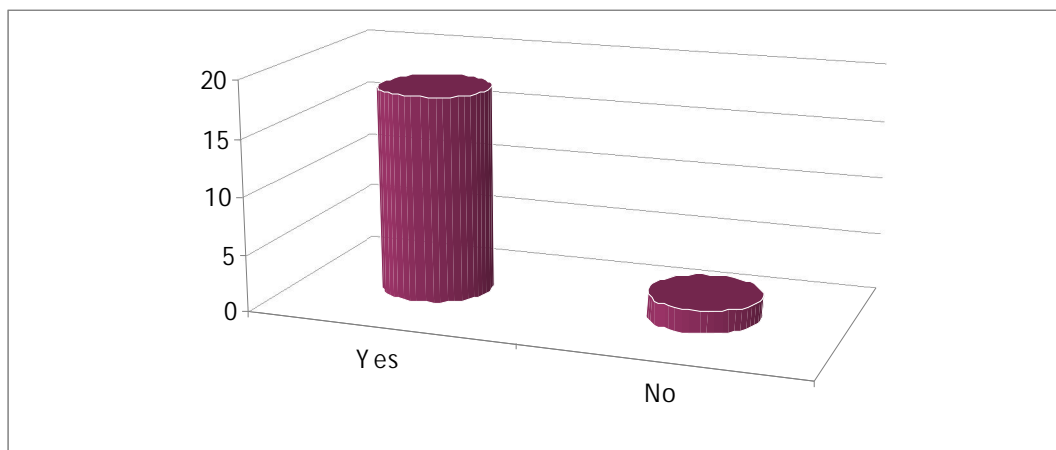
8. This question investigates the usage of CAT tools. More than half from the interviewed use some CAT application, however not all use them. The reason is high costs to register it in the beginning, and further use.

| | |
|---|----|
| 9. What is translation unit you charge for? | |
| Number of strikes | 0 |
| Number of words | 5 |
| Number of standard pages | 17 |
| Other | 0 |



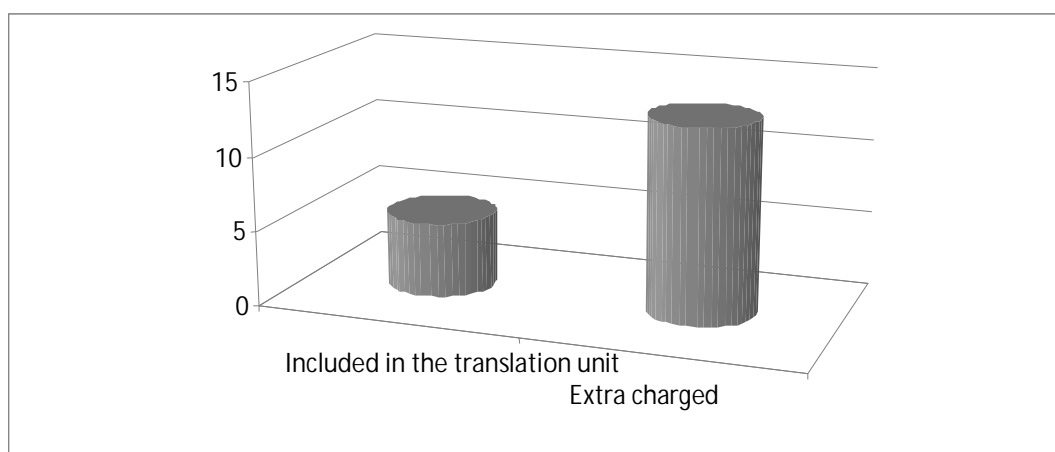
9. This question deals with determining the unit which serves to set the contract price. Common unit in this case is one standard page. Some interviewed responded that the price is based on the word-count. In these cases, it concerns foreign clients only. The term standard page (known as “normostrana” in Czech) doesn’t serve as a charging unit in Western European or US countries.

| | |
|---|----|
| 10. Do you offer proofreading from the language specialist? | |
| Yes | 18 |
| No | 2 |



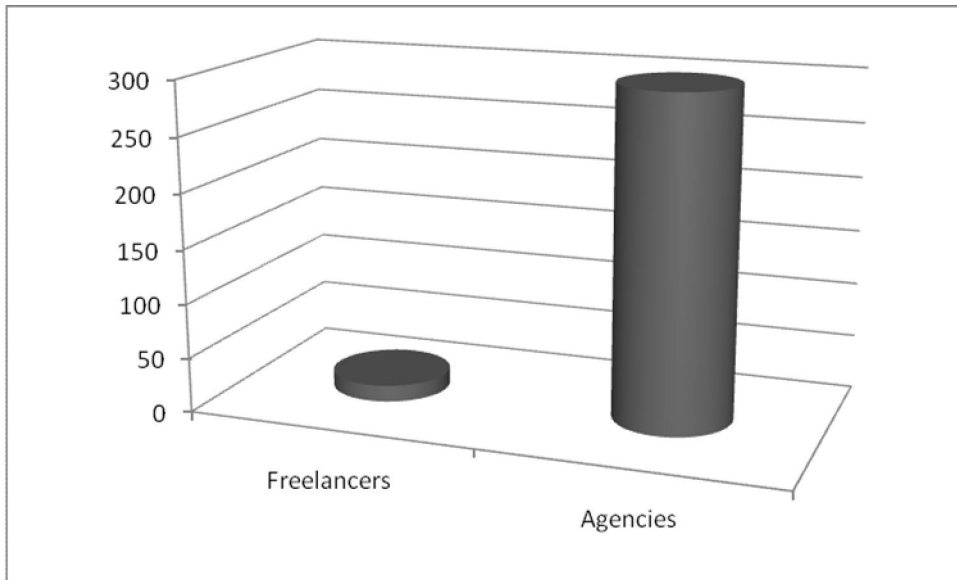
10. This issue is focused on services in the area of proofreading. The vast majority of respondents provides proofreading. Price of proofreading is listed separately because all translations will not require proofreading. Nevertheless the basic proofreading is always suggested.

| 11. Proofreading is... | |
|----------------------------------|----|
| included in the translation unit | 5 |
| extra charged | 13 |



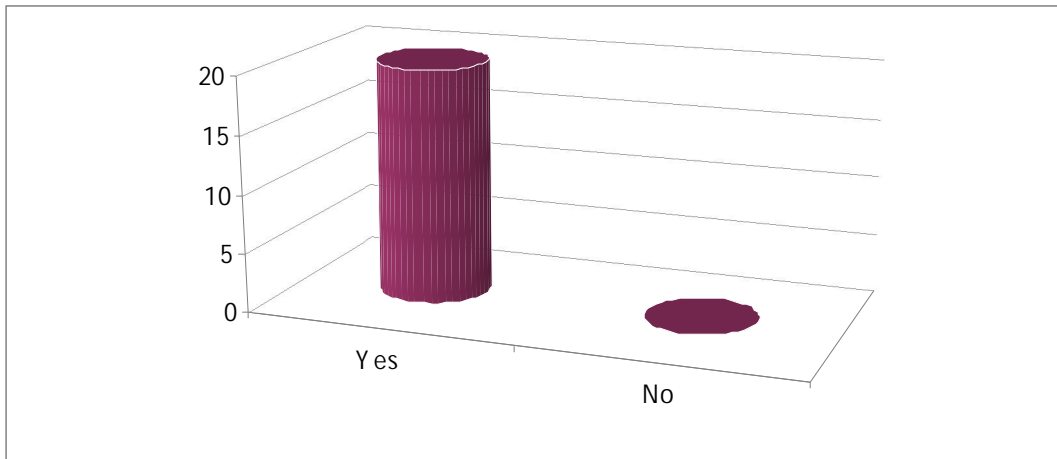
11. More than half of respondents provide proofreading for an extra charge. Some interviewees answer that proofreading is included in the price. In these cases, it is concerned as the basic language correction.

| | |
|------------------------------|-----|
| 12. Number of monthly orders | |
| Freelancers | 15 |
| Agencies | 300 |



12. Number of orders depends on size of the agency. If an agency has more employees, more orders it can afford. Here we can see significant differences between the agencies and freelancers.

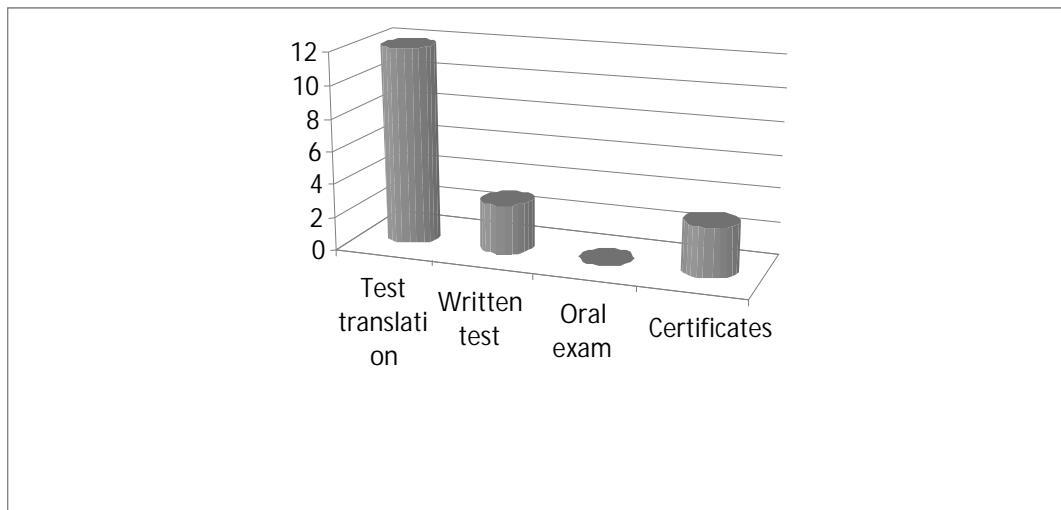
| | |
|---|----|
| 13. Have the customers any possibilities to complain about the order? | |
| Yes | 20 |
| No | 0 |



13. 100% of respondents agreed with the possibility of having complaints on the order. This demonstrates that Czech translators and agencies respect Czech law which imposes the obligation to accept the claim. Standard claim period should be 30 days or the possibility of having complains is fixed by a contract.

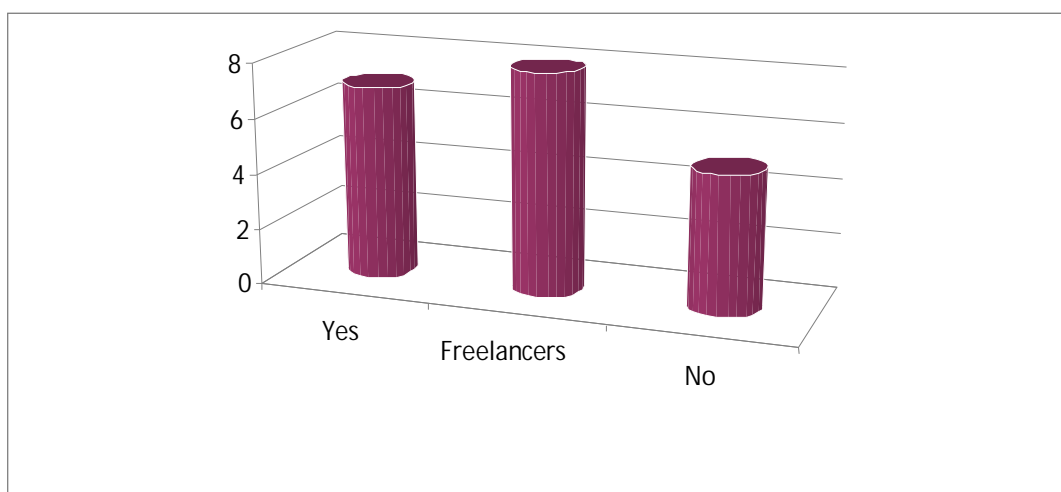
14. The question of dealing with number of persons in an agency is not graphically depicted. The reason is the divergence in the answers. Number of employees ranges from 5 to 2500. The results are affected by whether the respondents were self-employed, or if it were agencies. There aren't any limits in the number of employees. There can be a number of employees up to 2,500. Usually, however, this is an external staff. These people work in agencies under the Agreement on the work done.

| 15. How do you verify the knowledge of your staff? | |
|--|----|
| Test translation | 12 |
| Written test | 3 |
| Oral exam | 0 |
| Certificates (STZ, FCE, CAE, BEC, ILEC) | 3 |



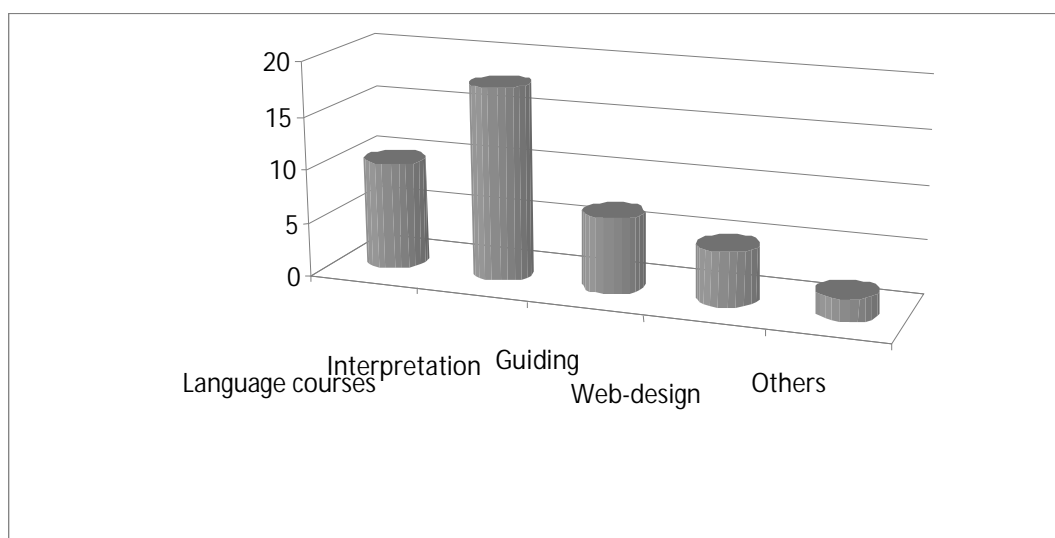
15. The frequent verification of the staff abilities is a test translation. In practice, the potential employee completes the registration questionnaire, mostly through the Internet. Next step is to send the test translation. After its review the agency decides whether the candidate will be included to the pool of translators. Along with the test translation agencies sometimes require evidence of passing language exams and higher education in this field.

| | |
|---|---|
| 16. Do you require the Trade Certificate from your employees? | |
| Yes | 7 |
| Freelancers | 8 |
| No | 5 |



16. Less than half of translation agencies require Trade Certificate from its employees. These employees work for the agency externally and largely under the Agreement on the work done. Trade Certificate is necessary for translators registered as freelancers.

| 17. What other translation services do your agencies offer? | |
|---|----|
| Language courses | 10 |
| Interpretation | 18 |
| Guiding | 7 |
| Web-design | 5 |
| Others | 2 |



17. Other services that the agencies and translators offer are mostly interpreting and language courses. Some offer guiding, web design and added some remarks like study abroad, transcription and translation phonogram, etc.

CONCLUSION

The topic I have chosen for my bachelor thesis is Translators and Translation Agencies in the Czech Market. In my thesis I was dealing with the situation of translation industry in the Czech Republic. The reason which brought me to this topic was the idea about my future carrier after graduation the university. I found it very interesting because translation services are increasingly used thanks to international business and cultural affection.

The aim of this work is to answer the key questions which may be of interest to the possible clients and future employees. Whole research is based on a questionnaire which I sent to the translators and translation agencies. I was very satisfied with the respondents' cooperation. Most of them added their own comments and experiences with the questions I have asked. Thanks to this the results are richer.

Results of my research are briefly summarized in the paragraph below. Additional informations are included in the comments below every chart in the analysis.

Based on research I found out that most agencies translate into English, German, and French, Spanish, Italian and Russian. Some large agencies are able to translate into all languages. Most of translation agencies get orders from the business field. This is now, in the time of international business, quite obvious. However, translations from other fields such as medicine, engineering or law are interesting for customers too. The most common translation unit is one standard page. Standard duration of a translation is 2-5 days. This time, however, depends on the scope of translation. Translator handles 8 standard pages per day. If the client gets some discount from the agency, it is mostly a quantitative discount or discount on long-term cooperation. Communication between the client and agency, and the order handover is made via an e-mail. Number of contracts per month and number of employees depends on the size of the agency. Number of orders/projects therefore ranges from several tens to a few hundreds. Number of employees is ranging from five to two and a half thousand. All agencies do accept complaints on target translation quality. Test translation is used for determination of further employees'

knowledge. The scope of services provided by most of the translation agencies is not limited. They offer other services like interpretation, guiding or web-design.

The section above discusses only briefly the results of research. All issues are outlined in more details in the analytical part where graphical representations are also shown.

I have chosen this topic and suggested to be added into the official list of topics at Tomas Bata University. I was very interested in the situation of translation agencies and translation industry in the Czech market because of my ideas of working as a translator or at least in this branch of services. Work as a translator could be one of the possibilities for person who studies languages and really enjoys them.

The time of working on the research I assess as enriching. I am still cooperating with many agencies which were approached to fulfill my questionnaire. I will be concerned with this subject in a future and hope that this research will be interesting not only for students but also for the wider public.

BIBLIOGRAPHY

- Munday, Jeremy. 2001. *Introducing Translation Studies*. London: Routledge.
- Krijtová, Olga. 1996. *Pozvání k p ekladatelské praxi*. Praha: Karolinum.
- Knittlová, Dagmar. 2000. *K teorii i praxi p ekladu*. Olomouc: Univerzita Palackého.
- Knittlová, Dagmar. 1995. *K teorii i praxi p ekladu*. Olomouc: Univerzita Palackého.
- Žvá ek, D. 1995. *Kapitoly z teorie p ekladu*. Olomouc: Univerzita Palackého.
- Žvá ek, D. 1994. *Úvod do teorie p ekladu*. Olomouc: Univerzita Palackého.
- Levý, Ji í. 1958. *Úvod do teorie p ekladu*. Praha: Státní pedagogické nakladatelství.
- Levý, Ji í. 1965. *Základní otázky teorie p ekladu*.
- Levý, Ji í. 1998. *Um ní p ekladu*. Praha: Ivo Železný.
- Newmark, Peter. 1991. *About Translation*. Clevedon: Multilingual matters.
- Newmark, Peter. 1988. *Textbook of a Translation*. Prentice Hall.
- Hrala, Milan. 1987. *Sou asnost um leckého p ekladu*. Praha.
- Alfacz-preklady. P ekladatelské agentury v R. Alfacz-preklady. <http://www.alfacz-preklady.cz/prekladatelske-agentury>
- Proofreading. Jazyková korektura. Proofreading.
<http://www.proofreading.cz/sluzby/jazykova-korektura/>
- Tlumoceni-preklady. Soudní ov ení p ekladu. Tlumoceni-preklady.
<http://www.tlumoceni-preklady.cz/o-prekladatelstvi/notarske-soudni-overeni-prekladu/>
- Scienceworld. Automatická korektura text : Po íta e dokáží rozpoznat i stylistické chyby.
Scienceworld. <http://scienceworld.cz/lingvistika/automaticka-korektura-textu-pocitace-dokazi-rozpoznat-i-stylisticke-chyby-2049>
- Petr Muziká , e-mail message to author, April 15, 2009

APPENDICES

PI **Translators and translation agencies on the Czech market –English version**

Agency Name:

Address:

Contact:

1. Which languages do you translate into?

English

German

French

Italy

Spanish

Russian

2. What is the subject matter of the text you translate?

Health

Legislative

Technical disciplines

Business

3. How long does the translation usually take?

24 hours

2-5 days

5-14 days

More

4. Do you provide any discount?

Yes

No

5. Do you offer provide translations?

Yes

No

6. Do you provide DTP services?

Yes

No

7. How do you hand back the final files?

E-mail

Fax

Post office

Courier

8. Do you work with CAT tools?

Yes

No

9. What is translation unit you charge for?

Number of strikes

Number of words

Number of standard pages

Other

10. Do you offer proofreading from language specialist?

Yes

No

11. Proofreading is...

included in the translation unit

extra charged

12. Number of monthly orders.

Freelancers.....

Agencies.....

13. Have the customers any possibilities to complain about the order?

Yes

No

14. Number of persons who work in the field of translation

.....

Permanent staff (on the basis of a Permanent / Partial employment)

.....

Number of external staff (under the Agreement on the work done or Trade Certificate)

.....

15. How do you verify the knowledge of your employees?

Test translation

Written test

Oral exam

Certificates (STZ, FCE, CAE, BEC, ILEC)

16. Do you require the Trade Certificate from your employees?

Yes

Respondents are freelancers

No

17. What other translation services do your agencies offer?

Language courses

Interpretation

Guiding

Web-design

Others

P II P ekladatelé a p ekladatelské agentury na eskem trhu- Dotazník- eská

verze

Název agentury:

Adresa:

Kontakt:

1. Do jakých jazyku Vaše agentura p ekládá?

Angli tina

N m ina

Francouzština

Italština

Špan lština

Ruština

Jiné.....

2. V jakých oborech nabízíte p eklady

Medicína

Legislativa

Technické obory

Business

Jiné.....

3. Jaká je standardní doba dodání p ekladu?

24 hod

2-5 dni

5-14 dni

vice

4. Poskytujete slevu?

Ano

ne

5. Poskytujete p eklady se soudním ov ením?

Ano

ne

6. Nabízíte grafickou úpravu textu?

Ano

ne

7. Jakým způsobem předáváte hotovou zakázku?

e-mail

fax

posta

kurýr

8. Pracujete se systémy CAT?

Ano

Ne

9. Jak stanovujete cenu za ekladu?

Počet úderů

Počet slov

Počet normostran

Jiné.....

10. Nabízíte k ekladu možnost korektury jazykovým specialistou?

Ano

Ne

11. Korektura je...

V ceně za ekladu

Za příplatek

12. Počet zakázek měsíčně .

na osobu.....

na agenturu.....

13. Je možné p eklad reklamovat?

Ano

ne

14. Po et osob, které u Vás pracuji v oblasti p ekladatelství

.....

Po et stálých zam stnanc (na základ Smlouvy o stálém/ áste ném pracovním pom ru)

.....

Po et externích zam stnanc (na základ Dohody o provedení práce apod.)

.....

15. Jak ov ujete znalosti Vašich zam stnanc ?

Zkušební p eklad

p ísemný test

ústní zkouška

doklady o absolvování zkoušek (statní zkouška, FCE, CAE, BEC, ILEC)

16. Požadujete po Vašich zam stnancích živnostenský list?

Ano OSV

ne

17. Jaké další služby Vaše agentura nabízí?

jazykové kurzy

tlumo ení

pr vodcovství

web-design

jiné.....

