

Strategies for translating terminology in tourist brochures

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ABSTRACT

The aim of this work is to find and describe methods of translating in Czech tourist brochures translated into English and specify the quality of the English version of each brochure. The theoretical part describes the concept of terminology, introduces the standards for creating terms and explains the concept of translation. Practical part focuses on strategies of translating that are used in the tourist brochures according to analysis that has been made from 26 Czech tourist brochures translated into English. This work also demonstrates the usage of inappropriate strategies and suggests using of correct translating methods that are useful for the foreign reader. The final part of the thesis compares strategies used in brochures from each tourist destination of the Czech Republic.

Keywords: terminology, meaning, translation, strategy, usage, Czech language, English language.

ABSTRAKT

Cílem této bakalářské práce je zjistit a popsat jednotlivé metody překládání českých turistických brožur přeložených do anglického jazyka a určit kvalitu překladu anglických verzí jednotlivých brožur. Teoretická část popisuje pojetí terminologie, seznamuje se zásadami vytváření termínů a popisuje koncept překládání. Praktická část se zaměřuje na strategie překládání, které jsou využívány v turistických brožurách, na základě analýzy spočívající v rozboru 26 českých turistických brožur přeložených do anglického jazyka. Práce také upozorňuje na využívání nepatřičných strategií a navrhuje vhodnější překladatelské metody, které jsou zároveň přínosné pro zahraničního čtenáře. Závěrečná část práce porovnává strategie využívané v brožurách jednotlivých turistických destinací České republiky.

Klíčová slova: terminologie, význam, překlad, strategie, využití, český jazyk, anglický jazyk.

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INTRODUCTION

There is a tendency of Czech people to travel more abroad. Therefore, the necessity of quality propagation of Czech tourist destinations arises. However, not only Czech visitors are important for Czech tourism. The most often way of propagation is a tourist brochure. The majority of foreign tourists comes to the Czech capital – Prague. “How is the quality of Prague tourist brochures translated into English? Is there any difference between the quality of Prague brochures and brochures from other Czech tourist destinations?” These are some of the questions that will be the thesis dealing with.

The purpose of the work is to find the differences between English and Czech versions of brochures and to specify the strategies that are used by Czech translators in translating Czech tourist brochures. Firstly, the thesis will be dealing with the theory of terminology and translation. This information should help for a better understanding of the further text. The first part of the analytical section will demonstrate mistakes and other falsehoods appearing in brochures. The main part of the thesis will focus on the description and comparison of particular translation strategies. Advantages and disadvantages of each strategy will be emphasized as well as possibilities in using more appropriate strategy of translation to replace the incorrect ones.

I have always been interested in traveling and learning about new cultures. However, it seems to me that the effort of Czech tourist destinations, apart from Prague, to attract foreign visitors is insufficient. This is also related to the translation of tourist brochures. That is also one of the reasons why I have chosen this topic of my bachelor thesis. The work will demonstrate the level of professionalism in translation of Czech tourist brochures and subsequently uncover the tourist destinations whose translation in tourist brochures is substandard.

I hope that the results of the bachelor thesis, the founded inappropriateness in translation and suggested solutions will lead to improvement of the situation in translating Czech tourist brochures from the point of view of the choice of translator and degree of the subsequent checking procedures.

I. THEORY

1 TERMINOLOGY

Technical texts consist of special terminological expressions. Tourist brochures, as a kind of technical and informative text, provide readers many pieces of information about certain territorial unit. Each booklet contains various kinds of terminology. Translator has to be prepared to deal with them and has to translate them correctly. At first, translator should be familiar with the basics of terminology and with the criteria for creation of new terms. Following chapter describes terminology from the different points of view, shows the interconnection between terminology and other disciplines and introduces the international standards for creation of new terms.

1.1 Theory of terminology

Terminology can be seen in many different approaches. Basically, there are two major meanings of the word of terminology:

- Product – the final terminological unit
- Process – the activity of creating, organizing and structuring terms

As a science, it developed from the need to solve problems in language and communication, which makes it the science of practical experience. Generally, it is based on the classification of terms according to concepts; in other words, terminology is based on the relationship between terms and concepts. (Cabré 1999, 8)

To understand the nature of terminology and subsequently the difference between terminology and other disciplines, several terms have to be described.

Term: “Lexical unit consisting of one or more than one word which represents a concept inside a domain”.

Concept: “An abstract unit which consists of the characteristics of a number of concrete or abstract objects which are selected according to specific scientific or conventional criteria appropriate from a domain”.

Domain: “The subject field, area of knowledge, discipline, production process, or method in which a concept is being used”.

Subject field: “An area of knowledge which is established for the purpose of grouping into conventional categories the concepts considered as belonging together”. (Kaguera 2002, 10)

“**Terminology** is closely linked to the special subject fields”. (Cabré 1999, 9)

Science, technology and communication are closely related to terminology. These branches are interconnected, i.e. there are close relations that create a practical unit aim of which is not only to describe concepts but also to be conducive to other disciplines. Other disciplines that relate to terminology are linguistics, logic and lexicology.

In comparison to linguistics, terminology has a different relation to words. These differences are set by the structure of language – from the point of view of dictionary characteristics that are written in linguistics or terminological way and from the approach to formation of terms. Lexicology does not deal with meaning unless it is connected to word. The basic unit for lexicology is a word, while terminology considers the concept as a basic unit. Therefore, it is possible for the main concept to be created freely from the term (or name) that it constitutes which means that terminology is not strictly linked to grammar as lexicology. The aim of lexicology is to show the lexical competence of speakers through words; while terminology finds through terms a reference to concepts of the real world.

1.1.1 Users of terminology

According to different focuses for work with terminological elements and applications, two groups of terminology users can be distinguished:

- Direct users – terminologists for intermediary or direct communication
- Mediators – writers of dictionaries or people who in various ways facilitate communication

Users of these two different groups have different needs. Regarding these particular **communicative** and **linguistic dimensions** can be identified. In communicative dimension terms are used for simplification of communication, whereas in linguistic dimension, terminology is object of work.

1.1.2 Characteristics of terminology

Generally, terminology prefers methods of creating new terms that connect languages, make them closer and also reduce the differences between them. Therefore, the international criteria for term formation have been created. There are also guidelines in each language. According to this, two major characteristics of terminology can be seen. The first specific characteristic is that the written form of words is crucial for the terminology. Secondly, terminology and lexicology differ in their implications – the basic unit of lexicology is a word whether the basic unit of terminology is a concept. This leads

to different inventory of words (or terms) presented in dictionaries, lexicons or vocabularies. (Cabré 1999, 34)

1.1.3 Term

Apart from lexicology and logic, terminology is also closely connected to semantics. From the semantic point of view, terminology is the border between language and the real world because terms constitute the real objects. Terms are used to represent ideas and thoughts, and as an intermediary between different disciplines. Terms help arrange the structure of each discipline.

In many ways, a term has similar characteristic as a word. Both of them have meaning and occur in a language discourse. Terms and words are units of an established code which means that they have a systematic aspect. This **systematic aspect** can be divided into *formal* (interpretation of term), *semantic* (meaning) and *functional* (usage). Term and word are both part of the specialized communication, both of them suits to concrete object that occurs in the real world – this is called the **pragmatic aspect**. To summarize the resemblance between term and words, these two units are very similar from the point of view of semantic or of the formal side. On the other hand, they vary in the communicative viewpoint.

Following signs are typical for a term:

- “Its expression is a symbol
- It results from a convention
- Its content is its most important trait
- The concept it represents is explicitly defined
- The description of a concept leads to the field of knowledge in which it occurs.”

(Cabré 1999, 81)

In connection with dictionaries, words are assessed as elements of discourse. It is important how they are used in context. Unlike words, terms are not considered as inflective, i.e. particular morphological form is set for a particular use in context. Terms must be used in proper grammatical context.

1.2 Formation of terms

The number of concepts for which it is necessary to create a term is disproportionately higher compared to the number of roots in certain language. That is the main reason for the

necessity of creating new terms. Terms are usually compounded from word elements or transferred terms (terms borrowed from another field).

Criteria that have to be followed while forming a new term:

- The meaning of term should be clear. No ambiguity is allowed. Ambiguity can cause confusion or misunderstanding. Meanings should not be reciprocal and should not be part of the same subject field.
- There should not be many synonymous terms because it could lead to assumption that there is more than one concept.
- It is not possible to change existing term without relevant purpose.
- The name of the term should accurately describe the concept and its characteristics.

Term should be able to derivate; therefore, each term has to have an outer form that makes it possible.

Terms can also be formed or modified by:

- **Constituents** - Meaning could be affected by the succession of the constituents of terms.
- **Borrowing** – “Sometimes it is useful to attribute a modified meaning to a term current in another field, provided the field is sufficiently remote to avoid ambiguity. Such a term is called a transferred term”. (ATSM 1983, 10)
- **Abbreviation** - Terms can be abbreviated to make the communication easier. However, there are certain conditions which cannot be broken. The abbreviation cannot match with a concrete trade name, be confusing or be in contravention of linguistic rules. “Abbreviated terms may be formed the first letters of the word elements of a simple term or of word elements of compound terms, of syllables, of initials (spelled out), or of different constituents”. (ATSM 1983, 11)

Terms of certain field of knowledge should be arranged into an ordered system, not to create disorganized and chaotic group of terms.

1.3 Terminological standardization

“Standardized terms should be: unambiguous (if possible univocal), accurate, concise, easily spelled, conducive to the formation of derivatives, and a member of a term system. If these requirements cannot be all met at the same time, a careful selection of the requirements to be given priority in each individual case should be carried out.” (ATSM 1983, 11)

Terminological standards are conceived to scientific, technological use, for use in art and other disciplines as well as for general use. Basically, terminological standardization simplifies communication and makes it more effective. However, the creation of standards, and successive simplification of communication, represents onerous task for makers of these standards. The perfect knowledge of the particular language, experience and broad technical background are essential features that these people cannot lack. They also have to consider what concepts they are exactly defining; or, who is the message designed for.

Nowadays, the number of researches, and subsequently inventions and discoveries, is still increasing. The development of new objects brings tremendous amount of new concepts. All concepts have to be named. Lexicographers and terminologists have to deal with the amount of new concepts and therefore they apply special terminological principles and methods. The naming of terminology proceeds from the pieces of knowledge of terminology science as well as from the practical experience of the terminology activity. There is a wide range of methods. Although lexicographers occasionally can deal with the **diachronic aspects** (historical changes of term), predominantly they work with **existing terminology**. Terminologists, on the other hand, form **desired terminology**. According to this, they can be called experts on the terminological standardization. (Strehlow 1988, 8)

Terms are classified to systematically linked concepts in each subject field of terminology. The fact that concepts are defined consistently enables each subject field of terminology specialists to work systematically. Terminological standardization is crucial for the products of some branches such as industry or commercial products. During the process of developing or launching product on the market new ideas are expressed and new terms have to be formed in order to conceive of standards of new products.

“Standardization of terms is a complex process that entails a number of operations:

- Unification of concepts and concept systems
- Definition of terms, the reduction of homonymy
- Elimination of synonymy
- Fixing of designations
- Including abbreviations and symbols
- Creation of new terms”. (Cabré 1999, 200)

Although standardization of terminology simplifies the communication between particular languages, it is not possible to use terminological standardization to simplify the generally used vocabulary. (Cabré 1999, 199)

Terminology plays important role in the text of tourist brochures. Chapter one has been dealing with the description of terminology as a scientific discipline as well as the characteristics of terms and has described relation of terminology to other disciplines. A term is not the same as a word; preceding chapter has also compared and contrasted these two basic elements. Frequently, new terms have to be created when translating tourist brochures, therefore, criteria for creation of new terms have also been described with respect to international standards.

2 TRANSLATION

In these days, in globalised world, people tend to travel more and to discover new places and cultures. On the other hand, municipal districts and various tourist destinations want to attract more and more tourist. That is why tourist brochures play important role in tourist and marketing industry and that is why there is a need to translate documents of tourist propaganda, such as tourist brochures. Chapter two deals with the translation of tourist booklets with respect to the cultural differentiations of target languages. Translation on the word level is also described concerning different kinds of equivalence and non-equivalence. The end of the chapter two shows the uniqueness of translation of the tourist brochures as a type of marketing propaganda.

2.1 Theory of translation

“Translation is a process aimed at facilitating communication between speakers of different languages. Translation implies understanding the source text and this requires knowledge of the specific terms of the source and target language. This means, in turn, that technical translators must have some familiarity with the subject matter they are translating”. (Cabré 1999, 47)

Translation, as well as terminology (see chapter 1.1), could be seen in two different approaches: translation as a **process** – the activity of translating and translation as a **product** – the activity of translating.

During the process of translating, there is an original text written in one language translated into written text in other language. The original text is called **the source text** and the different language text is called **the target text**. The original language is called the source language while the language of the translated text is called the target language.

2.2 Translation studies and cultural approaches

Although far in history translation was essential for translating religious texts, academic texts and also for communication between people, it has been a special academic field since 1950s. In 1980s translation studies began to place emphasis on translators to have knowledge of the target language culture as well as the language proficiency. It is a well-known fact that “aspects of culture shape aspects of text”. (Malmkjaer 2005, 36) These translational aspects form the cultural approach of translation studies. The way of people’s life, their behavior, habits and beliefs are considered to be a definition of culture. Other

aspects that influence culture are political and economical views, religion and commercial arrangements of the certain group of people.

Festivals and practices, among others, might be considered as typical features of culture. However, culturally loaded terms, metaphors and proverbs must not be forgotten. Many specialists on translation studies focus precisely on these issues. Therefore, it can be said that society is somehow bound to language and culture. On the other hand, language reflects the society in which it is used and develops according to specific needs of certain culture. In language it is necessary to know the particular situation to understand the idea of the interpreter. That means that language is dependent on the context. (Malmkjaer 2005, 36)

2.3 Equivalence and non-equivalence

Every culture has its own characteristic. People from various cultures have different customs and believe in different values. That is why each culture is specific and has its specific terminology and other language elements. What is fundamental for one culture could be irrelevant for another. Therefore, the question of equivalence and non-equivalence must be taken into consideration.

2.3.1 Word

The first thing that every translator has to deal with is the general meaning communication in certain language. It is necessary to analyze the individual parts (units) and their structures to decipher the meaning. “The smallest unit which we would expect to possess individual meaning is the word”. By definition: “Word is the smallest unit of language that can be used by itself”. (Baker 2008, 11)

Word can be decoded and defined with more ease and more precisely than any other group of placed letters. However, the fact that a single word is able to have individual meaning does not mean that there are not smaller elements that can carry the meaning. Such elements of course exist. Structural or linguistic devices are examples of these elements. Orthographic words are usually not as complex as these units. These differences between words and meaningful elements appear not only in a single language, but also between distinct languages.

Meaning can be divided into four categories:

- **Propositional meaning** – It is based on the relationship between the word and the concept represented in real or unreal world. Through this type of meaning it is possible to consider whether the statement is truthful or not.
- **Expressive meaning** – It is connected with emotions and opinions of the speaker. In this case it is impossible to decide whether it is true or false.
- **Presupposed meaning** – Refers to people's expectations about particular word or utterance and on the restrictions and limitations inherent in that. Two types of restrictions can occur – *selectional* and *collocational*. Selectional restrictions logically follow the propositional meaning of a word; with help of figurative language distinguish in what context will be the term used. Collocational restrictions point the diversity between different languages. They are not bound to propositional meaning.
- **Evoked meaning** – It is based on variance of dialect and register. The opinion on the correct choice of words in a particular situation varies in each culture. Translator must be prepared to face this kind of choice, follow the principles of the target language culture with respect to the receivers.

Particular types of meaning are not dependent on each other. Several words concur in propositional meaning, however, differ in expressive meaning. It is not necessary even for synonyms to have the same types of meaning. (Baker 2008, 17)

2.3.2 Equivalence

- **Formal equivalence** – Form and content are both important for the term and its meaning. In other words, the aim of formal equivalence is to find the most accurate term in the target language with respect to form and content. The structure of the source text is crucial in this case. Formal equivalence tends to be as much correct and exact as possible. There are certain texts for which formal equivalence is typical, such as “gloss translations”¹.
- **Dynamic equivalence** – Unlike formal equivalence, the match between receptor and purpose is not so strictly observed. That is called the *principle of equivalent*

¹ “A gloss is a translation or brief explanation of difficult or technical text. A gloss can appear in the margin, between the lines of a text, or as a footnote”. (SIL 2010, 1)

effect. The structure of the source text is not essential. Important is the receptor-message relationship. The relations in the source text must be observed in the target language text. In this type of equivalence the key point is to tailor grammar and lexicon and together with the principles of target culture create the impression of naturalness. The target language text should give impression of a natural coherent text without any disturbing unfamiliar features influenced by the source text. (Munday 2001, 38)

2.3.3 Non-equivalence

“Non-equivalence at word level means that the target language has no direct equivalent for a word which occurs in the source text”. (Baker 2008, 20)

There is not a single type of non-equivalence. Non-equivalence differs according to the difficulty level. Translators have to deal with these issues on daily basis, and therefore a certain strategies have been originated. However, even in the case of non-equivalent terms the *principle of naturalness* must be preserved which means that not every strategy is acceptable. (Baker 2008, 20)

2.4 Translator

It is a specialist that revises particular text from the source language to the target language. During the process of translation it is not only the language that is changed, it is also the cultural conception. Translator has to have knowledge about certain cultures and their historical background to follow and protect values of each culture. The analysis of Czech tourist brochures translated into English shows that this criterion is not always met. (See chapter 3)

Translator must at first examine the source text, therefore he or she is a *receiver*. Translator is also a *producer* because modifies the source text into a target language text. These successive operations are linked together and influence each other. Translator could be considered as a special kind of **communicator**. While other receivers of text do not have to be fully focused on what they read or listen to, for translators the interpretation with the source text is fundamental.

Translators can be divided according to the areas of translating, e.g. technical, literary, religious or according to the mode of translating, e.g. *oral text* or *written text translators*.

Oral text translator works in immediate response, the written text translator works in more reflective way. (Hatim 1997, 11)

2.5 Tourist brochure as a text type

After learning the theory of terminology and principles for creating new terms, after considering problems of translation with non-equivalence and cultural diversity between different languages, there is also a structural aspect of the text of tourist brochure that cannot be ignored. Typical features of such texts and restrictions that have to be followed are described below.

Tourist brochure is a special kind of text containing many technical data used for advertising purposes. Tourist catalogues or brochures have many characteristic features, such as graphical design, pictures or different fonts. Text in these documents is not continuous but rather separated into sentences or paragraphs placed variously in the page.

Individual paragraphs or expressions can be followed by pictures, graphics, tables etc. The graphical structure of booklets establishes the meaning of the text. That should be taken into account while translating; which means that it is not possible to change the graphical layout in translated text because it might cause diversity in meaning between the source text and the target text. Translations of such texts differ from translations of coherent texts. The translated version must maintain the graphical structure and the overall appearance of the document contrary to classical texts where the graphical design does not always play a notable role.

Three main functions of text are distinguished. The main purpose of tourist brochure is to catch reader's attention, inform and attract. All these three aspects form the message of the text:

- Informative
- Expressive
- Operative

Text in tourist brochure is oriented on the content which means that carries essential information. To make the text more compulsive effective expressive elements, such as metaphor, proverbs, pun or alliteration, could be used.

The graphical layout and the verbal text in tourist brochures and other advertising texts are usually followed by pictures and logos. Diagrams and maps are also frequently used.

These particular components are interconnected, influence each other, and create an overall impression of the whole advertising document.

2.6 Translator of tourist brochure

Translator of advertising texts can influence the success of the advertising campaign. That is why a great responsibility is put on the translators. They should be aware of the main principles of advertising, marketing strategies and the situation of subject, for which the campaign is designed for, and its position in the market. They should also be familiar with the culture of the source and the target language and with restrictions related to the form and function of the text. The visual aspect of the documents must be always conserved because it is mostly part of the marketing strategy in advertising. However, there are other challenges that every translator must be prepared to take, because specific touristic brochure represent specific requirements and constraints. (Anderman 1999, 95)

In chapter two characteristics of translation have been described. Further, characteristics of culture in general, cultural diversity and influence of cultural aspects on translation. The second part of the chapter has discussed different types of equivalence and has outlined the problems of non-equivalence. The non-equivalence issue will be described in detail in analysis of Czech tourist brochures translated into English (see chapter 4.2). This analysis is part of the practical section of the bachelor thesis. Typical features of the text structure in tourist brochures have been described in the last part of the chapter two.

II. ANALYSIS

3 CZECH TOURIST BROCHURES TRANSLATED INTO ENGLISH

The first part of the bachelor thesis explained particular elements and various disciplines connected to translation of tourist brochures. Such elements and disciplines are terminology, terminological standardization, equivalence and non-equivalence or structure characteristics of tourist booklets. The practical part will focus on the Czech tourist brochures translated into English. Analysis of problematic terms will be described as well as the comparison of English and Czech versions of tourist brochures. The first part of the analysis deals with grammatical mistakes and inappropriate translation. In the second part, translation of terminology is divided into certain groups according to the strategy that was used during translation.

3.1 Mistakes and inappropriate translations

The text in tourist brochures should attract the attention of the reader mainly because of the information it provides. However, sometimes there are different elements that catch the attention even before reader catches the message of the text. As such elements might be considered mistakes. This chapter describes various kinds of errors that are caused either by the insufficient knowledge of the translator or by the careless approach and unsatisfactory checking procedure.

3.1.1 Culture of translator as an influencing factor

In *Catalogue of Congress Tourism of Zlín and Luhačovice Region*, in the column about Luhačovice, the *Electra City Cultural Centre* is promoted. In the headline, the building is correctly translated as a *cultural centre*. The Czech term for the building is called *kulturní dům*. That is probably the reason why further in the text, when the cultural centre was mentioned again, the translator used term *KD building*. *KD* is the Czech abbreviation for the cultural centre. The word *building* was probably added as an explanatory word for foreigners to understand what type of object is abbreviated. However, the combination with *KD* is very confusing.

In the *Eastern Moravia Region of Spas and Relaxation* brochure another incorrect translation appears. *Hotel Crazy Mary* offers a relaxing room translated as a *restroom*. In the Czech version of the brochure the term *odpočívárna* is used. *Odpočívárna* means the place where you can have a rest. Therefore, the Czech translator translated the *relaxing room* as a *restroom*. However, the term *restroom* has an absolutely different meaning in

English; it is an American term used for toilettes. Information that the Czech reader receives differs from information that the foreign reader receives. While Czechs read about relaxing room, foreigners read about toilettes. The relation between the term and the concept differs in both versions of the brochure.

Both examples represent mistakes in translation caused by the influence of Czech terminology of the Czech translators. These mistakes are often informally called “**czenglish**”.

In the Steps of Zlín Architecture is a name of a brochure where a similar type of mistake occurs. The typical housing from Thomas Baťa is described. The houses are usually block shaped, divided into two parts suited for two families. In Czech they are called *půldomky*. The variant of the house that is not divided into two parts is called *jedno-domek*. From the translation it is obvious that the translator is Czech because both terms are translated literally, into “czenglish”:

<i>Půldomek</i>	<i>*Halfhouse, *Double-house</i>
<i>Jednodomek</i>	<i>*One-house</i>

The content of the terms from the English version of the brochure is not clear. The identity of the source text and the target text is not achieved. The foreign language speaker, who is not familiar with Zlín architecture, does not have to recognize the real meaning of the terms.

<i>Půldomek</i>	<i>Semi-detached house</i>
<i>Jednodomek</i>	<i>Detached house</i>

The example demonstrates the lack of knowledge of the translator or lack of research done before or during translating.

A similar mistake connected to Zlín architecture appears in the brochure of *Zlín and Luhačovice Region*. The Zlín cinema is called *Velké kino* in Czech, where *velké* means *big*. Although the official name of the cinema in English is the *Grand Cinema in Zlín*, the term has been translated as *Big Cinema*. The lack of the translator’s effort to gain appropriate information reflects the target text translation again. The official name of the Zlín cinema can be found on many film festival websites or even on the Thomas Baťa official website. This particular mistake probably does not cause any serious ambiguity, as preceding examples; however, it provides **fragmentary data** that are not appropriate.

3.1.2 False friends

In the *Tourist Guide of Zlín* the Zlín grammar school in Lesní Čtvrť is mentioned. The Czech term for a grammar school is *gymnázium*. The tour guide mentions the grammar school as *Zlín Gymnasium*. *Gymnázium* in Czech stands for a type of educational institution where in English it means a large room for exercising and doing sport activities. It leads to the assumption that it is a **false friend**. However, it would not be necessarily a false friend if *gymnázium* is an official name of the grammar school in English. The Czech name is *Gymnázium Zlín – Lesní Čtvrť*. However, the column primarily describes *Zlín Planetarium* that is placed near *Zlín Gymnasium*. A description of the type of school is *Zlín Gymnasium* is cannot be found anywhere in the text. From the point of view of foreign reader of the tourist brochure the translation does not provide sufficient information and therefore the translation may be considered as unsatisfactory.

3.1.3 Other falsehoods in translation

Apart from the incorrectness in equivalent terms, there are also stylistic mistakes, especially, mistakes caused by the wrong spelling. In this type of mistakes, it is usually not clear whether the misspelling is caused by the insufficient knowledge of translator or by mistake during typesetting the brochure.

In *Orlické hory* tourist brochure, *Studenecké skály* are translated as *Could Rocks*. The Czech term *Studenecké* are derived from their highest hill named *Studený* which means *cold*. Most likely, this mistake is a misprint. However, apart from the **incorrect spelling**, the translation is not accurate. *Cold* is not equivalent of *studenecký* but rather of *studený*. Therefore, the bilingual translation would be, in this case, more appropriate (see chapter 4.2.1). Using bilingual translation the original Czech term would be left in the text and extra information about *Studený Hill* and its translation added into the brackets or further into the text. Bilingual translation is described more in detail in chapter 4.2.1 as one of the translating strategies.

Other stylistic deviations can be found in the *Tourist Guide of the Zlín and Luhačovice Region*. *Hostýnské vrchy* are translated as *Hos-týnské Hills*. The dash after the first syllable is very confusing and rather nonsensical. If the dash stands after the second syllable *Hostýn-ské* that would be acceptable as a way to make the meaning of the term more clear because the root *Hostýn* would be divided from the adjectival suffix. Nevertheless, the official website of Eastern Moravia describes these hills as *Hostýn Hills*.

It shows the problem of incompatibility of particular sources from a certain region, even edited by the same municipal district. A foreign reader who does not know the principles of Czech affixation does not necessarily have to recognize that *Hostýnské Hills* (or even *Hostýnské Hills*) and *Hostýn Hills* are considering the same object.

The mistakes mentioned above do not suit and apply to any strategy of translating tourist brochures. They have been reported in order to display various problems and incorrectness in translation that may be created by the lack of precision of translator, unprofessionalism or careless approach of the translator and should be avoided.

4 STRATEGIES USED IN TRANSLATING TERMINOLOGY

During the translation of terminology in tourist brochures, different methods of translating certain terms are used. According to the analysis of Czech tourist brochures translated to English these methods have been recorded and divided into several groups. Each group represents a specific translational strategy. Chapter 4 describes the strategies in detail.

4.1 Equivalent terms

4.1.1 Foreign words

The Czech language consists of words and expressions that do not have an equivalent in English but have an equivalent in other languages. One of the ways to deal with culture specific terminology is to adopt the term from a foreign language. This kind of translational strategy is used mostly in connection with meals and cuisine. Such strategy is applied abundantly in the official Czech websites considering Czech cuisine.

The popular Czech meal called *řízek*, fried chicken or pork meat wrapped in breadcrumbs, is translated into English by a German (Austrian) equivalent *schnitzel*. The reason for such translation is mainly because the popularity and awareness of *Wiener schnitzel* is much higher than Czech *řízek* on a global scale.

One of the specific Czech terms that has no equivalent in English is also *tlačenka*. The English translation again uses the German equivalent that is *presswurst*. The German terms are used rather than retaining the Czech terms. A reason of such preference may be the similarity of English and German as **Germanic languages**. The Czech term *tlačenka* as well as German term *presswurst* express that something is pressed. While the meaning of Czech *tlačit* or *stlačit* for the English speaking reader remains unclear, the German *press* is the same in English.

The translation through German terms is used also in cases when English has its own equivalent. For example, the Czech soup *zelňačka* or *zelná polévka* is translated into English equivalent *cabbage soup* as well as into German equivalent *sauerkraut soup*. The resemblance between *sauer* and English *sour* is also visible. Another reason of using German terms, apart from similarities derived from the same language family, is the general awareness of the English speaking foreigners of the German culture and cuisine that is substantially higher than awareness of Czech cuisine.

When a German term is used in English text, usually further description of the meal follows. Apart from the terminological branch of cuisine, no foreign-language equivalents were mentioned in the analyzed tourist brochures.

4.1.2 Collocations and idioms

The translator might encounter terms or expressions which have an equivalent in English but their structures are very different from Czech. These are essentially collocations and idioms. If the translator does not have sufficient knowledge of the equivalent of those terms in the target language, it is necessary to conduct a survey in order to achieve the correct expression. If the terms are translated literally, in most cases, the subsequent translation is incorrect and may lead to deviation from the original meaning.

In *Catalog of Congress Tourism of Zlín and Luhačovice District* many providers offer a complex service named *akce na klíč*. This expression has been derived from the *stavby na klíč* in connection to building new houses. The **literal translation** would be “*on key*”. Fortunately, none of the analyzed brochures contain such translation. The relevant equivalent, which is *a turnkey service*, is used in all texts.

Another example of idiom appears in the *Tour Guide of Olomouc Region*. The overall sightseeing tour across Olomouc is called *Olomouc v kostce* which literary means “*Olomouc in a cube*”. This kind of translation is of course unacceptable. The English equivalent has a different form. As in the previous case, the expression in the tourist brochure is correctly translated into English equivalent that has a different form which is *Olomouc in a Nutshell*. The form varies while the meaning remains the same.

The two examples above demonstrate that in connection to collocations and idioms translators seem to be aware of the differentiation of such expression between the source and target language.

4.2 Non-equivalent terms

The majority of Czech terms closely connected to Czech traditions, customs or various Czech official names do not have direct equivalents in English. Translators, therefore, have to face the onerous task of translating such terminology. Each translator deals with the translation of non-equivalent terms in a different way. That is why different techniques and strategies in translation arose.

4.2.1 Bilingual translation

Bilingual translation is a commonly used strategy in Czech-English tourist brochures. The strategy proceeds from presenting both – the source and the target language term. Two different techniques are distinguished:

- Czech-English term translation
- English-Czech term translation

4.2.1.1 Czech-English term translation

The Czech term remains the same position in the text. The English translation follows in the brackets. This type of translation is used predominantly when the Czech term represents the official name of an institution, sight or historical monument or another object whose name should be left in the original form. The English translation serves as information for the foreign reader to understand the concept of such term. For example:

Prašná brána (Powder Tower)

Hradčany (Castle district)

Občanská záložna (Civil Loping Company)

Zemská banka (Provincial Bank)

Dívčí hrady (Maidens Castles)

Svatá voda (Holy Water)

Not all parts of the term necessarily have to be translated. Sometimes, it is sufficient to translate only the part that characterizes the whole term or which differentiates the term from another. As in following example from the *Prague, Beyond the Borders of the Prague Heritage Reservation* tourist guide:

Divoká Šárka (Wild)

Tichá Šárka (Quiet)

The translation only deals with the adjectives *divoká* and *tichá*. The purpose of such translation is rather informative and describing. The bilingual translation considering only the adjectives or other parts of the term is, however, very rare.

4.2.1.2 English-Czech term translation

It is a kind of bilingual technique similar to the preceding one. The English term, in this case, takes the first position before the original Czech version of the term. As in following:

Fair Palace (Veletržní palace)

Hungry Wall (Hladová stěna)

The frequency in usage of bilingual translation where the translated term precedes the Czech term in brackets is not as significant as the opposite variant.

Bilingual translation from the point of view of the brochure reader might be considered as one of the most useful and practical because it provides as much information as possible by displaying the terms in the source language as well as in the target language. Another advantage is that the foreign tourist is confronted with the Czech language which may be another useful way to become familiar with the Czech culture.

4.2.2 Fully translated terms

Translators tend to translate as many terms as possible, which is not necessarily advantageous. Translating specific terminology to have a similar meaning with the original term is a complicated process. The translated term is often slightly deviated from the term of the source text. These deviations are often in a form of: **hyponym, hyperonym, emotive or connotative differentiations**.

Firstly, the group of terms that is translated into terms with a closely corresponding meaning to the original Czech is described. Such terms appear mainly in the *Prague* tourist guide.

<i>Staroměstské náměstí</i>	<i>Old Town Square</i>
<i>Staroměstský orloj</i>	<i>Old Town Astronomical Clock</i>
<i>Malá strana</i>	<i>Lesser Town</i>

Although the term *Astronomical Clock* differs by the Czech term *orloj*, it has a rather descriptive character. The original *orloj* is not used probably because it is one of the most important and popular sights in Prague and the Czech term might be difficult for foreigners to read. To read the two consonants (r, l) next to each other is for majority of English speakers a demanding task.

On the other hand, a considerable amount of terminology is translated with a slightly deviated meaning. In the tourist guide of *Prague*, *Špitálské pole* is translated as *Hospital field*. The denotative meaning remains the same while the connotative meaning is changed. *špitál* in Czech is an expressive term for a *hospital*. However, the form is informal and nowadays rather old-fashioned, used only in colloquial speech. The English term *Hospital* is an official term that is neutral and can be used in formal language as well as in informal speech.

One term that seems to cause problems to Czech translators is a term *sady*, which means *orchards*. Every time *sady* appears in the text, a different translation is used.

<i>Bezručovy sady</i>	<i>Bezruč Gardens</i>
<i>Riegrovy sady</i>	<i>Rieger's Park</i>

In both examples, terms that are used in translation are not accurate. Although the words *gardens* and *park* are related, they cannot be regarded as synonyms of *orchard*. The meaning of each is slightly different. According to the Cambridge dictionary, *gardens* (in plural form) are: “a public park with flowers, plants and places to sit”, where the *orchard* is characterized as “an area of land where fruit trees (but not orange trees or other citrus trees) are grown”. The definition of *park* is “a large area of land with grass and trees surrounded by fences or walls, which is specially arranged so that people can walk in it for pleasure or children can play in it”. Having considered the relationships between these three words, *gardens* and *park* can be considered synonyms; however, the meaning of the word *orchard* differs. That is the reason why the Czech term *sady* (orchards) should not be translated as *gardens* (zahrady) or *park* (park).

Another example of **superordinate word** appears in the *Tourist Guide of Olomouc region* the term *štola* is translated as a tunnel (in the brochure of *Prague* translated as a water tunnel). *Štola* is a kind of tunnel used mainly for canalization and waste water. According to this, it is obvious that *štola* is a hyponym of tunnel.

The Tourist Guide of Olomouc Region describes typical Czech rural festivals. *Tradiční hody* are translated as *traditional fest*. Although *hody* are kind of fest, the term *fest* is very general. Many occasions and celebrations appear during the year in Czech villages that could also be considered as a traditional fest, such as *masopust*, *zabíjačka* etc. In connection with traditional festivals, the indispensable part creates the traditional clothing named *kroj*. *Kroj* was translated into English as a *folk costume* which is also a very general term, superordinate to the term *kroj*.

Even though **hyperonyms** above express the general meaning of given terms, the specificity is not preserved. If the text is not amended with concrete pictures, the particular meaning of the terms would not necessarily be clear.

4.2.3 Partially translated terms and non-translated terms

All elements of term are not always translated. One element of a term is translated while another remains the same form as in the original version from the source text. Such strategy

is called partial translation. Usually it is the adjectival component of the term, as in the following example:

Borový vrch *Borový Hill*

The reason of using partial translation in this case might be the effort to observe the original name of the hill. Observation of adjective *borový* simplifies the orientation of foreign tourist in certain tourist area. However, it could be also caused by the inability of translator to find the equivalent of the adjective *borový*. (Literal translation of *Borový vrch* is *The Pine Tree Hill*).

The translated part of the term is not necessarily the adjectival component. The adjectival part could remain in the original source form while nominal element is translated.

Valašské Kumštování *Wallachian Kumštování*

The usage of such strategy is here obvious. The Czech term *kumštování* is very specific and could not be translated to English and retains the similar denotative and connotative meaning.

Source language terms are sometimes kept in their original form, i.e. no translation is performed. Although this type of strategy is relatively often used in analyzed tourist brochures, the information provided to the reader is very insufficient.

4.2.4 Translation with extra information

In this kind of translation strategy the term from the source text is usually fully translated and extra information describing the meaning of the term is added. This is a common strategy in the Czech tourist brochures translated into English. The use of translation with extra information according to analysis has the three following characters:

- Czech term with English extra information
- English term with English extra information
- Bilingual terms with English extra information

4.2.4.1 Czech term with English extra information

From the three variants the most commonly used one. The term from the target language remains the same form – it is not translated. Extra information in English is added.

Chřiby *Chřiby Hills*
Rokytká *Rokytká Stream*
Olomoucké tvarůžky *Olomoucké tvarůžky cheese*

<i>Záběhlice</i>	<i>Záběhlice neighborhood</i>
<i>Lovecký zámeček</i>	<i>Lovecký Zámeček pension</i>

The extra information in the examples above consists of a single word. However, sometimes one-word information is not sufficient and a longer noun phrase has to be used. As in following example:

<i>ČKD</i>	<i>ČKD Heavy Machinery Company</i>
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4.2.4.2 *English term with English extra information*

In the English-English type of translation with extra information, the original term from the source language is fully translated into a target language equivalent and extra information in English is added.

<i>Bařův kanál</i>	<i>Bařa Navigation Canal</i>
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4.2.4.3 *Bilingual translation with English extra information*

The term remains in the original Czech form; however, the English equivalent follows together with the extra information in English, as shown in the following example:

<i>Vinný sklep</i>	<i>Vinný sklep (wine cellar – monastery obviously had its own vineyards)</i>
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This example is from the brochure of *Prague: Beyond the Borders of the Prague Heritage Reservation*. The translator probably wanted to explain the popularity of wine cellar at those times, although the Czech version does not contain the extra information. This brochure is the only one from the analyzed brochures providing this type of translation.

Translation with extra information together with bilingual translation is the most useful way to preserve the original meaning and provide enough information for the foreign reader at the same time. Both strategies provide the foreign tourist with help to understand the concept of term.

4.2.5 *Omission of terms*

The last of the strategies used in translating tourist brochures is of rather misleading character. The term is not translated, not even adduced in the source language text – is omitted.

In the brochure of *Eastern Moravia – Region of Spas and Relaxation* in the column describing *Miramare Spa Hotel* a group of terms is omitted:

<i>Zábaly</i>	(Wraps)
<i>Inhalace</i>	(Inhalations)
<i>Elektroléčba</i>	(Electrotherapy)
<i>Léčebný tělocvik</i>	(Rehabilitation exercises)

All terms appear translated in a different part of the brochure. Therefore, the omission is not caused by the insufficient knowledge of translator.

From all the 26 analyzed Czech tourist brochures translated into English only one is specific for its over-usage of this inappropriate strategy. It is *Tourist Guide of Olomouc Region* where omission outnumbers all other strategies. Not only terms and sentences are omitted but also **paragraphs or even whole pages**. The difference between the Czech and English versions of the brochure is obvious. While the source language brochure consists of 99 pages, the target language brochure has only 51.

From the point of view of terms from the analysis of both versions of text is clear, where the translator was not able to translate term or did not want to expend extra effort to search appropriate sources to find the particular equivalent. Instead, the whole sentence is omitted. As in sentences with following terms:

<i>Vlastivědné museum</i>	(Homeland Study Museum)
<i>Krápníková výzdoba</i>	(Stalactite and Stalagmite decoration)
<i>Lipové aleje</i>	(Lime avenues)
<i>Visutá lávka</i>	(Suspension bridge)
<i>Skřípec</i>	(Rack)
<i>Naučná stezka</i>	(Nature Trail)

Most of the terms above demand a small amount of research to find the required equivalent; however, in this case the translator preferred omission of terms rather than further research, suggesting a certain degree of unprofessionalism.

From the point of view of omitted paragraphs or whole pages almost every other page is missing. The brochure is divided into chapters that deal with specific topics. Generally, each chapter in the English version of the brochure is approximately one page shorter than the same chapter in the source language version (see Appendix P I.). The “Do-you-know box” is also many times missing (see Appendix P I.). The amount of information provided by the Czech version of *Tourist Guide of Olomouc Region* is incomparably higher than the amount of information provided by the same version of the brochure translated into English.

Omission of terms in other brochures was found only in brochure of *Jesenicko* where the sentence with *Propast* is omitted. *Propast* should have been translated as *a gorge*.

Apart from the two foregoing brochures no other uses the strategy of omission.

4.2.6 Inconsistency of translators at terms

The analysis of the 200 terms extracted from the Czech tourist brochures translated into English shows that there are no rules guiding where it is appropriate to use certain translation strategy.

The following examples show different strategies used in translating the term *náměstí* (square):

<i>Náměstí republiky</i>	<i>Náměstí republiky</i>
<i>Staroměstské náměstí</i>	<i>Old Town Square (Staroměstské náměstí)</i>
<i>Vítězné náměstí</i>	<i>Vítězné Square</i>
<i>Náměstí Míru</i>	<i>Mírové Square</i>
<i>Náměstí 14. Října</i>	<i>the Square of Náměstí 14. Října</i>

Even though all the examples above are taken from the *Tourist Guide of Prague: Beyond the Borders of the Prague Heritage Reservation*, each term is translated differently. The translation of term is **inconsistent**. *Náměstí republiky* is not translated; it remains in its original form from the source text. *Staroměstské náměstí* is translated by bilingual translation and for *Vítězné náměstí* partial translation is used. The last two examples raise special attention. *Mírové Square* seems to be translated partially, however, with the nonsensical transformation of *Míru* into *Mírové*. Part of the term remains in Czech, but not in the same form as in the source text. If the translator wanted to retain the Czech name of the square and was uncertain about the structure of the term in the target text, the strategy used in the very last example should be applied. It is a translation with extra information (see chapter 4.2.4).

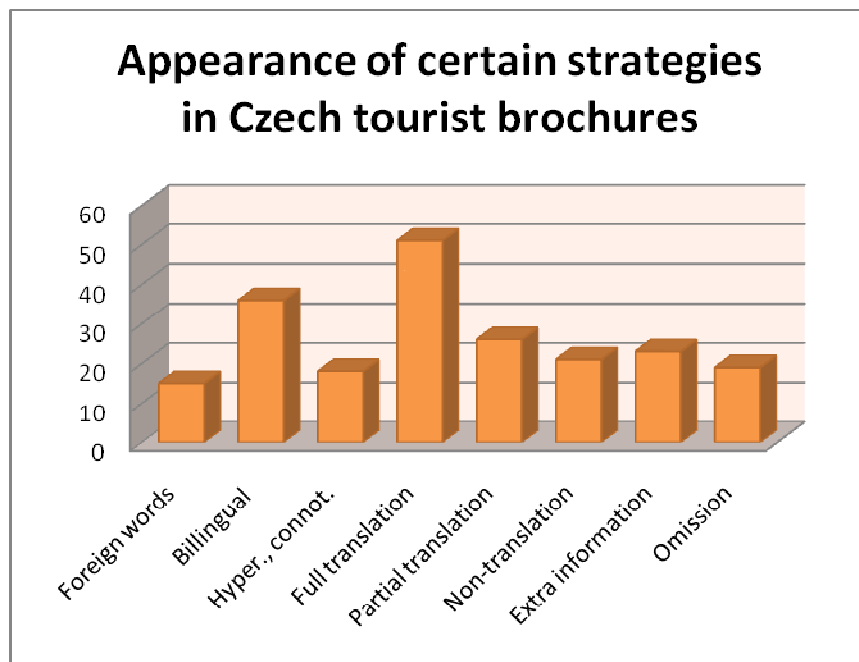
The inconsistency in translating is also reflected in the following examples where non-translation and full translation are being shown:

<i>Eliška Přemyslovna</i>	<i>Elizabeth of Bohemia</i>
<i>Přemysl Otakar</i>	<i>Přemysl Otakar</i>

5 SUMMARY OF THE ANALYTICAL PART

The practical part of the thesis consists of analysis of Czech tourist brochures translated into English. Particular strategies seem to be used randomly according to the translator. Therefore, the appearance of each strategy differs in each brochure. For the visual appearance of the 26 analyzed brochures see Appendix P II. The following graph displays the appearance of particular translation strategies in general:

Graph 1: Appearance of Certain Strategies in Czech tourist brochures



Twenty-five percent (25%) of all analyzed terms are, therefore, translated with the English equivalent. Bilingual translation places in second position with 36. Bilingual translation, together with the translation with extra information, appears to be the most suitable strategies from the point of view of reader. However, the number of terms translated with extra information is relatively low (23). Twenty-one (21) analyzed terms are not translated, remain in the source language form, and the information provided to foreign reader is very low. The least used strategy is the substitution of English translation by the foreign language equivalent. As previously stated, this kind of strategy is used mainly in the branch of cooking and cuisine (see chapter 4.1.1.)

As previously discussed, the appearance of each strategy in particular Czech tourist brochures translated into English depends on the translator. The differences in translation of each brochure are, therefore, substantial. For a better illustration of diversity between

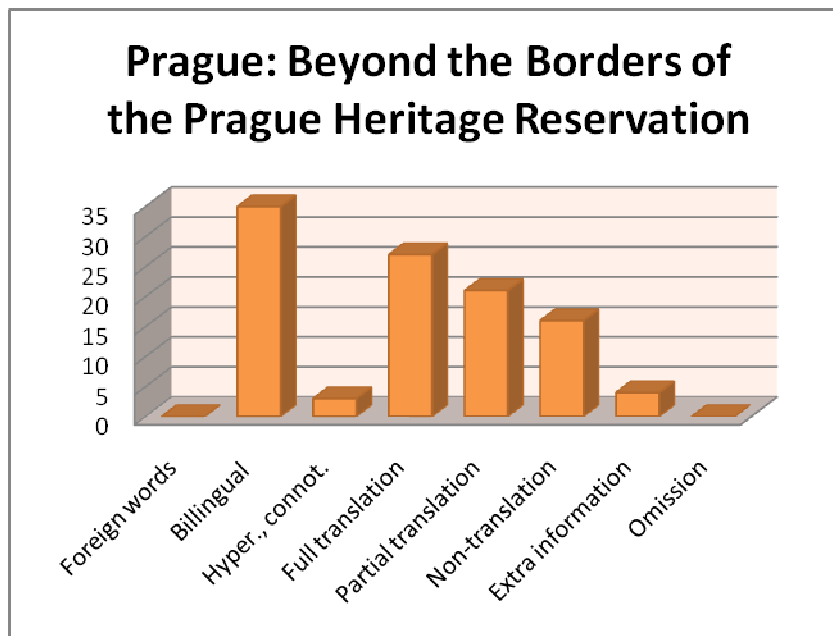
brochures, the three major brochures are taken and analyzed separately. The following graphs display the degree of each strategy used in:

- *Prague: Beyond the Borders of the Prague Heritage Reservation*
- *Tourist Guide of Olomouc Region*
- *Tourist Guide of Zlin and Luhačovice Region.*

Prague: Beyond the Borders of the Prague Heritage Reservation.

The Czech version of this Prague tourist brochure, as well as the English version, consists of 122 pages. The usage of translation strategies shows Graph 2:

Graph 2: Usage of particular strategies in Prague brochure

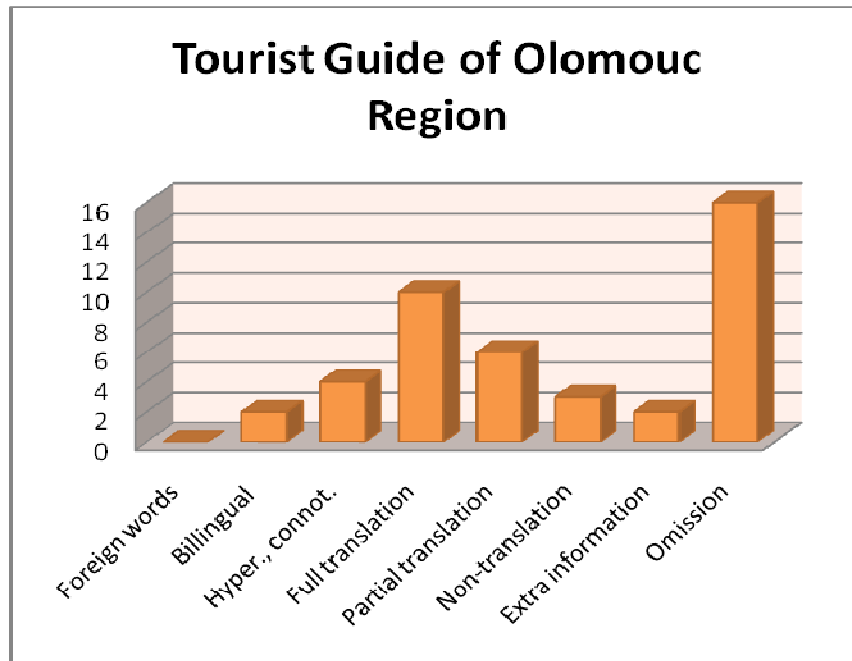


From the 106 analyzed terms from the Prague brochure 35 terms are translated bilingually (33%) which is a very positive fact. Further positions are held by the full translation and non-translation. Despite the high number of terms that are not translated (16 terms, 15%) the meaning of these terms is explained further in the text. Hyperonyms or differences in connotative meaning between the source and target text appear in the brochure minimally. Only three terms from the 106 are found. Strategies of term omission and substitution of terms by foreign language equivalents are not present in the brochure of Prague. Although the *Prague: Beyond the Borders of the Prague Heritage Reservation* is the most precise from all analyzed brochures, the name of translator is unspecified.

Tourist Guide of Olomouc Region

Chapter 4.2.5 has outlined the usage of translation strategies in Olomouc tourist brochure. Although the brochure is clearly organized, followed by plenty of pictures, the translation of the brochure is very specific and rather controversial.

Graph 3: Usage of Translation Strategies in the Olomouc brochure



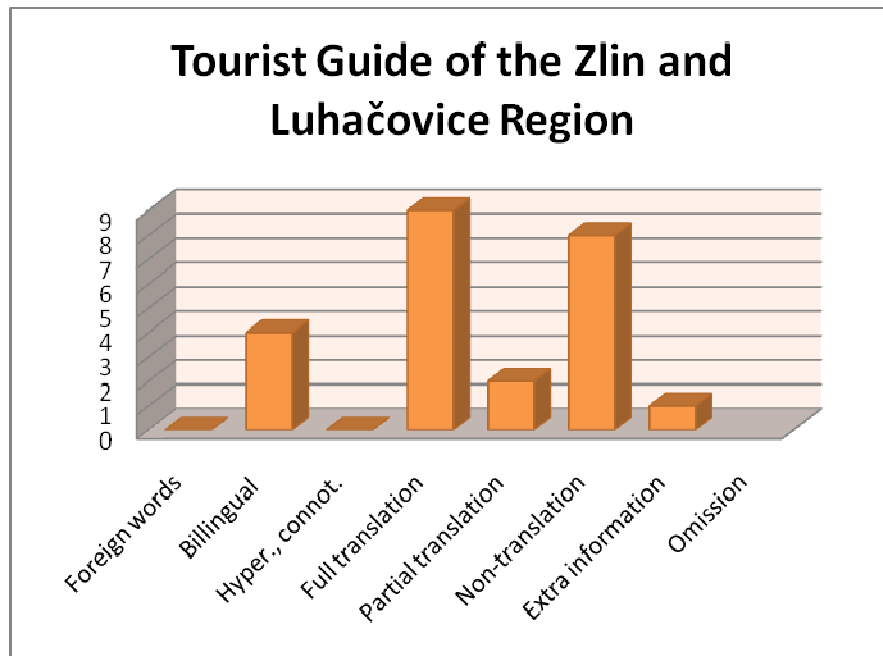
The Czech version of *Tourist Guide of Olomouc Region* has 99 pages; while the English version consists only of 51 pages (see Appendix P I.). That is one of the reasons why in the Graph 3 the omission strategy greatly outranks the others. Thirty-three percent (33%) of analyzed terms of this brochure are omitted in the English version – (16 of the 44 analyzed terms). Omission of terms belongs to a category of inappropriate strategies which should be avoided in translation. The use of translation strategies that are helpful to foreign readers, such as bilingual translation or translation with extra information, is insignificant and insufficient. The professionalism level of translation is very low. The name of the translator is not given.

Tourist Guide of Zlín and Luhačovice Region

The analysis of this brochure is not similar to the analysis of other brochures due to the impossibility of obtaining the Czech version of the brochure. Because of the unavailability of the Czech version, no attention will be paid to the omission of terms because no

comparison between the Czech and English version could be taken. The ratio between others translation strategies used in the brochure is displayed in Graph 4.

Graph 4: Usage of Certain Translation Strategies in Zlín and Luhačovice Brochure



Representation of partial translation and translation with extra information is minor. Bilingual translation forms 14% of all 27 analyzed terms. Utilization of non-translation strategy is very high in the brochure (8 of 27 terms or 30%). The non-translation strategy is useful to retain the original form of term to introduce the Czech term to the foreign reader. However, the meaning of such terms has to be explained further in the text which is not always fulfilled in the *Tourist Guide of the Zlin and Luhačovice Region*. Although the fully translated terms prevail, many mistakes occur that can lead to misunderstandings. The *Big Cinema*, *Hos-týnské Hills*, *Baťa quarter houses* and *Zlin Gymnasium* are among them. For more information see chapter 3.1.. The full translation appears in the brochure 33% of the time.

CONCLUSION

In these days, almost every tourist destination uses tourist brochures as its main kind of propagation. Tourist brochures are kind of advertising text containing many technical data and terminology. The quality of Czech tourist brochures is on high level; however, there is no general surveillance to the quality of tourist brochures translation. The quality of translation depends only on each Czech tourist destination. The aim of this work was to find the differences between the Czech and English version of each brochure and to specify the quality of the translation. Although the Czech versions of brochures remain similar in structure and style, the English versions vary in many aspects. The thesis has been divided into two parts.

The theoretical part consists of two chapters. Chapter one deals with the concept of terminology, its characteristics, users and international standards for creating terms. Tourist brochures as a type of text and the theory of translation have been described in chapter two.

The practical part is based on the analysis of tourist brochures. I have collected 26 tourist brochures from all over the Czech Republic and searched the official websites of the Czech Republic. Each brochure has been searched for terminology in both language versions. About 200 terms have been collected and, according the way they were translated, have been divided into several groups. Each group represents a translation strategy. Analytical part has focused on these strategies of translation and also has described mistakes that are common for Czech translators.

These differentiations have been studied in detail. Terminology used in Czech tourist brochures is unique and culture bound, the translation, therefore, is often a difficult task even for an experienced translator. Strategies used in translating tourist brochures have been described in detail in chapter 4.

The analysis has shown that the differences between the Czech and English versions of brochures are magnificent. Unfortunately, not even appropriate strategies occur. Often much of the text is omitted in the English brochure. The usage of certain translation strategies varies in brochures from particular areas. In other words, the usage of appropriate strategies for translating terminology and subsequently the quality of the translated brochure depends on the quality of translator. Learning how to approach problems in translating booklets that see hundreds of people is an onerous task. The final part of the thesis is supposed to help with this issue. The inappropriate translating strategies have been

summarized in this part. There are also solutions suggested to avoid using incorrect strategies and to help in dealing with problematic words.

Working on the thesis was beneficial because I have improved my language skills and have broadened my horizons in connection with the Czech tourist destinations. Unfortunately, I have confirmed my initial conjecture about the insufficiency in propagation of the Czech tourist destinations to foreign visitors. Therefore, I would like to offer a copy of the thesis to several municipal districts and tourist destinations in order to introduce them the current situation of brochures translation. Hopefully, the thesis will be one of the first steps to improve the quality of Czech tourist propagation.

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APPENDICES

P I Diversity between the Czech and English version of Tourist Guide of Olomouc Region.

P II Visual Appearance of English versions of analyzed brochures and websites.

APPENDIX P I: DIVERSITY BETWEEN THE CZECH AND ENGLISH VERSION OF TOURIST GUIDE OF OLOMOUC REGION.

Omission of the “Do-you-know box”

Diversity in number of pages – the last page of each language version

Vstupné

4. den Hranicko, Lipnicko:
 Hrad Heřtýn, Týn nad Bečvou 80 Kč 0 Kč
 Městské muzeum a galerie v Hranicích nebo 60 Kč 0 Kč
 Aquapark Plovárna Hranice sleva 55 %
 Prohlídka města s dárkem, Lipník nad Bečvou (hodnoty 25 Kč)
 Motokárová dráha, Lipník nad Bečvou sleva 10-20 %

5. den Sternbersko, Olomoucko:
 Hrad Šternberk 280 Kč 0 Kč
 Zoo Svatý Kopeček, Olomouc-Svatý Kopeček 240 Kč 0 Kč
 Golf Club Olomouc, Dolány-Veska 480 Kč 0 Kč
Celková cena (2 dospělí + 2 děti) 2560 Kč 1080 Kč
Ušetříte 1480 Kč

*Úspora pro dospělého od 550 Kč, pro dítě od 280 Kč. *pro děti počítáno bez vstupného za autoprovozdce a Palírnu U zeleného stromu*

Tip na výlet po Jeseníkách
Dveďte ceny jsou součtem jednotlivých cen vstupů pro 2 dospělé a 2 děti!

Vstupné

1. den Šumperk:
 Tematické procházky městem Šumperk 80 Kč 0 Kč
 Výhledy z radniční věže, Šumperk 60 Kč 0 Kč
 Vlastivědné muzeum v Šumperku 120 Kč 0 Kč

2. den Šumperko:
 Ruční papírna Velké Losiny 250 Kč 0 Kč
 Zámek Velké Losiny 240 Kč 0 Kč
 Wellness hotel Diana – wellnesscentrum sleva 10 %

3. den Jesenícko:
 Muzeum Vincenze Priessnitz 60 Kč 0 Kč
 Vlastivědné muzeum Jesenícka 120 Kč 0 Kč
 Letní bobová dráha Kaste Petřikov 200 Kč 0 Kč
 Adrenalin Park Jeseníky 360 Kč 0 Kč

4. den Javornicko a Žulovsko:
 Zámek Jánský Vrch, Javorník 240 Kč 0 Kč
 Městské muzeum Javorník 120 Kč 0 Kč
 Jeskyňe Na Pomezí sleva 20-40 %

5. den Zlatohorsk:
 Zátordné mlýny 60 Kč 0 Kč
 Městské muzeum Zlaté Hory 60 Kč 0 Kč
 Jeskyňe Na Spíčáku sleva 29-43 %

Celková cena (2 dospělí + 2 děti) 1970 Kč 1080 Kč
Ušetříte 890 Kč

Úspora pro dospělého od 250 Kč, pro dítě od 195 Kč
Dveďte ceny jsou pouze orientační

Výdaj: Olomoucký kraj, Jerešenkova 40a, 779 11 Olomouc, e-mail: tourism@kr-olomoucky.cz, www.kr-olomoucky.cz, tel.: 585 508 111, fax: 585 508 832, 2. vydání

Design, texty, zpracování: m-ARK Marketing a reklama s.r.o., Zelená 4, 779 09 Olomouc, tel.: 585 104 212, www.m-ark.cz
Foto: m-ARK, 1x Ivo Němec, archivní foto a obr. * **Mapy:** Jan Machovský, Central European Data Agency, a.s.
Titik: Lupress s.r.o., Haimerrická 283, 739 11 Fryčůvek nad Otavou, tel.: 568 675 541, Olomouc 2009
 Neprodějně – spolufinancováno EU, www.rn-strednimorava.cz

Bruntál Region

Karlova Studánka Healthy climate
 (p. 31 →F6) GPS: 50 4 24.581°N, 17 18 22.246°E
 The timbered Imperial-style spa buildings are located in a beautiful mountain environment featuring some of the freshest and cleanest air in the Czech Republic. The water from local natural carbonic mineral springs is used for bathing and drinking treatments. The surrounding area is ideal for trips and excursions.
 Karlova Studánka Spa 10 %
 Apart from treatment and relaxation dips and treatments, visitors can choose from a wide range of high-quality services: salt water pool (32-34°C), whirlpool, Finnish sauna, salt cave, Wala Well (cocoa-treats), Vibro Sauna, etc.
 Tel.: +420 554 708 111, www.karlovka.cz

Velká kotlina Treasure of Nature
 (p. 31 →F5) GPS: 50 12 939 7N, 17 18 47 278 E
 It is the most precious location in the Jeseníky Mountains. It stretches over the hillsides of the Vysoká Hele Mountain (1,464 m above sea level). Some of the local species of plants cannot be found at any other place in the whole Czech Republic! A challenging 7 km long educational trail runs through the reserve. The trail starts in Malá Morávka-Kálov and terminates at Ovičárna. www.jeseniky.org www.jeseniky.com

Malá Morávka – Karlov Magnificent views
 (p. 31 →F5) GPS: 50 12 939 7N, 17 18 47 278 E
 If you climb the nearby peaks, you will be rewarded with a view of the entire valley. On the Kapličky vch hill there is a graceful shrine standing, holding a museum inside. The romantic rocks at the Kopyřná Mountain offer a magnificent view of Karlova Studánka and the Vrbno region. Tel.: +420 554 273 095, www.malamoravka.cz

Skřítek A crossroad of many roads
 (p. 31 →G4) GPS: 49 59 55 988 N, 17 3 15 345 E
 This 877m high mountain saddle is the starting point for many tourist destinations; the most popular is the main ridge trail to the Jebeň studánka Well, Petrovy kamery, and to Ovičárna. A statue of Skřítek – the good gnome of the Jeseníky Mountains, guards the parking lot belonging to a local pub-in cafe, which provides refreshment. http://radio-skritek.ceskehory.cz, www.jeseniky-tourism.cz

Slezská Harta Ideal vacation
 (p. 31 →H7) GPS: 49 54 25.019 N, 17 33 7.759 E
 The valley reservoir on Moravice River offers swimming, boat rides, fishing, yachting, and windsurfing. The surrounding woods entice mushroom and strawberry picking and the peaks of the Nízký Jeseník invite you for hikers. www.slezskaharta.cz, www.slezska-harta.cz

Bruntál, sál. 030 7
 Tel.: +420 554 713 091, www.mbruntal.cz

Karlova Studánka, Tel.: +420 554 722 004
 www.jeseniky-pradeli.cz

Váno pod Pradědem, Jesenícká
 Tel.: +420 554 751 565, www.jeseniky-podred.cz

Rýmařov
 At the threshold of the Jeseníky Mts.
 (p. 31 →H5) GPS: 49 55 52.718 N, 17 16 20.376 E
 Situated on the border between the Nízký and Hrubý Jeseník, the town is dominated by the parish Church of St. Michael and an Early Baroque town hall and offers a number of high-quality services and points of interest. www.rymarov.cz, www.rymarovsko.cz

Bruntál Rich in history
 (p. 31 →G7) GPS: 49 59 25.39 N, 17 27 52.789 E
 The town is the former centre situated on the trade route from Olomouc to Silesia. Precious metals used to be mined here. Of exceptional interest are the local chateau, the dean's Church of Assumption of the Virgin Mary with a rare Gothic chancel, the Uhlířský vch area, and many other remarkable sights.
 Bruntál Chateau,
 Tel.: +420 554 717 947, 420 554 717 949
 www.bruntal-zamek.cz

RECOMMENDED:
 Slaneš Water Park
 www.turisticka.jeseniky.com
 Tel.: +420 554 210 868, +420 777 273 776
 Children's wading pool, a swimming pool with a counter current, a relaxation pool, whirlpool, Finnish sauna, massages, and a wet bar
 Praděd Garden Gallery in Jirkov
 Tel.: +420 554 285 127, www.pradedgarden.cz
 The largest European rotatory scene inscribed in the Guinness World Records, etc.

www.jeseniky-tourism.cz 51

APPENDIX P II: VISUAL APPEARANCE OF ENGLISH VERSIONS OF ANALYZED BROCHURES AND WEBSITES



Prague

BEYOND THE BORDERS OF THE PRAGUE HERITAGE RESERVATION



Praha

ODPOČINEK A VOLNÝ ČAS
RELAXATION AND PASTIME
ERHOLUNG UND FREIZEIT



Prague

Prague Highlights

- Music
- Exhibitions
- Festivals
- Sport



Prague

UNDERGROUND PRAGUE




CITY TOURS - EVERY 60 MIN.

Sightseeing Tours, River Cruises
Excursions from Prague

MARIN TOUR



EAST BOHEMIA



Historical sites of the Pardubice Region

TOURIST NEWSPAPER

for the Region of Eastern Bohemia

summer 2010 www.east-bohemia.info

Visit Baroque palaces page 2

The Orlické Mountains on Bicycle page 6

Visit the New Financial Guards Exhibition in Kolářov page 8

THE CRADLE OF CZECH AVIATION CELEBRATES 100 YEARS SINCE KAŠPAR'S FAMOUS FLIGHT



KRALICKÝ SNĚŽNÍK

Tourist region

From underground to heaven

Catalog of tourist services

www.kral-sneznik.cz

Winter and summer amusement




JABLONNÉ NAD ORLÍČÍ

www.jablono.cz

ATRAKTIVNÍ STŘEDNÍ MORAVA

CENTRAL MORAVIA ATTRACTIONS




Czech Republic

Discover CZ

Discover CZ > Lifestyle in the Czech Republic > Gastronomy


Food and drink

In this chapter, we would like to present the Czech Republic to you from a rather different point of view. We hope that upon leaving the country, you will be familiar with at least a little Czech cuisine and have some insights about the Czechs themselves, as the cuisine reveals a lot. We can confidently say that Czech cuisine has built up a considerable reputation around the world and has found many advocates.



Czech Gastronomy

It is said that Czech cuisine is not the healthiest. However, from this aspect it does not differ so much from other Central European cuisine. It is related to German and Austrian cuisine.



Czech cuisine is very markedly influenced by the geographical location of the country. The Czech Republic is a landlocked country with a cooler climate, consequently its cuisine has always been based on ingredients that could be grown at home, chiefly cereals, legumes, potatoes and meat.

Meat is one of the most important ingredients in Czech cuisine. Pork, beef, poultry, rabbit and game are used. Fish are mainly freshwater, chiefly carp, bream, brooktrout, gudgeon or eel.

Graves and dumplings are Czech specialties. Graves usually incorporate cream, butter and flour. There are many types of dumplings, for instance bread dumplings, potato dumplings or dumplings stuffed with smoked meat and even fruit. Soups are also popular in Czech cuisine as well as sweet pastries. Delicacies include open sandwiches, various salads, soft ripened cheese (čedarůvka halibů) or Prague ham.