Filozofická fakulta Univerzity Palackého

Žánr politického programu a jeho překlad se zaměřením na kulturně specifické prvky

The Genre of Political Manifesto and its Translation with a Focus on Culture-specific Features

(bakalářská práce)

2017   **Bc. Adéla Měkotová**

Filozofická fakulta Univerzity Palackého

Katedra anglistiky a amerikanistiky

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(Bachelor thesis)

Autor: Bc. Adéla Měkotová, Angličtina se zaměřením na komunitní tlumočení a překlad

Vedoucí práce: Mgr. Ondřej Molnár

Olomouc 2017

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V Olomouci dne 4. 5. 2017 …………………………….

List of abbreviations

CSF   Culture-specific feature

CSFs   Culture-specific features

SC   Source culture

SL   Source language

ST   Source text

TC   Target culture

TL   Target language

TT   Target text

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Introduction

This Bachelor thesis deals with the genre of political manifestos and the issue of translating political communication with culture-specific features as the dominant area.

I chose this topic because I thought it was interesting from two aspects. Firstly, within the field of Translation Studies, the topic of translating political communication is fairly weakly researched. The second reason is more personal. I take great interest in translating political communication as I hold a degree in International Relations. I would like to specialise in translating political communication in my future freelance career. I also have some hands-on experience translating these kinds of texts as I spent half a year as an intern translator at a leading Czech political think-tank. I made use of this experience while writing my thesis.

In the first chapter I will present communication of politics and its division into three main types based on work by Armin Burkhardt. The three types are: 1) communicating about politics 2) political discourse in mass media 3) political communication. Then I will choose the last of these three types, political communication. In this type I will choose one specific genre, the political manifesto. Then I will present this kind of text. I will talk about target readers and authors of these texts and lastly about the connection between political manifesto texts and marketing texts. This part is based on the works by Robert Harmel and Dennis Kavanagh.

In the second chapter I will progress to the topic of translating political communication. This part is mainly based on the work by Schaffner and Basnett, and Sárosi – Márdirosz. I will deal with research into Translation Studies and the potential questions this may pose. Then I will talk about the common issues encountered when translating political texts. Firstly this is the topic of the strong links of these texts to others within the same genre. Secondly the biggest issue when translating political texts has proven to be CSFs. Because of this I will progress to these CSFs.

In the third chapter I will talk about CSFs because this is the biggest challenge for translators while translating political texts. I will mention selected translation scholars contemplating CSFs, notably Friedrich Schleiermacher and Lawrence Venuti. Then I will present possible techniques for translating CSFs based on books by Hervey and Higgins, and by Newmark. Then I will set the political CSF within the more general framework of CSF categories based on the work done by Peter Newmark. Then I will talk about this subset of political CSF. At the end I will highlight political CSFs using specific examples due to the differences between the British and Czech parliaments. I chose this parliamentary example as political manifestos are focussed on electing members of parliament. Also I will mention features that appear later in my translation of a political manifesto excerpt.

The fourth chapter is the practical part in which I will apply the theory I have so far been talking about. I will translate the first three pages of the last chapter of the British Conservative Party Manifesto 2015. I am simulating a specific event of a Czech newspaper publishing an excerpt of the manifesto for their readers during a foreign election that the readers could be interested in.

I will start this last chapter by defining who my target readers are and presenting the time setting of when this text was published.

Before the actual translation I will present a problem I encountered during the translation for the purpose of the text being published for ordinary Czechs as readers. In the manifesto text there is a topic that gets repeated throughout. The topic of England not being happy that other parts of the United Kingdom (Scotland, Wales, and Northern Ireland) have political power over matters affecting only England. For understanding the text, it is vital to fully understand that England is only one part from four that together make up the United Kingdom. But this is a very complex issue for a common Czech layman to comprehend. Czechs frequently swap the terms England and the United Kingdom. They do not call the union the United Kingdom, they simple call it England since they do not realise that England is only one fourth of the union.

Therefore for understanding the manifesto's extract, the newspaper would have to publish an article that specifically deals with this topic and it would explain the

difference between England and the United Kingdom. I have attached this article as an appendix to this thesis.

Next there will be the translation itself and finally a translation commentary of selected CSFs. I chose CSFs as I will argue based on literature, that it is the most challenging item to translate in political texts. On selected examples I applied the theoretical part of the thesis and showed the mentioned translation techniques.

1. Genre of political manifestos

1.1 Communication of politics

Long ago, Aristotle once called people "political animals" (politikon zoon) who live in a polis. Politics is something that is inherently linked to human beings and for political communication, people need language. Norman Fairclough (1989, 3) stresses that nobody interested in this kind of power relationship could disregard the role that language plays in it.

Ruth Wodak (2009, 5) points out that the research of language and politics has expanded in recent years. This field of study is still relatively new, even though there is of course rhetoric, one of the oldest human arts.

Armin Burkhardt suggests a distinction in the communication of politics. It is a distinction between the following fields: communicating about politics, political discourse in mass media, and political communication (quoted in Schaffner and Basnett 2010, 2). The first (communicating about politics) is when family members discuss the latest election results at the dinner table. The second (political discourse in mass media) occurs when journalists write about politics in the newspapers. The last (political communication) is discourse that comes from political institutions themselves.

I will investigate the last field, political communication, specifically the genre of the political manifesto. In this chapter I will first talk about the target audience of these specific texts. Then I will talk about the marketing features of this genre.

1.2 Basic characteristics, target readers and authors

According to Robert Harmel (2016, 2) manifestos are written "as appeals to voters". As a result it is an appellative genre. It can be seen in the following view. As Dennis Kavanagh (quoted in Harmel, 2) says, "British parties are programmatic, they fight elections on manifestos and, if elected, they promise to carry them out". British political parties put great emphasis on their manifestos. The manifestos make promises

and the politicians keep their word and carry them out. Leonard Ray (2007, 17) summarizes that manifestos are "contracts between parties and voters". The majority of literature written by various researchers therefore agrees that manifestos are appeals to voters. Political parties compete for voters to vote for them in the elections.

Harmel (2016, 2) suggests that a political manifesto is "a direct appeal to voters". In this way "manifestos are coherent statements of policy commitment that link parties' candidates to voters". This "direct appeal to voters" is very dominant. Harmel (2016, 2) continues saying that according to some research "manifesto is presumably written primarily if not exclusively with the party's potential electorate in mind".

The target reader is set. Now I will talk about authors of these texts. The authors of manifestos have changed over the years. Kavanagh (quoted in Harmel, 5) notes that in the past, manifestos were texts issued and authored by the party leaders and did not include the views of others. For example, in the year 1945 the title of the Conservative manifesto was "Mr. Churchill's Declaration of Policy to the Electors". In this way the text was authored by only one single person. It was the leader who wrote the manifesto and included what he thought was important for the voters. This approach later changed to include more of the cabinet. Kavanagh (quoted in Harmel, 5) notes that historically the British Labour Party included more people to author the manifesto. On the other hand "the Conservative process is more elitist and has more of a parliamentary, in-group character". Thus the Conservative manifestos were originally written by a single author and later progressed to being written by multiple authors but still an elitist narrow group of selected people in the leadership.

1.3 Manifestos as marketing texts

J. Bara (2005, 585) is of the view that British manifestos "consist of statements connoting intentions, emphases, promises, pledges, policies or goals to be activated should the party achieve office". Political manifestos are therefore full of various

pledges. The text is written with the aim to attract potential voters, so the text is actually a kind of marketing.

There is a special branch of marketing called political marketing. It specialises in marketing politicians to the electorate. McNair (2011, 6) goes as far as to claim that you can sell a politician as if they were a commodity such as washing powder.

All in all, political texts share many features with marketing texts. Their primary goal is to attract the reader and to persuade them to take some steps (e.g. to buy something or to vote for the politician). As Ray (2007, 17) puts it, "manifestos serve as advertisements". In this way manifestos include many evaluative sentences. There is no doubt they talk in a very positive way about the party which issued it.

1.4 Summary

In the first chapter I presented citizens, potential voters as the target readers of the political manifestos genre. I showed that it is an appellative genre with appealing to voters as the primary purpose. Then I presented the manifesto's authors. I stated that first they were authored by a single person and gradually they became authored by the party leadership group. Lastly I asserted that the genre shares features of marketing texts as the main aim is to attract voters. In the second chapter I will talk about translating political communications.

2. Translating political communications

In the thesis I have so far talked about the genre of political manifestos. In this chapter I will be writing about translating this kind of political communication. I will start by talking about the Translation Studies research and its potential questions. Then I will talk about the problematic areas translators encounter while translating these kinds of texts.

2.1 Translation Studies research

Translation is inevitably linked with politics. Schaffner and Basnett (2010, 13) make an interesting point when saying that "translation is actually an integral part of political activity. Which texts get translated, from and into which languages is itself already a political decision". The topic of translation policies and processes within the political sphere is not at the centre of attention. Schaffner and Basnett (2010, 14) note that "no detailed research has been conducted yet into the actual translation policies and processes of national governments, or of national political parties, or embassies".

For the purpose of a potential research topic Schaffner and Basnett (2010, 14) highlight the following questions of interest from the field of Translation Studies.

> "*Who decides whether websites of governments, or individual government ministries, of political parties are made available in foreign languages in the first place, and more specifically, who decides which languages these should be? Who decides which texts are translated? Who translates these texts, do governments and political parties have their own in-house translation departments? Or are translation needs outsourced to translation companies? Are some texts translated by politicians and/or political advisors and/or staff themselves? Who checks the translations before they are put on a website? Are different policies and procedures in place for translating relevant texts into foreign languages and for translating texts into home language? On the basis of which criteria are speeches by the UK Prime Minister translated into which*

language(s) and by whom, and on the basis of which criteria are speeches by foreign politicians translated into English and by whom?"

These would be the main questions of Translation Studies research into the topic of political translations. These are also the questions we mainly do not know the answers for as there is literally very little research done in this field.

Especially interesting is the question who translates the texts. Are there in-house translators or do political institutions outsource translations to translation agencies? Schaffner and Basnett (2010, 14) highlight that in the recent years the UK government closed down many translation services. As a logical outcome, the translations became more frequently offered in public tenders to translation agencies. Under these circumstances it would be freelance translators working for translation agencies translating these texts. So it comes that political communication texts would be translated by a translator who does not specialise merely in political texts but takes various assignments from the agency. For this reason it would be helpful if these translators were aware of several typical translation problems encountered while dealing with these texts. In the following chapter I will list them. It is the issue of strong relationship of political texts to other texts from the same area and then mainly the issue of CSFs.

2.2 Translation of political communication and culture-specific features as the highlight area

When translating political communication, translators encounter several issues they have to deal with. In this section I will talk about the two most important ones. The first important thing to remember is that translators cannot work with political words in isolation. They must take into consideration the whole political discourse. R. P. Hart (quoted in Sárosi- Márdirosz, 168) points out that the primary function of political words is not to describe something. These words are aiming to establish a relationship. This means that politicians aim at setting up a relationship with people,

with their potential voters. Politicians try to persuade the voter to vote for the party and in this way the effect of the text on people is the most important intent.

Political discourse differs from common language in the fact that it is a specific language domain. Sárosi – Márdirosz (2014, 168) notes that the political system consists of strongly related texts. Therefore, when translators translate a new text, they must pay great attention to the coherence with the rest of the texts. The way to make a coherent text is also given by Sárosi – Márdirosz (2014, 169). The key to the creation of a coherent text is to keep up the existing source language terminology. When a translator encounters a new concept while translating, they must "take into consideration several political, linguistic and cultural aspects". Only in this way can they find an acceptable equivalent. In political texts cultural aspects play a considerable part as the political words are very much set in the culture. The terminology is very much linked to various cultural aspects.

Sárosi – Márdirosz (2014, 169) makes the point that when translating political texts, a very useful method to familiarise oneself with the foreign culture is a comparative study. In this way a translator explores the reference material of both TC and SC and gets to know the political terms that are inherently set in the two cultures. In this study the translator can compare the two political systems and their features. The translator investigates features of the two distinctive political systems and finds out about the power of the political actions in these two systems.

Sárosi – Márdirosz (2014, 170) observes that this method of exploring reference material, and the political and cultural references in it can "build a bridge between two different cultures". Without the connection made by the translator, the two cultures would be very distant. The translator should do the research of the reference material and in this way gain the knowledge of the culture-specific political terms.

Sárosi – Márdirosz (2014, 170) notes that the interpretation of the political discourse is possible only if the translator analyses the linguistic signs based on the extra-linguistic aspects. To create a suitable translation the translator needs the cultural knowledge of the two political systems.

Sárosi – Márdirosz (2014, 170) stresses that the method of comparative political study of the culture-specific reference material is done in order to find out about the working processes of the two political systems and the second reason is the correct placement of the translated text in the TC.

Sárosi – Márdirosz (2014, 170) makes the following leading point: "Regarding political translations the most difficult issue is the translation of political realia". It is true that the most difficult part of translation are the specific terms that only somebody with the knowledge of the specific culture can know. In political texts these are the features that exist only in the specific political system. The translator must therefore do the comparative analysis previously mentioned and investigate the specific cultural political realia. These political CSFs are a subset of the CSFs in general.

2.3 Summary

In the second chapter I was describing the issue of translating political communication. I listed potential research questions for a Translation Studies research. Among them was for example the question who translates the political texts. I came to the conclusion that it is often a freelance translator through a translation agency. I pointed out that it is important that these translators are aware of several problematic issues they can encounter while translating these texts. The first area I listed was the high level of relations to other political texts. Then it is the area of great importance of CSFs. Therefore in the next chapter I will continue talking about CSFs.

3. Culture-specific features

In this third chapter I will investigate the topic of CSFs because as Sárosi – Márdirosz (2014, 170) says it is the most important feature in translating political texts.

When translating CSFs in political communication we have to adjust the text to the TC to a certain extent. Culture itself ideals with politics. As Graeme Turner (1996, 28) states, culture studies view culture as a "political, historical process, constructing everyday life". This leads to the fact that politics and culture are inevitably intertwined. It is partially because as Turner (1996, 28) continues, culture is produced through media and government policies.

Claire Kramsch (1998, 3) asserts that "language embodies cultural reality". This cultural reality differs with each country so there are great differences in the appropriate language. Sandor Hervey and Ian Higgins (1992, 28) use the term "cultural transposition". They say that it is "a cover term for the various degrees of departure from literal translation that one may resort to in the process of transferring the contents of a ST into the context of a target culture". This statement therefore suggests that when translating across different cultures, we have to adjust the message to the culture we are translating for. We have to choose the vocabulary suitable for the TC. Hervey and Higgins (1992, 28) add that this activity leads to the minimizing of foreign traits in the TT and also that it naturalizes it and includes it into the TL and its surrounding culture. In the next section I will show how selected translation scholars view this area.

3.1 Selected translators dealing with the issue

In this section I will present selected translation scholars contemplating the CSFs.

3.1.1 Schleiermacher

The debate over CSFs goes back centuries. A German theologian and philosopher Friedrich Schleiermacher dealt with this issue in 1813.

As Jeremy Munday (2008, 28) notes, Schleiermacher sees as a problematic issue how to approach the ST writer and TT reader and make them understand each other. He came up with the solution that there are two ways: "Either the translator leaves the writer in peace as much as possible and moves the reader toward him, or he leaves the reader in peace as much as possible and moves the writer toward him".

Munday (2008, 29) adds that Schleiermacher comes to the conclusion that the best strategy is to move the reader towards the author of the text. It is a strategy that goes in the opposite direction; against modern trends.

Munday (2008, 29) continues in explaining that in order to move the reader towards the author, the translator must use the technique of alienation. Note that the other technique is naturalizing. Munday notes the interesting fact that in order to do this the translator must ascribe the value to foreign and transfer it to the TL.

Munday (2008, 29) concludes that beyond any doubt Schleiremacher's influence has truly been very important. The terms alienating and naturalizing are later used by Lawrence Venuti as foreignization and domestication.

3.1.2 Lawrence Venuti

Lawrence Venuti is a prominent translator dealing with culture issues. He followed in the steps of Friedrich Schleiremacher. Venuti (1995, 20) comes with two terms based on Schleiremacher. He names these techniques domestication and foreignization. Venuti (1995, 20) says that domestication is "an ethnocentric reduction of the foreign text to target-language cultural values, bringing the author back home". Foreignization is according to him "an ethno deviant pressure on those values to

register the linguistic and cultural difference of the foreign text, sending the reader abroad".

Venuti (1995, 20) favours foreignization. He says that the foreignization aims to stop the ethnocentric violent translation carried out by Western nations that are centred on English language.

So far I showed selected translators' views of the topic. In the following section I will show particular techniques of translating culture-specific words.

3.2 Possible techniques of dealing with culture-specific words

3.2.1 Hervey and Higgins

Hervey and Higgins (1992, 28) assert that when we translate culture-specific words, an action called cultural transposition occurs. Cultural transposition can be imagined on a scale with two extreme poles: exoticism and cultural transplantation. The scale is the following: 1) exoticism, 2) cultural borrowing 3) calque 4) communicative translation 5) cultural transplantation.

Translators often encounter rather exotic names that are not known to the target reader. Hervey and Higgins (1992, 29) say that a translator has two options. They can take the name over from the ST to the TT without any changes. The second possibility is to adapt the name to the phonic/graphic conventions of the TT.

3.2.2 Peter Newmark

Peter Newmark (1988, 94) notes the following. "Frequently where there is cultural focus, there is a translation problem due to the cultural gap or distance between the source and target languages". He talks about the way to overcome this gap and create an acceptable equivalent. He suggests that objects specific to culture can be

referred to using "relatively culture-free generic term or classifier plus the various additions in different cultures".

Peter Newmark (1988, 81–103) lists the following translations procedures used when translating culture-specific content.

1) Transference: the translator transfers a SL word to a TL text. It includes transliteration. The transferred word becomes a loan word.

2) Cultural equivalent: SL culture-specific word is translated by a TL culture-specific word. An example: "A levels" gets translated as "maturita"

3) Neutralisation (functional or descriptive equivalent):

Functional equivalent: the translator uses a culture-free word and in this way neutralises the SL word. An example: "Sejm" becomes "polský parlament"

Descriptive equivalent: The description is weighed against function. An example: "machete". The description is "Latin American broad, heavy instrument", the function is "cutting or aggression". The description and function combines into "nůž".

4) Literal translation: the culture-specific word is translated literally

5) Label: this is a provisional translation as is usually used for new terms. It is often done through literal translation. This translation should be marked by inverted commas.

6) Naturalisation: this technique "succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology"

7) Componential analysis: The translator splits up the lexical unit into the parts that carry its meaning.

8) Deletion: it deletes parts of language that are redundant.

9) Couplet: there can be couplets, triplets, quadruplets that combine two, three or four techniques that are mentioned above

10) Accepted standard translation: the official, generally accepted translation

11) Paraphrase, additions, gloss, notes: A Paraphrase re-words an ambiguous word unit. When we use additions we add information to the text.

12) Classifier: the translator classifies the word. For example "Coventry" becomes "město Coventry ve střední Anglii"

3.3 Political culture-specific features

In this subsection I would like to set the branch of political CSFs into the larger framework of culture-specific items.

Peter Newmark (1988, 95) talks about translation of culture-specific terms in the narrow sense. He creates the following categories of the cultural words.

1) Ecology: tundra, savanna

2) Material culture

   a) Food: sake

   b) Clothes: sarong

   c) Houses and towns: chalet

   d) Transport: rickshaw

3) Social culture: reggae, rock

4) Organisations, customs, activities, procedures, concepts

   a) Political and administrative

   b) Religious: karma

   c) Artistic

5) Gestures and habits: spitting

Now I would like to talk about the category that he called political and administrative. In other words it is the topic of political CSFs. We can look at the issue

of parliament names as an example. A translator may encounter two situations. Peter Newmark (1988, 99) states that the first situation is when the names are "transparent, made up of international or easily translated morphemes, they are through translated (National Assembly, Chamber of Deputies)". The second situation is when the name is not easily translatable (Bundestag in Germany, Sejm in Poland, Knesset in Israel). In this situation it can have an official translation for public service documents ("German Federal Parliament" for Bundestag). Nevertheless when the target reader is a person with the inside knowledge of the topic, the translator often transfers the source name (Bundestag). Sometimes even though it has an official name for the general public, the name is glossed by the translator ("West German Parliament"). This glossing is also a possible way to go when there is no official translation. The translator can gloss the culture-specific name.

Peter Newmark (1988, 99) notes that ministry names are usually literally translated, if they are descriptive. Thus "Treasury" gets translated as "Finance Ministry", "Home Office" as "Ministry of Interior", "Attorney – general" as "Chief Justice".

Peter Newmark (1988, 99) also mentions the situation "when a public body has a transparent name". For example "Electricité de France". He says that in this situation the translation depends on the context. When it is an official document or another serious publication, the title is transferred. Where it is deemed appropriate, it is literally translated. Another possibility would be a culturally equivalent word (the French Electricity Board).

Peter Newmark (1988, 99) says that there could also be a second situation when a public body has a non-transparent name such as "Goethe Institut". The translator first needs to find out if there is an established translation and then if it would be understood by the target audience. If it would not be understood then in formal informative text the name should be transferred and given a functional culture-free equivalent. In some cases the best translation is a cultural equivalent but when the translator is in doubt they should opt for functional equivalent.

It is important to know whether the established translation would be understood by the target readers, as the primary goal of each writer is to produce a text which will be clearly understood.

Peter Newmark (1988, 100) mentions another possibility which would be a description in which the translator describes what the body consists of and how it is elected. But this should be opted for only when the readers require it.

Peter Newmark (1988, 100) notes that "the more serious and expert the readership, particularly of textbooks, reports and academic papers, the greater the requirement for transference". When we translate a text which is aimed at people who are familiar with the topic, who are more or less experts, than there is demand for transferring the name. It is important to transfer the name as the readers may be interested in researching the mentioned issue.

3.4 Culture-specific features on example of British versus Czech parliaments

In this section I would like to talk about the CSFs applied to the British and Czech parliaments. I chose the parliaments because the political manifestos are aimed at voting members of the parliaments and several CSFs from this area appear in the manifesto text.

The British and Czech political systems are very different so there are many culture-specific political features. The UK is a Western style conservative parliamentary democracy. The Czech Republic is on the other end of the scale. It is an Eastern style newly created democracy. The Czech democratic tradition was interrupted for a long time during the totalitarian regime. It lasted such a long time that it destroyed the democratic habits and traditions. Therefore the current Czech political system does not have a significantly long history of following democratic traditions. Democracy started anew in the 90s. Therefore there is an enormous cultural gap between the two systems.

The British political system incorporates old style features of past society rules. It incorporates the once all ruling aristocracy. In the British parliament there are two houses. The lower one is the House of Commons and the upper one the House of Lords.

The official website of the British Parliament states that it is bicameral, as it consists of two houses. Yet parliamentary power consists of three bodies: the House of Commons, the House of Lords and the third one is the Sovereign ("the Queen-in-Parliament"). It is the Sovereign who is officially the head of the Parliament. It truly is a cultural gap from the Czech parliament. In theory, the supreme legislative power in Britain is vested in the Sovereign. However, the Queen behaves exclusively according to the Prime Minister's wishes.

The Queen annually visits the Parliament. It is during an event called "the State Opening". She wears the traditional sovereign dress and the crown. The highlight is the Queen reading the "Queen's Speech". This is an event mentioned in the translation excerpt of the manifesto. I had to first research this topic and familiarise myself with this event. Only then could I start thinking about how best to translate it. It is an example of the proper CSF as this event does not exist at all in the Czech Republic.

The House of Lords consists of the Lords Spiritual (bishops of the Church of England) and the Lords Temporal (life peers, appointed by the Queen based on the advice of the Prime Minister, and 92 hereditary peers). There are no Czech equivalent names for these people as their positions are culture-specific to the UK. These people simply do not exist in the Czech culture. This is truly a challenge for translators. They need to be aware of the techniques of culture-specific translation and adapt these SC terms into the TC.

4. The practical part: translation of the Conservative Party Manifesto 2015

I chose to show the theory about translation of political texts and CSFs in them on the example of a political manifesto. It is the manifesto of the British Conservative Party for the UK general election in 2015. I will translate the first three pages of the last chapter called "Keeping our country secure". It is a section that deals with the issues of devolved authorities in the UK and with the international standing of the UK (primarily the relations with the EU and NATO).

It is a text that had not been previously translated. Thanks to this I was not influenced by other translators' attempts while translating this text. I will present the situation in which the manifesto was written. Then I will define the target reader of this text.

4.1 Setting of the manifesto text

4.1.1 The time frame of the manifesto's setting

The text was published for the United Kingdom general election that took place on 7 May 2015. Voters elected the 56th Parliament of the United Kingdom.

The entire campaign was carried out in the atmosphere that no party will win a sufficient majority. All pollsters were expressing their opinions that there will be another hung parliament. This is the mood in which the manifesto was written. The Manifesto was written at the peak of a thrilling campaign as it came out less than a month before election day, on 15 April 2015. The manifesto was publicly presented for the first time by David Cameron at a press conference.

The front page of the manifesto presents the three key messages: strong leadership, a clear economic plan and a brighter, more secure future. These three messages can also be seen in the main policies promoted throughout the manifesto text.

4.1.2 The conditions of publishing the text

The setting of the translation is the following. I am simulating the situation that we are present in April 2015. It is shortly before the UK general election which takes place one month later on 7th May 2015. A popular Czech newspaper has decided that the topic of the UK election is attractive. The newspaper features a regular extra magazine in which they can develop current issues. In this magazine they are planning to devote several pages to the currently hot topic of the UK election. They are planning to introduce the readers to the topic which is interesting but the majority of readers do not really know anything about it. Therefore the newspaper is planning to introduce the British voting system, to say how many seats the politicians are competing for. They will inform the readers who the candidates are, and which parties are candidating. And in this section they have also decided to publish a short excerpt of the main parties' manifestos. They want to give readers an idea what the parties are offering to the British voters so they intend to publish the first three pages of the Conservative manifesto. This is the part where I simulate the situation that I am translating the manifesto text for the newspaper.

4.1.3 The target readers

The target readership is common Czech people who bought an issue of the newspaper on the day of this special. They are not particularly interested in the British election. Some of them just know that there will be an election in the UK but they do not know more details.

Therefore I chose the strategy of domestication. I did not want the readers to feel uncomfortable, or even worse, confused about foreign terms in the text. I wanted them to feel confident while reading it. I was aiming to bring the distant topic towards common Czech readers.

I wanted them to feel as if they were reading a manifesto of a comparable Czech political party, such as the Civic Democratic Party. This party is a Czech equivalent of

the British Conservative Party. The British Conservatives were a model for Czech Civic Democrats. They are both members of the Alliance of Conservatives and Reformists in Europe so they truly share similar ideologies. Therefore I took the Civic Democratic Party Manifesto 2013 as reference material. I read this manifesto and familiarised myself with the language used in Czech manifestos.

4.2 The accompanying explanatory column

As really simulating the situation of creating this special about the UK election for common Czech people, right at the beginning I encountered a culture-specific problem. All throughout, the text deals with the division of the United Kingdom into its four parts: England, Wales, Scotland and Northern Ireland. For understanding the text it is vital to really fully understand that England is just one part of the four parts creating the union, the United Kingdom. In the text there are many parts in which there is the issue of England complaining about the power of the rest of the union over it. Understanding of this English issue is a substantial problem. Czech people regularly interchange the terms England and the United Kingdom. Czech people would have no problem calling a man from Scotland English. Whereas this Scottish man would probably not in his whole life called himself English. He would say he is Scottish or maybe British.

The manifesto is published in a newspaper for common Czech people who would have absolutely no idea what the text is about if they were not explained the difference of England versus the United Kingdom. It is deemed necessary to issue an accompanying text. In this text the difference between England and the United Kingdom is explained. I imagine it would be printed as an article just before the text of the manifesto. In this work I decided to write this potential article as well. It is attached as an appendix to this thesis.

4.3 The Translation

Spolu jsme silnější: unie 21. století

Náš závazek:

V kterékoliv části naší krásné Velké Británii žijete, jsme na vaší straně. Náš příslib:

- *anglickým poslancům dáme pravomoc vetovat záležitosti, které se týkají pouze Anglie, a to včetně dani z příjmů*
- *splníme svůj slib Skotsku a umožníme přenesení nových rozsáhlých pravomocí*
- *převedeme do praxe dohodu s Walesem, přeneseme více pravomocí na velšský parlament*
- *budeme pokračovat ve snaze udělat ze Severního Irska místo s dobrými zákony, rostoucí ekonomikou a zdravou společností.*

Anglie, Skotsko, Wales a Severní Irsko: naše unie je tím nejlepším místem pro život. Společně jsme dosáhli mnohých úspěchů a další jsou na obzoru. Konzervativní strana je ta pravá strana naší unie. Vždy budeme usilovat o stmelování našich čtyř národů, které dohromady tvoří Velkou Británii.

Vytvoření skotského a velšského parlamentu bylo správným krokem. Nicméně nás ještě čeká spousta práce. Tyto parlamenty s přenesenými pravomocemi nemohly vybírat daně a nebyly tak odpovědné daňovým poplatníkům. Bez přenesení pravomocí na místní zastupitele a obce by vláda byla velmi vzdálená. Nadále také přetrvává jedna velká nespravedlnost: skotští poslanci mohou svým hlasováním zásadně ovlivnit záležitosti, které se týkají pouze Anglie a Walesu. Ovšem angličtí a velšští poslanci o záležitostech týkajících se pouze Skotska hlasovat nemohou. Toto mnoho lidí popouzí a naši unii tak ohrožuje.

S problémy, které jsme zdědili, jsme si poradili. V prvé řadě jsme vyhlásili referendum o skotské nezávislosti. Byl to správný krok, který vyřešil otázku pozice Skotska ve Velké Británii. Skotský a velšský parlament jsme učinili více zodpovědnými za výběr prostředků, které spotřebují. Se severoirskými stranami jsme vyjednali společný postup zajištění dobrých zákonů, rostoucí ekonomiky a soudržné a

sjednocené společnosti. Představili jsme jasný plán na zvýšení pravomocí anglických poslanců nad záležitostmi, které se týkají pouze Anglie.

Všechno toto reflektuje bytostnou konzervativní myšlenku: pravomoci lidem. Po celé Británii lze tento princip vidět v praxi. Na radnicích mají nyní radní více pravomocí nad nakládáním s veřejnými prostředky. V obcích mají místní občané právo hlasovat v referendech o zvyšování obecních daní. Sousedství mohou rozhodovat o tom, co se stane s majetkem typu parků a veřejných budov.

Náš závazek unii je posílit ji. Budeme se ptát místních na jejich názor na lokální územní plánování a umožníme jim hlasovat o místních otázkách. Nedopustíme, aby byl Anglii vnucen umělý systém regionů. Uchováme náš tradiční anglický systém různých typů měst a hrabství. Budeme pokračovat v přenášení pravomocí na Skotsko a Wales. V Severním Irsku převedeme do praxe dohodu mezi britskou, irskou a severoirskou vládou z roku 2014. Anglickým poslancům dáme právo veta nad záležitostmi týkající se pouze Anglie, a to včetně dani z příjmů. Ukončíme tak dlouhodobé spory o to, zda o záležitostech týkajících se pouze Anglie mají rozhodovat pouze angličtí poslanci.

V uplynulých pěti letech jsme prokázali, že jsme ta správná strana pro naši unii. Během dalšího volebního období pravomoci rozšíříme z britského, velšského, skotského a severoirského parlamentu na ještě nižší úroveň. Velká Británie tak bude dlouhodobě silná a stabilní.

Náš plán:
Přijdeme s řešením pro Velkou Británii

Zajistíme stabilní uspořádání, které je spravedlivé k lidem v Anglii, Skotsku, Walesu a Severním Irsku. Posílíme a zlepšíme přenesení pravomocí na jednotlivé části Velké Británie způsobem, který respektuje, že neexistuje jedno standardní řešení pro všechny. Uvedeme do praxe závěry komise o přenesení pravomocí na Skotsko z roku 2014 a návrh britské vlády na přenesení pravomocí na Wales z února 2015 nebo provedeme podobné opatření se stejným dopadem na zbytek Británie, a to včetně plánu

na zvýšení pravomocí anglických poslanců nad záležitostmi, které se týkají pouze Anglie.

Anglickým poslancům dáme právo veta nad záležitostmi týkajících se pouze Anglie

Zachováme parlament v Londýně jako zákonodárné shromáždění Velké Británie a Anglie. Nicméně chceme, aby parlament fungoval způsobem, který zajistí, aby rozhodnutí týkající se Anglie nebo Anglie a Walesu mohla být učiněna pouze se souhlasem většiny poslanců reprezentujících obvody Anglie nebo Anglie a Walesu. Skončíme zjevnou nespravedlnost, kdy Skotsko může pomocí přenesené pravomoci rozhodovat o vlastních zákonech a zároveň skotští poslanci potencionálně mohou zásadně ovlivnit podobné záležitosti, které se týkají pouze Anglie a Walesu. Zachováme jednotu britského parlamentu a poneucháme praxi, kdy se poslanci ze všech částí Británie účastní rozprav a hlasování, a to včetně těch o státních výdajích. Nicméně prosadíme následující:

- změníme parlamentní procedury tak, že detaily zákonů týkajících se pouze Anglie nebo Anglie a Walesu se budou projednávat v komisi složené dle mandátů stran v Anglii nebo Anglii a Walesu.
- přidáme nový stupeň do systému schvalování anglické legislativy. Žádný návrh zákona nebo jeho část týkající se pouze Anglie nebude moci projít do třetího čtení a stát se platným zákonem bez schválení speciálním hlasováním v k tomu účelu zvlášť ustanovené komisi skládající se ze všech anglických poslanců nebo všech anglických a velšských poslanců.
- rozšíříme princip anglického souhlasu na finanční záležitosti. Například na způsob rozdělování výdajů v Anglii a na daně, a to včetně anglické sazby daně z příjmů. Skotsku totiž byly uděleny přenesené pravomoci rozhodovat o podobných záležitostech.

Plně dodržíme naše závazky Skotsku

Během královnina proslovu při tradičním zahájení nového parlamentního roku zmíníme nový návrh zákona týkající se Skotska. Tento zákon také bude představen během prvního zasedání nového parlamentu. Převedeme do praxe doporučení komise

o přenesení pravomocí na Skotsko z roku 2014. Takže více než 50 procent rozpočtu skotského parlamentu bude tvořeno výnosy ze Skotska. Skotský parlament také bude mít zásadní nové pravomoci v sociální oblasti, které doplní existující přenesené pravomoci v oblasti zdravotní a sociální péče. Skotskému parlamentu poskytneme balíček pravomocí v daňové a rozpočtové oblasti, které budou jedněmi z nejširších, které jsou k vidění v jakékoli ze všech světových legislativ s přenesenými pravomocemi. Zachováme současný speciální mechanismus určování příspěvků na tu část rozpočtu skotského parlamentu, která není financovaná příjmy pocházejícími ze Skotska. Se skotskou vládou dohodneme nová pravidla nastavení tohoto účelového příspěvku a vezmeme přitom v potaz nově přenesené pravomoci v daňové a sociální oblasti. Zajistíme, že daňové změny ovlivní veřejné financování pouze v oblastech, na které byla pravomoc v oblasti daní přenesena.

Uvedeme do praxe dohodu o velšských přenesených pravomocích

Rozdělení pravomocí mezi velšskou a britskou vládou dáme jasné obrysy. Náš příslib:

- velšskému parlamentu budou uděleny přenesené pravomoci v jeho osobitých záležitostech (například jména parlamentu, jeho velikosti, volebního systému a minimálního věku voličů).

- uvedeme do praxe další doporučení zprávy o přenesených pravomocích Walesu z roku 2014, a to v oblastech, kde na tom panuje shoda napříč politickými stranami, tedy tak, jak je to popsáno v návrhu britské vlády na přenesení pravomocí na Wales z února 2015. Toto na velšský parlament přenese důležité ekonomické pravomoci v oblastech přístavů a energie.

- pokud tyto změny budou vyžadovat novou legislativu, představíme nový návrh zákona týkající se Walesu.

- i nadále zachováme oblasti policie a soudů pod správou britského parlamentu.

- zavedeme minimální procento účelového příspěvku na velšské přenesené pravomoci a zachováme tak výhodné velšské financování a umožníme velšskému parlamentu dlouhodobě plánovat. Dojde k tomu poté, co příští velšská vláda vyhlásí referendum o pravomocích v oblasti dani z příjmu.

- stanovíme velšskou vládu zodpovědnou za vybrání více svých prostředků. Velšští poslanci tak budou svým občanům odpovědní.

Budeme pokračovat ve snaze udělat ze Severního Irska místo s dobrými zákony, rostoucí ekonomikou a zdravou společností.

U Severního Irska zachováme jeho postavení ve Velké Británii, a to na základě souhlasu jeho občanů. Naše silná podpora politických institucí etablovaných na základě různých dohod v minulých dvou dekádách bude pokračovat. Náš příslib:

- bezpečnost občanů Severního Irska budeme považovat za nejvyšší prioritu. převedeme do praxe naši strategii potírání terorismu a co nejsilněji tak podpoříme statečné muže a ženy policejního sboru Severního Irska.
- budeme pracovat na plnohodnotném převedení do praxe historické dohody mezi britskou, irskou a severoirskou vládou z roku 2014, což umožní efektivnější fungování přenesených pravomocí. Vypořádáme se s nelehkou minulostí. A také postoupíme v kontroverzních otázkách, jako jsou každoroční pochody příznivců setrvání Severního Irska ve Velké Británii, které vyvolávají nevoli nacionalistů usilující o připojení k Irské republice.
- budeme pokračovat v úzké spolupráci se severoirskou vládou na uvádění do praxe závazků z ekonomického paktu z roku 2013 s cílem znovu nastartovat ekonomiku a vybudovat soudržnější a silnější společnost.
- dokončíme přenesení pravomocí na severoirský parlament v oblasti daně z příjmů právnických osob, pokud severoirská vláda bude naplňovat své závazky v oblasti financí, reformy sociální oblasti a v oblasti efektivity dle dohody mezi britskou, irskou a severoirskou vládou z roku 2014.

4.4 The Translation commentary

In this section I will write a translation commentary of selected translation issues. I selected the issues of CSFs as it is the most challenging topic in translating political communication.

Ex.1

ST: And we will give English MPs a veto over English-only matters, including on Income Tax – answering the West Lothian Question

TT: Anglickým poslancům dáme právo veta nad záležitostmi týkající se pouze Anglie, a to včetně dani z příjmů. Ukončíme tak dlouhodobé spory o to, zda o záležitostech týkajících se pouze Anglie mají rozhodovat pouze angličtí poslanci.

Back translation: And we will give English MPs a veto over English-only matters and so will end long term disputes over the fact whether matters affecting only England should be decided by English MPs only.

      The West Lothian Question is a topic that gets repeated during the whole text. In an article titled "West Lothian commission: Sir Emyr Jones Parry joins body" the BBC describes it as a question whether MPs from Scotland, Wales, and Northern Ireland should have a say over matters that affect only England. Many people say it is not fair that they do because English MPs cannot decide matters that affect only Scotland, Wales, and Northern Ireland because these powers have been devolved to the local parliaments. This issue was called the West Lothian Question by Enoch Powell. The term was named after an MP from the constituency West Lothian who talked about this issue in the parliament.

      Now it is clear that it is a proper name that is truly very culture-specific. It does not exist in the Czech culture as there is no similar issue. I therefore decided to use the

technique mentioned by Peter Newmark. I used the functional equivalent "dlouhodobé spory o to, zda o záležitostech týkajících se pouze Anglie mají rozhodovat pouze angličtí poslanci".

Ex.2

ST: And we have set out clear plans for <u>English votes for English laws</u>.

TT: Představili jsme jasný plán na <u>zvýšení pravomocí anglických poslanců nad záležitostmi, které se týkají pouze Anglie</u>.

Back translation: And we have set out clear plans for <u>expanding power of English MPs over matters affecting only England</u>.

The English votes for English laws is a term related to the West Lothian Question. It is the one side view that it truly is not fair that MPs from Scotland, Wales and Northern Ireland can decide about matters only affecting England. Therefore supporters of this movement want only the English MPs to decide about the English issue.

I decided to opt for the functional equivalent as mentioned by Peter Newmark. It is because this term is unknown to common Czech readers. They need this explanation through this explanatory translation. Because of this I translated "English votes for English laws" as "zvýšení pravomocí anglických poslanců nad záležitostmi, které se týkají pouze Anglie".

Ex 3

ST: We will go further in the next Parliament, pushing power out beyond <u>Westminster, Cardiff Bay, Holyrood and Stormont</u>, so we keep our United Kingdom strong and secure for the long term.

TT: Během dalšího volebního období pravomoci rozšíříme z <u>britského, velšského, skotského a severoirského parlamentu</u> na ještě nižší úroveň. Velká Británie tak bude dlouhodobě silná a stabilní.

Back translation: We will go further in the next Parliament, pushing power out beyond the <u>parliaments of Britain, Wales, Scotland and Northern Ireland</u>, so we keep our United Kingdom strong and secure for the long term.

In this sentence I was dealing with the colloquial names of devolved parliaments. Westminster is the umbrella British parliament, Cardiff Bay is the Welsh parliament, Holyrood is the Scottish parliament and Stormont is the Northern Ireland parliament. They have these names after the places in which the parliaments are located. British parliament (Westminster) is located in the London Westminster Palace. Welsh parliament (Cardiff Bay) is the water area in the Welsh capital, South Cardiff. Scottish parliament (Holyrood) is an east area of Edinburgh. Northern Ireland parliament (Stormont) is located in the Stormont area of Belfast.

I used functional equivalence by Peter Newmark and translated "Westminster, Cardiff Bay, Holyrood and Stormont" as "britský, velšského, skotský a severoirský parlament". It is a very similar example as what is mentioned by Peter Newmark. He mentions a functional equivalence of ST "Sejm" as TT "Polish parliament".

Ex. 4:

ST: We will continue devolution settlements for Scotland and Wales, and implement the <u>Stormont House Agreement</u> in Northern Ireland.

TT: Budeme pokračovat v přenášení pravomocí na Skotsko a Wales. V Severním Irsku převedeme do praxe <u>dohodu mezi britskou, irskou a severoirskou vládou z roku 2014.</u>

Back translation: We will continue devolution settlements for Scotland and Wales, and in Northern Ireland we will implement <u>the agreement between the British, Irish and Northern Irish governments from 2014.</u>

Stormont House Agreement is another CSF. I had not known the content of this agreement before translating. Therefore it is for sure that common Czech people would not know either. I had to first carry out research into this agreement and understand this matter. I investigated that it is an agreement between the British, Irish and Northern irish governments from 2014. The agreement is aimed mainly at resolving identity issues in Northern Ireland. It also deals with welfare reform and Northern Irish government financing.

As we can see it is an agreement that contains several issues and it would be too complicated to list them all. Therefore I decided to summarize it in the name "dohoda mezi britskou, irskou a severoirskou vládou z roku 2014". It is a technique called functional equivalent as mentioned by Peter Newmark. I believed in this explanatory way I made clear what the agreement is about to a reader previously unaware of this matter.

In the manifesto, there are several agreement names. Therefore I replicated this mentioned translation process all throughout when I encountered agreement names that are absolutely not known to a common Czech reader.

Conclusion

In this thesis, I was dealing with the issue of political manifesto genre and its translation with the CSFs as the main problematic area. It was an interesting topic choice as it was fairly difficult to find relevant literature. It shows that it truly is a topic which is not at the centre of attention. While gathering my sources I had the opportunity to learn many interesting facts. I hope to use this knowledge in my freelance career as I would like to specialise in translating political texts. Therefore I also saw this work partially as preparation for future everyday practice. The main sources I used were in the field of translating political communication, Schaffner and Basnett, and Sárosi – Márdirosz. They proved to be truly valuable sources. In the field of CSFs it were books by Peter Newmark, Hervey and Higgins, Lawrence Venuti.

I came with the idea of simulating the event of a Czech newspaper publishing a manifesto excerpt. I think it is a reasonable event that could really happen. I translated the text in the CAT tool Trados 2017. It helped me deliver the consistency throughout the translation. For translating the manifesto it really helped me that I read the Czech Civic Democratic Party manifesto. In this way I learned the terminology the Czech right-wing political party uses in their manifesto. In this way I carried out the study of reference material which should be done by translators prior to the actual translation. I am of course also aware of the fact that I had the advantage over other translators as I hold a degree in international politics. Nevertheless I still had to carry out the preparation in the form of reading the Civic Democratic Party manifesto. It proved the fact that professional translators really do carry out the initial research and they learn the proper terminology before they start with the actual translation.

I think that the created translation proves that the techniques used were suitable. I believe that my translation is of a high quality and would be a benefit to a Czech newspaper. It successfully leads the reader through all the foreign culture-specific items. In the way I translated the text, the reader can feel safe and comfortable. When I defined the target reader of the manifesto, it lead me to the conclusion that the best technique would be domestication and functional equivalents.

I believe I successfully fulfilled the aim of this thesis, which is to shed some more light on the poorly researched topic of translating political communication. It was an interesting and enlightening endeavour. During the process I learnt translation techniques that I believe I can use in my future translating practise.

Explanatory article for the newspaper

Velšan není Angličan aneb jak smrtelně neurazit Brita

Dnešní speciál se věnuje nadcházejícím volbám v Anglii. Anebo taky ne? Tak kde vlastně? No záleží na tom, odkud pochází člověk, se kterým se bavíte. Oficiální název je totiž Spojené království Velké Británie a Severního Irska. Tedy žádná Anglie. Anglie je pouhá část celku, tedy Spojeného království. To se navíc skládá dokonce ze čtyř zemí: Anglie, Walesu, Skotska a Severního Irska. Anglie je tedy pro mnohé překvapivě pouhou jednou zemí ze čtyř, které tvoří celý stát. Další možné rozčlenění je to, že tři z těchto zemí, Anglie, Wales a Skotsko tvoří skupinu jménem Velká Británie. Teprve když se k ní přidá Severní Irsko, dostanete celou zemi, Spojené království. Ale Severní Irsko je jen malý kousek a je to s nimi složitější. Část z nich se totiž označuje za Iry a rádi by patřili spíše pod Irskou republiku. Zbytek Spojeného království je tedy občas tak trochu ignoruje a označuje celou zemi za Velkou Británii.

Zastřešující název pro obyvatele celého Spojeného království je Brit. Zapomeňte tedy na Angličana. Je velmi důležité si zapamatovat, že Velšanovi nesmíte říct, že je Angličan. Tím byste ztratili veškeré jeho sympatie. On totiž Angličan není. Je totiž buď Velšan anebo samozřejmě Brit. Velšan totiž žije ve Walesu, nikoliv v Anglii. Anglie je pro Velšana úplně jiná země. Někdo by si možná řekl, no a co. Název jako název. Opak je ale pravdou. Pro Brity je to věc důležitá. Z osobní zkušenosti s nimi mohu potvrdit, že pro ně to rozhodně není maličkost. Britové rozhodně řeší, z jaké části země pocházejí.

Pokud bychom tuto problematiku měli převést do české reality, mohli bychom to přirovnat ke stavu, ve kterém se nacházelo Československo. Jeden stát byl tvořen dvěma národy, tedy Čechy a Slováky. Byly to dva národy, které dobrovolně sdílely jeden stát. Nicméně soužití nebylo vždy ideální. Docházelo k různým půtkám. Obzvlášť řada Slováků by tehdy neřekla, že jsou Čechoslováci. Považovali by se za Slováky. Anebo pro mladší ročníky můžeme britskou situaci přirovnat k rozdělení České republiky na Čechy, Moravu a Slezsko. Ve skutečnosti ale toto přirovnání

značně pokulhává. Čechy, Morava a Slezsko by jen málokdo prohlásil za tři samostatné národy. Jsou to spíše geograficky rozdělené oblasti, které jsou spolu velmi silně propojeny. Samozřejmě existují radikální Moraváci, kteří napůl v žertu usilují o odtržení, ale jsou to spíše výjimky. Češi jsou jeden národ, i když se administrativně dělí na tři části. U Spojeného království je situace diametrálně odlišná. Je to země několika samostatných národů. Existují zde čtyři národy Anglie, Walesu, Skotska a Severního Irska, které jsou spojeny v jedno království. Mají za sebou dlouhou historii, která je mnohdy plná neshod a bojů. Hlavně se jedná o Skotsko, s tím je vzájemný vztah nejhorší a je plný soupeření.

Historicky Angličané pocházejí z úplně jiné části světa než Skotové, ale i Velšané. Oblast dnešního Spojeného království totiž původně byla osídlena pouze divokými Kelty. Pak proběhla invaze germánských kmenů Anglů, Sasů a Jutů. Tito noví obyvatelé vyhnali Kelty na okraje území, tedy dnešního Skotska, Walesu a Irska. Anglo – saské slovo pro cizí bylo Waelisc a pro cizí území Waelas. A tento postoj trvá dodnes. Pro Angličany jsou například Velšané tak trochu cizinci. I když jsou pro ně menší cizinci než například Francouzi či Holanďané. Skotové, Severní Irové a Velšané se zase cítí od Anglie trochu odtrženi. Tyto národy navenek působí tak, že se ode zbytku země izolují.

Existuje velký rozdíl v tom, jaké mají jednotlivé národy smýšlení o světě. Skotové například v naprosté většině chtějí zůstat v Evropské unii. Naopak Angličané jsou výrazně euroskeptičtí. Angličany od zbytku království také odděluje jazyk. Dnes už samozřejmě všichni mluví anglicky. Ovšem někteří Velšané, Skotové a Severní Irové dodnes obstojně mluví prastarým gaelským jazykem svých keltských předků. I mládež umí pronést minimálně pár vět v tomto jazyce. Gaelština je totiž i dnes součástí povinné školní výuky.

Čtyři národy Spojeného království jsou tedy od sebe dost izolovány. Je to Anglie, kdo se snad jako jediná snaží alespoň trochu propagovat společnou značku Spojeného království. I když i u nich tento trend ustupuje. Podle nedávného průzkumu společnosti YouGov 63 % obyvatel Anglie by o sobě řeklo, že jsou Angličané a ne Britové. V roce 2008 jich bylo jen 41 %. Je zde tedy rostoucí populace lidí, co se

označují za Angličany a ne za Brity. A v celém království je situace následující. Jenom 20 % občanů Spojeného království preferuje, aby bylo označeno za Brity. Oni totiž preferují, aby je nazývali Skoty, Velšany, Angličany či Severními Iry.

Rostoucí populace lidí, co se označují za Angličany a ne za Brity navíc čím dál víc popouzí jedna nespravedlnost. Jsou čím dál více nespokojení s tím, že skotští poslanci mohou hlasovat o záležitostech týkající se pouze Anglie. Přitom Skotové pomocí přenesených pravomocí o svých skotských záležitostech rozhodují jenom oni sami. Je to ožehavé téma, které je často probíráno odborníky i veřejností.

Doufám, že je vám nyní tato problematika o něco jasnější. Zkrátka ve Spojeném království žijí čtyři samostatné národy: Angličane, Velšané, Skotové a Severní Irové. Byla by naprosto fatální chyba při rozhovoru například se Skotem či Velšanem nazvat ho Angličanem. Tím byste opravdu ztratili veškeré jeho sympatie.

A na závěr technická poznámka pro pozorné čtenáře. I když jsme vás detailně zasvětili do problematiky správných názvů, nechceme vás úplně vyčerpat. My tedy s dovolením budeme dle vzoru samotných Britů tak trochu ignorovat Severní Iry a o Spojeném království budeme v dnešním speciálu mluvit jako o Velké Británii. Nechceme vás totiž příliš trápit složitými oficiálními názvy, které my Češi ani nepoužíváme. Vynechaní Severní Irové nám to snad odpustí.

Source text: The Conservative Party Manifesto 2015

Stronger together: a Union for the 21st century

Our commitment to you:

Wherever you live in the great nations of our United Kingdom, we are on your side. We will:

- **give English MPs a veto over matters only affecting England**, *including on Income Tax*
- **honour in full our commitments to Scotland** *to devolve extensive new powers*
- *implement the agreed settlement for Wales,* **handing over more responsibility to the Welsh Assembly**
- **continue to build a Northern Ireland where politics works**, *the economy grows and society is strong.*

England, Scotland, Wales and Northern Ireland – ours is the greatest union of nations the world has ever seen. Together we have done so much, and we can do much more. The Conservative Party is the party of the Union – and we will always do our utmost to keep our family of nations together.

It was right to create the Scottish Parliament and Welsh Assembly, but the job was not finished. Without the ability to raise money, the devolved Parliaments were not accountable to taxpayers. Without devolution to local councils and communities, power felt as distant as ever. And one fundamental unfairness remains today: Scottish MPs are able to cast the decisive vote on matters that only affected England and Wales, while English and Welsh MPs cannot vote on matters that only affect Scotland. This leaves a space for resentment to fester – and put our Union in jeopardy.

We have tackled the problems we inherited. First, we held the referendum on Scottish independence. It was the right thing to do, and the question of Scotland's place in the United Kingdom is now settled. We have made the Scottish Parliament and Welsh Assembly responsible for funding more of what they spend. We have agreed with Northern Ireland's parties a deal to help ensure that politics works, the economy

grows and society is more cohesive and united. And we have set out clear plans for English votes for English laws.

All this reflects a core Conservative belief: power to the people. Around Britain you can see that principle in practice. In town halls, councillors now have more of a say over public spending. In communities, local people have the right to vote in referendums on council tax rises. Neighbourhoods are deciding what is built in their area and what happens to assets such as parks and public buildings.

Our commitment to the Union means we want to strengthen it. We will let local people have more say on local planning and let them vote on local issues. We will not let anyone impose artificial regions on England – our traditional towns, boroughs, cities and counties are here to stay. We will continue devolution settlements for Scotland and Wales, and implement the Stormont House Agreement in Northern Ireland. And we will give English MPs a veto over English-only matters, including on Income Tax – answering the West Lothian Question.

In the last five years, we have proven that we are the party of the Union. We will go further in the next Parliament, pushing power out beyond Westminster, Cardiff Bay, Holyrood and Stormont, so we keep our United Kingdom strong and secure for the long term.

Our plan of action:

We will build an enduring settlement for the United Kingdom

We will work to ensure a stable constitution that is fair to the people of England, Scotland, Wales, and Northern Ireland. We will strengthen and improve devolution for each part of our United Kingdom in a way that accepts that there is no one-size-fits-all solution: we will implement the Smith Commission and St David's Day Agreement or equivalent changes in the rest of the UK, including English votes for English laws.

We will give English MPs a veto over matters only affecting England

We will maintain the Westminster Parliament as the UK and England's law-making body. But we want Parliament to work in a way that ensures decisions affecting

England, or England and Wales, can only be taken with the consent of the majority of MPs representing constituencies in England, or in England and Wales. We will end the manifest unfairness whereby Scotland is able to decide its own laws in devolved areas, only for Scottish MPs also to be able to have the potentially decisive say on similar matters that affect only England and Wales. We will maintain the integrity of the UK Parliament by ensuring that MPs from all parts of the UK continue to deliberate and vote together, including to set overall spending levels. But we will:

- change parliamentary procedures so that the detail of legislation affecting only England or England and Wales will be considered by a Committee drawn in proportion to party strength in England or England and Wales.
- add a new stage to how English legislation is passed; no bill or part of a bill relating only to England would be able to pass to its Third Reading and become law without being approved through a legislative consent motion by a Grand Committee made up of all English MPs, or all English and Welsh MPs.
- extend the principle of English consent to financial matters such as how spending is distributed within England and to taxation – including an English rate of Income Tax – when the equivalent decisions have been devolved to Scotland.

We will honour in full our commitments to Scotland

A new Scotland Bill will be in our first Queen's Speech and will be introduced in the first session of a new Parliament. We will implement the recommendations of the Smith Commission so that more than 50 per cent of the Scottish Parliament's budget will be funded from revenues raised in Scotland and it will have significant new welfare powers to complement existing devolved powers in health and social care. We will provide the Scottish Parliament with one of the most extensive packages of tax and spending powers of any devolved legislature in the world. We will retain the Barnett Formula as the basis for determining the grant to cover that part of the Scottish Parliament's budget not funded by tax revenues raised in Scotland. We will agree new rules with the Scottish Government for how the block grant will be adjusted, to take account of the new devolved tax and welfare powers. And we will ensure that where

responsibility for taxation has been devolved, tax changes only affect public spending in that part of the country.

We will implement Wales' devolution settlement

We will clarify the division of powers between Wales and the UK Government. We will:

- devolve to the Welsh Assembly control over its own affairs – including the Assembly name, size and electoral system, Assembly elections and voting age.
- implement other recommendations of the second Silk Report where there is all-party support as set out in the St David's Day Agreement; this will include devolving to the Welsh Assembly important economic powers over ports and energy consents.
- introduce a new Wales Bill if these changes require legislation.
- continue to reserve policing and justice as matters for the UK Parliament.
- introduce a 'funding floor' to protect Welsh relative funding and provide certainty for the Welsh Government to plan for the future, once it has called a referendum on Income Tax powers in the next Parliament.
- make the Welsh Government responsible for raising more of the money it spends so the Welsh people can hold their politicians to account.

We will continue to build a Northern Ireland where politics works, the economy grows and society is strong

We will maintain Northern Ireland's position within the United Kingdom on the basis of the consent of its people. Our strong support for the political institutions established over the past two decades as a result of the various Agreements will continue. We will:

- put the safety and security of the people of Northern Ireland as our highest priority. We will develop and implement our strategy to combat terrorism, giving the strongest possible support to the brave men and women of the Police Service of Northern Ireland.

- work to implement fully and faithfully the historic Stormont House Agreement to enable devolution to function more effectively; to deal with the legacy of the past; and to make progress on divisive issues such as flags and parading.

- continue to work closely with the Northern Ireland Executive to implement commitments in the 2013 economic pact to rebalance the economy and to build a more united and stronger society.

- complete the devolution of Corporation Tax powers to the Assembly, consistent with the Executive fulfilling its commitments on finance, welfare reform and efficiencies in the Stormont House Agreement.

<u>Shrnutí</u>

Tato bakalářská práce se zabývá žánrem volebního programu a jeho překladem, a to se zaměřením na kulturně specifické prvky. První kapitola představuje rozdělení komunikace politiky na tyto tři části: komunikace o politice, politický diskurz v médiích, politická komunikace. V práci se zaměřuji na politickou komunikaci, a to konkrétně žánr volebního programu. Tento žánr volebního programu detailně představuji. Uvádím jeho cílového čtenáře, což jsou občané a možní voliči politické strany, která program vydala. Dále mluvím o autorech tohoto žánru. Tvrdím, že dříve byly tyto texty napsány jediným autorem. V průběhu historie pak došlo k tomu, že autorem je užší vedení politických stran.

V druhé kapitole rozebírám problematiku překladu politické komunikace. Představuji možné translatologické výzkumné otázky, na které většinou nemáme odpověď. Oblast překladu politické komunikace je totiž velmi málo prozkoumána. Tvrdím, že známe otázku na to, kdo tyto texty překládá. Jsou to většinou překladatelské agentury, na které je tato práce delegována. Texty jsou tedy překládány překladateli na volné noze, kteří s agenturami spolupracují. Dále uvádím, že by bylo vhodné, kdyby tito překladatelé byly seznámeni s typickými problematickými oblastmi překladu těchto textů. Při jejich překladu se totiž setkáváme s dvěma problematikami. První z nich je fakt, že politická komunikace je velmi silně propojena. Politické texty na sebe vzájemně odkazují. Druhá a nejvýznamnější problematika je oblast kulturně specifických prvků. Je to právě tato oblast, která je na překladu politických textů nejtěžší. Proto se jí dále zabývám ve třetí kapitole.

Ve třetí kapitole tedy dále rozebírám problematiku kulturně specifických prvků. Zmiňuji vybrané překladatele a jejich pohled na tyto prvky. Zmiňuji německého teologa Friedricha Schleiermachera, který se touto problematikou zabýval již v roce 1813. Na něj navazuje Lawrence Venuti se svými dvěma strategiemi zcizováním a domestikací. Dále tato kapitola prezentuje možné techniky překladu těchto prvků. Ukazuji postupy založené na knihách Herveyho a Higginse a také Newmarka. V této části také zasazuji kulturně specifické prvky do širšího rámce obecných kulturně

specifických prvků. Tento rámec je založen na práci Petera Newmarka. V poslední části této kapitoly ukazuji kulturně specifické prvky na příkladu rozdílů mezi českým a britským parlamentem. Ukazuji jevy, které jsou dále zmíněny v samotném překladu.

Čtvrtá kapitola je praktická část. Aplikuji v ní teorii zmíněnou v první části práce. V této části prezentuji překlad prvních tří stránek poslední kapitoly volebního programu britské Konzervativní strany z roku 2015. Simuluji překladatelské zadání, kdy text překládám pro obyčejné české noviny, které se rozhodly, že uvedou speciální přílohu o britských volbách. Definuji zde cílové čtenáře. Je to obyčejný český občan, který si v den vydání noviny zakoupil. O britských volbách nemá mnoho informací, pouze možná ví, že za chvíli proběhnou. Uvádím také časový rámec vydání textu. Rozebírám také problém, se kterým jsem se setkala hned na začátku překladu. Překlad by musel doprovázet článek, který by vysvětlil rozdíl mezi Anglií a Velkou Británií. Tento článek přikládám jako přílohu.

Poslední část je můj překlad a překladatelský komentář vybraných kulturně specifických prvků. Ukazuji na něm, že jako nejvhodnější se ukázala technika domestikace a funkčního ekvivalentu. Je to z toho důvodu, že cílový čtenář je obyčejný Čech, co nemá mnoho znalostí o Británii. Pomocí domestikace jsem tedy dosáhla toho, že rozumí jevům, které se vyskytují pouze v britské kultuře.

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Abstract

This thesis deals with the topic of political manifestos as a genre and its translation with a focus on culture specific features. It presents citizens, potential voters as target readers. The thesis shows the connection of political manifestos to marketing texts. It stipulates that the most notable problem encountered by translators is the area of culture specific features. The thesis presents views of selected translation scholars on culture specific features. It shows possible techniques of translating culture specific features. In the last part of the thesis it applies the theory to a translation of the British Conservative Party Manifesto 2015. It features a translation commentary focused on culture specific features.

Key words: genre, political manifesto, political communication, translation, culture specific features, Conservative Party Manifesto 2015, marketing texts, political translation, Friedrich Schleiermacher, Lawrence Venuti, Peter Newmark, translation techniques, foreignization, domestication, functional equivalent

Anotace

Tato práce se zabývá žánrem politického programu a jeho překladem, a to se zaměřením na kulturně specifické prvky. Jako cílového čtenáře představuje potenciální voliče. Práce ukazuje podobnost tohoto žánru s marketingovými texty. Práce uvádí, že největší problém při překladu těchto textů je oblast kulturně specifických prvků. Jsou představeny pohledy vybraných překladatelů na tuto oblast. Jsou uvedeny překladatelské techniky těchto prvků. V poslední části je aplikována teorie na překlad volebního programu britské Konzervativní strany z roku 2015. Obsahem je i překladatelský komentář vybraných kulturně specifických prvků.

Klíčová slova: žánr, politický program, politická komunikace, překlad, kulturně specifické prvky, volební program Konzervativní strany z roku 2015, marketingové texty, politický překlad, Friedrich Schleiermacher, Lawrence Venuti, Peter Newmark, překladatelské techniky, exotizace, domestikace, funkční ekvivalent