

Method of Back Translation

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Zásady pro vypracování:

1. Nastudujte teoretické informační zdroje a formulujte cíle a hypotézy vztahující se k tématu.
2. Poskytněte úvod do problematiky mezinárodních reklam využívaných v různých státech a analyzujte aplikaci mezinárodní reklamy na místní trhy.
3. Charakterizujte metodu zpětného překladu a uveďte její důležitost a souvislost s úspěšností reklamní kampaně.
4. Rozeberte reklamní kampaně vybraných mobilních operátorů a jejich využívání nebo nevyužívání metody zpětného překladu.
5. Navrhněte uplatnění metody zpětného překladu pro reklamní kampaně vybraných mobilních operátorů.
6. V závěru práce zhodnoťte hypotézy a cíle stanovené v úvodu práce.

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ABSTRAKT

Tato diplomová práce se zabývá zkoumáním metody zpětného překladu. V práci je popásno, jak metoda funguje, kdy je vhodné ji používat a jaké jsou výhody jejího použití. K tomu, aby bylo metodě zpětného překladu je vysvětlen její význam v rámci mezinárodních reklamních kampaní. Analytická část práce se zabývá rozebráním reklamních kampaní tří mobilních operátorů, v rámci každého operátora dochází ke zkoumání jeho reklam z různých zemí a k posouzení, zda mobilní operátor používá metodu zpětného překladu či nikoli a pokud ji nepoužívá, je uvedeno proč. V závěrečné projektové části je navrženo, jak by mohli jednotliví mobilní operátoři metodu zpětného překladu používat a jaké výhody by jim to přineslo. Tato práce dochází k závěru, že míra využití metody zpětného překladu je u každého mobilního operátora jiná, nicméně že je vhodná pro všechny.

Klíčová slova: metoda zpětného překladu, reklama, kultura, marketing, překlad, mobilní operátor, text

ABSTRACT

The present master thesis concentrates on method of back translation; it is described how the method works, when it is suitable to use it and what are its advantages. To explain the importance of the method, there is an explanation of a relationship between the method and international advertising campaigns. The second part of the thesis focuses on three mobile operators and analyses their advertising campaigns; for each operator there is a part analyzing its usage or not usage of the method of back translation. If the operator does not use the method, it is explained why. The last part of the present thesis deals with suggesting an appropriate usage of the method and it is explained what benefits the usage brings to the operators. The results of the thesis suggest that it is different how much individual mobile operators use the method of back translation, however that it is useful for every one of them to use the method.

Keywords: method of back translation, advertisement, culture, marketing, translation, mobile operator, text

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

Due to globalization, more and more companies are becoming international nowadays. Any company needs to have a good advertising to sell offered products or services. With international marketing there is a problem of adjusting advertising strategies to specific markets. The international companies have several options – to choose local strategy, global strategy or to mix both according to current needs. This is one of the topics of theoretical part, describing international advertising and its issues in connection with cultural differences.

The topic very tightly connected with international advertising and adjusting advertisements to specific markets is method of back translation, which is also the main topic of present thesis. In theoretical part, the method is described, there are given reasons for its usage within international advertising, further the functioning and the process of the method is explained.

The analytical part of the present thesis concentrates on usage of the method of back translation in practice. For the analytical purpose were chosen three companies – mobile operators operating within Czech market: Vodafone, O2 and T-mobile. The companies create different types of advertisement, so they provide enough variability.

The analytical part of this thesis also focuses on setting research questions and goals in the first part, later it provides advertisements of chosen mobile operators and it provides statements of the mobile operators representatives regarding usage or not usage of the method of back translation. All those data are explored and consequently the analytical part provides answers to the questions set in the beginning of the part.

The project deals with implementation of the method of back translation for individual mobile operators; the project part is based on the results of the analytical part. This part consists of following suggestions: first there is a recommendation concerning appropriate usage of the method, then there are benefits of the method for the mobile operators and finally there is a suggestion for applying the method in-house or by outsourcing.

I. THEORY

1 INTERNATIONAL MARKETING AND CULTURE

International marketing is very important and demanding part of every international company strategy. It is much more complicated to establish effective international marketing than marketing within one country, because there is necessity of understanding all different markets and their cultures; cultural differences and similarities are described. There is also focus on international advertising and its issues. To characterize international marketing properly, it is also necessary to explain marketing as such.

1.1 Marketing and its necessity for company operating

Nowadays every company which wants to earn money needs to have marketing department which will be able to take care about making a product or a service visible and desirable for consumers. Importance of marketing is on the same level as importance of other departments in the company. Obviously, there is no marketing where is no good to offer, however it is nearly impossible to sell the product (however good), without paying attention to proper marketing strategy.

Every company needs proper marketing strategy in order to ensure good sales of its products or services. Marketing consists of many parts which all need to be performed responsibly and thoroughly, then it can work properly and bring expected results for a company. Once a good strategy is reached, it still has to be worked on, because needs of market are always evolving. "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services, organizations and events to create and maintain relationships that will satisfy individual and organizational objectives." (Kurtz and Boone 2006, 7)

Though marketing is mainly about company trying to make as much money as possible, it is not the only thing to consider. Marketers have to be sure to keep in mind that on the other end there are consumers, who are people with their individual needs; it is important for marketers to try to find a way how to reach their potential customers. Concerning this issue, marketing can be define as "An organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders." (Dacko 2008, 318)

Thorough knowledge and understanding of market, where company wants to sell is essential, marketers have to try to connect with people creating this market so that they are able to satisfy their needs. Sometimes, it might be complicated to achieve proper understanding and satisfying the needs even though company is working within only one country. If the company wants to impact one country, it does not mean that there is only one market; a lot of local markets occur within one country – their number or different ways how to approach them always depend on kind of product or service which is being offered. There is a lot of thinking to be done in order to achieve success. Nevertheless situation for companies trying to influence two or more countries is even more difficult, those companies need to understand and apply international marketing.

1.2 Specifics of international marketing

Because of phenomenon called globalization, international companies are very common in present time. Some companies still prefer to stay within their own markets; however a lot of companies want to have a try in international enterprise. It is much easier for the companies to make use of an opportunity than it used to be, especially in Europe; on the other hand it requires much bigger effort. The company has to provide quality product which is able to compete as well as first-rate international marketing.

It is a risky business to enter international marketing; that is why companies have to consider this decision very well. “An organization that engages in global marketing focuses its resources and competencies on global market opportunities and threats. A fundamental difference between ‘regular’ and ‘global’ marketing is the scope of activities. A company that engages in global marketing conducts important business activities outside the home-country market.” Green and Keegan (2008, 4)

The term international marketing is used for marketing, which is utilized in more than one country. In other words it is possible to say that international marketing overcomes national borders, therefore it has to create such marketing strategy which will be suitable not for only one national market; the strategy needs to take into consideration at least two different groups of potential customers. Although those potential customers belong to one target group, there are still some differences between them and these varieties might be significant for further sales, therefore must be considered very well.

1.2.1 Studying different cultures

The biggest problem for a company trying to enter international environment is to understand all needs, opinions and values of their potential customers, which vary a lot from country to country. Inhabitants of each particular country demand individual approach from marketing specialists; yet it is not necessarily connected with geographical conditions, on the contrary – nations are much more influenced by history. Current nation perception is usually formed for example by its political, industrial and cultural history. Obviously there are many factors creating specificity of people living in a state and it is very convenient to explore those terms for each nation separately prior to selling in the country.

The problematic of values and their differences within Europe was explored by Dutchman Geert Hofstede and the results of his research were put together creating ‘cultural dimensions’. As Světlík (2003, 43) explains, cultural dimensions describe human behavior based on national cultures analyses, the dimensions can be basically summarized into three basic groups:

- Relation to authorities
- Conception of the own me: relationship between individual and collective, individual conception of men and women values
- The way of solving conflicts.

Dimension is something that can be measured and compared between cultures.

It follows that there is great deal of cultural aspects to be studied if a company is seriously considering entering foreign market, fortunately there are also ways how to explore nations and their cultures to ensure proper understanding and then introducing appropriate marketing strategy. Hofstede’s method is only an example of one of them.

Another possibility to study cultural varieties across Europe provides Fons Trompenaars, also Dutchman. Světlík (2003, 43) informs that Trompenaars tried to explore the problematic nature of national cultures from different point of view. He tried to define cultural dimensions more deeply and precisely. He concluded that factors which influence people belonging to a certain culture the most are:

- Relation to other people

- Relation to nature
- Relation to time.

Both Hofstede and Trompenaars offered methods of understanding how people influenced by different cultures react. The description used in this work is only very basic, as it is enough for the purpose of this thesis; the Dutchmen divided each category to several sub-categories, giving marketers more details how to understand each culture. The more nations a company wants enter, the more time it has to spend preparing for it.

1.2.2 Varieties in cultural environment

“Different social and cultural environments still, despite globalization, play an important role in international marketing. While the other environments (political, economic and technological) are becoming more and more similar, at least among developed countries, the changes in cultures are much slower.” (Machková, Král, and Lhotáková 2010, 30)

It is clear that culture is something what needs to be understood very well – grasping culture seems to be the most important part of entering a new market. Nevertheless no grasping culture can happen without understanding what culture is. “A culture is the configuration of learned behavior and results of behavior whose component elements are shared and transmitted by the members a particular society.” (Usunier and Lee 2009, 3-4) Apart from this one, there are also some other definitions of culture, rather practical, like the one from Mooij (2005, 35): “Culture is the glue that binds groups together. Without cultural patterns – organized systems of significant symbols – people would have difficulty living together. Culture is what defines a human community, its individuals, and social organizations.”

Based on definitions, cultural principle as such is everywhere the same – it has the same scheme and it works the same way, however culture differs a lot in every country as every are different people who were brought up in specific conditions due to concrete history of each nation. Distinctions among cultures within one continent are truly noticeable, which means that cultural contrasts between two continents are enormous.

An example can provide comparing low-context and high-context cultures. Mooij (2005, 56) says that low-context countries are those ones, which are characterized by explicit verbal message. Such countries are Germany, Switzerland, and the United States. On the other hand in high-context countries communication is fast, efficient; however it also requires

knowledge of symbols, which are common part of the high-context communication. To high-context countries belong Japan and China.

As was suggested, communication consists of verbal and non-verbal part. Though it might seem otherwise, non-verbal communication is even more important as it represents bigger percentage of communication. “Since much of what is exchanged in communication is only implicitly meant, rather than talked about, non-verbal communication is largely used as an interpretative framework, which allows people to overcome the shortcomings of verbal communication.” (Usunier and Lee 2009, 349) As crucial as the non-verbal communication is, it still is not the same around the world.

Gestures, miming, eye contact – all these things can be easily misinterpreted in cross-cultural communication. In some countries agreeing can be expressed by nodding, although in other countries this movement will mean disagreeing. “Certain cultures consider the spontaneous expression of attitudes and emotions by a facial expression to be normal. The reverse is true in other cultures, particularly in Asia where it is considered desirable not to show emotion. This has given rise to the impression of Asians as inscrutable and stoic.” (Usunier and Lee 2009, 350-351) It is never good to underestimate non-verbal communication abroad.

Although communication is very important factor, it is not the only apparent variety among cultures. Another part is time orientation – the perception of time and things or events and how it all works together. “North Americans tend to be future oriented; the future is a guide to present action, although the time horizon is short-term. Many Europeans are past oriented; they believe in preserving history and continuing past traditions. Japan has a very long-term future time horizon, as have the Chinese, but they look to the past for inspiration.” Mooij (2005, 57) Without this knowledge any kind of misunderstanding could easily arise during business meetings as well as during launching a new product campaign in foreign country.

As concludes from facts written above, if marketers do understand even one part of a culture properly, it is not only limiting in communication with the other side – business partners or potential customers, it may also lead to prejudices, which are totally wrong in a field of international marketing.

1.2.3 Universality of cultural universals

Even though most facts, values, attitudes are different once borders of a state are overstepped, there are still some matters which tend to be the same. “Examples of universals are bodily adornment, cleanliness, training, and cooking and food taboos. Indeed, a basic, universal need is eating. But it is not just to eat, it is to prefer certain foods cooked in certain ways and to follow a rigid table etiquette in consuming them.” (Mooij 2005, 37) Concerning eating as one of basic needs, it is natural that it can be perceived very similarly worldwide. Eating is not the only basic need, though, which suggests there are some other aspects of culture always the same – like health.

Health is culturally universal only in a certain way. “A universal need is to be healthy. But how we act to remain healthy is different. In the south of Europe, for example, people use more medication, whereas in the north people have a more active approach to health and exercise or play sports.” (Mooij 2005, 37) People want the same, luckily for marketers they are willing to negotiate how they can reach it. It gives marketers space to explore and then provide their potential customers the exact value or possibility that they require.

On the other hand it also means that marketers need to specify the universalities, so that they have something to offer. Once universality is specified, it causes certain paradox. Mooij (2005, 37) points out that universals are formulated in abstract ways, like happiness and love. The more abstract are these values, the more universal they are. Unfortunately in marketing and advertising, values have to be expressed in a concrete way. Love and happiness have to have particular dimensions, so that there is something saleable. This theory leads to conclusion that after all, the universals are not as universal as international marketing would want.

1.3 Cross-cultural advertising

Marketing as well as international marketing consists of many important areas, which all need to be adjusted properly if a company tries to become international. Advertising is probably the most difficult part of international marketing to be managed, because it has the power to persuade people to buy the product. On the other hand if the advertising is bad it has the power to repel any potential customer. For advertising is the cultural understanding

the most important – setting price strategy without knowing the culture is more imaginable than starting campaign without knowledge of cultural conditions in certain region.

The elemental challenge for international advertising is to find out, how advertising is perceived in which country. In some countries and their cultures it is even possible to find term ‘publiophobia’ “social criticism and rejection of advertising” (Usunier and Lee 2009, 378) If marketing department knows about this problem in certain state, it will be able to prepare itself and its strategy properly and prevent bad reception of its advertisements. If it is not possible to avoid complications, then it is at least worth it to save money for creating useless campaign.

This ‘publiophobia’ is still problem somewhere, which is why it is not possible to create one advertisement and apply it to all countries. Usunier and Lee (2009, 378) claim that publiophobia exists in some European countries like France and in Northern Europe. In other countries, for example Kuwait, the problem is that advertisements for pharmaceutical products are strictly controlled or even forbidden. It is even found immoral to spend too much money on advertisements for ethical drugs, because in the end it may end up being too expensive for poor people to buy it – due to advertising.

Although it is a good start when the advertisement is not considered to be improper, it is not the only worry for advertisers. They have to find out what country prefers which information contained in the advertisement. Not every country considers for instance prices equally important. “While Japanese advertisements, for example, have very few price, warranty and guarantee cues compared to US advertisements, they carry a much higher number of packaging cues. Korean advertisements include the price 38 per cent of the time, whereas in other countries the average is between 8 per cent (India) and 16 per cent (France) and the British prefer not to mention money at all.” (Usunier and Lee 2009, 383) Customers not the same even if mentioning price is concerned – on some of them work better if the price is mentioned, on the others it works better without putting price into advertisements.

Another issue to think about is religion. So many kinds of religion can be found around the world, yet the products should be able to be sold in every country. There are such huge international companies, which have to handle catholic, Muslim, Jewish religion in order to sell their product. The truth is that it also depends on a kind of product to be offered. It is much easier to sell Coke around the world than clothes. Almost everybody is allowed to

drink Coke, however not every woman is allowed to wear sleeveless T-shirt, or worse – to show any part of uncovered body.

Those are very general problems, there are some other important points which have to be studied and understood as well. “Mores and religion act as filters of advertising messages, transforming factual information into culturally interpreted meaning (e.g. a naked woman washing her hair in her bathroom) into elements of culture-based meaning (in incites people to sexual debauchery). If one focuses on information rather than meaning, it is difficult to become aware of influence of mores and religion on advertising messages.” (Usunier and Lee 2009, 388) The same information, the same advertisement could be due to different religion perceived in a different way – what can be perfectly suitable in one country might get offensive in another one.

Advertisers cannot forget that advertising tools are not accepted the same way in every country. It might happen that advertisers create very good television commercial with consideration to all possible obstacles and yet the commercial may not meet expectations. Explanation provides Herbig (1998, 112), who claims that each culture react to communications and messages differently. Koreans value testimony of a friend, family member or opinion leader, therefore customers’ testimony is more effective than television commercials. The same situation is in China; Chinese people trust more word-of-mouth advertising.

It does not necessarily mean that in countries like Korea or China there is no space for TV commercials, on the contrary. The main point is that creators of advertisements should realize this effect and try to adjust the advertisement so that it fulfills the expectation of local people. For example, it could be possible to create an illusion of neighborhood, and so reach increased credibility. “The concept of family is important to the Chinese and is thus played up in advertisements.” (Herbig 1998, 112)

2 INTERNATIONAL CAMPAIGNS TO LOCAL MARKETS

Once it is decided that campaign is going to be international, there is main decision to be made – it can be either standardized or localized. Further, each advertisement consists of several aspects, which have to be considered within every new market – those aspects are introduced here. Last part of this chapter deals with translating of messages, which are carried by advertisements.

2.1 Standardization versus localization

It seems that there is no other option than to explore all markets properly and then create applicable advertisement for each part of the market (each nation). This approach is called localization and even though it is very commonly used strategy, which is also connected with universalities, there is another way for starting to communicate with people in foreign countries – standardization.

2.1.1 Localization

The main disadvantage of localization is its high level of difficulty, time-consuming and manpower, as each entered market has its own campaign and sometimes even own advertising strategy. “This approach generates lots of different advertisements by the same company. Each division or subsidiary works with its own local agency to produce tailor-made advertisements for the local market.” (Smith and Zook 2011, 217) It is demanding nevertheless it can pay off significantly because this strategy secures thorough understanding of each market, therefore it there is bigger chance to address potential customers. “Needs may be universal, but attitudes, motivations, and expressions of needs vary.” (Mooij 2005, 21)

To ensure localization everywhere might be nearly beyond possibilities of a company – it is difficult to organize all of necessary work from one country. Very commonly are therefore included companies from local markets for which it is no problem to understand needs of the market. Despite of some international advertising agencies claiming to be serviceable around the world, it is not always that easy. “Many so-called international advertising agency groupings are also not as capable of working as a single international adviser / creator as they would have clients believe.” (Mackay 2005, 301) The companies do not have to be

only foreign advertising agencies; even better they may be or become subsidiaries of the first company.

Much better than to send somebody from a company to try to understand a market abroad is to acquire somebody directly within market – inhabitant of the country. “Nationals may be perceived as knowing the local market best and thus better equipped to make necessary modifications to advertising campaigns as a result of differences in the local media scene, political-legal environment, or culture.” (Mueller 2004, 158) Without advice or knowledge of people born in the country it is very risky to start a campaign there.

2.1.2 Standardization

Usage of standardization is very desirable by marketers because it in theory it is much easier to prepare only one conception which can ensure profit everywhere; however it is complicated task to achieve in practice and pure standardization is rather rare.

Achieving ultimate standardization, as Mooij (2005, 20) states, means offering identical products to the whole world and in the same time having identical prices and identical distribution channels. Above that it all has to be supported by identical sales and promotion programs. Obviously, everything depends on kind of product, yet for most products it is not manageable to accomplish these criteria. This claim support Smith and Zook (2011, 217): “For free-culture products such as industrial goods and some consumer durables, the purchase motivations are similar enough to permit high degrees of standardization. Culture-bound products, in contrast, require adaptation.”

According to some theories it is possible to use standardization in advertising, because “the world is one large market and regional, national, and even international differences are at best superficial.” (Mueller 2004, 176) For some products it is true and standardized strategy for all markets offers ideal solution without any adjusting to local needs. “There is no arguing with the fact that, today, Campbell soup, Crest toothpaste, and Camel cigarettes are at home in markets around the globe. Not only would consumers around the globe be satisfied with similar products, but advertisers could sell them with similar message.” (Mueller 2004, 176-177)

Standardization does not always work the same way; two variants of standardization are used the most often. “One option is to adopt a campaign deemed successful in the national

or domestic market for a firm's foreign markets. Another option is a preplanned effort to develop a campaign for use in multiple markets." (Mueller 2004, 177) Even if standardization is used, before using the campaign everywhere, it is necessary to have knowledge of all markets and potential customers' behavior. As for the second option if a campaign is planned to be used in more than one country and it is created accordingly, it means that the advertisers had had to study all the markets in advance so that they could be sure the advertisement would be acceptable. In a way, there is certain localization as well.

This concludes in an idea that starting a campaign abroad is always a matter of localization – and main task for advertisers is to figure out how much it is necessary to localize. In other words, the most commonly used is neither localization nor standardization – it is the mix of both methods.

2.2 Aspects of advertisements

Once a company decided how to approach selected markets and how much it is necessary to localize, it is time to think about aspects of advertisements which have to be adjusted. There are several aspects of advertising which have to be considered before anybody starts to create hopefully successful advertisement.

2.2.1 Language – the most important aspect

The first aspect, which occurs, is language, as it is very common tool used in advertising to persuade – nearly every advertisement contents some kind of text, if the text does not contain persuasive function, there surely is informative one. "Language is an important communications element. Subtle differences or different pronunciations may convey totally different meanings." (Pelsmacker, Geuens, and Bergh 2007, 561)

Here again rises necessity to work with native speaker in order to create message accomplishing assignment. Every language has its specialties, which are known on sufficient level only to people using the language as their mother tongue. Pelsmacker, Geuens, and Bergh (2007, 561) provide an example in Asian countries. Level of formality of the language in Japan depends on the gender and the status of the speaker. Above that, in Thailand language is different for men and women. Thai women use suffixes which Thai men do not use – they have their own ones.

Though it is complicated to possess knowledge of language it is also essential. Usunier and Lee (2009, 383) claim that advertisements have several text elements, like catchphrase, product description, slogan, and use colloquial language, which is difficult to use properly because it is hard to understand it well in foreign language. On the other hand, proper usage of colloquial language is very powerful. All these elements of language strongly influence effectiveness of an advertisement, since language differences are the strongest barrier to effective communication.

Possible solution for the language problem is usage of English. It is well known fact that English is the most spread foreign language so it could be advantageous to include it into advertising. “A very large percentage of Asian advertisements contain at least some English.” (Usunier and Lee 2009, 384) The difficulty is in poor knowledge of English – it is widely spread but it is also understood very little, the knowledge remains on a surface. Despite of not knowing the language properly its usage may still fulfill the purpose. Usunier and Lee 2009, 384) further point out that English is sometimes used for different reason than understanding. When some English word appear in advertisement, it suddenly gets certain feeling of being ‘cosmopolitan’, which is what some brands try to achieve; it is their positioning – offering customers image of becoming cosmopolitan by buying and using their product.

2.2.2 Humor

When adequate language is established, it is time to consider humor. An advertisement does not have to contain humor, nevertheless it often does because it is strong convincing tool. Even though it may increase persuasiveness of the advertisement, it is again very complicated to use it properly. Humor is based on many things like language, body language, intonation – the more clever humor advertisers want to use, the more they have to be careful and the more they have to ensure that they mastered every field. Otherwise the advertisement could become ridiculous instead of funny.

Even if everything for usage of humor is prepared, it does not have to be a good idea to use it. Every country is not ready for the same amount of jokes. “The percentage of advertisements intending to be humorous varies across countries. For instance, there is generally a higher percentage of humorous advertisements in television commercials in the UK than in the US and France, and even less in Germany.” (Usunier and Lee 2009, 384) Without this

cognizance it could be very easy to make an assumption than the funniest commercials are in the US, whereas The British with their typical sense of humor which is not understood very well elsewhere do not have such funny commercials.

2.2.3 Visual elements

Apart from radio, all of commercials include visual elements; above that in some media, like television, visual aspect is the key element of an advertisement. It has power to attract people to the advertisement, and even to persuade consumers to buy advertised product. However as well as all the other aspect differ across cultures, so do visual aspects.

Diversity of visual perception tends to arise directly from colours. “Some differences in colour perceptions and usage across cultures include:

- Blue being a masculine colour in the US, whereas red is masculine in France;
- Black represents mourning in France and the US, whereas purple does in Venezuela;
- Green is associated with money in the US; whereas in France it is associated with pharmacies;
- Black and brown are common in France and the US, whereas red, orange and green are more common in Venezuelan advertisements.” (Usunier and Lee 2009, 390)

Nearly everyone knows at least basic meaning of colours – that red means passion and blue calms, despite of that, every colour has more than one interpretation, it is not that clear which colour use with which occasion, and going across borders makes it even more complicated. Not only usage of proper colour is problematic, though.

Symbols are usually also present in visuals. Symbols are not only geometrical pictures with particular meaning, to symbols can be added also all pictures which provide associations, and above there is another important part in this area - animals. The situation for all the symbols is, similarly to colours, more complicated than it might seem to be. In fact, it is possibly worse with symbols and their interpretations.

For instance, viewing of an animal in advertisement varies in many cultures. Mueller (2004, 126) claims that it is problematic to use animals in international advertisements. An owl, for example, stands for wisdom on one hand and for a bad omen on the other hand. As a sym-

bol of wisdom, it is viewed in Great Britain and the USA; in France it is considered to be an animal of limited intelligence, while in Middle East it seen as a bad omen.

2.2.4 Influence of values on advertising

Advertisers' job is also to focus on values differences. Based on culture, values of inhabitants of two countries may significantly vary. In such case, it is not very reasonable to use the same advertisement for both markets. "Some values may exist everywhere, but there is a difference in rankings of priorities of values." Mooij (2005, 83) Though the same values are important for most people, they would not agree in choosing and arranging them on the basis of their magnitude. Naturally priorities cannot be the exactly the same around the world as each nation had to go through something else; if a country suffered famine, its inhabitants' priority could be food and health, whereas if a country suffered under a dominance of other nation, inhabitants could consider freedom as the most important.

Despite possible origins in history, values dissimilarity is very well recognizable in present time; over time the differences among nations values most probably reduced and nowadays they need to be explored more closely to find the true substance. To provide an example, Mooij (2005, 83) compares situation in Brazil and the United States. In the United States have been consistently the most important values family security, world peace and freedom. In Brazil though, the most important appear to be true friendship, mature love and happiness.

Also connected to values is people's attitude towards celebrities – in the United States celebrities have much bigger influence than in some other countries. Undeniable advantage for using American celebrities in advertising is a fact, that they are well known around the world – movie stars, pop stars and also sportsmen, therefore they can participate in international campaigns. On the other hand people from other countries are in some cases more resistant to celebrities' influence. "In the US, a popular way of marketing new products is through celebrity endorsements. In Ireland this is much more rare, and one can count on one hand the number of celebrities advertising products on TV." (Trompenaars and Woolliams 2004, 99)

3 METHOD OF BACK TRANSLATION

Translating advertisements to foreign languages is demanding and it requires skillful advertisers or even translators to do it. As it is very important to control that message going abroad is correct, there are some procedures, which can help with translating – not only can they help, they are necessary for creating valid translation. Above that there is a method, which can provide a control of the translation – it is called back translation.

3.1 Message

The most important part of advertisement is the message it carries. It might happen that some cultural differences in humour or colours are badly interpreted and an advertisement still may have a chance to be successful, however with messages, this may happen only rarely. Message is definitely the point, which should be understood by recipients correctly.

At first, it is important to define message as such. Moriarty, Mitchell and Wells (2009, 53) describe message as a core of an advertisement, because the main purpose of advertising is to create message and send it to public in the hope that people will react according to the message. Usually, message is transferred by media. Message is information given to consumers by advertisers in order to achieve certain goal.

Transmitting message to audience is in accordance with a model of communication. “The traditional model of communication includes the source or sender of a message (person, organization, company, brand), the message itself (story, picture, advertisement), the medium (any carrier of the message: a storyteller, newspaper, television), and the receiver of the message (person, consumer). Mooij (2005, 135) If nothing else, this model of communication is everywhere the same.

Even when the scheme is clear and the same, there still might be some problems, there are many influences which may have bad impact on the process of transmitting. According to Mooij (2005, 136) it is very likely to happen within mass communication, because it is more difficult to control the whole process than it is for interpersonal communication. During coding and decoding of the message, anything may go wrong.

3.2 Introduction to translating

Translation is the thing which helps people to communicate across borders, in different countries and cultures, all in case that foreigners are not familiar with the foreign language are they are not secure in using it. “Translation/interpretation: the ability to mediate between cultures, to explain one to another; mixed loyalties; the pushes and pulls of the source and target cultures.” (Robinson 2003, 195) Therefore it is not wise to underestimate the importance of first-rate translation.

If an advertisement contains more text than only several key words, it should be translated by experienced translator. That does not by all means mean that it has to be someone, who does translating as a professional; however it is better when the translating person knows how to make quality translation and what important steps of translation are – it is good to entrust this work to somebody who is experienced in this field.

Translator of an advertisement has to translate text from original to another language, it requires several skills: the person has to have philological abilities as well as he or she needs to understand cultural context and then he or she has to be able to think as an average inhabitant of foreign country. The last skill is mentioned, because translators usually have more knowledge about given topic than recipients so they may think something is obvious but the recipients of the message would not get it.

If the translator possesses all the skills, he or she may create reliable advertisement. And as Robinson (2003, 7) points out, reliability is key factor of translation. “Translation users need to be able to rely on translation. They need to be able to use the translation as a reliable basis for action, in the sense that if they take action on the belief that the translation gives them the kind of information they need about original, that action will not fail *because* of the translation.” In the world of advertising it means that consumers who have to be persuaded by message of advertisement, have to get clear message exactly as it was meant in original, it cannot happen anything like confusing potential consumers who might end up looking in the advertised product for something else than was advertised.

When the translation is reliable, it also means that it is a high-quality one. According to Knittlová, Grygová, and Zehnalová (2010, 14 – 15) there are three main aspects which have to be fulfilled in correct translation:

- Language in translated version is natural
- The translated message has the same meaning as the one in original language and it also have the same impact on addresser of the translated message as it had on the original addresser
- Dynamics of the speech or written language remains the same – translation should recall the same reaction as it did in original.

If those aspects are maintained, language into which was message translated is not deformed on the bases of original language; recipients of such advertisement then have an impression that the advertisement is from their country, that there is no foreign influence.

Translation is a process, which has some standards to be hold onto; however it is only on part of knowledge about translating. As it is a process there are of course certain phases of it, first phase could be put even before translating as such – it is preparation. Preparation definitely requires some time and it is valuable later during translating. Once preparation is done, there are next phases of the process. Robinson (2003, 91) divides the process into three other steps and provides some advice.

- *“Translate:* act, jump into the text first, translate intuitively.
- *Edit:* think about what you’ve done; test your intuitive responses against everything you know; let yourself feel the tension between intuitive certainty and cognitive doubt.
- *Sublimate:* internalize what you’ve learned through this give-and-take process for later use; make it part of your intuitive repertoire.”

When a translator is doing his or her job, he or she has to translate the text, but as well he or she should realize what they have learnt during this process and use it later for next translating. It basically means that doing translations is never ending process; every last translation made gives an opportunity to create better next translation.

There is always a lot to be learned because translating may appear to be mainly about words, but it is only partly true. Robinson (2003, 112 – 113) explains that words only make sense in some context. It is also natural way of learning words – we usually hear or see them as a part of communication (spoken or written) between, for example, two our people

– in case of children it would be most likely parents. This is why it is so important to use words in context and to understand the context thoroughly.

3.2.1 Examples of bad translating

The theory of translation is known, there is literature covering this issue, yet there are still some advertisements which were adapted for foreign consumers not very well. The main problem of these advertisements is their non-efficiency, they are sometimes funny and sometimes they may be rather offensive.

One of the main reasons of translation difficulty is the fact that headlines and slogans of advertisement have to be interesting, easy to remember, therefore they are often funny or they contain some kind of wordplay. “Headlines in any language often rely on a play on words, themes that are relevant to one country, or slang. Because these verbal techniques don’t cross borders well, copywriters must remove them from the advertising unless the meaning or intent can be re-created in other languages.” (Moriarty, Mitchell and Wells 2009, 456)

This is where method of back translation helps, if advertisers use it they will find out what their newly created text mean. Such an example of bad translation provides Moriarty, Mitchell and Wells (2009, 456) in an advertisement for Rome laundry. “Ladies, leave your clothes here and spend the afternoon having a good time.” Clearly, this translation may send out different (and rather offensive) message to the ladies than was originally intended.

Examples of bad translations are usually given between English and Spanish, as Spanish is widely spoken language, and it covers apart from Spanish market also the market in Latin America. Webpage What They Don’t Teach gathers examples of problematic translation. “In 2004, Hispanic pop star Thalía Sodi proudly branded a new Hershey’s line of ‘Hispanic Inspired’ candy with her name. The new line included a candy bar naively called ‘Cajeta Elegancita’. There wouldn’t be an issue if the product was being marketed in Thalía’s native Mexico, where the word ‘cajeta’ has the G-rated meaning of milk candy (loosely translated). Unfortunately for Hershey’s, in parts of Latin America ‘cajeta’ is also a derogatory slang term for a part of the female anatomy. So if an Argentinean residing in the United States ran into this product at the grocery store, best case scenario he would have a good laugh.”

Another amusing situation happened with successful ‘Got Milk?’ campaign. This campaign was according to (Moriarty, Mitchell and Wells 2009, 458) awarded many times and the best benefit was that this campaign managed to increase sales of milk in California. The principle of these advertisements was to show a celebrity with a milk moustache holds a glass of milk and there is only one slogan – ‘Got Milk?’ However in Spanish translation the translation was rather ‘Are you lactating?’ Advertisement with text in this translation is more likely to decrease the sales.

3.3 Back translation

Certain way how to ensure those bad translation will not happen to a company who wants to enter foreign market is to use translating method concerning back translation. “A back translation of the ad copy from the foreign language is always a good idea.” (Moriarty, Mitchell and Wells 2009, 458) It is the final possibility how to check that the advertisement truly communicates a message in intended form. It provides feedback from a participant, who is independent on the original version of translated text, and its purpose is to reveal any possible misunderstandings.

There are at least two people translating one text into two languages, which results in two texts in the same language, which need to be examined carefully – one with the other. Comparing the two texts in the same (original) language is the core of the method, as back translation is based on comparison. In ideal situation the comparison should lead to two same texts – in that case the first translation from original text to target text is successful. However if the comparison shows two texts which are in certain aspects different, it is a sign of low-quality translation. “Any discrepancy between the first and last research question indicates translation problems.” (Onkvist and Shaw 2009, 273)

3.3.1 Process of back translation

The method of back translation has always the same going: first there is an original text which has to be translated then there is translation and finally the translation is transformed back to the original. “The purpose of back-translation is not to obtain a polished version in the original language (back-translated version) but a literal version of the translation in order to be able to check its quality, and to later allow tests of meaning equivalence.” (Chan 1995, 33)

However the translation from the mid step (the first translation into target language) back to the origin has to be done by somebody, who has not seen the text before. “In back-translation, a researcher prepares material in one language and asks a bilingual into translate it to the target language. A second bilingual, who has not seen the original version, then translates the material back into the original language.” (Chan 1995, 33) It is important to have somebody impartial for the job so that his or her translating is not adjusted in order to achieve the original; it does not have to be on purpose yet it still can happen subconsciously. And if the translation is not good enough during the first exchange, the process still have to continue the same way until it is an appropriate translation.

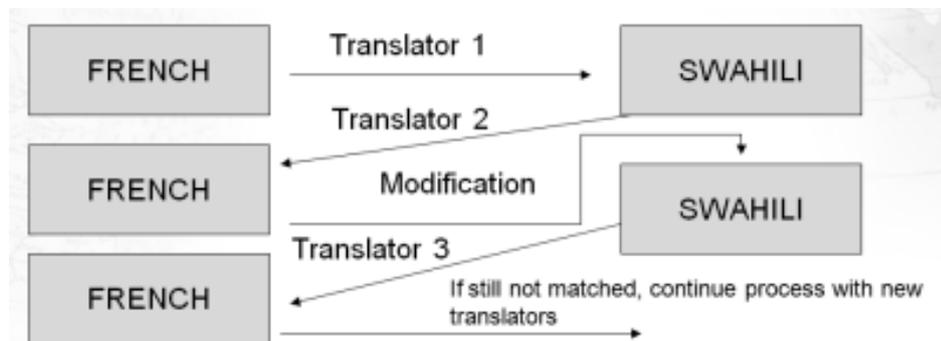


Figure 1: Scheme of the method of back translation. (USC – Culture and Subculture)

The necessity of detached second translation confirm also Onkvist and Shaw (2009, 273) by saying that the original text is translated and then handed to another translator who translates it back to the first language and then the original text is compared with the translated text (in the same language) and based on the comparison there may be done some conclusion.

This scheme of how back translation works is very simple. It appears that there are only two translations done and everything is ready – on the contrary, the process of back translating is more complicated. Apart from the described scheme there is not anything else, the point is that these two actions of translating from one language to another have to repeat several times. And this repetition is a consequence of the fact that one translation is not enough. “The first back-translation usually shows discrepancies between the two original versions. This, however, should not be regarded as a flaw in the method but as a way to control the quality of the translation as well as a source of information as to which items can and cannot be transmitted to the target culture.” (Chan 1995, 36) The method of back translation is a

sequential process, which helps to reveal all possible problems within newly adjusted advertisement.

Sometimes the process of back translating may be even longer. It happens when a bilingual translator of the advertisement wants to be sure that he or she translates correctly and that he or she does not add anything from his or her understanding skills. According to Chan (1995, 36) in this case the translator asks for help another (one of the best) translator who has to answer these questions:

- Is the grammar good?
- Are used the words, which are understandable to most native speakers?
- Do you feel that other people may have problems reading the text and answering some questions about it?

If the helping translator approves the translation, the original translator passes it on to the other step and the process than is: original to target, target to target (check), and target to original.

In the end of the process there is a text in original language which can be approved as it is suitable for translating into another language. “Back-translation can guide the final decisions about the wording of the original language version through the decentering process which determines the changes that must be done.” (Chan 1995, 35) In other words, the method of back translation helps to create original advertisement.

3.3.2 Disadvantages of back translation

Although method of back translation is very helpful, it does not cover all the problematic aspects of translating texts. The problem here is that this method focuses mainly on words, text. However language does not have to work the same way in all the countries; it is important to realize that back translation does not deal e.g. with culturally based connotations. Onkvist and Shaw (2009, 273) suggest that literal and direct translation does not handle issues of conceptual equivalence and issues of respondents' comprehension.

As was mentioned before, sometimes human mistake may become a problem. “Problems may arise in the different stages due to the quality of the translator being used. For example, if the translator who did the back-translation is careless or lacks experience, the result could

be a bad back-translation of a good translation.” (Chan 1995, 35) Possible solution is to have the translation done by more people, independently, which unfortunately increase costs; however it may eventually pay off.

It is very reasonable to include the method of back translation into creating advertisements for foreign markets, for transforming advertisements to be able to go abroad; on the other hand it is also important to keep in mind that this method is only one (usually final) step in the process. Creating an advertisement for foreign markets without knowing cultural background may prove to be very unfortunate as well as translating this advertisement without usage of back translation.

II. ANALYSIS

4 RESEARCH QUESTIONS, METHODOLOGY AND GOALS

After theoretical part come analysis and project, both of those parts have to be based on a research which enables to answer the research questions. The research has to be done in accordance with methodology described below. The research provides materials and necessary background for both analysis and project as the project is based on analysis.

4.1 Research questions

The analytical part focuses on following research questions:

- Do mobile operators use method of back translation?
- Is the usage of the method of the back translation suitable for each operator?
- Are there any advertisements of mobile operators, where it is not possible to use the method of back translation?

Those questions are building the structure of the present thesis as those are the questions which should be answered during the analysis and results based on trying to find answers to those questions are going to be the results of the thesis.

The project part is very closely connected with research questions as well, especially with the second one. It is because the project partly depends on the answer to the second question and further it is developed suggested benefits of the method for each mobile operator.

4.2 Methodology

To be able to answer the research questions, there are three important steps to be done – questioning the mobile operators, document analysis, data gathering and observing. Those three techniques are bases of the methodology helping to create analytical part of the present thesis. Those procedures offer an opportunity to explore and compare usage of the method of back translation by individual mobile operators and their advertising strategies.

- Questioning – this method is used to get information from mobile operators about their usage or not usage of back translation, there are four questions for each representative of an operator. The questioning is done over the telephone.

- Document analysis – the information gathered from the mobile operators have to be analyzed to get some results. Also the necessary part of the present thesis are advertisements which have to be analyzed as well, to find out if they are suitable for the method of back translation, what kind of advertisements are they and especially what text they contain.
- Data gathering – to have something to analyze it is of course important to collect some data, some material which can be worked with. The data collection was done on the internet, in newspaper and magazines, in television and on billboards.
- Observing – this method of marketing research provides very useful information and sources for analytical part of the present thesis. Not everything, what is able to be found out about mobile operators, is a document to be analyzed as well as not everything can be collected, which is why the observing is so significant.

4.2.1 Questioning

To find out necessary information from mobile operator, a method of questioning over telephone was chosen. The questions were prepared beforehand in order to ask the respondents clear and brief questions. The previous findings from press departments of the companies showed, that there is better chance to get answers if the questions are clear, brief and there is not many of them. As a result, following four questions were prepared:

- **Are you familiar with a method of back translation?** First, it is important to find out if the responsible person knows about the method. If not, there is no sense in further questioning.
- **Do you use the method in your company to translate advertisements?** Positive answer to the first question does not confirm that the company uses method; therefore it has to be the next question. Again, if the answer for this question is no, there are no more questions to ask.
- **Do you do the translation yourselves or do you hire some agency to do it for you?** For the project part, it is relevant to know, if doing the translation is a case of in-house work or outsourcing.

- **Is the method used for all advertisements or only for certain type?** Mobile operators create more than one kind of advertisements thus it is worth to know if the method is applied only on some specific advertisements (if so, then what type it is) or if it is a tool for translating all the advertisements produced by the operator.

Once the questions were prepared, appropriate people were contacted, however all of them preferred to have the question sent to their e-mails, so that is exactly what was done – after a phone call, the questions were sent to the contact people’s e-mail addresses.

4.3 Goals

The main goal of the analytical part is to answer the research questions which are the core of the present thesis as it will afterwards enable to elaborate the project, which is following:

- Implementation of the method of back translation into advertising strategies of mobile operators – based on the answers arisen from the analytical part it will be possible to suggest a way how to implement the method of back translation into a process of creating advertising campaigns for each mobile operator and why to do that.

However to answer the three questions is not the only goal, there are some other goals within the whole thesis to be fulfilled. Those goals are less important, still important enough to be explored:

- To describe the method of back translation – as the title of this master thesis is “Method of Back Translation”, it is necessary to describe and define the method and to give examples of how it would work in practice.
- To find out how individual mobile operators approach to the method of back translation – the aim here is to contact marketing departments of mobile operators and get their statement regarding method of back translation
- To compare advertising strategies of the mobile operators – it is connected with previous target, once the mobile operators are contacted, it is natural and interesting to compare similarities and difference within the advertising strategies which are connected with usage or not usage of the method.

5 VODAFONE

The usage of method of back translation will be analyzed within marketing campaigns of three worldwide mobile operators which are Vodafone, Telefonica O2 and T-mobile. For the purpose of this work, printed advertisements are used so that it is possible to study the texts properly. These companies have been chosen because they all have to address several different markets, therefore also cultures and that is why it may be possible to find probable usage or not usage of method of back translation. If the usage is not found then there will be given reasons for not being it this way. Also, these three companies have been chosen because they are usually the main competitors within their market and they have different approaches to international marketing strategies, which is interesting. Each part about mobile operator contains a chapter with statement of the mobile operators representatives concerning method of back translation.

The first company to be described is Vodafone, which is a British company and it is claimed to be the biggest mobile operator in the world. "Vodafone is the world's biggest multi-national operator with 384 subscribers at the end of 2011." (Fitchard – Gigaom) Despite this claim, in the Czech Republic Vodafone is definitely not the biggest mobile operator. On the other hand it has most likely the best advertising strategy, its advertisements are very popular in the long term.

5.1 Company Background

In the Czech Republic Vodafone has not always been Vodafone, firstly there was a company Oscar which later became part of international company Vodafone. Earlier Oscar and now Vodafone, but the way how this company has been perceived by public is still the same. Vodafone started exactly when Oscar finished – with creating funny advertisements which will be very easy to remember and above that which will become phenomenon.

The strategy of entertaining people is not meant only for the Czech Republic though. "Vodafone has come with creative advertising campaign for it various plans. This strategy has captured the imagination of millions. The strategy is a buzz that lives up to the brand image of great creative's and clever marketing." (Shaikh, Khushbu and Chetna – Vodafone Marketing Strategy) To provide an example of such a buzz in the Czech Republic, there is an advertisement with little dogs known as false reindeers.

This advertisement was so successful that nearly every citizen of the Czech Republic knew it. Its popularity was in its originality, in showing that the company does not take itself too seriously and it also had a good story included. These all factors ensured good usage of viral marketing – people talked about it, they shared it on the internet and also they were willing to buy stuffed toys for their children. These set of commercials were popular also buy customers of their competitors and suddenly people using O2 or T-mobile had at home false reindeers, which was very close to become new or at least potential customer of Vodafone.

Even though the given example of Vodafone advertisement clarifies its popularity, it still does not secure the strongest position of Vodafone in the market. On the contrary, out of the three main competitors, Vodafone is the weakest – it has the least share on the market. On the other hand, it has been getting stronger ever since it entered the market, so their position on the market may not be the leading one, yet it is stable one. According to MobileMania (Mobil(n)ovinky) and its data from year 2011, Vodafone had 3 194 000 customers, which is the least number in comparison with other mobile operators. Yet in the same time Vodafone is the only mobile operator which still increases the number of customers.

5.2 Advertising Strategy

As was demonstrated above, Vodafone relies mostly on funny advertisement and on word-to-mouth marketing (as a part viral marketing) which helps to spread the brand awareness and which also multiplies the effort of advertisers. The usage of humour is very unpredictable – it may turn out to be great strategy or it may turn out as a disaster. Some funny-to-be advertisements often end up rather embarrassing.

Luckily for Vodafone, it is not a case of the company. Its advertising campaigns are usually perceived very well and humour within its advertisements is considered to be good and original. At least the described situation was couple of years ago, these days the company still tries to keep up with previous successes however it is getting harder. There are some campaigns, like blushing mushrooms (appendix I), which were not that funny, however they were at least original.

Despite the fact that these advertisements were not that amusing, they still were based on a kind of humour which was hidden in connection between the mushrooms in the picture and the text (houby rodina). This campaign was oriented on families so it might be a reason why it tried to create a feeling of family well-being rather than pure entertainment.

In fact it has to be difficult for the advertisers from Vodafone to come up with a new campaign several times a year and try to have it as successful as the one with false reindeers; the reason is obvious – to overcome the popularity of this campaign is nearly impossible. To confirm the popularity of the false reindeers campaign, it is possible to find many parodies of it, for example with one of the very criticized politicians of that time Jiří Paroubek. When a parody of something is created, it is always a sign of popularity because it would not be worth it to parody something insignificant.

Target group for Vodafone are young people, always have been. Even in the times of Oscar, this company offered one of the best price/free minutes ratios for students. According to Jenerálová (Ahoj! Česká Republika), who compared the three mobile operators within the Czech market, Vodafone offers advantageous rates and above that pre-paid services without necessity to sign a contract, which is very often used by students and by people who uses the telecommunicating services only occasionally.

It makes Vodafone also the best possibility for foreigners who come only for certain time period. Significantly high percentage of those people uses Vodafone as a provider of telecommunicating services. Those foreigners are again young people, and more importantly they are taken care of another young people who are very likely to recommend their own provider as long as they are satisfied with it.

To sum it up, Vodafone relies on original, humorous advertising which will be appreciated by and which will affect mainly young people. To support the claim that young people are the target group of Vodafone, there is other evidence. Vodafone in the Czech Republic cooperates with famous pop group called Nightwork which is popular mainly among young people. The group has participated in more than one campaign of Vodafone, which may suggest a conclusion that it is an advantageous connection for Vodafone. In other words this company tries many possibilities how to become closer to its target group. It is important for their present and probably even more for their potential customers to be able to identify with the brand and with what it represents.

5.2.1 Local Marketing Strategy

The situation in marketing of Vodafone for the Czech Republic was briefly explored; however Vodafone is an international company, therefore it is important to focus on its international marketing strategy. Nevertheless to know how the company operates in one specific market might be helpful for further exploration because it is possible that it has similar strategies in other countries as well.

As is very apparent from the advertising strategy in the Czech Republic, Vodafone focuses on local markets and adjusts its advertisements to it. This company tries to understand and cover needs of local markets and consumers. The Czech market is full of people who like to amuse themselves and who want to be entertained by the company – the sense of humour is very important in this country and the marketing strategy of Vodafone understands it.

Not only are the advertisements in the Czech Republic funny, they also tend to offer certain closeness in a way that suggests Vodafone to be here for everyone and that it is very normal company which belongs to the Czech market. “Advertises more relate to common man, leads to more customers.” (Shaikh, Khushbu and Chetna – Vodafone Marketing Strategy) This company wants to be perceived as something typically Czech and out of the three main competitors in the market, this one certainly is perceived this way. Vodafone spreads the atmosphere of familiarity; it almost seems like Vodafone could be a part of a family or at least part of a group of friends – the part which is reliable but even more importantly which is not going to spoil any entertainment.

However the commercials of Vodafone are not funny only in the Czech Republic, humorous commercials can be found also in Great Britain, for example. There was once an advertisement using Morse code in it and the main message – Vodafone communicates clearly – was coded in it. It was very easy to decipher but to be sure that message is understood Vodafone also added this sentence as a slogan in the bottom of the advertisement (appendix II). It concludes that Vodafone tries to have entertaining commercials in all markets which seem to be a part of its international strategy.

5.2.2 International Marketing Strategy

In accordance with previous findings, it is possible to say that international marketing strategy of Vodafone is to adjust to local markets however to keep some common features and

qualities on international level. On one hand it is the presence of humour in different markets, on the other hand it is a slogan, which remains the same for every commercial in a campaign both in the Czech Republic and Great Britain.

One of the international slogans of the company is “Power to you”, which is used in the Czech Republic, Great Britain as well as in some other countries (appendix III). This is a slogan which could be quite easily translated however advertisers from Vodafone decided not to translate it. The reason for it might be that with this slogan in English, which is an international language, it may help to increase the feeling of something bigger than only a small company in the Czech Republic, because that is something which Vodafone is definitely not. It is helpful for Vodafone to make an impression of belonging to the country and understanding the culture, however it is as well important to be known as company which can be rely on while going abroad.

One thing with the slogan “Power to you” is its internationality, the other thing is that is very short and simple, thus quite easy to understand. This is multiplied by the fact that target group is created by young people who generally know English enough to understand a sentence like this one. Of course, there are also young people who do not understand English at all, but it is not such a big problem as for them there will still be the feeling of something beyond the borders of The Czech Republic and they may remember it when they go on holiday and need to use roaming or even when they go abroad and need to buy new SIM card in the particular country.

Another reason for not translating is the one, that the translated sentence would not most likely sound as well as the original sentence. There might be a loss of its power and it may start to have rather unsure and unconvincing impression. Above that the name of the company is also international, it does not sound, for example, Czech so it is not necessary to have everything within the advertisement in the same language. “The name Vodafone comes from **Voice data fone**, chosen by the company to reflect the provision of voice and data services over mobile phones.” (Shaikh, Khushbu and Chetna – Vodafone Marketing Strategy)

The conclusion about international marketing strategy of Vodafone is following: Vodafone has similar advertising strategy generally but it is adjusted to needs of local markets. The adjustments are then again in similar way, they correspond with local cultures, habits and

especially with local sense of humour. So the strategy is to entertain people, to create an impression of young, reliable and amusing partner for the potential customers. The way to reach this target is hidden in wordplays, connotations and pragmatic meaning of text in the advertisements. That is why it is necessary to adjust to local markets; it is very difficult, nearly impossible to have the same connotations all over the world.

5.3 Vodafone and Method of Back Translation

The international strategy of Vodafone is based on adjusting to local cultures therefore there is not much space for using method of back translation. Back translation would be used in a case that advertisers had decided to share, for example, the same joke in more than one country. This is very unlikely because it is almost impossible to achieve correct translation with the same meaning. The impossibility is hidden in different cultures – every culture perceives certain signs differently and it is not anything to be changed.

As is going to be shown below, Vodafone uses campaigns based on certain cultural aspects, like sense of humour, a lot thus this company does not have a need to use a method of back translation. However not all of the advertisements are the same so it is worth it to explore some advertisements further to see if there is any point for Vodafone to rely on the method while creating advertising campaigns.

5.3.1 Statement of Vodafone representative

Cooperation with Vodafone was successful and it confirmed the assumption that this mobile operator does not make a big use of the method of back translation; the representative answered at least the main questions for further exploring. The senior ATL specialist from Vodafone replied that they know of method of back translation; however there is no need of the method for them, because they do not take over foreign advertisement. The specialist confirmed that Vodafone cares about local advertising strategy and that the Czech branch of Vodafone has an advertising department for creating advertisements especially and only for Czech market.

Thus the other questions concerning usage of the method of back translation by Vodafone were not answered – there is no background in the company to provide further information about the method.

Even if the Vodafone representative claimed not to use the method of back translation, that does not mean that the company does not use the method at all, there are still other branches of Vodafone, which needs to communicate with each other and which may have slightly different approach to creating advertisements. Above that, the representative talked about advertisements as a whole, however there are parts of advertisements like slogans, which are rather part of brand thus it works differently.

5.3.2 Advertisements unsuitable for back translation

Most of Vodafone advertisements are unsuitable for usage of the method of back translation; this subchapter provides examples of them and explains the reason for their unsuitability.

It would be possible to use method of back translation for slogans which are the same everywhere, however in case of Vodafone these slogans are usually not translated at all and they remain in English, such as slogan “Power to you”. Again, there is neither need nor even a possibility to use method of back translation. The slogan “Power to you” is definitely not the only slogan which remained the same in different countries; in Great Britain as well as in Germany was used another slogan.

This time the slogan says “Make the most of now” (appendix IV) and even though it is much more difficult for not English speaking people to translate, it still stayed in English. With the first slogan it was possible to rely on common knowledge (for example from movies, songs or computer games) of at least some English words so that it would make sense, however in this case there are more words and those words are not as well known as the ones used previously.

Quite often Vodafone uses advertisements which are not possible to translate at all. The main problem is of course in the language and in the usage of double meaning. There was an advertisement in the Czech Republic which was based on similar sound of two words (appendix V). The words are pronounced in the same way however they are written differently. The claim on the advertisement is supported visually – there are dogs, which are supposed to create the sound written in the text. Without the picture the advertisement would not make much sense, however with the picture the whole advertisement gives the impression

of well-thought idea, it is funny and easy to remember – it makes positive impact on consumers.

The slogan in the advertisement described above uses a linguistic figure called pun. McQuairre and Mick (1996, 433) define pun as a figure which is based on similarity of sounds – two words which have different meaning but have the same or at least very similar sound are mixed together; the point is something unexpected surprising, which has a chance to remain in memory.

This is not the only figure that is used in advertising; usage of linguistic figures makes advertisements much more interesting and Vodafone is very keen user of this linguistic tool. However it is impossible task for translators to deal with, therefore there nearly cannot be any attempt to use the back translation.

To create valid translation in given meaning for advertisement like that one, it would be necessary to spend significant amount of time by searching for something similar, some word in a foreign language, which is also possible to use in double meaning; most probably it would be different word therefore accompanied by different picture and there will be eventually new advertisement. The only linking point can be preserved in the original remaining idea.

Another advertisement not suitable for using the method of back translation is the one, which in its title uses word SIM connected with simply and the result is SIMply (appendix VI). It is obvious that it is untranslatable expression, because the problem here is that the word SIM for the card inside the phone was adapted into other languages whereas the word simply is purely and only in English. It means that the word SIM would have to be always the same but the advertisers would have to change the rest of the word into the one with the same meaning. It is very probable that there is no such word. Above that this title uses sort of a repetition – the second word “spectacular” has the same initial letter; in English this verbal manipulation in the advertisement works very well, however it is not possible to use it in another language.

5.3.3 Advertisements suitable for back translation

Despite all the advertisements not suitable for back translating, even Vodafone produces some advertisements which could be transformed into foreign language with help of the

method. Those advertisements are generally advertisements explaining benefits of a certain product, service or an offer; advertisements which contain more text than just a slogan or headline. Those advertisements are not required to be funny as they carry informative as well as persuasive message rather than only the persuasive one.

An advertisement like this is the one, where Vodafone expresses gratitude for having one hundred million customers (appendix VII). The advertisement contains several sentences which simply explain that Vodafone has a certain amount of customers and that the customers are those, who make the company. Other words in the advertisement are very clear – “thank you”; the two words can be translated without even using any special kind of translating as there is no problem with equivalent in any language.

It is probable that this advertisement was not only in English, that Vodafone wanted to thank all the customers in all the different countries. To do that, there may be visual changes needed as the picture in the advertisement is used English speaking countries, however the text does not correspond with the picture and because of this reason, there is no problem with translating the advertisement. And naturally, if the translation is done, it is always advisable to use the method of back translation. Here the advertisers or the translators had an idea what the main message is they had to keep to it, do the translation and then have somebody else to back translate it to check that there is no inappropriate word which may have different meaning or associations than expected and required.

With Vodafone advertisements it is very difficult to find some of them used both in English and in Czech therefore there is not much material to compare to see if the method of back translation was used or not. This truth leads to a conclusion that with Vodafone, this method is not used for adjusting advertisements for needs of foreign markets because there is not anything like adjusting advertisements to local markets. Vodafone has a team of advertisers specialized on culture, language and habits in each particular country and creates the texts according to the researches and prior preparations. This assumption also supports the statements gained from the Vodafone representative.

6 O2 – TELEFONICA EUROPE

Another mobile operator to be analyzed is Telefonica Europe; this mobile operator is represented in the Czech Republic by Telefonica Czech Republic but to its customers it is known simply as O2 (therefore this name is used in the present study). Marketing strategy of this company is different than marketing strategy of Vodafone, it does not rely on humour and entertaining people, it rather relies on building awareness of its reliability and ubiquity.

6.1 Company Background

The headquarters of O2 is situated in Great Britain, as well as headquarters of Vodafone, however unlike Vodafone, O2 is not only mobile operator. Both operators nowadays provide also internet services; nevertheless O2 is specialized also in landlines, which is most likely the reason of its success over Vodafone – at least in the Czech Republic. In the Czech market O2 is one of the two strongest companies in their field, currently it is on the second position. On the other hand the difference between the first and the second is only small and it changes over years. MobileMania (Mobil(n)ovinky) informs that number of customers reached by O2 in year 2011 was 4 827 000, which is the second position considering the share in the market. However there is one field in which is O2 the best – number of contract customers; O2 even managed to increase the number.

O2 can be considered as the oldest mobile operator in the Czech Republic, but then again exactly as in case of Vodafone, O2 bought one of the existing mobile operators which was Eurotel. And this was not the only company – the present O2 is basically mix of former Eurotel and Telecom. According to Doseděl (mobinfo.cz) O2 came into Czech market in year 2006 after buying Euroten and Český Telecom; in summer 2006 the two companies were put together and in September the new company started to use name O2 even within Czech market. O2 still continues in those two fields and combines them together which creates a great offer for its customers.

Having covered landlines, it provides very significant possibilities for O2 concerning internet and TV offers. There are packages offering landline, TV and ADSL for some advantageous price and many people find it beneficial and are willing to become or remain O2 customers. Although the main benefit for the customers may not always be the best price or internet speed, the secret of its popularity may be hidden in its comfort. If somebody decides to have

the package of the three services, he or she then will have only one provider, one contract and one bill to pay. For O2 another big advantage is contained – and this time it is helpful in their mobile operating business.

Once a customer signs a contract or at least shows an interest, the company gets contact information, which is very valuable. Later this information is used to try to convince the customer to start using O2 as a mobile provider, and of course it is accompanied with some very special offer. Recently, the new convincing strategy is to offer the current customers, who however use different mobile provider, with free SIM card with certain amount of free minutes. This is a bonus for loyal customers and it is possibility how to save some money; it is very clever and gentle way how to get new customers.

Average person who gets something for free uses it. The catch is that there is usually some limited amount of free minutes or some pre-paid sum of money and once the customer runs short of it, there is great chance of the customer spending some money simply because he or she is already calling, so he or she wants to finish the call.

Naturally, this works both ways – users of O2 mobile services may expect a call trying to offer them TV or internet services. However this is more complicated as not everybody has a landline. In fact having landlines in households is becoming nearly exceptional and focusing on these households also defines target group – older people are much more likely to possess a landline than young and middle-aged people. There are also companies with landlines, but that is different case as companies do not need television connection.

It seems that O2 has quite a good system of getting and maintaining customers due to its duality of offered services and maybe this may explain, why it does not have the same advertising strategy as, for example, Vodafone. Their advertisement does not have to amuse people that much, because they possess different tools for getting people's attention. Despite of all that every company needs to be advertised; next part is going to focus on marketing strategy of the company.

6.2 Advertising Strategy

Compared to Vodafone, marketing strategy of O2 is totally different, which is quite natural considering different target group and providing of different services. As well as marketing strategy is varied, so are advertising campaigns. The advertisements of Vodafone were de-

scribed as very action with a story, and usually it was funny story, on the other hand advertising of O2 creates quite the opposite. O2 advertises seriousness, calmness, reliability and responsibility. "O2 wanted to build brand values among its customers and be recognised as a distinctive, imaginative and straightforward brand." (Marketing Direct, PRWeek)

The advertisements of O2 are certainly also very interesting and worked out precisely and there are original ideas included. However the message is rather reassuring which is also supported by corporate colours. The colours of the company are blue and white and it is well-known fact that blue colour is used in business which is supposed to be serious, reliable and trustworthy. The style of O2 advertising corresponds with this idea and their advertisements (at least the printed ones) create wonderful compatibility, the company is presented as a thought-tough complex.

The advertising strategy of O2 is approximately the same around the world – to build a strong picture of the company as was described above. To do that, the company produces advertisements basically the same everywhere, with informative function, with some clear slogans which can be easily used in many foreign countries. The advertisements of O2 are rarely specific for a culture, the only main thing which is different in printed advertisements in Germany, Great Britain and The Czech Republic is the language.

Even in television commercials there are not many texts included just some basic information about the purpose of the advertisement, which is commonly introduction of a new product or reminding of O2 values. The television commercials as well as printed commercials are focused on visual side rather than on verbal side and the visuals are very universal; again there is not very often anything culturally typical.

In television advertisements there has to be a sound to help to evoke proper atmosphere, concerning this company it is something soothing, nothing too wild or aggressive. The music is chosen to emphasize the company values. With O2 commercials there are no shocking or unexpected turn outs in the commercials, so what is remembered by receivers, is the overall feeling, the nice and pleasant impression which was established. The impression stays in the sub consciousness and later, when the consumer is about to make a decision, it may influence his opinion.

It follows that it is enough for O2 to create an advertisement suitable for each country and then to add some text, a few lines, which can be translated. So there is a space for back

translating in O2 advertisements, however not too much as there are not many words to be translated. Regardless of this, there are still some slogans, which are sometimes added to the advertisement and the slogans share the thought even though they are translated to the proper language very loosely, which is obviously better option than to do accurate translation. Loose translation is what makes good translation, because it tries to express main thought in the best possible way and that is where back translating is needed.

6.3 O2 and Method of Back Translation

For a company such as O2, the usage of method of back translation is very important. The main purpose of this method is to ensure high-quality translation which does not contain any mistakes or embarrassments. Brand O2 constantly builds an image of respectable and serious company, thus it would be very unfortunate and maybe even fatal for this reputation to have some ridiculous translation. Whereas company like Vodafone could easily turn it into a joke and it would still correspond with its nature, with O2 something like this cannot happen in order to avoid brand damage.

It is quite probable that O2 uses method of back translation for its advertisements, because they have even its slogan translated. The slogans may not be composed of the same words, yet the main thought is everywhere more or less the same. Usually it is much more better not to try to achieve the same words contained in the translation and experienced translators do not tend to do it, because every language has different rhythm, different word order which makes it impossible to stick to the original text. The real art of translating is preserving the thought while using maybe different word but in the end the sentence or text sounds as well as the original one and no one even suspects that it is translation and not the original.

This happens with one of the well-know O2 slogans. There are two advertisements with similar slogans, one in English, one in Czech, and they both seem to contain identical message to customers (appendix VIII). The advertisement in English, which is most probably the original one (as the company is British) says “It’s your O2. See what you can do.”, and the Czech advertisement simply says “Pro vás”, which is followed by symbol “O2”. The English slogan is obviously longer and contains other information in the second sentence, however for the purpose of this comparison, the first sentence is valid. In the end the two sentences to be analyzed are “It’s your O2” and “Pro vás. O2”.

The both versions of the slogan try to tell to potential customers that O2 is a company which is there for them and that the customers are important for the company, which means that O2 takes care about its customer. In other words people should become customers of O2 because then they will be taken care of very well. It also tries to suggest that needs of the customers are the most significant, in the first place and that company profit is less important (or the same but definitely not more).

Now the message is the same, however the sentences are different. If the Czech version was translated, it would sound “For you. O2”, which is not the same as “It’s your O2”. Literal translation of the slogan into Czech would sound “To je vaše O2” and it does not sound as well as the chosen version. The literal translation is longer and it does not communicate as effectively as the shorter version, above that it does not sound very well either. There is no problem with inappropriate words or anything like that so the literal translation could be theoretically used; still it is better option to create something what has a good sound.

6.3.1 Statement of O2 representative

Unfortunately, the O2 is the only mobile operator who did not keep the deal and did not provide any information. Over the phone, the representative demanded questions to be send by e-mail and it was done. The response came a week later, that the company is now launching new campaign and that they are sorry, however that they are not able to answer the question because they are currently very busy.

Without any insight from the company, there remains a possibility of observing to provide at least some analysis suitable for the present thesis.

6.3.2 Advertisements unsuitable for back translation

There is no problem with advertisements created by O2 advertisers as they almost always create universal advertisements suitable for any country, especially when the advertisement promotes brand as such and not a particular product. The brand promoting advertisement have all similar design and some simple text which is usually usable in any country – if the translation is done properly and in ideal case if the advertisements are checked with the method of back translation.

On the other hand product promoting advertisements are not that universal. It is obvious because not every product is offered everywhere, and even if the product or certain kind of service or unique offer is possible to get in more than one country, it does not necessarily have to be in the same time. An example of such advertisement provides connection of O2 and Coca-Cola in the Czech Republic and in advertisement concentrating on this topic (appendix IX).

It is not that there is any text which refers only to Czech culture, no special product only known in Czech market, no references or hidden meanings understandable only to the Czechs. It is just that the advertising combination of Coca-Cola and O2 top up is in given time and given place and it supposedly is not every country. If it was also somewhere else the text could be very easily transformed to different language and revised by using the method of back translation.

With advertisements like this one, it is possible to say that there is no need for method of back translation and that the method was not used. These advertisements are created by advertisers in a particular country for certain market, they does not have to be translated. Even though it is possible for the advertisement to be translated to English just to enable British marketing department to check if everything is ok, however it is only one way translation, thus it is not possible to call it back translating.

It was said before that O2 is an international company which relies on international campaigns with the advertisements being usable in more countries at once. However there are some exceptions to this rule. Even company with advertising strategy like O2 needs to address one concrete market from time to time; to share a message targeted to only one nation while to the other nations it would have no importance.

This happened, for example, in Great Britain when O2 wanted emphasize that certain amount of British people uses services of the company, therefore it is easy and advantageous to reach with O2 (appendix X). The advertisement suggested that it is profitable for business consumers to join O2 as there are 1/3 of other businesspeople using O2 and calling them will be for free with O2 contract. This is commercial could not be used in other countries simply because the amount of business O2 users in every country differs and it may not be as significant share as this one, therefore the convincing power would decrease a lot.

6.3.3 Advertisements suitable for back translation

Most of advertisements created by O2 are very well suitable for final check by method of back translation. Not only are they used in similar form in different countries, they also does not contain any complications like advertising based on pragmatic meaning, associations or linguistic figures such as puns. The text in O2 printed advertisements is clear, usually quite short and it contains basic information connected with the message which is supposed to be communicated to consumers.

Despite the simplicity and functionality of the advertising texts, it is still possible to find some rather funny advertisements containing joke. One advertisement of this kind is promoting connection of the O2 members and claiming that it is fun to share (appendix XI). The text used there is in close relation with the picture, the advertisers wanted the message given to the receivers not to be boring, so it is accompanied by picture giving an example of why is it fun to share.

The hidden message there is also that it is fun to share within O2 services and that maybe it is more fun than with other mobile operators. Neither the picture nor the message contains anything culturally typical; therefore it can be very easily used in more than one country, which creates a field for translators. The translation than has to be checked by using back translating, because for example the word fun has several synonyms in Czech language and if the right one should be chosen, it is necessary to double check.

There is another example of an advertisement where the method of back translation was probably used – it is comparison of English and Slovak advertisement promoting O2 brand (Appendix XII). The English slogan is “It’s your O2, see what you can do.” whereas in Slovakia the order of sentences is basically opposite “Vaše pravidlá, vaše O2.” Comparison of the English version with the Czech version was done earlier, now it is about the Slovak version which is even more precise as there are also two sentences in the slogan and the message for the customers is the same.

In this case usage of method of back translation is very probable; it is obvious that translation was done carefully with an attention to a rhythm of both languages. If the Slovak version was composed differently, with the second sentence as the first, it would not sound as well as it does now. It has the same flow as the original version and the mixed positions of the sentences are very successful in its final impression. Although the words do not match

properly, it still says the same thing and there is no problem with its interpretation, thus it is very well-done adaptation of an advertisement from British market to a Slovak market.

Based on the results of the O2 advertisements analysis it seems that this company uses method of back translation as it adjusts its advertisements to local markets usually only by translating the text. And the translations are of high-quality which implies that they were done and checked properly. Of course without internal information from the company it is impossible to be sure about usage of the method of back translation, however it seems like this method may be used by the company.

7 T-MOBILE

The last to be analyzed in the present study is T-mobile – the last significant competitor within the Czech mobile operating market. The biggest competitor of T-mobile is O2 because it has similar marketing strategy and target group. Still, as point out MobileMania (Mobil(n)ovinky), according to market share T-mobile is the leader among the Czech mobile operators with number of customers in year 2011 being 5 446 000.

Out of the three operators, Vodafone is the most original in case of advertising, concentrated on young people, the target group of O2 includes working people who needs to be provided with reliable service and similar situation is for T-mobile, it also tries to persuade mostly people in productive age, starting with approximately thirty years of age. On the other hand, advertising of T-mobile is rather more similar to advertising of Vodafone in sense that T-mobile also creates some funny original commercials which suggests that it builds different image than O2.

7.1 Company Background

T-mobile came to the Czech Republic as the second mobile operator in 1996, and as it is an international company, it obviously had to buy or connect with some already existing Czech company, exactly as the others. Doseděl (mobinfo.cz) informs that T-mobile is a German company which bought major part of the Czech company in year 2002.

The company which enabled T-mobile to enter Czech market was Paegas and until year two thousand there was a competition only between O2 and T-mobile. It is most likely the reason why these two operators have the strongest position in the Czech market and why Vodafone has fewer shares in the market, because in some other markets in the world the situation is different.

T-mobile is a company which is currently a leader in the Czech market; it can be explained by awareness of the competitors. T-mobile tries to pay attention to its competitors' actions, at least within advertising and react to their main moves. This might be a case of Christmas campaign with Chuch Norris, which is further described later. It is quite possible that this campaign was a reaction to all the successful Christmas campaigns of Vodafone – falls raindeers, sheep. T-mobile wanted to have equally successful campaign so the advertisers created this one. It is hard to say if it was as famous and favourite as the competitors' ones,

however it was famous and favourite enough. It is not totally sure that that campaign was inspired by Vodafone; however there is another example, which is pretty obvious.

Couple of years ago Vodafone created spring campaign where the main characters were white bunnies. There were different commercials with different texts and even though it was not as memorable as some other Vodafone campaigns, it was good enough to capture attention of T-mobile. Later there appeared advertisement from T-mobile, which said “Do not buy bunny in a sack”. The reference to Vodafone is undeniable, even though the bunny in this commercial is in the sack and the only visible part are ears, which are pink – unlike in case of Vodafone bunnies.

The different colour is explainable in two ways – first is protection from attacking good name of the competitor, because the bunny is not visible, therefore it is not the same. Plus the ears are of different colour, which distinguishes the two bunnies significantly. And the second reason for pink colour of the ears is the corporate colour. Pink is the colour of T-mobile, the whole background of the advertisement is pink as well, naturally the ears had to be pink.

7.2 Advertising Strategy

It follows that T-mobile adjusted its advertising strategy a little. Nowadays it has campaigns which try to be as memorable as some of Vodafone campaigns, to do that T-mobile uses celebrities a lot. From recent time it is possible to name actors Chuck Norris or Vojtěch Kotek who cooperated on several commercials. Especially Chuck Norris is evidence that T-mobile does not want to address primarily people under 25, because this actor is more known to the next generation. Another person who was employed as a face of the company was a participant of a talent show – magician Petr Nedvěd.

This connection with popular people is supposed to ensure positive attitude of consumers towards the company and also it should bring kind of credibility. T-mobile does not hire any controversial celebrities; they are rather nice, well-perceived maybe even neutral people who have admirers among all possible groups of people and in the same time who are not a problem for anybody.

It seems that main advertising power for T-mobile rests in usage of celebrities who are likely to convince people about joining T-mobile and about starting using its services. Above

that those credible celebrities are not used in some uninteresting, maybe even embarrassing way, they are used in humorous commercials which has a great added value and it increases probability of success a lot. This is quite unique strategy, which is not totally original however it is special because in case of T-mobile, it works out really well.

Chuck Norris as well as Mr. Kotek were used in set of television commercials for Christmas, those TV commercials were later used also as prints, for example billboards. It is reasonable to use billboards referring to TV commercial, even though they are not funny by themselves however they remind of the spots in television and receivers remember them. It is enough to put a short line on the billboard – a couple of words which were used in the TV commercial.

Chuck Norris was used in the Czech campaign even though he does not speak Czech, above that some of the advertisements were based on his misunderstandings, like mixing words “bruslí” with “Bruce Lee”. Another story was with him, well known fighter and tough man, trying to kill a carp (typical Czech tradition), which turned out to be impossible for him.

These commercial were special in combining elements of internationality with elements of locality. There was still possible to see that T-mobile is an international company, after all the company was able to make a contract with such star as Chuck Norris, on the other hand there could not be more references to Czech culture – Czech language, Czech traditions and also typical Czech Family. The message of all that could be explained in following way: even if the company is international (which is also an advantage for its customers), it still cares about local market and local people. The company wants its customers to be satisfied.

Out of the three mobile operators analyzed in the present thesis, T-mobile is the one that can be considered as a mix of international and local advertising strategy. Sure, even the others use some other elements apart from their main strategy, but T-mobile combines the both strategies a lot – for some products the commercials could be used internationally and for the other commercials it is all about adjusting to local markets. This brings possibly the biggest opportunity for translators to use the method of back translation.

7.3 T-mobile and Method of Back Translation

T-mobile has a good potential to use and profit from method of back translation. On one hand this company is international and it creates international advertisements, on the other

hand it also adjusts the advertising to local markets and their needs. It is exactly the situation, where it is necessary to rely on the method of back translation. There is one concept of an advertisement or campaign, which is not usually based on local culture, and which can be thus easily adapted to some other countries.

It can be further explained by means of the celebrities in T-mobile commercials. The advertisers in main headquarters come up with an idea that it is worth it to hire some celebrity to represent the brand and they create some text for this advertisement, which is not very special. Then the advertisement there is a scheme of a campaign which can be given to local branches of T-mobile and the advertisers there have to find suitable celebrity fulfilling all the requirements and then to have the text translated, with the part of translation being method of back translation, to make sure that everything sounds exactly as it should.

However celebrities are not the only case when that main idea can be used and adjusted easily to all possible markets. T-mobile figured that it is good way to promote brand by covering a means of transport into its corporate colours and to add a text referring to T-mobile to make sure that everybody understands. As a result, it was possible to see pink double-decker in Britain, pink bus in Slovakia, pink plane in Germany (and everywhere where the plane landed) and in the Czech Republic it was pink tram.

Another common thing was with the text written on the buses. The plane and the tram purely represented the brand or told and address where to find more information. However the buses contained also one sentence, a slogan which was funny and very special for the buses, it could not be used, for example, in billboards. The pink double-decker offered double amount of top up, if the customer fulfilled certain condition and to make the doubling very clear, this ad was on 'double bus' and the sign said "See double"; potential of this special bus was used maximally.

Now this idea however could not be used anywhere but in Britain, even the best translation would not help. The advertisers did not give up the idea and in another country they used normal bus, they still wanted to have a sign on the bus referring to the bus. They managed to do that by using a slogan "Tvoje pětka v tom jede s tebou" which could be translated as "Your five go in it with you". Which makes perfect sense as people very often go by buses and even share them with some other people, and the slogan is exactly about sharing.

Those are basic assumptions concerning relation of T-mobile and the method of back translation. Now it is appropriate to find out, how the T-mobile itself sees the method and if it truly uses it as was suggested above or not.

7.3.1 Statement of T-mobile representative

The best cooperation was with a woman from T-mobile working as a senior ATL communication specialist, she was willing to provide necessary information and even to add some more details. The first question was answered positively – the woman knew what the method of back translation is, therefore it was possible to proceed to the next question.

According to the woman's answer to the second question about usage of the method in the company, it happens sometimes that this method is used to do translating; however it does not happen very often. The main reason is original production of Czech T-mobile. The woman further claims that T-mobile she cannot remember when the last translation was of an international advertisement into Czech market was done. She remembered international campaign with celebrities Pink and Angry Birds to be the last significant ones.

However not even for those advertisements was the method of back translation used. The Czech texts which accompanied original visuals in prints or voice overs in the end of TV spots were created by Czech branch of T-mobile originally, without translating.

The answer to the third question, about in-house or outsourcing approach to the method of back translation was that T-mobile does the method in-house. They do not do it very often so they are capable of doing it by their own means and no outsourcing is necessary for them.

And finally the last question, whether the method is used for every advertisement was not even necessary to ask. The woman explained, that she remembers only back-translating subtitles for Czech TV commercials into English for the youtube.com webpage.

Based on the phone call with a representative of T-mobile it follows that Czech branch of T-mobile knows what method of back translation is, it uses it but very rarely for only certain type of advertisements and if they do it, they do it in-house. However the woman spoke only about main advertising campaigns, not about slogans etc.

7.3.2 Advertisements unsuitable for back translating

T-mobile uses international advertisements a lot; however as was explained earlier, this company combines them with local advertisements as well. Naturally the local advertisements are more complicated for translation – even unsuitable. For example the advertisement with a celebrity offering double amount of the internet (appendix XIII) is accompanied by a text which contains word “zacvičí” (is going to do exercise) and then there is also a picture connected with doing exercise. Now in English it is not possible for the internet or any other thing to do exercise with somebody – there is not an expression like this. It means that this advertisement cannot be translated, which is very easy to find out by the method of back translation.

Another example provides once again an advertisement with celebrity, this time it is different actor and different offer (appendix XIV). While in the first advertisements the both words were from formal Czech, this commercial is based on mixing formal and informal Czech. The first word “volej” means imperative from the verb “call”, whereas the other “volej” is an informal word for “oil”. That is why the celebrity in the advertisements tries to call from the can with oil. Exactly as in first case, even this word play is untranslatable.

Those were advertisements in Czech language which could not be translated into English, or better said which could not be used in English because of the language and how it works. Nevertheless it works also the other way around. Some of T-mobile advertisements in English are not possible to be translated because of the market situation in the country.

The first problem is that T-mobile got connected with another mobile operator in the country and the second problem is that it was an operator, which is not everywhere. In the Czech Republic it does not exist and people who do not travel abroad do not even know it. Otherwise the text “Who said orange and pink don’t go together?” is perfectly translatable, there are no tricky words and the literal translation “Kdo říkal, že oranžová a růžová k sobě nejdou?” would be good enough.

7.3.3 Advertisements suitable for back translating

It is quite interesting that unlike Vodafone, T-mobile translates their brand slogans. Whereas Vodafone used “Make the most of now” or “Power to you” in different countries, the well-known slogan of T-mobile “Simply closer” is translated into various languages. In

Czech the slogan is “Prostě blíž” and in Slovak it is “Jednoducho bližšie”. Without doubts this is a case for method of back translation, even if the difference between English and Czech, and English and Slovak version is almost none, there is a big difference between Czech and Slovak version.

And it is strange because in Czech the slogan could be as well “Jednoduše blíž” however it is not. The question is why. It seems that ‘prostě’ instead of ‘jednoduše’ matches the English version much more and that there was a search for the best translation and it most likely was not only one step process, which suggests back translating. This method would reveal that both translated variations are correct, however one of them sounds better and that is exactly what it is all about, especially when this is not a normal text – it is the slogan determined to be remembered by customers.

What is a really good example of a slogan probably translated also with a help of back translating is “Life is for sharing”. Even in here the slogan was adjusted for different markets and in Slovak one, it got the translation “Zažime to spolu”, in Czech language it is “Pro společné zážitky.” Again, there is one common thought which is expressed by different words, however the meaning remains the same. If “life is for sharing” was translated into Czech literally, it would sound something like “život je ke sdílení”, which does not sound very well.

The Czech version is the most different because there is not word ‘life’ or ‘live’ included anymore. However there is connection between Czech ‘zážitky’ and Slovak ‘zažít’ which only confirms, that all the slogans express the identical idea. Both those words evoke rather positive associations, especially when there is added word ‘spolu’ or ‘společné’ as it leads to an idea of a group of people having fun, experiencing something memorable, something worth to share.

Based on the analysis it is obvious that T-mobile is a company, which can rely on the usage of back translation, some of their advertisements are done in a way which allows translating. For the advertisements to be able to be translated is the key factor for usage of the method of back translation; once an advertisement cannot be translated, there is no way how this method could be made use of. Of course there are some exceptions but still T-mobile has solid conditions for method of back translation.

III. PROJECT

8 VODAFONE AND METHOD OF BACK TRANSLATION

In the project part of this diploma thesis there are explained opportunities for mobile operators how to use the method of back translation, with which advertisements and why. Chapters of this part are again divided in accordance with the mobile operators and for each mobile operator, there are similar parts described. The final part of each chapter concerning mobile operator ends with benefits which can arise for the mobile operators by using the method of back translation. The first suggestion of usage of back translating focuses on Vodafone.

Every international company, including Vodafone, has to deal with translating texts from time to time. Whether the texts are some manuals or advertisements, it does not really matter. The point is that every time the company needs to translate some text, it needs to make use of method of back translation. This method is an ultimate step in the process of a translation. It is not used always, however it is very used a lot as it is very useful and it can prevent a failure.

Advertising campaigns of Vodafone are very often created especially for particular markets and connected cultures. Those advertisements are nearly impossible to translate because even if the text was translated, the advertisement would not make sense due to cultural references or linguistic figures used in the commercials. For Vodafone and its advertising to be able to use method of back translation, there have to be some advertisements which are not culturally specific and which can be applied to more than one country.

Despite the fact that Vodafone is the mobile operator which is oriented on local advertising the most, there are also some advertisements which can be controlled by means of back translation within the advertising of Vodafone. Those advertisements are not that commonly created, yet it is possible to find them and to try to suggest how the translation should be done. Try to apply the method of back translation on the first mentioned advertisements is also technically possible, however it makes no sense since there would be only translated text which can be used nowhere.

There are also slogans, which can be translated with usage of back translating, like a slogan "Make the Most of now." If the company decided to translate the slogan, the first rough translation would say for example "Získejte co nejvíce z přítomnosti". Another person then overtakes this translation and translates it back into English and eventually the two transla-

tions are compared. The purpose is to see, whereas the translation captures the main thought or not and if there are no problematic words included or hidden. So for the slogans which represent the brand in many countries, it is crucial to be always checked by the method of back translation.

8.1 Recommended usage of the method

Based on the analysis, it is obvious that not every advertisement is able to make use of method of back translation as in some cases it is not necessary at all, it is even inappropriate to translate some advertisements. On the other hand, Vodafone does not produce only one type of advertising campaigns. Mostly there are culturally determined thus it is meant for only one country, however there are also certain advertisements, which promote universal values of the company.

8.1.1 Promoting international phone call services

Those universal advertisements are, for example, focused on international calls and roaming. Advertisements oriented on this topic make use of symbols like Eiffel tower or some other well-known sights (appendix XV). For this kind of advertisements, it is only necessary to add some basic text offering services. The text may be same in every country with only different prices in it. That text then can be translated into as many languages as needed and to ensure its reliability the translation would be finished by method of back translation to eliminate incorrect words.

The main advantage of roaming advertisements is that if advertisers decide to implement some sight, it will be known and understood by everybody based only on a picture. Therefore there is no need for text referring to the picture, no funny connection. The capturing of interest is done by some monument and the text can only carry informative function. The texts which are not supposed to capture interest are more easily translatable than texts which are attracting consumers' attention by usage of alliteration.

Above that all, there should not be many culture of the particular country where the advertisement is offering the service because in that case, the advertisement may lose certain impression of being international. That is also why it should not contain many references to celebrities, unless they are international ones – then it could work. Advertisements offering

international phone calls are definitely the way, where method of back translation can be significant for Vodafone.

8.1.2 Headlines and slogans

As for slogans, Vodafone does not have much usage for the method of back translation and the reason is very simple. It was obvious during analysis that Vodafone does not translate its slogans. It is important for the company to keep the slogans in English so that it creates impression of international company, which can be relied on even when going abroad. Those slogans were for example “Power to you” or “Make the most of now”.

However that is how situation in Vodafone in so far, it is possible that this attitude may change and then there would be space for the advertisers to use method of back translation as a part of translating process and it would be very needed as slogan is one of the most important part of advertisement. Therefore it is very important to translate the slogan perfectly – meaning not literally but with easiness to make the sentence sound naturally.

With headlines the situation is different – headlines are translated or written in languages domestic within the chosen market. Headlines may even be the same for advertisements from the same campaigns offering the same products of services. An example of this translatable headline is in advertisement promoting graduating program of the company, which can certainly be advertised in other languages than only in English.

This headline says “330 million people are looking to you for the next big innovation. Where will you find it?” (appendix III) and it is normal sentence without any cultural references or complicated linguistic figures. The translation process, finished with method of back translation, would ensure correct adaptation to the required language. Also the graduating program can be offered to other nationalities than only to British people, which is why it could be good idea to translate the advertisement. It would not be even necessary to change the number as the chosen person would still work for the main headquarters in Great Britain.

There is one other example which came out of the analysis as suitable for method of back translation and it is an advertisement promoting mobile internet. The headline here claims that “Internet is now mobile”. This is a message which in one point has to be communicated

to every country where Vodafone provides its services. As a result, there is a great opportunity to put method of back translation into a process of translating this sentence.

In the Czech Republic the process of back translating would have to eliminate the translation of the sentence as “internet je nyní telefon” because this is also a way how the sentence could be translated. But if the first translation was this, then somebody else would translate it back and would see that now translated back into English it means “Internet is now phone”. The mistake is immediately discovered and there is no problem anymore. And this is exactly, what the method of back translation is about.

8.1.3 Christmas commercials

It was said before that method of back translation is advantageous in case that Vodafone decides to offer the same product or service in more than one country. On the other hand it does not necessarily have to be the same product or service, it works even in one other eventuality. It happens that Vodafone has an offer which is various however which is connected with the same event. And that event is Christmas. This holiday is the top of the year for nearly every seller; it is the time when people buy the most thus the profits are the highest. To make them even higher it is important to have a good advertising.

Vodafone is no exception and the company also focuses on this time of the year. This mobile operator usually creates very specific commercials for each country, in the present thesis was described campaign with the false reindeers, for example. However it is not the only focus of the company, it also communicates to people, that Christmas is the time of giving and that Vodafone is here to give as well. And the message is the same in all countries and all languages.

Translating this one message is very clear task for method of back translation as it has to be translated into different languages and yet the message has to still the same. And there is not only one translation, there are more languages involved. The headline in Great Britain sounds “Surprises don’t end at Christmas”, in Czech it is “Máme dárek pro všechny” or in German “Advent, Advent, Flatrate geschenkt”. Those are all about giving presents or surprising people in Christmas time.

It is visible that the headlines do not consist of the same words; however it is possible that the original idea was the same for every one of them and that it was changed and adjusted in

the process of translating. Maybe the English sentence is the most different, because there is no word like 'dárek' or 'darovat' included, yet it does not matter too much. The point here is that advertisements created for Christmas have the same message for every nation - become or stay a customer of Vodafone and Vodafone is going to be generous to you over Christmas because you deserve it.

For Vodafone it is good choice to chose a message which is about to be communicated to the customers before Christmas and then to distribute this message to local branches of Vodafone to have it translated and adjusted according to needs of local market. Then somebody else come and translates it back to English to see how same or different the translated message is. If it is problematic translation, it is send back and it is redone unless it is ok; once the translation is ok, the text can be put into the advertisement.

This attitude or this way of work enables Vodafone to concentrate only on creating one text and then to let it translate. This universal text also has a great advantage – if the text is usable in other countries as well, it means it does not contain any cultural references, it only refers to Christmas. There are not always the same symbols for Christmas in every country and for this advertisement it does not matter. The text created and checked by method of back translation can be used in connection with any picture.

Thus the British version of sentence is accompanied by something else than in German version. In Czech version there might be a carp, which is however not eaten in Great Britain and it is not connected with Christmas there. Therefore in British version, there is, for example, Santa Claus (or as British people speak about him – Father Christmas). And likewise Santa Claus is not suitable for commercials in the Czech Republic; it explains why the pictures have to be different, which is no problem because the text is usable everywhere without any problems.

Vodafone is a company which is not dependable on usage of method of back translation however even this company may be able to make a great use of the method when it uses is to check international advertisements or when it wants to be sure that the advertisements offering the same products, services or advertising about the same event share the same message for its customers. Even some slogans by Vodafone, even if not many, are translated and then it is obviously important to be sure that everything sounds as it should.

8.2 Benefits of the method for Vodafone

Given the advertising strategy which is established by Vodafone, the method of back translation has purpose only in certain cases which were described above. Even if the advertising strategy does not focus on creating international advertisements applicable all over the world it does not mean that there are not enough opportunities for integrating method of back translation into creative process of advertising. There certainly are situations where the method of back translation provides its advantages to the creators of advertisements or to the translators. Following part focuses on main advantages which can usage of this method provide to Vodafone.

Vodafone mostly creates funny and amusing advertisements which contain some kind of a joke. It suggests that Vodafone prefer to entertain people in order to persuade them to become customers of the company. Despite being keen on entertaining people, Vodafone has to pay attention to texts in advertisements as any other company, which may not be that keen on entertaining people. It is different to be amusing on purpose and to be a cause of people's entertainment unwillingly. Vodafone is a company which would survive this kind of publicity and may even be possible to turn it into its advantage, however with a help of method of back translation this cannot happen and then there is no problem to be solved.

One of the main advantages of using the method is saving energy. It may seem like spending more energy at first; however it only takes a while to realize that it is exactly the opposite. When an advertisement is translated into another language, it goes through a process of translation. The process has several phases depending on requirements on the translation. The last phase is back translating, which does not always have to be done. The back translation takes several translators and it takes time for them to do their job. If the company decides that back translation is not necessary and that the translation is good enough, everything is done in shorter time.

The problem arises when the finished advertisement is put into print and then distributed into billboards, media and so on, and suddenly somebody realizes that there is a mistake which cannot be in the advertisement. Now all the time and energy has been wasted and the advertising text has to be back translated anyway. In this point of view, it is apparent, that doing back translating as an ending part of the process is a good idea which can prevent all the inconveniences and save the time.

And what is even more important advantage than saving energy is saving money. It works here just the same way as it worked with energy saving. At first it seems like paying some more people for checking the translation is waste of money, only when the advertisements have to be reprinted or redone it costs much more. Considering the costs invested into creating some cover version for the mistake, or even only apology, the company should rather spend money on the method as a part of translation. Anyway it seems like translating without final checking is unfinished.

There is no doubt that giving opportunity to the method of back translation is beneficial even for Vodafone. Even if it is a company which is able to make fun of itself, still if there was some problem in the advertisement which would have to be somehow processed as new joke that Vodafone intended, it would cost the whole advertising team a lot of effort to think about a proper way how to respond to the failure.

8.3 Outsourcing of in-house

The method of back translation is not used very much by Vodafone, as follows from the representative answers and from the analysis of advertisements. Even though it is not typical problem to be dealt with, there is still chance that in certain type of advertisement or part of it, method of back translation should be used. As Vodafone does not translate advertisements, it is likely that there are not experienced translator within the company, thus it would be necessary to outsource some agency specialized in translating and usage method of back translation.

Such an agency recommended for doing the translation is agency České Překlady, which offers translation with checking by usage the method of back translation. The agency claims on its web pages that technical terms are not extra paid, which is a big advantage and that the technical terms once used can stay within database of the agency to be used for next translations. (Překlady s nejlepším poměrem kvality a cen – České Překlady) It would be advantageous for Vodafone to always use the services of the same agency – the cooperation would be quicker and more reliable.

Unfortunately, the agency does not provide public information about the prices for offered services; it only informs that method of back translation costs more, which is logical as there have to be more people involved and at least one more translation to be done.

9 O2 AND METHOD OF BACK TRANSLATION

In this part of work is described the possible solution for O2 with using of the method of back translation. There are given reasons why should the company make use of the method, what are the benefits arising from it. The advertisements which could use the method of back translation are introduced.

Mobile operator O2 is the one operator which counts the most on having international advertisements adjusted for local markets; however not creating special commercial for the markets. This approach gives the company a lot of opportunities to implement the method of back translation into the process of creating advertisements. Sure there are also some advertisements referring to specific markets but not many.

The reason for this is probably in advertising strategy not focused on text as such. In printed advertisements the main part is always played by visual elements. The advertisements all seem to have the same look – there is a lot of blue colour, almost any other, and there is white writing in it. When an advertisement created by O2 advertising department is seen on a billboard or in a newspaper, it is unmistakably recognized as O2 advertisement. This company builds its brand awareness very thoroughly. And basically everybody who is exposed to advertising is able to say, that blue and white colours are typical for O2.

Once the text is not important in a sense that it does not have to capture someone's attention, it does not have to be entertaining nor refer to something else. And it is exactly the case of O2 advertising – their advertisements contain text which provides basic information about communicated message and the text is simple and clear, it is even possible to say minimalistic. That kind of text is very suitable for translating by method of back translation and it should be checked by this method. Even if the text is not complicated, it has to contain proper information and it cannot lead perceiver anywhere else.

As O2 advertisers usually translate all the texts – slogans, titles and messages – it is a lot of space for translators to rely on method of back translation. It is also important for this company to implement the method into the process of translating, because O2 needs to be perceived as responsible company, no mistakes are allowed here. It would look well at all if there was some word in the text making the advertisement either nonsense or some kind of a joke. Simply O2 and method of back translation goes together very well and it is under-

standable to suggest that O2 needs to use this method to ensure high-quality translations thus high-quality texts in their advertisements.

9.1 Recommended usage of the method

It is not easy to say where O2 should use the method, which would be the best part of their advertisements as it seems that they should use it everywhere. All the parts of its texts within its commercials are important, translated and translatable. Maybe with some short text giving only information where to contact the nearest shop or what is the web page do not need to be checked by method of back translation as it is quite obvious in every language and there seems to be no space for misinterpretation. However everywhere else it is good for O2 to translate the text and then have it checked by independent translators.

9.1.1 Slogans and headlines

This field, slogans and headlines, is definitely suitable for back translating and as results from the analysis suggest, the company O2 probably uses the method for creating and above all controlling the slogans. The slogans are very similar to each other all of them have good rhythm and sound in given language. It looks like O2 advertisers do the most to get as efficient slogans as possible and it is worth it. It is only advisable for O2 to continue this way because it appears successful. It is even potential that O2 serves or may serve for other companies to show how one sentence can be adapted to needs of more markets.

As for headlines the situation is very similar. O2 uses very clear and brief sentences which connect with the topic described in the rest of the text. For example, in the Czech Republic there was an advertisement with headline “Nový proud v komunikaci” and then there was a rest of the advertisement talking about all possibilities which the “New stream in communication” offers. There is not any word which would cause a problem during translating, however there are several options how to translate word “proud” so to be sure the correct one is used, the method of back translation would be used.

Even with the advertisement offering to “Refuel your credit” the translation and later control by the method of back translation could be done. In Czech advertisement (appendix IX) the headline says “Natankujte si kredit”. With a little bit of effort this sentence can be translated and the advertisement can be used anywhere in the world. As was mentioned in the

analysis, the only problem is that it can only be applied in a country where there is the same offer. However as Coca-cola is possibly the most international product of all, it is very probable that this offer could be done not only in one country.

The headlines yet even more the slogans of O2 are the main place where to practice the method of back translation. First of all the company is international and it tries to build the same image of itself everywhere by the same means. And then there is the fact that the slogans need to be precise, understandable and memorable. Only they have to be memorable in a good way for the company, not because there was a word which is in some language offensive.

9.1.2 Specific advertisements

O2 is presented as international company, nevertheless even within its advertising it is possible to find advertisements specific for a certain market, which is not applicable into any other country without adjustment. The advantage of O2 culturally specific advertisement is that they are not too specific, thus the adjustment may be only slight. The example provides an advertisement offering business calls and the specification here is in the title which says that “Your business can talk to 1/3 of UK for free” and obviously problematic part here is the number and the country mentioned there.

On the other hand, those problems are resolvable only with minimum energy. The number and the country have to be switched for different country and a number which is adequate in the particular country. And from the moment when this is done, the headline can be handed over to translators who then do their job by translating the sentences and checking it by translating it back and so on. Of course the question here is if the business offer is the same in other countries, however as long as business is everywhere, it seems quite likely.

Above this specific advertisement for certain country, there is one other, which may at first sight seem a little bit difficult to apply in different market. The advertisement is offering customers to help to cut their costs, which is quite normal sentence (appendix XVI). The catch is in the visual of the advertisement, which is very tightly connected with those words. It is very interesting idea so it would be a pity not to use it more than once, in only one country.

To do that, there is the method of back translation which is able to help with a search for the best translation. In the beginning it would be worth to try any equivalent in the concrete language which would correspond with the picture. It means a search for word which means both to make something lower and to saw. In Czech there does not seem to be a proper word, however it would take an experienced translator to find out for sure. Nevertheless if the word is not found, there is another possibility – to adjust the visual to the text. The main meaning of falling down could still be preserved however it would not be exactly the same as in original version. As a result there would be very original and interesting advertisement in many countries with just a slight adjustment; it would be definitely worth to try.

9.1.3 Sponsorship and sport events

As any other company, also O2 gives certain amount of money on a part of advertising like sponsorship, organizing sport events or simply sponsoring certain sports team, sportsmen or sportswomen. This a kind of money invested in building a brand and image of a company and by this means there starts to exist an association for consumers who create a connection between their favourite sport and a mobile operator, in this case O2. To sum it up, those are very well invested money.

O2 invests into many different sports like football, American football, ice-hockey or formula 1 and others. It is important for the company not to focus on only one sport as their potential customers are among fans of various sports. To be a sponsor of somebody or something brings an opportunity to create complementary advertisements, like some billboards or posters with chosen sport with short message from O2 to consumers. This text is again very suitable for translating and then using in many countries, as the sports are usually viewed worldwide. As it is again important to create text worth the advertisement and values of the company, method of back translation should be part of the translating process without any doubts.

The text within the advertisement does not even have to offer anything it is enough when is openly says what O2 supports and why. In this particular case it has bigger influence than some persuasive text, because people are mostly bored and even disgusted with all the commercials so when an advertisement, which does not entirely seem like an advertisement, appears it is perceived much better by public as they concentrate on the sport and the connection with the brand is done very gently.

Sport is not the only sponsorship which can be done. There are also many arenas sponsored by this mobile operator, like in the Czech Republic the biggest one – O2 arena in Prague. To be a sponsor of an arena means to be mentioned in media in connection with every single event which is going to happen there, and that is naturally great advantage and the reason why it is done. And it gives the company more possibilities to create supplementary advertising material. It happened with an arena in London and the text in the advertisement connected with this arena claims that O2 loves music.

The text there is very clear “Music. Love it? Live it. We do at The O2.” Then there was another piece of text explaining some more details about the concrete event. Both of these texts are to be dealt with by means of method of back translation; however it is more important for the first one as it has the main persuasive function and the focus is put on it in first place. The second part of text can be translated without taking too much care about the structure, because it does not contain anything special – just explanation, which has to make sense but it does not have to rhyme or anything.

The first part of the text is a little bit more complicated. In English it sounds very rhythmical and the text plays with words sounding similarly, which may be a problem for translating, which is why method of back translation is required. It may happen that in order to also achieve rhythmical translation the translator chose inappropriate word and the advertisement would be ruined. Anyway with checking by the method, no such thing can happen and the text is no problem anymore.

Now the advertisement is ready to be used in other countries – maybe even with the same arena on, however only in specific situation. For example, if it was a concert of an American star that only has two concerts in Europe and one of them is in London. On the other hand, it can be used without any problems in any other country where O2 is a sponsor of an arena, only the picture of the building would be changed and no further adjustments would be required.

9.2 Benefits of the method for O2

This method and results of its application bring even more benefits for O2 than it does for Vodafone. The reason for this claim is obvious – it is the image that O2 constantly builds, which is combination of seriousness, reliability, responsibility and calmness. When some

company wants to be perceived in this way, which O2 does, it has to make sure that its advertising is fully under control that nothing unexpected can happen.

Even if the translators working for the company are the best, it may happen that they overlook one wrong word which can ruin the whole result. That is why it is so important to have somebody detached for doing the method of back translation – he or she does not now any background and does not want to make the most suitable translation; the impartial person can discover a mistake which would cost the company a lot of money, time and energy.

The benefits which are brought by using the method are the same as it was in case of Vodafone, however with O2 the benefits are much stronger what is caused by the internationality of O2 advertising campaigns. This company mainly creates advertisements which are used in many countries – or at least they create schemes which are used this way. The more international advertisement is created the more mistakes can be done while adjusting them to local markets. The result is that the method of back translation can protect the company from spending more expenses than is necessary.

There is some other, maybe even more important benefit, though. It was said many times that O2 builds certain image of the company which is not in accordance with mistakes or exposing the company to ridicule. If something like that happened, it would cost much more money and time and energy, because the harm would be done within the brand and building brand is a long-term process. O2 is definitely a company which should use method of back translation to control every advertising campaign and every advertisement in order to prevent any complications.

9.3 Outsourcing or in-house

Based on the analytical part, O2 is a company which has the biggest utilization of the method of back translation. It was found out on the internet, that average salary of a translator is 21 000 CZK (ProJobs – průměrný plat) and that one standard page costs approximately 500 CZK. The prices are written here only to provide some basic for orientation and comparison; it is very difficult to find out precise numbers as everybody protects his or her private data.

It is cheaper to hire an agency to provide the back translation, however only until the amount of advertisement reaches certain level. O2 provides mostly international campaigns

and advertisements therefore it is reasonable to assume that the amount of translated advertisements is big. If any of the operators has a use of having experienced translators employed to have the method of back translation done in-house, it is definitely O2.

The agencies offer a possibility to keep the technical terms saved and to use it next time, which helps to save at least time. With a lot of advertising done in the company, the same procedure can be done within O2 and even better, if there are translators only focused of O2 advertising, it will be in their powers to remember all the terms by themselves and they would not need any database or anything like that and the translation will be done even quicker.

10 T-MOBILE AND METHOD OF BACK TRANSLATION

The last mobile operator in the present thesis is T-mobile and this part of the work deals with suggested usage of method of back translation by this company. There are examples of cases where the method is recommended and also where the method could be used even if it does not look likely at first sight. In the end the benefits of the method of back translation are described.

As well as other mobile operators, T-mobile can make a good use of using method of back translation. This mobile operator does not adjust all its advertisements and advertising campaigns from one international to many local, however with some of them the company does it – if not with the whole advertisements than at least with some part of it. Those parts are usually slogans which are translated from the original one to certain languages, like Czech, Slovak and others.

With this operator, the usage of method of back translation was the most easily demonstrated during analysis, therefore it shows many opportunities for the company to use this method even in future. Every company wants its advertising to be correct; nobody wishes to include mistakes in it. What makes the method so usable for T-mobile is the fact that T-mobile addresses local markets with local advertising; however in certain ways some of the advertisements can be used also elsewhere.

So far, T-mobile does not have a need to translate all the commercials from original source and introduce them in other markets. T-mobile wants to spread the impression of both international and local company, with the local side having more space and being important. Even though the advertisements usually are not translated, when an advertisement is created in the Czech Republic, or rather advertising campaign, it is reasonable for the headquarters to control the advertising, thus it is necessary to translate it – not everybody speaks Czech or maybe not well enough.

However T-mobile can still produce international advertisements if it is necessary and sometimes it does. It is an international company after all so it is very probable that sometimes there is a message which is the same or very similar for more than one country, it may be some expressing of thanks or an offer connected with Christmas and at that time, it is up to method of back translation to secure this message to be communicated as it should be in all required languages.

In other words even T-mobile is dependable on the method of back translation if it wants to produce quality advertising and does not want to worry about the result and possible bad associations which can be connected with wrongly chosen word. T-mobile does not have purely local advertising strategy, therefore it needs to translate its advertisements from time to time and as well as any international company, it wants to be perceived as a company capable of taking care about its advertising.

10.1 Recommended usage of the method

For T-mobile, there are many areas in which method of back translation can be needed and it is strongly advisable for the company to do that. T-mobile has many different types of advertisements, however all parts of text in the advertising are usually in the same language which means that even if there is nothing else international, at least the main slogan has to be translated from the original language – mostly English. Nevertheless it is not the only possibility for usage of method of back translation.

10.1.1 Local advertisements with celebrities

For example, there is the Chuck Norris appearance in Czech advertising campaign. This idea is suitable for other markets and cultures as well, Chuck Norris is well-know actor around the world and it is quite probable that he and the stories and jokes connected with him are known wherever T-mobile advertises. In the Czech campaign, there were parts of the advertisements with him that contained references to Czech culture, yet it did not happen in every advertisement, which means that there were some advertisements suitable for international usage.

There were some advertisements which were funny due to referring to the actor and his reputation based on his movies and serials. Those are exactly the advertisements which are able to be used in any country, with correct translation checked by method of back translation which ensures the most similar meaning while making the translation smooth and natural for a foreign language. It is good to take one good idea and use it in more than one country because it is not that easy to come up with a good idea.

The present thesis refers to the print advertising only, however here is a place for one exception. The Chuck Norris campaign had of course also TV commercials and it was very

clear that he does not speak Czech. This is great because it implies that T-mobile is not only in the Czech Republic, it is a sign of being international. Above that it also gives a possibility to transform the commercial into another language, with Chuck Norris still speaking only English or not speaking at all. Only the dialogue around him would have to be translated and back translated.

10.1.2 Brand promoting advertisements

Despite those commercials, T-mobile also creates the kind of commercials which promotes only brand or product without much text around. There may be one sentence pointing out to a particular value of T-mobile, not offering anything just reminding what T-mobile stands for. Those advertisements are able to be used internationally, there is no problem to put them into translating process and then, after all the phases including method of back translation, it can be implemented into any country according to current needs.

An example of such advertisement shows the one, which contains only a logo of T-mobile and one sentence and it is all done in corporate colours. The sentence says “Get more from life”. In Czech it could be translated as “Ziskej více od života.” This slogan claims that T-mobile offers something more, something what can make people’s life better and that people should want to get it. This is a slogan very well suitable for being translated into any language and used in any country around the world.

Another advertisements offers possibility to “talk all you want” and it is on a billboard where there is also a picture of a city created out of random letters. This is very good and interesting idea, which immediately captures consumers’ attention; it is worth trying to spread it into as many countries as possible. The sentence as such does not consist of any complicated words or thoughts based on some connotations; it is a clear message saying that people are able to talk without limitation with T-mobile.

As it is not very complicated it would be no problem to translate the sentence, let some other translator check it by means of method of back translation and then only with the translated sentence it could go to promote T-mobile to other countries. There is not even any problem with connection between the sentence and the picture in this advertisement. As the letters, which the buildings in the picture consist of, are random, not in any order and they do not create words, there is not any complication at all. Above that, cities are in every

country, thus the image can stay and if the sentence is translated correctly, it is a great advertisement to be used abroad.

10.1.3 Slogans and headlines

Another significant area where method of back translation should be used is the one concerning slogans and headlines. As was said before, T-mobile tends to translate its slogans into all languages, which is interesting because it may mean a loss of international impression. On the other hand it is more understandable to more potential customers and as the target group of T-mobile are not young people it is very reasonable as mostly young people have the basic knowledge of English based on watching movies, playing computer games and listening to music.

Slogan is very important part of advertising for a company, it is repeated a lot – in all kinds of advertisements within a campaign, and it is possible to find a slogan nearly in every advertisement; it is something what helps to build brand awareness. Slogans are the sentences which after a time recipients remember without even trying to remember it – their sub consciousness does it for them. To make this happen, the slogan has to be simple, clear and brief, in other words it has to be something easy to remember. T-mobile usually creates this type of slogans, nothing too complicated – there is one consisting of only two words “simply closer”.

The slogan is the text, which potential customers remember; therefore it has to be done precisely. It cannot happen for a slogan to contain a word with bad connotations, sounding ridiculous or referring to some negative things. Once T-mobile translates its slogans, there is the biggest field and opportunity for the company to utilize the method of back translation. This is the most important thing to be translated and it has to be done properly thus the company needs to make use of as many possibilities how to achieve it as possible – and method of back translation is a very good one.

If an advertisement contains a text which says more than information about how to get more information, there is a headline. In the hierarchy of advertising text, this would be the second important thing to be translated, after slogan. Headline is something what should attract people's attention to make them read the rest of the advertisement. Obviously, even headlines need to be translated from original language to the target one by means of method

of back translation. T-mobile is very well able to produce this kind of advertisement, it was said before that it is advantageous for the company to have one advertisement and if it is possible adjust it for another market.

An example of advertisement containing headline possible to be translated and later controlled by method of back translation provides an advertisement from Slovak branch of T-mobile. The headline in the advertisement claims announces “Mobilný internet bez záväzkov” and then there is some other text explaining why the internet without commitments is. This headline and even the whole advertisement is perfectly variable – the text could be very simply translated and send to other branches of T-mobile to promote this service. There are no problems with visual aspect as there is an average young couple in the picture.

The rest of the advertisement, giving more details about certain product or service seems to be the least important and if this text contains a mistake, it is the least problem. However it is better if nowhere is any problem. Basically, T-mobile sometimes uses the strategy of having one advertisement translated into other languages; therefore it needs to use method of back translation. T-mobile creates such advertisements, which can be quite suitable for more than one market.

10.1.4 Rhymed poems

In Slovakia there was a set of advertisements connected with Christmas and the common thing for them was, that there was always a poem somehow connected with an offered product or service, nevertheless the connection was very loose nothing too complicated. The only problem for international usage was that the poems were rhymed therefore not very easy to translate. On the other hand with a help of method of back translation, even this could be done.

If the translators keep in mind the main thought, which in this case is Christmas and presents for customers, then they will be able to translate it, try to find some appropriate and fitting rhyming within the foreign language. However this is a little bit complicated process and as it needs a lot of creativity, back translating would be necessary here, because it would take more than one independent person to check if the words are all right, if every-

thing sounds as it should and if has correct rhyming, while the back translating process reveals whether the main thought is preserved.

As that set of advertisements was not culturally specific apart from language, there would not be any problem with implementing the advertisements into different local markets. If the poem was adequately translated the advertisement would be good enough for many countries. It is an advantage of T-mobile advertisements – some of them are not culturally specific and yet they are based on interesting thoughts and their translating would be very satisfactory and worth the effort.

10.2 Benefits of the method for T-mobile

The method of back translation provides enormous benefits to T-mobile as this company is able to create an advertisement with original and remarkable idea, which has a potential to attract new customers. Advertisements like this are not always culturally specific, quite often it is the exact opposite – they are effortlessly translatable into other languages thus applicable into different markets. Even though the translation can be done with ease, it is still necessary for it to be checked by independent translators who will do the method of back translation.

More work for those translators bring advertisements which contain more difficult text, like the one with rhyming. Although it is a complication, it does not mean that it is not possible to translate this advertisement. It represents a challenge for the translators, however with a help of back translation it should be possible. With this specific type of advertisement which are local yet they can be transformed into another local advertisement with a little bit of effort there are several advantages combined at once – use the potential of an original idea at maximum, saving money, time and energy of copywriters who can focus on some other slogans or anything what is needed.

Above that method of back translation is only rarely a waste of time or money; it simply pays off to do advertising translations properly. Even if T-mobile does not build as strong image of reliability as O2, it still is not able to make fun of itself as easily as Vodafone. Method of back translation brings only benefits to T-mobile and those benefits are significant. One of the biggest advantages of the method is that once it is used, the advertisers do

not have to worry about the translated text anymore. Of course in case that they hired experienced translators to do the job.

Method of back translation is a method which enables advertisers of T-mobile to use all the potential of their good thoughts. Decent ideas are not that common so when one appears it should be used as much as possible. Of course it should not be repeated over and over again, it is just no harm to use it in more than one country at the time.

10.3 Outsourcing or in-house

The company T-mobile has more opportunities how and when to use the method of back translation, however it still is not that often to have it done in-house, therefore the suitable solution for T-mobile would be to outsource a translating agency. It could be the same one as in case of Vodafone, because they claim to have the best ratio of price and quality, however what is more trustworthy and usable is the possibility of storage the technical terms within the database of the agency.

It would cost T-mobile some extra money, however the translation would be done professionally and with the stored technical terms it would not take too long to have the translation done. The T-mobile representative answered that they do the translation in-house, however, yet the process of back translating needs to be done by at least three people, which is why it is easier to entrust this task to some external agency.

It was impossible to find out proper prices for the method of back translation as it is a part of a translating process and the prices for translations are given for one standard page, however advertisements do not contain so much text. Nevertheless a cost for a standard page is about 239 CZK for translation from English to Czech and then 269 for translating from Czech to English. Then there is an extra 149 for proofreading. (Lingea – Ceník). It is basically more than 500 CZK if the translations necessary for back translating were marked separately. However one advertisement would be cheaper as it does not consist of so many letters.

According to available information, the salary of translators is 21000 CZK per month. (ProJobs – průměrný plat). It take whole 42 standard pages to equal the month salary of a translator. There is not a big chance that company like T-mobile would need to translate that much advertisements, therefore it is more reasonable to outsource an agency for the

translating. Above that, it takes more than one translator to be able to provide method of back translation, thus the costs multiply.

CONCLUSION

The present thesis dealt with method of back translation, its characterization and implementation of the method into companies. The thesis provided answers to research questions concerning the method and the answers to the questions were based on the statements of mobile operator representatives, who helped to find out if each individual mobile operator uses the method to adapt advertisements or not and if so, then how much the company does it.

The second very important source of analysis was analyzing different print advertisements from all the mobile operators. Some of the advertisements were compared together, which helped to understand advertising strategies of the operators. It was not possible to say, that every advertisement is suitable for the method of back translation, therefore the advertisements unsuitable for back translation were characterized.

The research questions were answered during analytical part with following results: Mobile operators use the method of back translation; however the frequency of usage is not equal. The most is the method used by O2 as it has the most appropriate advertising strategy; on the other hand the least is the method useful for Vodafone because this mobile operator creates mainly its own advertisements, does not adapt them thus it barely uses the method.

The next discovered answer to a question if the method was suitable for each operator says that the method has certain usage for each operator; nevertheless some mobile operators could create their advertising even without the method. On the other hand it is always beneficial to have the translation done properly, so the method is suitable for every mobile operator, which cares about its advertising and whose advertising contains at least some international parts.

And finally, the analysis of different advertisements showed, that the method of back translation is not convenient in every case. There are advertisements referring to culture, based on wordplays or associations contained in the specific language, which are untranslatable. Although the method helps to solve many difficulties, here it is useless, especially if the text is connected with the visuals of the advertisements.

The analysis put bases for the project part – a part about implementing the method of back translation into advertising strategies of the mobile operators. The project part provided

important information for decision making; it explained all benefits which could usage of the method bring to mobile operators, further there were distinguished suitable and unsuitable advertisements for back translation. In the end the project part offered perspective on decision about doing the method in-house or by means of outsourcing.

There were determined very significant benefits ensured by usage of the method of back translation, mainly saving money, time and good reputation. Saving money and time is important for every company, with the reputation it is not always the same. O2 cares about solid reputation the most, which is why the method is the most beneficial for O2.

The implementation of the method into a company was shown to be dependable on how much space was in a company for using the method. If the method cannot be used much, it is better to outsource an agency for the translation, however if there is a lot translation needed to be done, it is better for the company to have translators in-house. Anyway the main point for international companies is to be able to rely on a translation and that is what the method of back translation is for.

The goals set for this master thesis were fulfilled and the research questions were answered, which enabled to build up the project of implementing the method of back translation into advertising strategies of chosen mobile operators.

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Scheme of the method of back translation

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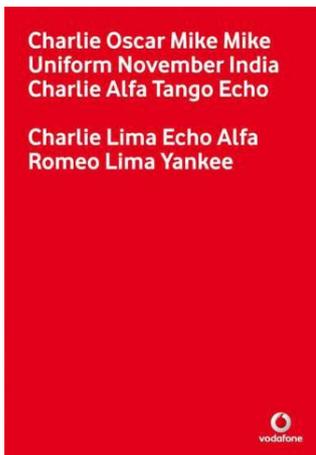
APPENDICES:

- P I Blushing mushrooms
- P II Vodafone communicates clearly
- P III Power to you
- P IV Make the most of now
- P V Baffte se s přáteli
- P VI Simply spectacular
- P VII 100 million customers
- P VIII It's your O2, O2 pro vás
- P IX Natankujte si kredit
- P X 1/3 of UK for free
- P XI It's fun to share
- P XII Vaše pravidlá. Vaše O2.
- P XIII Dvojnásobek internetu s vámi začvíčí.
- P XIV Volej
- P XV Like an inch away
- P XVI Helping you cut costs for 2012

APPENDIX P I: BLUSHING MUSHROOMS



APPENDIX P II: VODAFONE COMMUNICATES CLEARLY



APPENDIX P III: POWER TO YOU



APPENDIX P IV: MAKE THE MOST OF NOW



APPENDIX P V: BAFFTE SE S PŘÁTELI



APPENDIX P VI: SIMPLY SPECTACULAR



APPENDIX P VII: 100 MILLION CUSTOMERS



APPENDIX P VIII: IT'S YOUR O2, O2 PRO VÁS



APPENDIX P IX: NATANKUJTE SI KREDIT

Natankujte si kredit

Z každé lahve 0,5 l Coca-Cola získáte kredit 25 Kč na svůj Mobilní internet od O₂.

Kredit si můžete přes speciální aplikaci ještě zdvojnásobit.



Více na www.25kredit.cz
Soutěž probíhá od 1. 7. do 30. 9. 2012.

Pro vás. O₂

APPENDIX P X: 1/3 OF UK FOR FREE

**Your business can talk to
1/3 of the UK for free**



We give you free calls to everyone on O₂.
It helps you keep costs down. And profits up.

0800 791 1328
Visit o2.co.uk/yourbusiness
or text FREE to 61002

We're better, connected

O₂ business

APPENDIX P XI: IT'S FUN TO SHARE



It's fun to share

We're better, connected O₂

APPENDIX P XII: VAŠE PRAVIDLÁ. VAŠE O2.



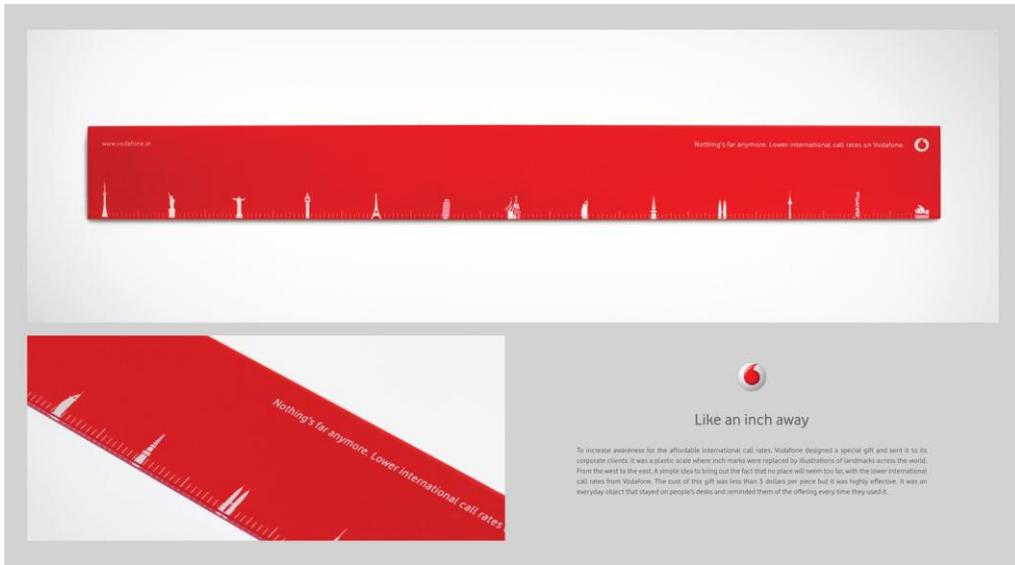
APPENDIX P XIII: DVOJNÁSOBEK INTERNETU S VÁMI ZACVIČÍ



APPENDIX P XIV: VOLEJ



APPENDIX XV: LIKE AN INCH AWAY



APPENDIX P XVI: HELPING YOU CUT COSTS FOR 2012

