

## MA Thesis Opponent's Review

To	<b>Bc. Helena Křivohlávková</b>
Title	<b>Method of Back Translation</b>
Programme/Form	<b>Media Communications, full-time</b>
Academic Year	<b>2012/2013</b>
Full Name of Reviewer	<b>PhDr. Dagmar Weberová, Ph.D.</b>

Rated parameter	Weight	Rating
1 Topicality and extent	40	<b>a</b>
2 Choice of goals and methods	30	<b>a</b>
3 Quality of theoretical part	50	<b>b</b>
4 Quality of analytical part	50	<b>a</b>
5 Quality of project part	50	<b>a</b>
6 Meeting of goals	60	<b>a</b>
7 Structure and logic of text	40	<b>a</b>
8 Quality of sources and work with sources	30	<b>b</b>
9 Innovativity, creativity and usability of proposed solution	20	<b>a</b>
10 Linguistic and formal qualities	20	<b>c</b>
<b>Proposed rating based on weighted average</b>	<b>1,20</b>	<b>A</b>

### Comments and rating:

The aim of this thesis is to analyze the usage of the back translation method by mobile operators and to suggest an appropriate use of the method in their advertising campaigns. This is a highly interesting and up-to-date topic as we witness too many language errors in adverts and promotional materials. These errors cost multinationals a lot of money, and, moreover, in order to remove them, companies have to invest additional costs and energy. What is even worse, the company's reputation has been damaged and it is very difficult to repair this kind of damage. In the theoretical part, too many direct quotes are used. I would expect the author to paraphrase more frequently. Additionally, in the text the author quite often refers to Mooij (p 21 and 25), however, I missed this author in the Bibliography. Minor language discrepancies (e. g. on p. 23, 36), such as the use of articles and spelling mistakes, have no serious impact on understanding the text. The analytical part answered the well-stated research questions and served as a good starting point for the project part. Recommendations made there are feasible and logical. Considering the content and formal aspect, the thesis is written at an appropriate level, and it meets the requirements put on this type of work.

### Defense questions:

1. What are some of the drawbacks of using humor in adverts used internationally?
2. Explain the following quote: "Despite the general translatability from one language to another, there will always be an incommensurable residue of untranslatable culture associated with the linguistic structures of any given language." (Claire Kramersch) What is the message of this quote, for example, for the mobile operators discussed in your thesis?

Rating according to the ECTS scale:

A = 1.00-1.24, B = 1.25-1.50, C = 1.51-2.00, D = 2.01-2.50, E = 2.51-3.00, F = 3.01



3. Metaphors carry cultural semantic meaning, so how to deal with them in advertising texts that are meant to be used internationally? Give an example of it.
4. Does the author think that advertising texts will be translated in future?

Zlín, 12 May 2013

**Reviewer's signature:**