

# **An Analysis of the Use of Translation and Interpretation Services in the Zlín Region**

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## ZADÁNÍ BAKALÁŘSKÉ PRÁCE

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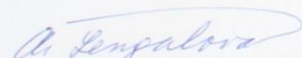
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## **ABSTRAKT**

Ve své bakalářské práci se zaměřuji na analýzu využití tlumočnických a překladatelských služeb ve Zlínském kraji. Pozornost byla soustředěna na cizí jazyky, které firmy nebo živnostníci využívají, typy textů, které si firmy nechávají nejčastěji překládat, jaké styly tlumočení využívají, zda tyto překlady a tlumočení probíhají z mateřského jazyka do cizího nebo z cizího do mateřského. Podrobněji je této problematice přizpůsobeno dotazníkové šetření.

Klíčová slova: překlad, tlumočení, anglický jazyk, český jazyk, Zlín, služby

## **ABSTRACT**

My bachelor thesis focuses on analysis of translating and interpreting use in Zlín region. Attention was paid to foreign languages which are used by companies or self-employed people, types of most frequently translated texts, what ways of interpreting enterprises use, if this translating and interpreting is led from mother language to foreign language or vice versa. To be more precise this issue is explained in analytical part.

Keywords: translation, interpretation, English language, Czech language, the city of Zlín, service

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## INTRODUCTION

However is the role of foreign languages important these days not every small and medium enterprises, corporations or self-employed people are educated in foreign languages to translate correspondence, manuals, contracts or to interpret some meeting with international companies. In that case it is possible to hire translator or interpreter through an agency. If you do not prefer agencies you can ask for help of a freelancer.

Nowadays the possibility of translating and interpreting is enormous. Agencies or freelancers can translate practically everything so it is only about the issue of each company but do companies take advantage of these services? In the bachelor thesis, there is in more detail described what text you can let to translate, what is the easiest way to interpret and on the other hand what is the most difficult. If you are not sure what is consecutive or simultaneous interpreting you find all answers to your questions in theoretical part. If you are in the position of a client whose need is to give any text to translation you find some tips what you should do to receive a successful translation. The practical part presents concrete companies which take advantage of agencies or do not need any service because of sufficient knowledge of English language. Companies could answer questionnaire anonymously, too. It is only for clarity of questionnaire. Is English language still major world language or do companies need to use another language, for example German, Russian or Spanish because of doing business with non-English companies? The survey shows public opinion about translating and interpreting service. People voted for factors which can change their opinion about use of these services. The main part is performed by money. *“Money leads world”* quote is still actual these days. On the other hand the fact because of which companies would choose or change translating agency is specialized knowledge of translators or interpreters so people would pay more money if their material is translated by professional translators.

Main goal of my bachelor thesis is to analyze whether researched companies take advantage of translating and interpreting agencies or freelancers, if companies use their service to improve communication skills, gain new international contacts or need help when negotiating in other than mother language.

My personal motivation for choosing this topic was that I wanted to discover where I could apply my knowledge after graduating and what possibilities are for us, students, in this field in Zlín region.

## **PROLOG**

In this thesis the main focus is put on analyzing whether small and medium companies, corporations and self-employed people take advantage of use of translating and interpreting companies in Zlín region. The other way around theoretical part describes what translation and interpreting mean, what type of text is possible to translate, what parameters should fulfill a suitable translator, regulations according to which agencies conduct their business, ways of interpreting and when is convenient to hire an interpreter.

## **I. THEORY**

## 1 TRANSLATION

It is possible to specify a word “translation” in these three meanings:

- translation as an act,
- translation as a result of translational process,
- translation as a device of intercultural and interlingual communication.

These days is translation characterized as an act of reproduction and modification and at the same time modification is represented by different movements caused by transitions of original text to other communication situations. A part of translational process is a process of understanding and comprehension of the original text and of the fact in the text. According to D. Tellingier interlingual communication is possible as well as the formation of the most varied lingual translations despite that equivalence of the translation and of the original is not achievable. (Havril´aková, 2005)

### 1.1 Basic Principles of Translation

Translations mainly of artistic literature were subjugated to literally esthetic interest. Second half of the twentieth century has come with linguistic approach. Preferential and maximally emphasized role of translator is overcoming of intercultural barriers. Individual solutions are subjugated to translator in every plans of language (Knittlová, 2010).

If you start translating to and from English the best advice is to translate for meaning rather than to translate words (spanish.about.com).

### 1.2 Translation as a Contact of Languages

According to Uriel Weinreich we can say that languages are in contact if they are spoken alternately by same person. Any person is bilingual if he/she speaks alternately two or more languages. Weinreich said that it is possible to prove a speaker’s deviation in his/her speech. It is caused by speaker’s use of more than one language. These deviations make so called *interference* of these two languages which are mutually covered in the speech. For example a person whose mother language is French says “*un simple soldat*” and translates the same term to English as “*a simple soldier*” instead of the real English meaning “*a private*”. Weinrich insists that the contact place of languages is always a speaker (Mounin, 1999).

### 1.3 Translation and Its Creator

Fišer (2009) claims that if we want to describe a model of creative translational act is necessary to know what is its subject and goal – what is going to be translated and what is a final product; who is going to translate and how is the order written.

According to Fišer (2009) the most important article of translational process is formulation of an order. A client should express to whom is the translational product intended, who is the possible receiver, in which communication situation and target culture will be the translation used.

#### 1.3.1 A Product of Translation

As Fišer (2009) describes the most obvious feature differentiating an original text from the translation is language heterogeneity. Each text is written in diverse language. A translation is a target text made by translator (the author of translation) in the language of receiving culture which is different from the language of the original text. Not only in language interpretation but also in the content of texts is distinction between translation and original. An effort of the translator is usually to reduce these distinctions and make the text less implicit.

#### 1.3.2 Documents to Translate

There are many types of documents which can be translated. According to my internet research the most frequent type of translated documents are translations with judicial certification and legal translation.

##### *1.3.2.1 Translation of Judicial Certification*

Translation of judicial certification is a translation provided with a clause with a stamp and with a sign of judicial translator/interpreter who is associated with delivered original (or notarial copy). The aim of the clause is verification of authenticity, i. e. verification that a translation (of judicial certification) is the same as the original text which the author confirms with his/her autograph (jipka.cz).

Judicially certified translations are usually required while communicating with state administration and other institutions (offices, courts, embassies and so on). The most frequently translated documents with judicial certification are diplomas, ID cards, birth

certificates, criminal records or documents necessary for company life – business register statement, power of attorney, confirmations and so on (jipka.cz).

### ***1.3.2.2 Legal Translation***

Legal translation is made by translator with long specialization on documents with legal character; proof-reading of the document is made by native speaker. Translators and also proof-readers are bound by pledge of secrecy (jipka.cz).

International terminology is used in the area of legal translations. This is effective mainly in business relations (jipka.cz).

### **1.3.3 Translator/Author**

According to Fišer (2009) the author of the translation is mostly professional translator. This person is usually trained for this activity either at universities by studying translating or interpreting or as an autodidact. A translator can be also a poet who consults their questions of default translation with linguists.

Translations of factual texts with low difficulty for expert style for example office correspondence, personal correspondence, announcements are made by unprofessional translators working as a secretary, assistants, reporters or speakers in various companies, institutions, political or cultural figures. If these texts were intended to be public the language correctness should be correct as any text of professional translator or specialist (Fišer, 2009).

Texts are also translated by students or pupils who are studying some language. The function of translating is only training or it is a part of verifying their knowledge and skills (Fišer, 2009).

Translator is a person concerning with translating some text from source language to target language and it does not matter if he/she is a professional, amateur or student and reasons for translating are various (Fišer, 2009).

#### ***1.3.3.1 A Model of an Ideal Translator***

Fišer (2009) particularizes who translator to choose for each type of text which is needed to be translated and we presuppose that translator's target language is mother language. These days, translators are placed in front of a requirement to understand any specialized text at least to an extent of ability to interpret and to formulate stylistically and adequately in

target language. Translator sometimes has to create systematically accepted terminology in target language. In this case, he is put in front of one of mentioned requirements namely language formation and knowledge of word-formation rules.

Fišer (2009) states an example of special efficiency. Marina Čarnogurská who translates from Chinese language demands skill of detailed perception of imagination. Each translator of idea-graphical texts must empathize to visual as well as auditive perceived symbols/words and their subsequent transfer from apparently semantically neutral similarity to literal and expressive meanings.

On the picture, there is an example of unnamed restaurant which translated wrongly leek soup as pork soup.



Figure 1 – People's creativity  
(Agnes Liberte, 2014)

### ***1.3.3.2 External Factors during Translating***

If we can say who translates we are able to say in what circumstances. We are interested in whether conditions, environment and place of realization of translation influence quality of



process and product. Translator should do his work at that time if he has the use of whole text and if the order is exactly defined as well as payment conditions. It means:

- translator knows who is hypothetical receiver and how should this text affect hypothetical receiver/reader, for example: text impresses as an artwork, text should cause a need to take an advantage of some offer, to buy some product or service,
- translator knows and accepts deadline,
- translator knows the payment amount of his/her submitted work and he accepts these conditions (Fišer, 2009).

There used to be translators who are forced to accept an order which is consisted of text delivered in parts and deadline can be changed to translator's disadvantage. This can cause time difficulty. Then it depends on translator if he really accepts these unfavorable conditions or applies his/her socially-organizing skills (Fišer, 2009).

#### **1.4 Tips for Receiving Successful Translation**

It is much better to agree on what parts of document is necessary to translate before starting translating. Mostly, it is possible to release pointless text, self-praise and a list of all company departments which participate on success of this company. These extracts can be contra productive and sometimes cause imagine of arrogant enterprise which takes care only about itself (Durban, 2002).

Durban (2002) mentions two examples of releasing pointless text:

- One French financial institution shortened five-hundred-pages-long material to two hundred and thirty pages with help of experienced translator in 1999. The translator helped to find useless pages without any meaning for foreign clients before start of his own translation.
- Juridical company in California concerning with patent issues recalls professional translator regularly to examine material in Japanese language. Translator informs this company briefly and orally about the content and at the end they decide collectively with lawyer what is necessary to translate.

Durban (2002) presents a tip which can be more effective than literal arts and over-mechanized descriptions. Do not rely only on words. Use adequately maps, pictographs and graphs. Moreover it facilitates translator's work. You do not risk that translator fail while translating exact technical term. Lower extent of translation decrease costs.

- Swedish furniture giant IKEA has one hundred and fifty-nine department stores. They are in twenty-nine countries where people speak with seventeen languages. Assembling manuals for its customers use mostly graphic elements without words. Eighty percent of manuals constitute exclusively pictures and twenty percent is text containing safety instructions.
- More than sixty million passengers from all over the world went through Heathrow airport in London in 2001. All four airport terminals use internationally understandable pictographs.

Durban (2002) also provides information about use of two automatic internet translating programs. Wall Street Journal let to test to translate two texts with help of translating programs. The conclusion is that these services are usable for travelling people or those who need to translate a letter from cousin once removed. These programs are not convenient for business purposes in any way or for anything what needs precision.

## **1.5 CAT Tools**

CAT tools are database programs working thank to translation memory. These tools are used by professional translators to maintain united terminology and for translating acceleration. It is not mechanical translator. Program announces repetition of sentence or segment in the translating text to translator. It demonstrates the latest translation of the same sentence. Translator only reviews text or possibly completes missing part of the text. Unknown text is saved to memory for next use (ceet.cz).

### **1.5.1 Advantages of CAT tools**

The biggest advantage of these tools is considerable acceleration of translating because of maintaining terminology. If you translate any segment once the same words are not translated again. They are only reviewed. From the point of view of company assigning text to be translated these tools save money. Price of translation gets low if some words are repeated. CAT tools also do not change graphic or text structure. One of the possible advantages is that CAT tools enable to import most of familiar textual and graphic formats and they subsequently export in the same visual aspect as original text (ceet.cz).

### **1.5.2 When to Use CAT Tools**

It is convenient to use CAT tools when you translate documents in which some parts repeat, for example regulations, manuals, another technical documents, audit reports,

account documents, web pages and so on. CAT tools are applicable if some key terminology of your field repeats and you need to maintain united terminology (ceet.cz).

### 1.5.3 Examples of CAT Tools

If you are interested in translating and translating is kind of your job you can find many different tools to make your work easier:

- Trados,
- Transit,
- SDLX,
- Wordfast,
- OmegaT,
- Cafetran,
- Déja Vu (tlumoceni-preklady.cz).

## 1.6 ČSN EN 15038:2006 REGULATION

Criteria and requirements of translational services are included in international regulation ČSN EN 15038:2006 – Translational services – Requirements for providing service. Explanatory documents was created and agreed by Association of Czech translating agencies (ACTA) and National council for certificating of translating services (CEPRES) with goal to explain and interpret some regulations of ČSN EN 15038:2006, and specify representative distinctive requirements (acta-cz.org).

### 1.6.1 Basic Requirements

Provider of translational services (provider) sets necessary professional qualification for his employees who provide acts affecting quality of these services. Provider sets responsibilities, authorities and mutual relationships of employees, who rule, provide or verify acts affecting quality of these services. Provider formulates goals related to education and maintaining professional qualification or as the case may be measure for accomplishing of training targets. Provider evaluates effectiveness of performed training or as the case may be measures. Provider maintains notes about education, training, skills and experience of employees (acta-cz.org).

## 2 INTERPRETATION

According to Čeňková (2013) interpreting is transforming of the content or meaning of what speaker is saying in his language to language to which listener understands. An interpreter is a person who is able to transform this information from one language to another. He/she is a mediator between two people who want to speak with each other but they don't understand to each other.

Čeňková (2013) describes interpreting as a triangular process:

1. speaker
2. interpreter/mediator
3. receiver.

Interpreters speak about active and passive languages:

- active language – it is a language by which interpreter speaks and to which participants of any conference can listen,
- passive language – it is a language by which participants of any conference speak and to which interpreters understand (ec.europa.eu).

### 2.1 An Ideal Interpreter

According to Čeňková (2013) an ideal interpreter should have perfect knowledge of mother language as well as foreign language and its cultural background. It is good to be quick-witted and to react promptly. She puts interpreter's memory to contrast with forgetting. Interpreter should be able to split and switch his/her attention, to focus and adapt to speaker or situation. Convenient interpreter has general knowledge for example about politics and economy and to educate himself/herself all lifelong.

### 2.2 Ways of Interpreting

#### 2.2.1 Consecutive Interpreting

An interpreter sits among participants at the meeting and listens to a speech which he/she presents in other language. He usually makes notes during the speech. These days consecutive interpreting has been replaced by simultaneous interpreting nevertheless this type of interpreting is used at some special meetings, e. g. business lunches, business trips,

and highly specialized meetings). Appropriately educated interpreters are able to manage ten minutes long speeches or even longer speeches with high precision.

### 2.2.2 Simultaneous Interpreting

An interpreter works in soundproofed cabin with one colleague at least. A speaker is in conference room and speaks to a microphone and the interpreter listens to speaker's speech in headset and interprets that speech to a microphone simultaneously. Each participant of the conference chooses a channel with a language in which he wants to listen to the speech (ec.europa.eu).

Čeňková (2013) depicts beginning of simultaneous interpreting in Nuremberg Trials.



Figure 2 – Interpreting cabin (aiic.net)

### 2.2.3 Asymmetric Interpreting

Participants of any meeting usually understand to one or few world languages but they are not capable enough to speak in that language. Asymmetric interpreting is one of possible options how to manage the meeting with few interpreters. It is necessary to set a work team of sixty-nine or more interpreters to provide bidirectional interpreting in all current official languages. If there are only three active languages the number of interpreters can be only about twelve. Participants of the conference can speak in their mother language and they can listen to the conference in one of three languages to which is the conference

interpreting. Asymmetric interpretation is possible only in the case if all participants of the meeting or conference understand securely to one or several active languages (ec.europa.eu).

#### **2.2.4 Chuchotage**

Chuchotage is whispering simultaneous interpreting. An interpreter sits or stands among participants of the meeting and he simultaneously whispers.

It is possible to use chuchotage only in the case of limited number of participants who stand or sit nearby each other. It is used during reversible meetings or in groups where is limited number of participants not speaking in common language. Chuchotage is often used instead of consecutive interpreting to save time. Whispering interpreter sometimes uses headset to hear speaker very well (ec.europa.eu).

#### **2.2.5 Retour**

Retour is a way of interpreting from mother language to foreign language. Interpreters usually interpret to their mother language. Some interpreters speak other language so well that they are able to interpret from their mother language. This procedure is usually called by French term “retour”. Only few interpreters speak second language to such an extent that they are qualified to interpret to that language from every languages of their language combination. These interpreters are competent to work in two cabins. Retour is mainly used when offering of relay from less extended languages to world languages (ec.europa.eu).

#### **2.2.6 Relay**

Relay means interpreting between two languages through third language. If participant of the meeting speaks in a language for which there is not available any interpreter in a cabin with active language, this cabin can be connected to another cabin via audio connection. The other cabin can provide relay. An interpreter interprets through other language without lowering the quality of speaker (ec.europa.eu).

### **3 ROLE OF TRANSLATORS AND INTERPRETERS IN GLOBAL BUSINESS**

To divide work for translators and interpreters we should know that translators deal with written communication and interpreters deal with verbal communication (translatorsbase.com).

Translators and interpreters are absolutely necessary in global business. As I have mentioned they improve communication among people who do not understand foreign language. They convey information precisely from source language to target language or vice versa. This can be done in different countries across the world (translatorbase.com).

These translators and interpreters provide different services. They provide services in a number of business areas, and they specialize in specific fields. Some of the business areas in which translators and interpreters play a key role are:

- medical interpreters and translators,
- localization translators,
- specialized business translators,
- conference interpreters (translatorbase.com).

#### **3.1 Medical Interpreters and Translators**

It is very important for translators and interpreters to have very good knowledge of medical and conversational terms both in source language and target language, as well as the cultural aspect relating to how the patient receives the information. If hospital management hires medical translator or interpreter it is because of improving communication between the management and patients. Also medical translators help to translate patients' journals and hospital information brochures into patients' languages (translatorbase.com).

##### **3.1.1 Required Job Qualifications**

If you want to work as a medical translator or interpreter you have to be fluent in reading, writing and speaking both in target language and source language so you understand the text you are going to translate. Also you have to be skillful in keyboard writing and to write forty words per one minute. You have to be able to translate three hundred words in an hour. Medical translator or interpreter also has to be familiar with internationalization such as time, date, currency, etc. and localization processes (Friend Finder Networks).

### **3.2 Localization Translators**

Localization means involving the complete adaptation of a product for use in a different language and culture. Localization translators must know local environment and users of given product. This translators' issue is to adapt the product as if it had been originally manufactured in the country where it will be sold and supported (translatorbase.com).

### **3.3 Specialized Business Translators**

It is essential for translators and interpreters to have knowledge of the respective businesses, markets and current events of various economy field such as finance, economics, marketing etc. An example of this type of service could be specialized business translation in financial markets. This job position involves translation of documents such as financial statements, mutual funds reports, regulatory statements and reports etc. into the target language (translatorbase.com).

### **3.4 Conference Interpreters**

If for example World Trade Organization (WTO) or the World Bank needs an interpreter conference interpreter is the right one. Participants of these conferences come from around the world. Conference interpreters often have the ability to interpret from at least two passive languages to one active language for example from Spanish and French to English language. These interpreters are sometimes also used as mediators among international businesses that operate in foreign countries (translator.base.com).



## **4 METHODOLOGY**

### **4.1 Method of Research**

Qualitative method of interviewing was chosen for collecting data in my research. Results of the questionnaire evaluate rate of use of translating and interpreting services in Zlín region. The questionnaire was sent to one hundred companies – small and medium enterprises, corporations and self-employed people. Respondents could answer anonymously or write concrete name of company.

Most respondents did not mention either name of the company nor department where they are employed. As in common, many people do not want to announce name when they are asked to fulfill some questionnaire or poll. On the other hand, people should stand up for their opinions and they should not be afraid of it.

### **4.2 Collecting the Data**

To gather pieces of information I needed I sent the questionnaire via e-mail to companies doing business in Zlín region. The questionnaire contains questions about languages used by addressed companies, number of translations, fields which companies need to be translated, type of interpreting etc. Interviewee has time to answer these questions. It is more comfortable and in my opinion more people could answer the questionnaire online than in paper form.

The survey was made at web page [Survio \(survio.com\)](http://survio.com). It is effective questionnaire system which also very quickly makes evaluation of each questionnaire. Enclosed graphs in analytical part are as well as made by this web page.

Main goal is to discover number of companies using service of translating agencies, interpreting agencies or freelancers.

### **4.3 Researched Subjects and Characteristics of Zlín region**

As I have mentioned, my research is focused on all companies in Zlín region. Industrial potential of Zlín region is made mainly by companies of processing industry. Namely it is metal-working industry, wood processing industry, electro technical industry and textile industry. Zlín region is favorite touristic destination. Its attractiveness comes from many natural, cultural and historical monuments. There is no such place in the Czech Republic

which is offering mountains, garden architecture, spa, wine valley, many religious monuments and historically valued buildings such as unique architecture of Tomáš Baťa (kr.zlinsky.cz).

Zlín region offers many opportunities for culture vultures. There are fifty-nine museums, sixty galleries, thirty-one cinemas, eight theaters and forty-four natural amphitheatres. In 2008, Zlín region was visited by four hundred and forty-eight thousand one hundred and twenty-two guests and fifty-nine thousand two hundred and thirty-six were foreigners. They were accommodated in three hundred and thirty-eight accommodation facilities (businessinfo.cz).

#### **4.4 Questionnaire Formation and Evaluation**

As I have mentioned before survey was made with online questionnaire which was sent via e-mail correspondence. In the questionnaire, there are seventeen closed and open questions so results showed various answers to open questions. Answers to closed questions were both with only one answer and with more possible answers with adding own personal answer. Questionnaire also contained cover letter with description and reason why company would complete this survey. Respondents were assured about anonymity of the poll. Also I mentioned time which people are going to spend with completing.

#### **4.5 Data Processing and Questionnaire Results**

Questionnaire was sent via email with hypertext link to one hundred companies. After three weeks eighty-nine interviewees sent it back. There is a possibility that respondents forwarded the survey to another person working in different companies so return ability is not provable. The questionnaire is part of appendix.

## **II. ANALYSIS**

## 5 ANALYSIS

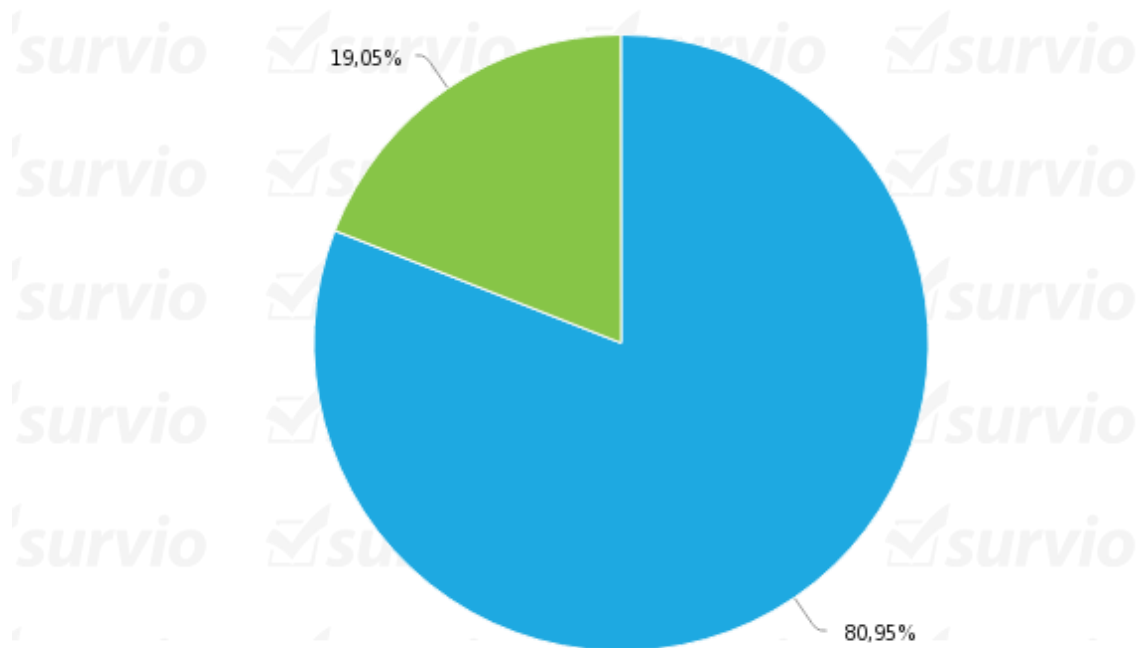
### Question n. 1: Name of a company where you work.

Few respondents mentioned name of company where they work even though this question was not compulsory. In the table below, there are names of companies and field of doing business.

<b>Enterprise Name</b>	<b>Place of business</b>	<b>Field</b>
Broker Consulting a. s.	Valašské Meziříčí	Financial service
Continental Barum s. r. o.	Otrokovice	Automotive industry
GE Money Bank a. s.	Zlín	Financial service/Banking
Handball Club Zlín	Zlín	Sport
Jafra s. r. o.	Otrokovice	Clothing
Jimi Tore s. r. o.	Kroměříž	Handcraft
Jospo a. s.	Holešov	Catering
Komerční banka	Otrokovice	Financial service/Banking
Labour Office	Uherské Hradiště	State institution
Madeo interactive s. r. o.	Zlín	Interactive technology
MIA	Zlín	Construction industry
ONLINE-SPORT.CZ s. r. o.	Zlín	Retailing
Schott Flat Glass ČR s. r. o.	Valašské Meziříčí	Glass-making industry
Servis Climax a. s.	Vsetín	Industrial production

Table 1 – Companies in Zlín region using translating and interpreting services

It cannot be exactly specified why some interviewees did not write name of company. Only fourteen out of one hundred interviewed companies mentioned name in the questionnaire. Many respondents who answered online questionnaire were from Continental Barum, s. r. o., factually the questionnaire was completed by seven interviewees. This company belongs to the biggest producer of tires for passenger cars in Europe.

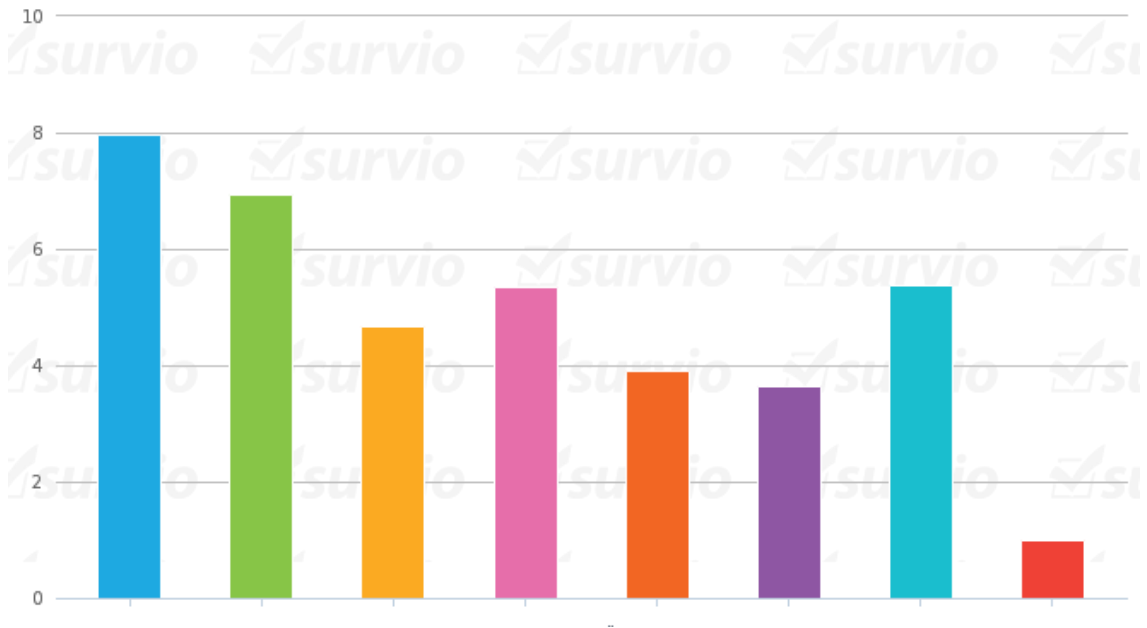
**Question n. 2: Does your company co-operate with foreign firms?**

Graph 1 – Does your company co-operate with foreign firms? (survio.com)

Overwhelming majority of companies co-operates with foreign firms. As you can see in the graph, **80, 95%** that is seventy-two companies answered yes. Only **19, 05%**, seventeen companies, do business within the purview of the Czech Republic. According to survey, it is concretely seventy-nine companies are in partnership with foreign company out of eighty-nine.

For example clients of Continental Barum, s. r. o. are Fiat (Italy), Suzuki, Mitsubishi and Toyota (Japan), Hyundai (South Korea), Jaguar (England), Peugeot (France), General Motors (United States of America) (continental-corporation.com).

This enterprise is one of the biggest employers in Zlín region although the number of employees declined year-on-year from three thousand nine hundred and fourteen to three thousand three hundred and eighty-nine employees last year (auto.cz). Continental Barum, s. r. o. employs many people living in Zlín region. People with different education can be employed in this company owing to its wide engagement.

**Question n. 3: What foreign languages do you use?**

Graph 2 – What foreign languages do you use? (survio.com)

Used language	Proportional use (%)
English	20,4
German	17,8
Slovak	13,8
Russian	13,8
Spanish	12,1
French	10,1
Polish	9,4
Other (Czech, Chinese)	2,6

Table 2 – Proportional statement of used languages by companies in Zlín region

Survey proved that 20,4% companies which is nineteen companies need mainly **English** speaking workers. As is common English is the most frequently used language around the world. The second place is represented by **German**. According to results 17,8% companies, concretely sixteen, need knowledge of German language. Representatives of Zlín region were dealing with German ambassador about ways of revitalization of industrial areas, collaboration in education system and collaboration possibilities with

German regions (kr.zlinsky.cz). Continental Barum, s. r. o. has headquarter in Hannover, Germany, too, so knowledge of German language is highly appreciated. On the third place there is **Slovak** language. Even though both languages belong to Slavic languages and Czech and Slovak people understand each other it is necessary to translate regulations, contracts or commercials to official languages. Concretely 13, 8%, namely twelve companies, do it this way. One example for all could be former Czechoslovak company Kofola which has been doing business since 1952. Its commercial has to be translated to Slovak language and vice versa if this company wants to do business in foreign countries.



Figure 3 – Kofola translation to Slovak language

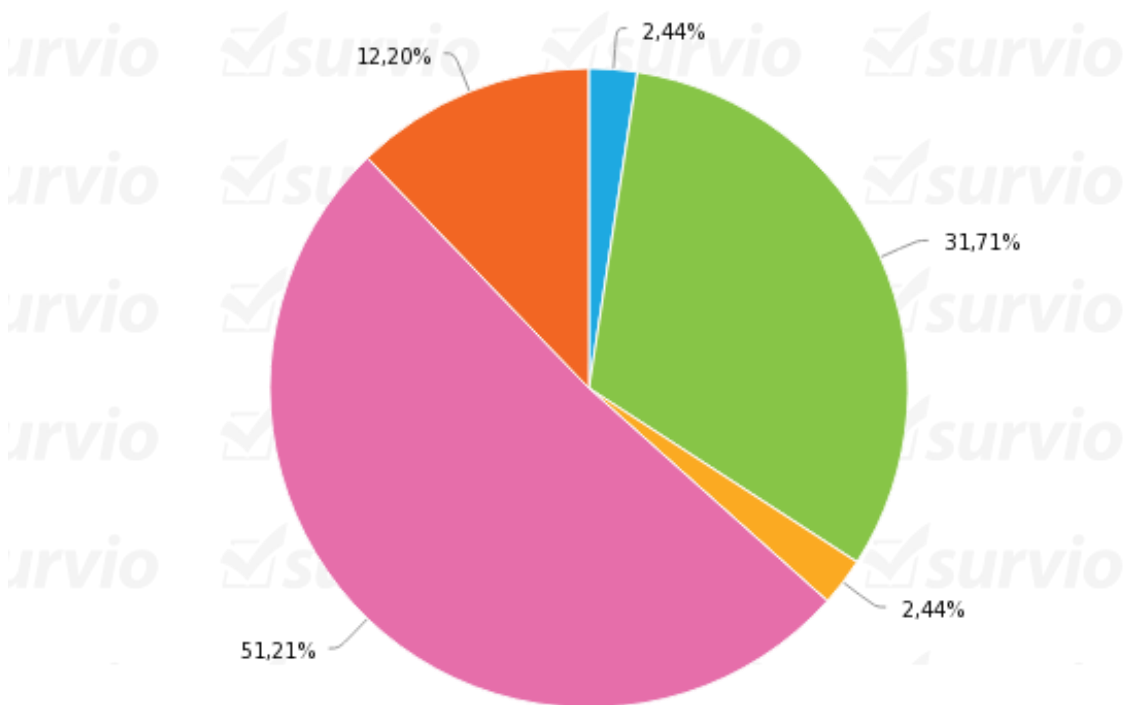
(navolnenoze.cz)

**Russian** language is as well as used by 13, 8% of companies. Eastern markets are for companies in Zlín region very attractive. For example co-owner of liquer company Rudolf Jelínek in Vizovice, Pavel Dvořáček, travelled to Russia with former Czech president Václav Klaus. Austin Detonator from Vsetín which produces detonators struggles for returning on Russian market after long eleven years. Owner Otto Grebeň said that Russian market is essential for company development (zlin.idnes.cz). The fifth position occupies

**Spanish** language and 12, 1% that is eleven companies use this language. Only nine companies, 10, 1%, speaks with official language of European Union, namely **French**. The seventh place is represented by **Polish** and 9, 4%, eight companies use this language. Last but not least are optional languages which were added by respondents. **Chinese** language is used by 2, 6% of companies in Zlín region that means two out of eighty-nine companies.

To summarize results of this question, English and German languages are the most frequently used languages by companies in Zlín region.

**Question n. 4: Do you use services of translating and interpreting agencies in Zlín region?**



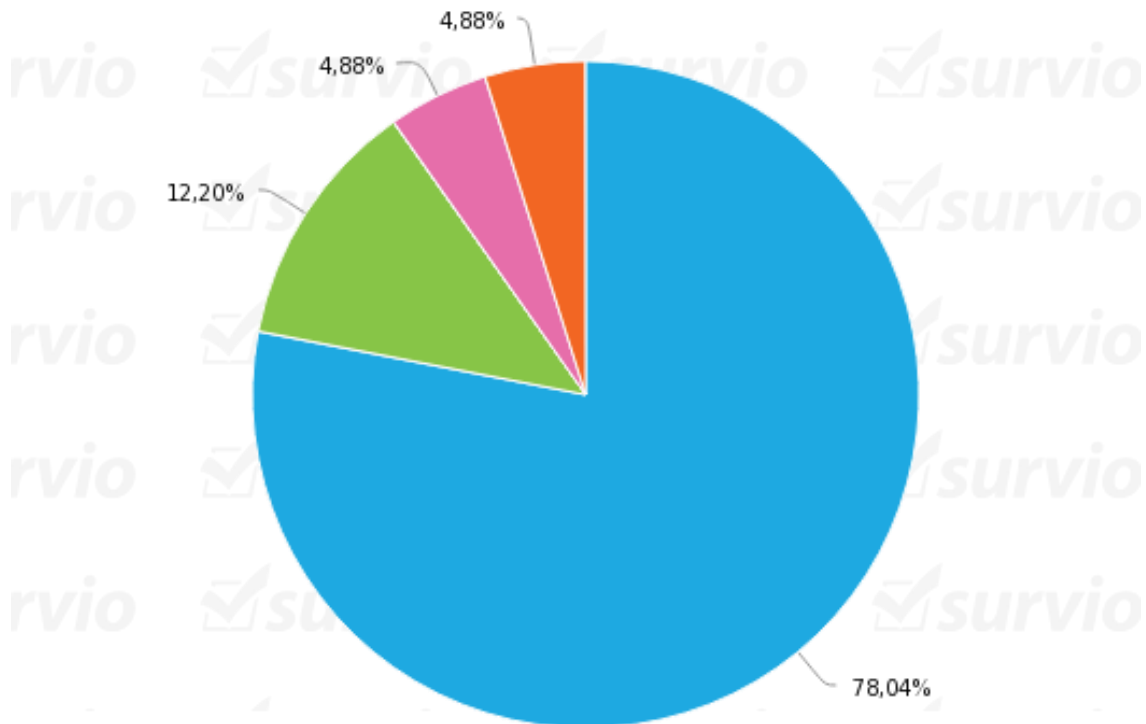
Graph 3 – Do you use services of translating and interpreting agencies in Zlín region? (survio.com)

The survey shows fact that **51, 21%**, forty-six interviewee companies, do not use services of translating and interpreting agencies in Zlín region. The reason of this finding is managing issues with common knowledge of foreign languages as well as engaging own employees because **12, 20%** of companies, concretely eleven, do so and do not need any service of any agency. More companies take advantage of translating agencies that is twenty-eight, proportional use is **31, 71%**. Only **2, 44%**, namely two companies, take



advantage of interpreting services. The same percentage of companies **2, 44%** use both translating and interpreting services.

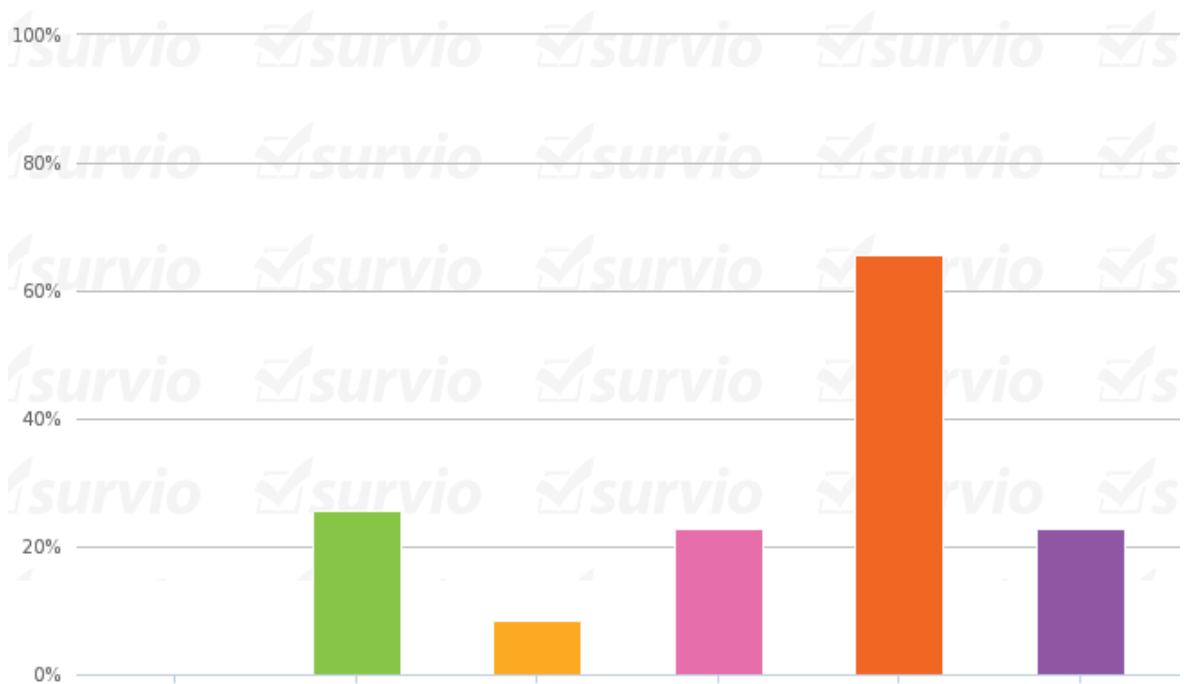
**Question n. 5: How many translations do you assign per year?**



Graph 4 – How many translations do you assign per year? (survio.com)

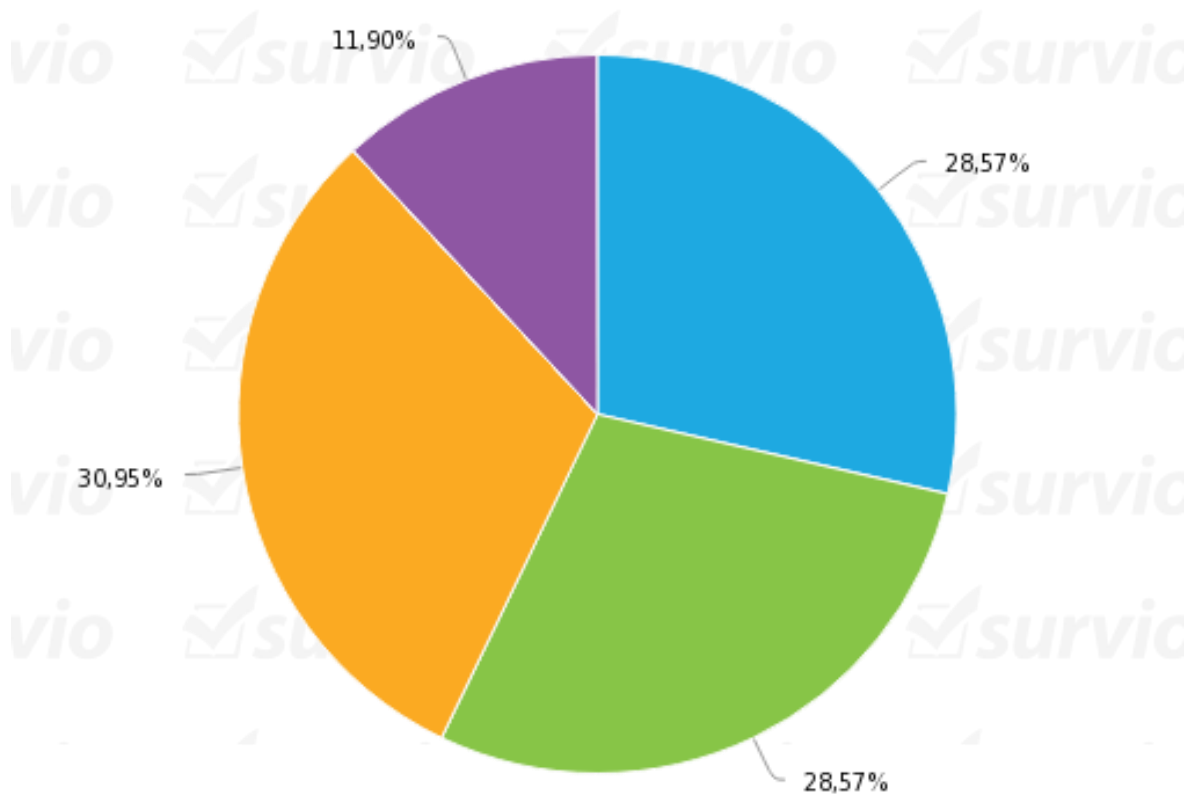
According to result from question number 2 we could predict result of upcoming question. As we know not many companies use the opportunity to assign material for translation. Only **4, 88%**, that are four companies, assign more than three hundred translations per year. The same percentage **4, 88%** assign from two hundred and one to three hundred translations per year. Concretely eleven companies, proportional use is **12, 20%**, place an order for fifty-one to one hundred translations. Overall majority **78, 04%** do not assign any translation or at most fifty translations per year. That is seventy companies. The reason of this finding is managing issues with common knowledge of foreign languages as well as engaging own employees because many companies do so and do not need any service of any agency. The fifth possible option to choose was assigning orders for one hundred and one to two hundred translations but any company did not choose this possible answer.

**Question n. 6: What agencies do you prefer if you use services of translating and interpreting?**



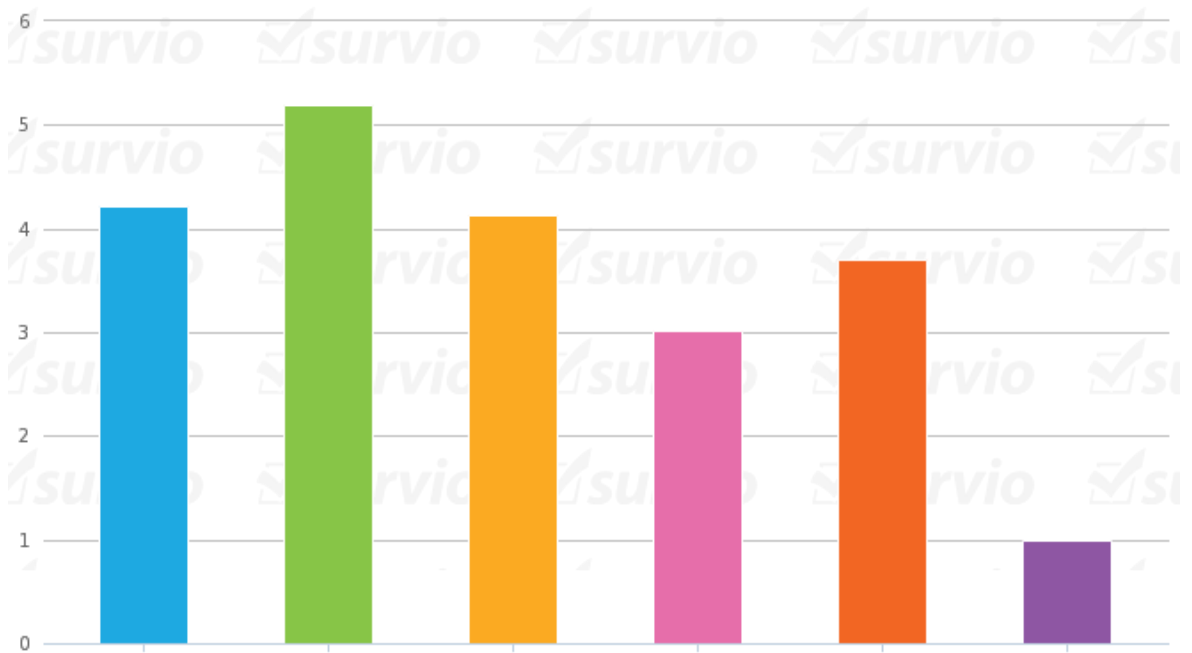
Graph 5 – What agencies do you prefer if you use services of translating and interpreting? (survio.com)

As I have mentioned in theoretical part automatic internet translating programs are not good for business purposes. On the other hand many people use these programs, namely Google Translator. It is used by **65, 71%**, that is fifty-nine companies. As we can see the most successful translating agency used by twenty-three companies is Skřivánek with proportional use **25, 71%**. Skřivánek s. r. o. has been operating since 1994 and is the largest language agency in the Czech Republic. The company is also registered supplier of the European Union (skrivanek.cz). Skřivánek s. r. o. has long tradition and that could be the reason why companies choose this agency for translating and interpreting services. The second and third position is divided to corporate bodies that do translations as well as another option which interviewee could add with **22, 86%**. These added options chosen by twenty companies were that companies have own translator or take advantages of other unnamed agencies in Uherské Hradiště or Vsetín. In this case, companies take advantage of own translator or interpreter or place an order to other not mentioned companies. One of questionnaire-mentioned agencies was also Johny English but any of interviewee companies do not use its service.

**Question n. 7: What experience do you have with agency or freelancer?**

Graph 6 – What experience do you have with agency or freelancer? (survio.com)

Bright side of this finding is that no respondent answered negatively to this question. Any of respondents do not have bad experience with agency or freelancer. The probable reason is that many companies use Google Translator for translating their materials. On the other hand, **30,95%**, which is twenty-eight companies, do not know what experience they have with agency or freelancer. In actual fact, if many companies do use either Google Translator or engage own employees to translate some materials many of them cannot have experience with any agency. **28,57%** respondents have good experience as well as **28,57%** concretely twenty-five companies have very good experience with agency or freelancer. Only **11,90%**, that is eleven companies, do not have any experience because they do not take advantage of any translating or interpreting agency.

**Question n. 8: Translations or interpreting of which scientific branch do you need?**

Graph 7 – Translations or interpreting of which scientific branch do you need?

(survio.com)

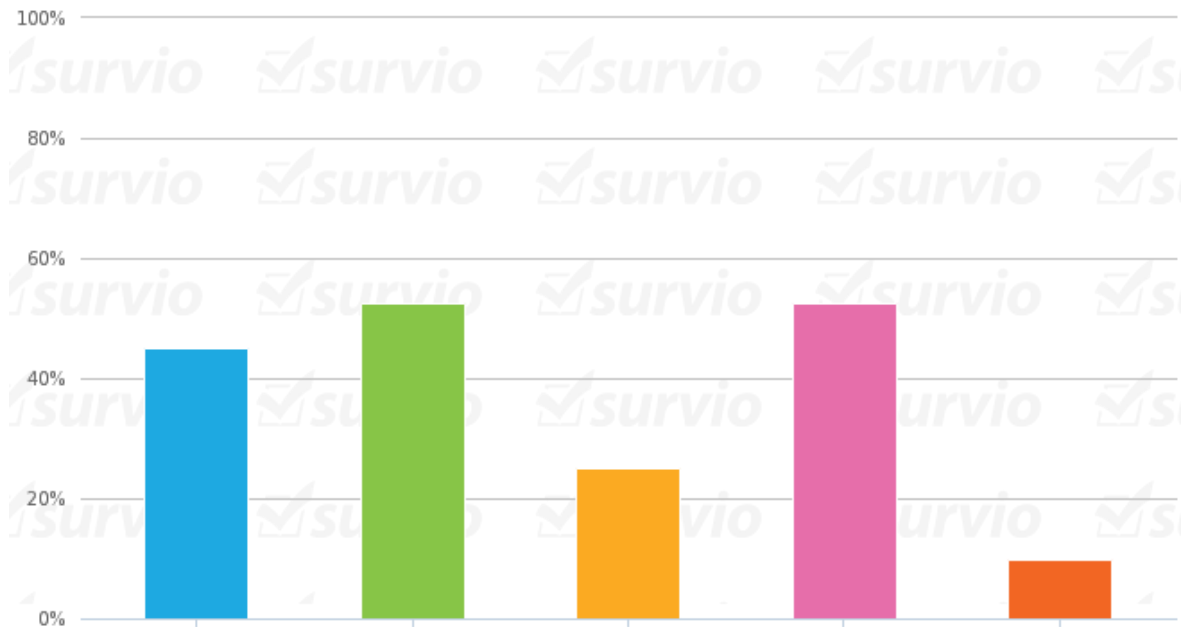
Scientific branch	Proportional use (%)
Economic	24
Ecological	20
IT	20
Engineering	17
Sociological	14
Other	5

Table 3 – Proportional statement of concrete translated materials

Respondents should order given options according to frequency of its use. Economic materials are translated in **24%** which is twenty companies. Very required are translations of ecological topics. These materials are needed in **20%** companies concretely eighteen. The argument of this finding is that European Union released new regulation about changes of gases and aerosols (enviweb.cz). As well as IT topics are in demand concretely by **20%** enterprises. Engineering texts are required by **17%** that is fifteen companies and thirteen companies, proportional use **14%**, place an order to sociological texts. The least five

companies, **5%**, need to assign texts from chemical industry, insurance texts, art texts and electro-technical materials.

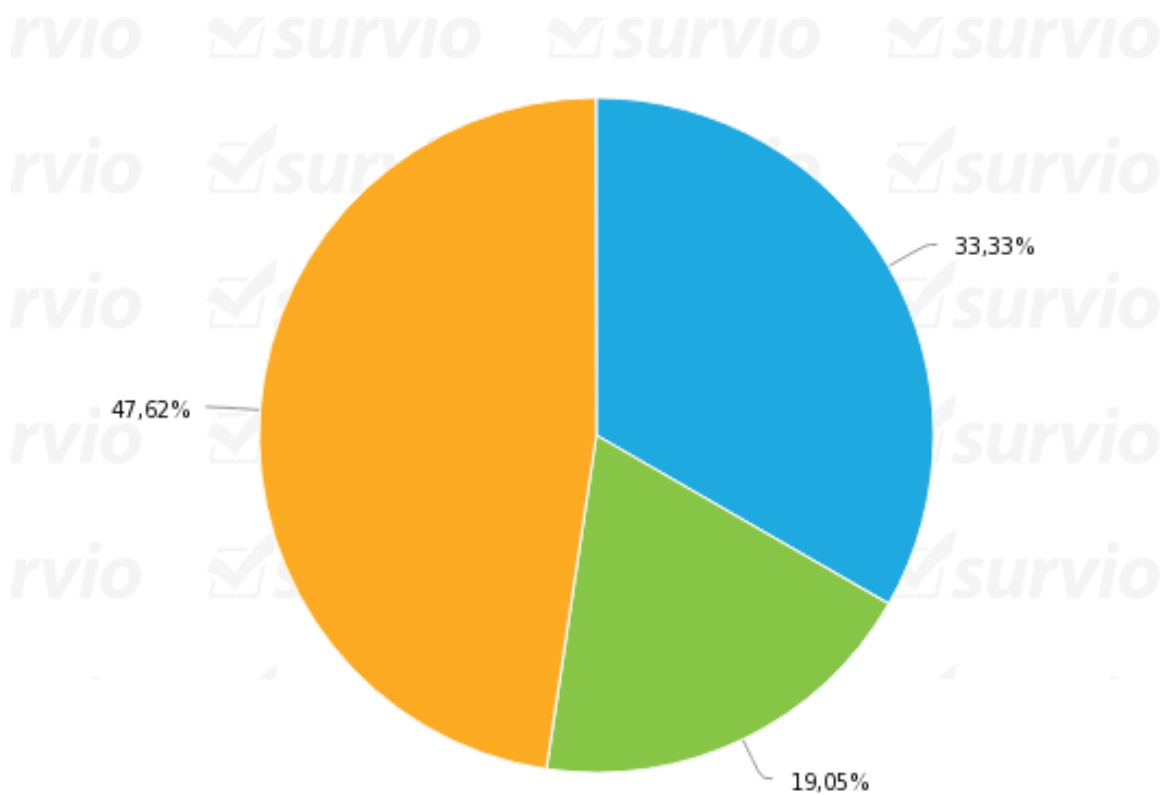
**Question n. 9: What types of text do you assign to translation?**



Graph 8 – What types of text do you assign to translation? (survio.com)

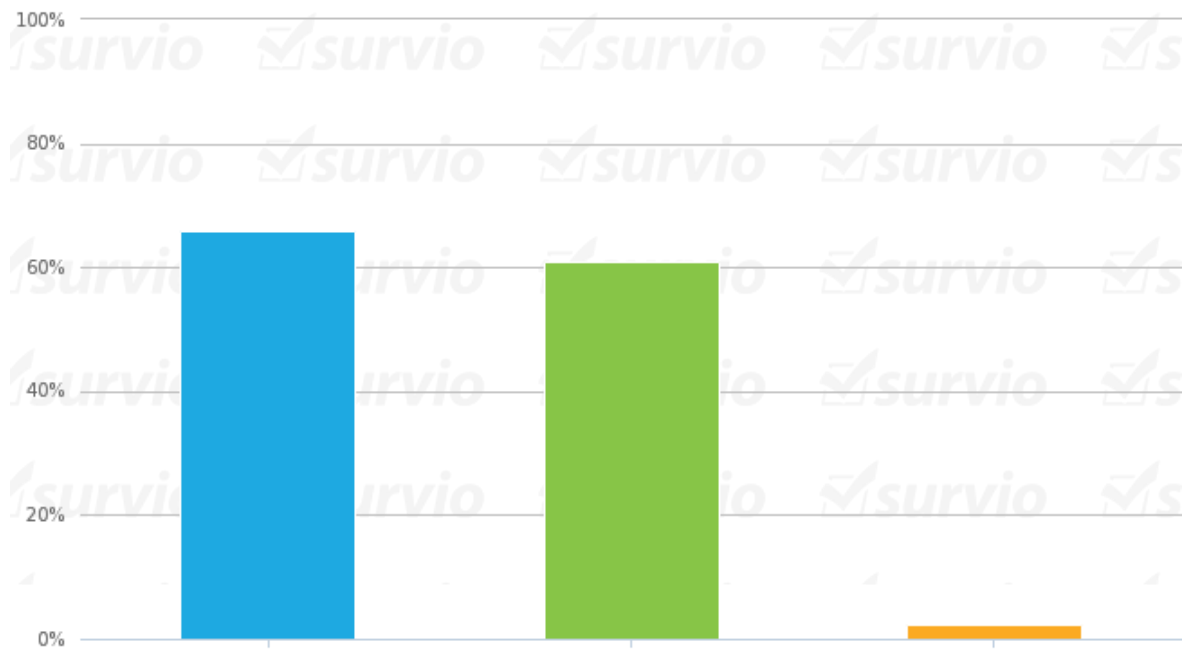
Companies place an order mostly for translation of contracts and manuals. It makes **52, 50%** (**52, 50%**). The second position is represented by correspondence concretely **45%**. Translations of judicial certification are required in **25%** of assigned translations. Last but not least are invoices and project documentation concretely **10%**.

**Question n. 10: If you assign translation to other entity do you make proofreading to this output? Does native speaker make this proofreading?**



Graph 9 – If you assign translation to other entity do you make proofreading to this output?  
Does native speaker make this proofreading? (survio.com)

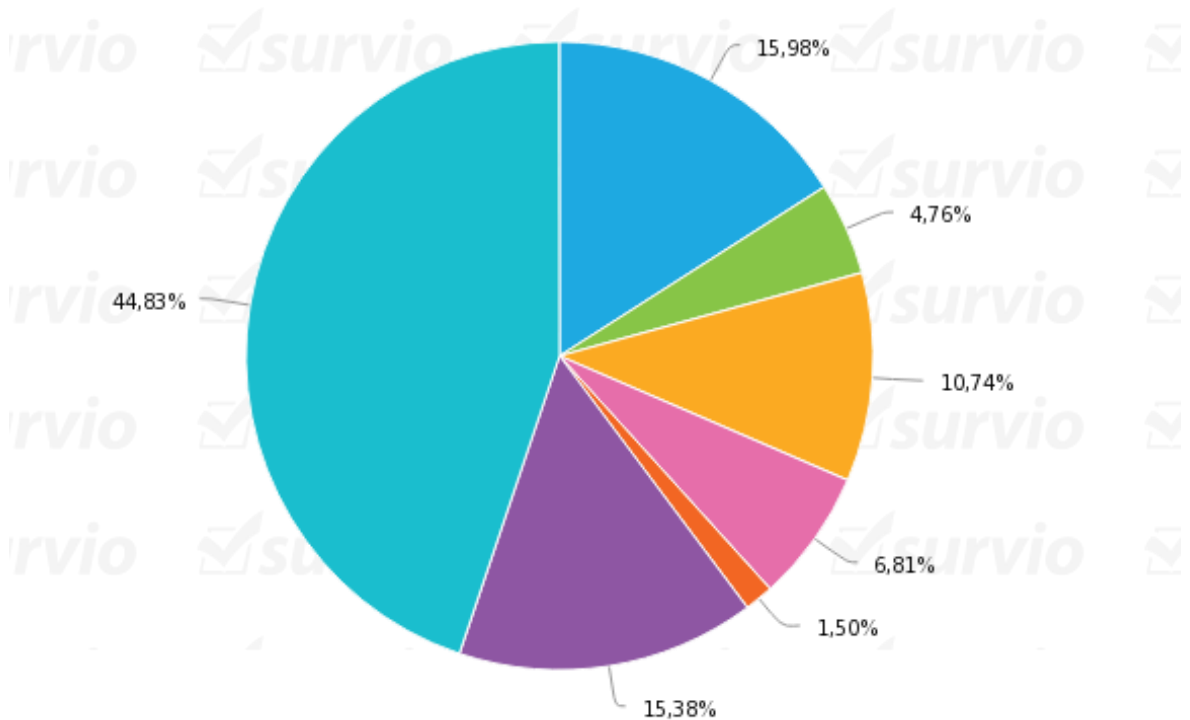
If companies assign translations to agencies or freelancers most of them do not let to check the output by anyone. This attitude has **47,62%** which is forty-two companies. Non-native speaker checks the output in **33,33%** of companies so in thirty companies. On the other hand, seventeen companies which is **19,05%** want checking by native speakers.

**Question n. 11: What direction do you interpret most frequently?**

Graph 10 – What direction do you interpret most frequently? (survio.com)

Results of this question are very balanced. Translations from mother language to foreign language are needed by **65, 85%** of companies. The other tight results is **60, 98%** namely translations from foreign language to mother language. On the other hand, only **2, 44%** translations are from foreign language to other foreign language.

**Question n. 12: What type of interpreting do you need most frequently?**

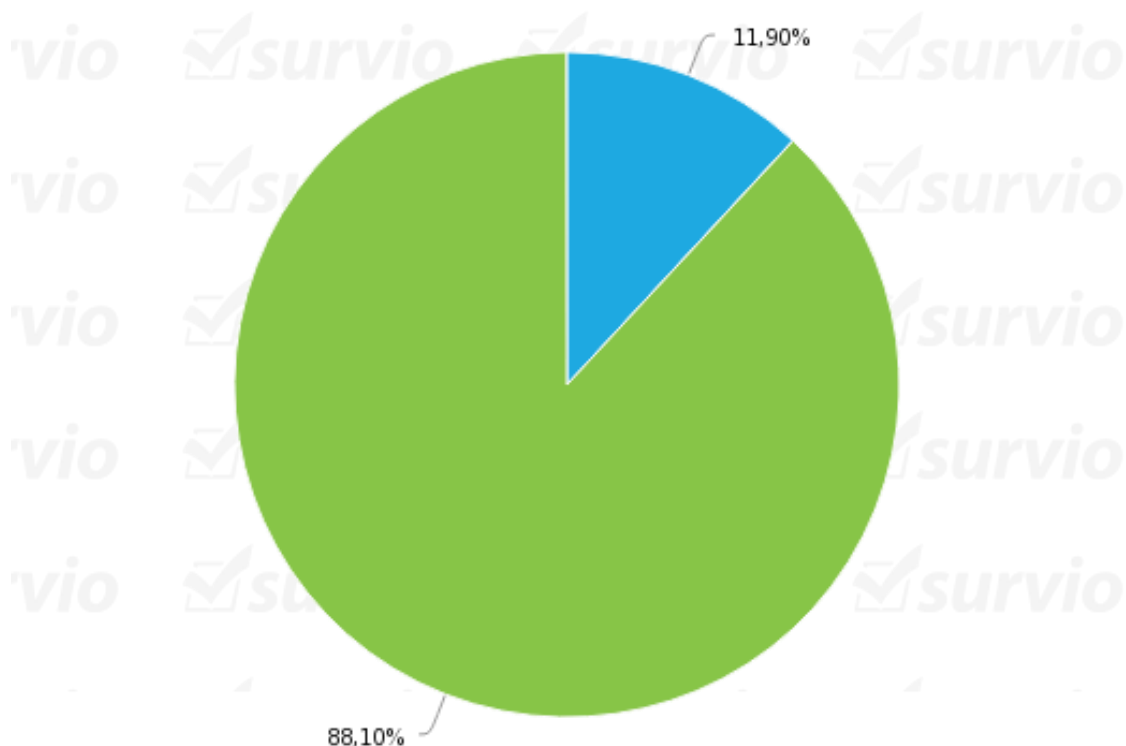


Graph 11 – What type of interpreting do you need most frequently? (survio.com)

None of offered interpreting services are needed by **44, 83%** companies. It means that forty companies in Zlín region do not take advantage of interpreting services. From the other point of view there are some companies which take advantage of these services. Nineteen companies which are **20, 74%** (**green** and **blue**) use consecutive interpreting. Fourteen companies which are **15, 38%** take advantage of interpreting between two foreign languages. Simultaneous interpreting is needed by **10, 74%** concretely ten companies. Six companies concretely **6, 81%** need judicial interpreting. Chuchotage is demanded by one company. It is possible that interviewed companies did not even know what chuchotage means and were confused. According to this issue, this finding is not completely adequate.



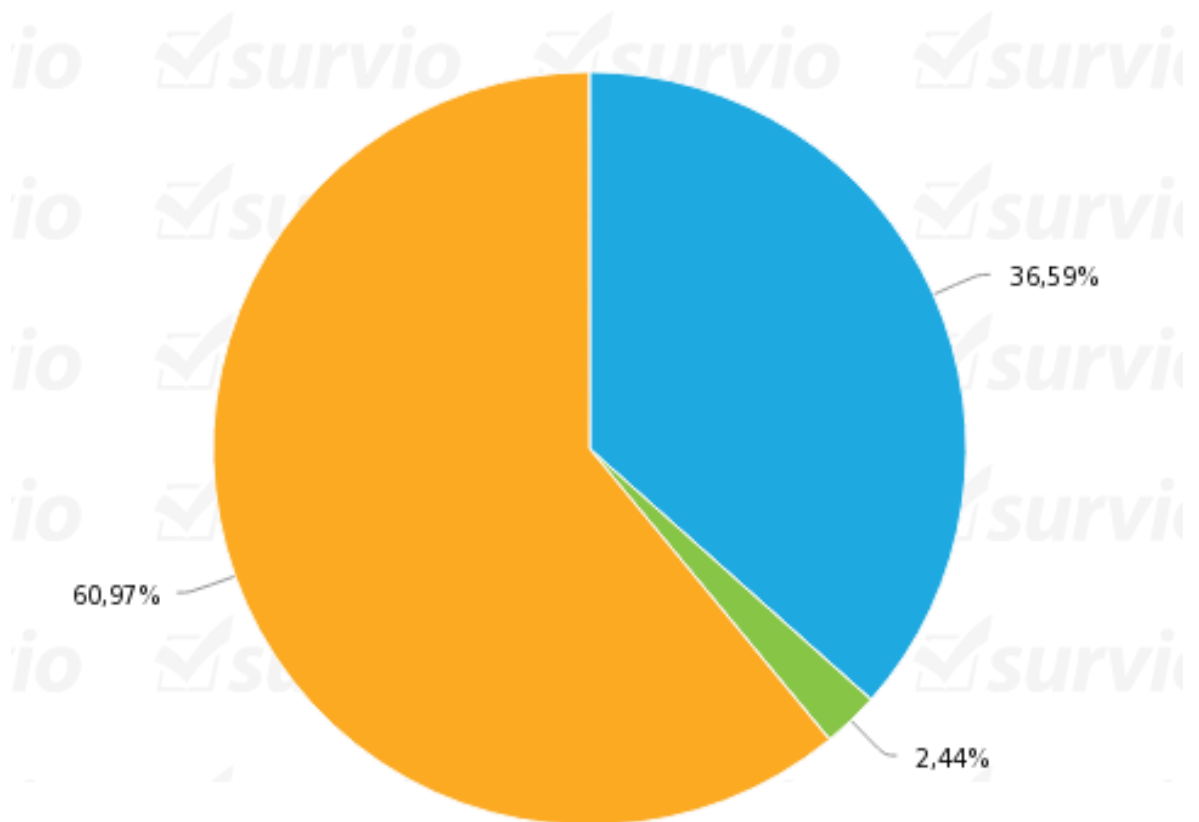
**Question n. 13: Do you hire more interpreters to one order if it is time-consuming order?**



Graph 12 – Do you hire more interpreters to one order if it is time-consuming order? (survio.com)

Only **11, 90%** companies namely 11 hire more interpreters when they place an order for time-consuming interpreting. On the basis of the previous question that majority of companies do not take advantage of interpreting services we can say that result of this question is logical. Seventy-eight companies concretely **88, 10%** do not hire more interpreters when they place an order for time-consuming interpreting.

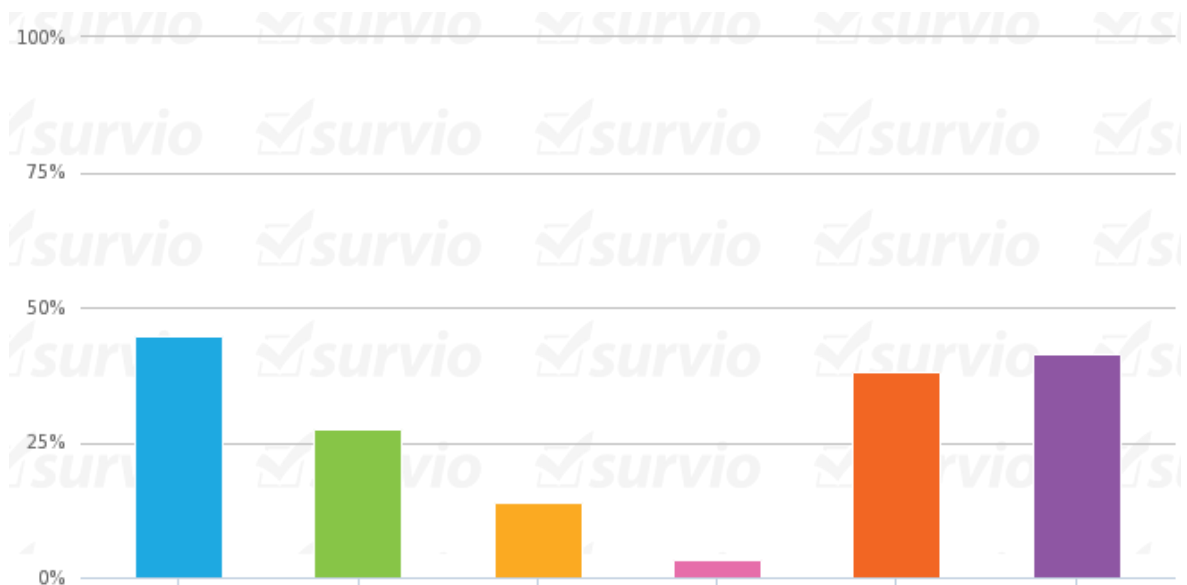
**Question n. 14: Are you satisfied with current offer of translating and interpreting services in relation to price and quality?**



Graph 13 – Are you satisfied with current offer of translating and interpreting services in relation to price and quality? (survio.com)

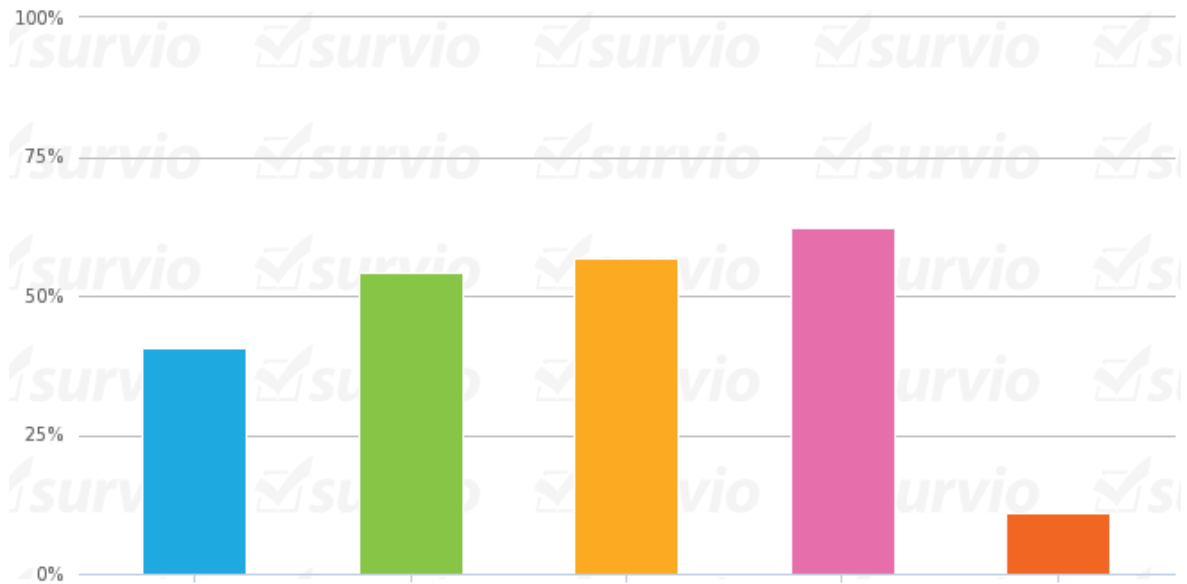
The survey shows that only two companies which is **2, 44%** companies are not satisfied with this statement. Most of them think price is not adequate to quality of submitted work. **36, 59%** is satisfied with current relation of price to quality but **60, 97%** which is fifty-four companies do not care about this issue.

**Question n. 15: If you were not satisfied with service of translating and interpreting agencies what factors would force you to change agency?**



Graph 14 – If you were not satisfied with service of translating and interpreting agencies what factors would force you to change agency? (survio.com)

Three answers to this question are very close to each other but most companies mentioned factors of their dissatisfaction concretely **44, 83%**. Companies were not satisfied with the price because it does not match with the quality. The second place is represented by own opinions concretely **41, 38%** and namely it is no experience with this service, people want to learn foreign language on their own or they do not take advantage of these services. This finding matches questions number four and seven: companies do not place an order to translating or interpreting agencies or they do not have any experience with these agencies. Other factor is hiring own translator or interpreter. **37, 93%** would hire own translator or interpreter. **27, 59%** companies were not satisfied with speed of agency when making translation. Less companies mentioned problems with communication concretely **13, 79%**. Only in **3, 45%** of cases the agency terminated.

**Question n. 16: What is important for you when choosing an agency?**

Graph 15 – What is important for you when choosing an agency? (survio.com)

If companies were interested in choosing agency **62, 16%** would choose according to professional knowledge of translators or interpreters. It is because of very good knowledge of field and conversational terms both from target language and source language. Flexibility of chosen agency is demanded by **56, 76%** companies. Many companies want translators and interpreters to adapt to company schedule and needs. On the third position there are recommendations concretely **54, 05%**. It is said that bad reputations is spread faster than commendations. Some salesman relies on ignorance of some customers to defend in case of damage (Filipová, 2006). Payment is almost on the latest position, concretely **40, 54%** companies care about price of service. Last but not least **10, 81%** companies said that nothing is important for them when choosing agency. It is mostly because companies do not have experience with translating or interpreting agencies as I have mentioned in questions number four and seven.

## CONCLUSION

This bachelor thesis deals with use of translating and interpreting services by small and medium companies, corporations or self-employed people in Zlín region.

In this thesis the main focus was put on analyzing the use of translating and interpreting agencies in Zlín region. Small and medium enterprises, corporations and self-employed people were asked to complete questionnaire which was sent via e-mail correspondence. Eighty-nine out of one-hundred respondents fulfilled enclosed questionnaire. Survey proved that overwhelming majority of companies co-operates with foreign firms and English language is the most frequently used language. Companies in Zlín region do not usually take advantage of translating and interpreting agencies because of own company translator, sufficient knowledge of foreign languages for translating necessary materials or do not need any of these services. On the other hand if any company needs translating or interpreting services it usually place an order to Skřivánek s. r. o for economic or ecological texts. Many companies would choose agency according to its translators or interpreters qualifications. On the other hand companies would change any agency because of price which does not match with quality of assigned output. In actual fact many companies do not even place an order for interpreting services but if they do so they demand interpreting from source language to target language or vice versa. They demand interpreting from one foreign language to other foreign language very sporadically.

To summarize companies in Zlín region use translating and interpreting services very rarely according to answers of interviewed companies. If the questionnaire was answered by all small and medium companies, corporations and self-employed people doing business in Zlín region, results as well as use, respectively non-use, could differ.

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## APPENDIX I: ORIGINAL QUESTIONNAIRE IN CZECH LANGUAGE

Vážená paní, vážený pane,

jmenuji se Helena Brandová a jsem studentkou třetího ročníku oboru Angličtina pro manažerskou praxi na Univerzitě Tomáše Bati ve Zlíně. Ve své bakalářské práci se zaměřuji na *Analýzu využití tlumočnických a překladatelských služeb ve Zlínském kraji* a zjišťuji, zda jsou tyto služby na Zlínsku využívány. Obracím se na Vás s prosbou o vyplnění krátkého anonymního dotazníku, který slouží jako stěžejní podklad při vypracovávání mé závěrečné práce.

Předem děkuji za Váš čas.

### Název společnosti:

(toto pole je nepovinné, poslouží k větší přehlednosti výzkumu)

- 1) Spolupracujete Vaše firma/oddělení se zahraničními společnostmi?
  - a. ano
  - b. ne
- 2) Které cizí jazyky používáte?

Oznámujte prosím na stupnici 1 – 5 (1= nepoužíváme vůbec, 5= používáme v každodenním styku).

  - a. angličtina
  - b. němčina
  - c. španělština
  - d. ruština
  - e. francouzština
  - f. polština
  - g. slovenština
  - h. jiné, prosím uveďte \_\_\_\_\_
- 3) Využíváte služeb překladatelských nebo tlumočnických agentur sídlících ve Zlínském kraji?
  - a. ano, využívám jak překladatelských, tak tlumočnických služeb
  - b. využívám jen překladatelských služeb
  - c. využívám jen tlumočnických služeb
  - d. nevyžívám žádnou z těchto služeb
  - e. využívám služeb vlastního překladatele/tlumočnicka
- 4) Kolik překladů do výše zmíněných jazyků ročně zadáváte?
  - a. 0 – 50
  - b. 51 – 100
  - c. 101 – 200
  - d. 201 – 300
  - e. více než 300
- 5) Pokud využíváte služeb překladatelských nebo tlumočnických subjektů, tak kterých?

Využíváte-li jich více, uveďte prosím částečné procentuální vyjádření.

  - a. Johny English

- b. Skřivánek
  - c. Zelenka
  - d. soukromé právnické osoby
  - e. Google překladač
  - f. jiné, prosím uveďte \_\_\_\_\_
- 6) Jaké zkušenosti máte s agenturou nebo osobou pracující na volné noze?
- a. velmi dobré
  - b. dobré
  - c. nevím
  - d. špatné
  - e. velmi špatné
  - f. žádné
  - g. jiné, prosím uveďte \_\_\_\_\_
- 7) Překlady nebo tlumočení jakého vědního oboru potřebujete?  
Oznámkujte prosím na stupnici 1 – 5 (1 = nepotřebuji, 5 = potřebuji nejvíce).
- a. ekologický
  - b. ekonomický
  - c. IT
  - d. sociologický
  - e. strojírenský
  - f. jiný, prosím uveďte \_\_\_\_\_
- 8) Jaké typy textu zadáváte k překladu?
- a. korespondence
  - b. smlouvy
  - c. manuály
  - d. překlady se soudním ověřením
  - e. právní překlady
  - f. jiné, prosím uveďte \_\_\_\_\_
- 9) Pokud zadáte překlad jinému subjektu, necháváte si na tento překladatelský výstup zhotovit korekturu textu, tzv. proofreading, nebo necháte práci zkontrolovat rodilým mluvčím?
- a. text kontroluje nerodilý mluvčí
  - b. text kontroluje rodilý mluvčí
- 10) Jakým směrem nejčastěji překládáte?  
Oznámkujte prosím na stupnici 1 – 5 (1 = vůbec, 5 = nejčastěji).
- a. z rodného jazyka do cizího
  - b. z cizího jazyka do rodného
  - c. z cizího jazyka do cizího
- 11) Jakým směrem nejčastěji tlumočíte?  
Oznámkujte prosím na stupnici 1 – 5 (1 = vůbec, 5 = nejčastěji).
- a. z rodného jazyka do cizího
  - b. z cizího jazyka do rodného
  - c. z cizího jazyka do cizího
- 12) Jaký způsob tlumočení nejčastěji potřebujete?  
Oznámkujte prosím na stupnici 1 – 5 (1 = nepotřebuji, 5 = potřebuji nejvíce).
- a. simultánní
  - b. konsekutivní
  - c. soudní
  - d. tlumočení mezi dvěma cizími jazyky

- e. šušotáž
  - f. doprovodné
  - g. žádné
  - h. jiné, prosím uveďte \_\_\_\_\_
- 13) Najímáte na jednu zakázku i více tlumočnicků, jedná-li se o časově náročné tlumočení?
- a. ano
  - b. ne
- 14) Jste spokojeni se současnou nabídkou překladatelských a tlumočnických služeb v poměru ceny ku kvalitě?
- a. ano
  - b. ne
  - c. neřeším
  - d. jiné, prosím uveďte \_\_\_\_\_
- 15) Jestliže jste dříve nebyli spokojeni se službami překladatelských a tlumočnických agentur, co Vás vedlo ke změně?
- a. kvalita neodpovídala ceně
  - b. pomalé vyhotovování zadané práce
  - c. špatná komunikace s agenturou
  - d. zánik agentury
  - e. najmutí vlastního tlumočnicka/překladaatele
  - f. jiné, prosím uveďte \_\_\_\_\_
- 16) Co je pro Vás důležité při výběru vhodné agentury?
- a. cena služeb
  - b. reference
  - c. flexibilita agentury
  - d. odborná znalost překladatelů/tlumočnicků